

At the bottom of the world... A life at the top

New Zealand; the closest thing you will get to a perfect country. It could well be perfect for you. You can grow your business or develop your career in an environment with strong institutions, settled markets, fresh attitudes, economic stability and a culture of entrepreneurialism.



THE PROPOSITION

You will travel to a country which is safe, not corrupt, beautiful, and one of the best places in the world to do business in. You will speak the language, and find the people there casual and friendly. There is no class system, but there are top schools (both public and private) and excellent universities. In fact graduates there do better than those in the UK and the US, according to the recent OECD 'Education at a Glance' report. The climate will be warmer, yet out in the wild you can sleep on the ground all night and never worry about poisonous snakes and spiders, or marauding animals.

You will find this country's cities as sophisticated as anywhere. They may not have buildings as old as Europe's but this means you are more likely to live in a new house. Coffee and wine and beer and cheese are the best in the world, and restaurants are full of splendid cuisine. Beaches are gorgeous, fishing and sailing are close at hand wherever you are, and taken for granted. Skiing involves only few hours' driving, often less unless you choose the sub-tropical north. And you will have time to enjoy the outdoors if you want; it won't take forever for you to get ahead. On the International Tax Competitiveness Index, New Zealand ranks second in the developed world, both for investing and for starting and growing businesses. The top tax rate is 33%.

You are thinking about advancement. It's a long way from home. Yes, once upon a time this country's distance from everywhere else was a problem. Now, it's

an advantage, as the world shrinks and all its problems seem closer at hand. New Zealand is a sanctuary where the wealthy and the well-qualified want to be, and where you will find the broadband is probably faster...

That's the proposition. Would you go? You would join hedge fund billionaires Michael Nock and Julian Robertson, Fidelity National Financial's William Foley, Las Vegas casino boss Glenn Schaeffe, Paypal's Peter Thiel, Russian steel magnate Alexander Abramov and Hollywood director James Cameron. They have all bought property in New Zealand. Many of the world's wealthy spend time there, some buy businesses as well, or reside there using the country as a base. Their properties don't need high fences around them, they can walk down the street without security. They are simply treated like other New Zealanders.

AN OFFER HARD TO REFUSE

New Zealand offers business advancement plus lifestyle. It's emphatically cosmopolitan now, and the easiest country in the world to do business in (the World Bank's 2017 'Doing Business' report). 73% of expats reported an improved quality of life in a recent HSBC survey, and for their children 85%. Hospital health care is free; so is education up until tertiary level. Its Accident Compensation Scheme removes anxieties around injury. In New Zealand you can breathe clean air. When you stand at the top of an alpine tramping pass you can look down on a land as breath-taking as any on Earth.

NEW COUNTRY, NEW OPPORTUNITY, OLD VALUES

New Zealand presents a beguiling juxtaposition of the best of the world that was, and the best of the world that is coming. High migration of smart people from Europe and Asia now means the isolation is disappearing and the opportunities are constant in its open economy and its love of entrepreneurs. The environment is fiercely protected, but in business there is a regulatory environment with a light touch. New Zealand excels in tech, IT and innovation.

ROOM TO MOVE




There are 17 people per square kilometre in New Zealand, compared with 253 in the UK. 30% of the land is either devoted to national parks, or otherwise protected. And yet you can live in bustling cities which are clean, with thriving theatres and music scenes and world-class museums and galleries. On television are the same options you can find in the UK, and new movies arrive just as quickly. You can choose between the wilder outdoors life or the refined urban life, or a mixture of the two. A series of global surveys (the latest being the HSBC Expat Explorer findings) rank the country at the very top for 'experience'. There is just so much to do as well as see. New Zealand is never dull.

The answer to our proposition is not that there are great reasons to move yourself and your family to New Zealand now. The answer is, when you look at the way

New Zealand's business and financial environment; the advantages:

- ✓ Easiest country in the world to do business (World Bank's 2017 Doing Business report.)
- ✓ Ranked 4th for attractiveness to foreign investors (Milken Institute Global Opportunity Index 2015)
- ✓ Considered the world's freest economy in the Heritage Foundation's 2015 Index of Economic Freedom, citing "improvements in the management of government spending, monetary freedom, and labour freedom."
- ✓ Second in the Forbes 'Best Country for Business' survey 2015, specifying personal freedom and investor protection, a lack of red tape and low corruption.
- ✓ Angel investment activity in New Zealand has trebled in the last decade, and New

New Zealand lets you get more hands-on with investments compared with other developed economies, and can fast-

-  Under the Investor Category, applicants must be 65 or younger, have a minimum of three years' business experience, invest \$1.5 million in New Zealand for four years and have settlement funds of \$1 million. They must spend 146 days in New Zealand in each of the last three years of the four-year investment period and meet health and character requirements.
-  Under the Investor Plus Category applicants must invest \$10 million in New Zealand for three years and spend 44 days in New Zealand in each of the last two years of the three-year investment period. They must also meet health and character requirements.
-  Both Investor and Investor Plus applicants are initially granted conditional residence. Unconditional residence can be granted to Investor applicants after four years, and Investor Plus applicants after three years.

"There's a real purity in New Zealand... It's not an easy thing to find in our world anymore. There is a sense of... being protected."

ACTOR ELIJAH WOOD
(FRODO IN THE "LORD OF THE RINGS" MOVIES).

Aotearoa New Zealand's Maori people have a word for this deep sense of commitment to welcoming and looking after people - manaakitanga. 90% of arrivals tell New Zealand's Immigration Service they feel welcome when they come. 95% find Kiwis 'friendly' or 'very friendly'.

"Forward thinking and innovation are not limited to any part of the world, but they flourish in New Zealand and in the minds of kiwis."

TIME MAGAZINE

