The Relevance of Wine in the New Zealand’s International Trade

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This paper analyses the production of wine and its relevance for the international trade in a country, whose wine production has not been studied very often: New Zealand. In spite of its marginal geographic position, this country is an important producer of wines, thanks to favourable climate of its territory; some of the varieties of vineyards grown in New Zealand allow for the production of wines that are typical of Europe. These are sold on markets traditionally served by France, Italy and Spain.

The objective of this paper is thus to analyse the flow of wine exports from New Zealand to the world and to North America and Northern Europe in particular and to provide a detailed descriptive analysis of the time trend of these flows and of their contribution to the overall New Zealand’s exports. While, because of its geographical position, New Zealand has traditionally been considered a strong competitor on the Far-East markets (especially on the Chinese), this paper will show that New Zealand’s wines are very appreciated also in Europe and in America, and therefore that New Zealand is a strong competitor for Italian and French wines also in those markets, which are traditionally served by these countries.