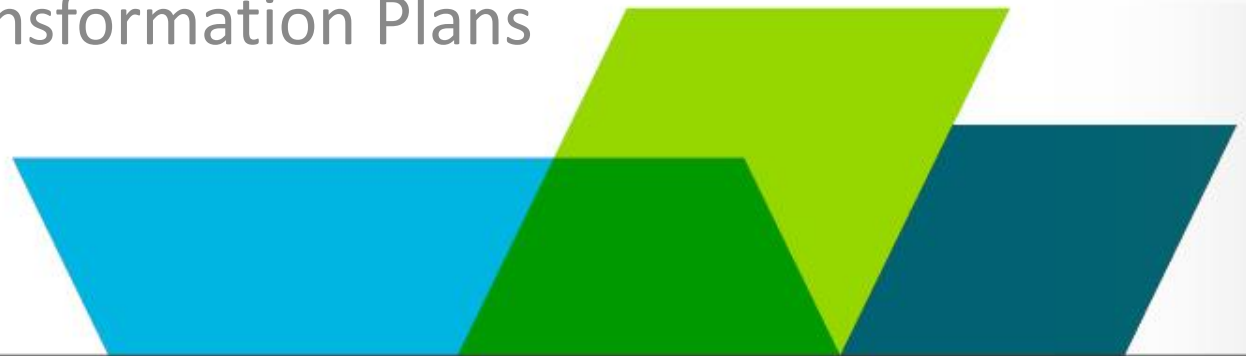




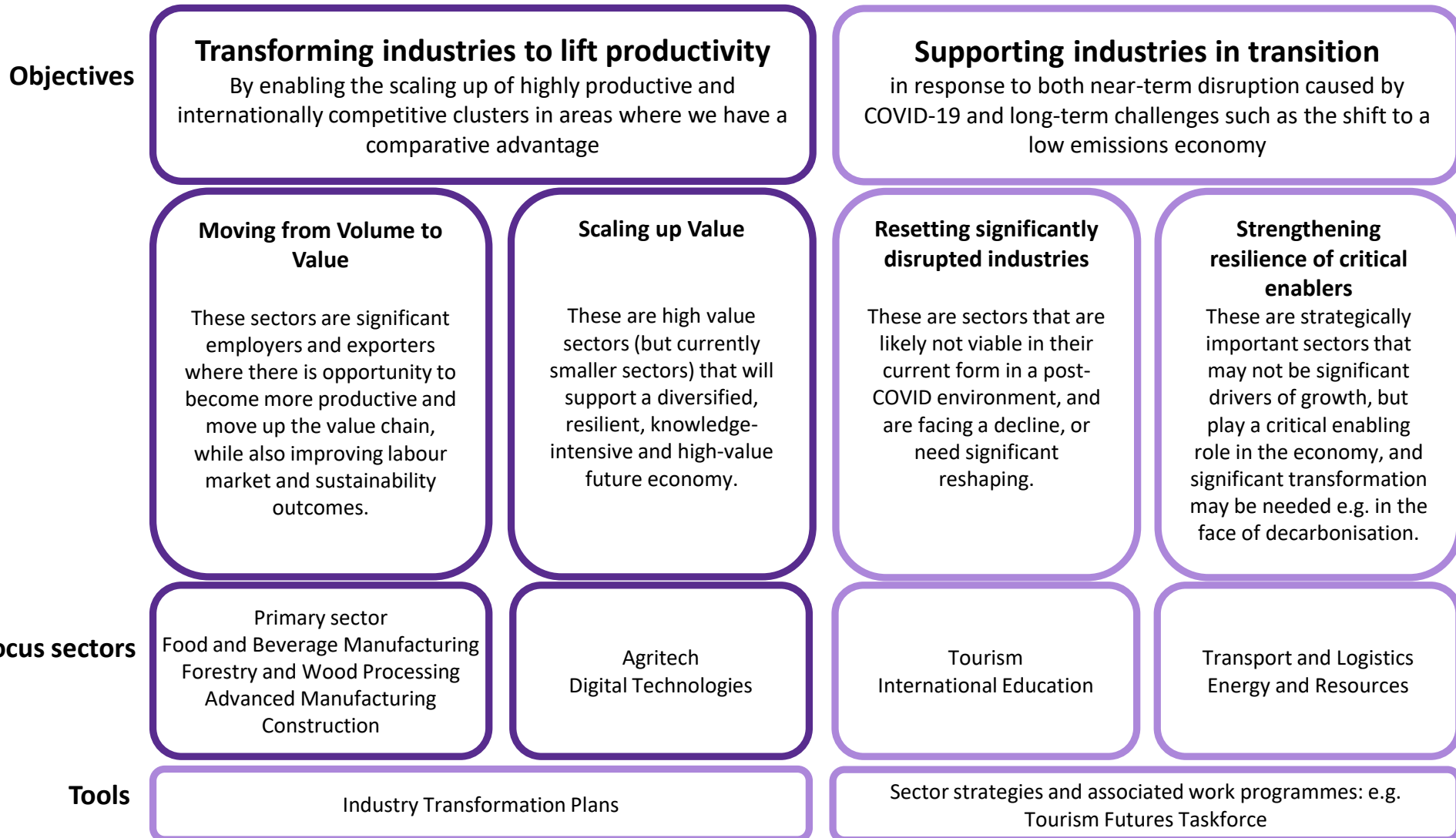
**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HIKINA WHAKATUTUKI

Preparing for the future, in partnership

Industry Strategy and
Industry Transformation Plans



The Industry Strategy focuses on two core objectives...



Industry Transformation Plans are a core tool in the Industry Strategy

- Industry Transformation Plans (ITPs) bring together all relevant parties around an industry to **agree a long-term vision** for the industry, and identify the **step change actions in the short and medium term** that can be taken by industry, government and others to achieve this vision
- The focus of ITPs is on **scaling up clusters of large, highly-productive and internationally competitive firms in areas of New Zealand's comparative advantage**
- This focus **remains important especially in the context of COVID-19** severely disrupting our international connectedness

There are six ITPs underway:

- Advanced Manufacturing
- Agritech
- Construction
- Digital Technologies
- Food and Beverage Manufacturing
- Forestry and Wood Processing



The ITP process

Stage One: Evidence base for action – Current State

Stage Two: Vision for the sector – Future State

Stage Three: Action Plan

An ITP takes approx. 9-12 months to develop, with significant investment of time in establishing the partnership and engaging across the sector



Example: Agritech ITP

Agritech is:

Manufacturing, biotech and digital-based technology companies that are creating **product, service and value chain solutions**

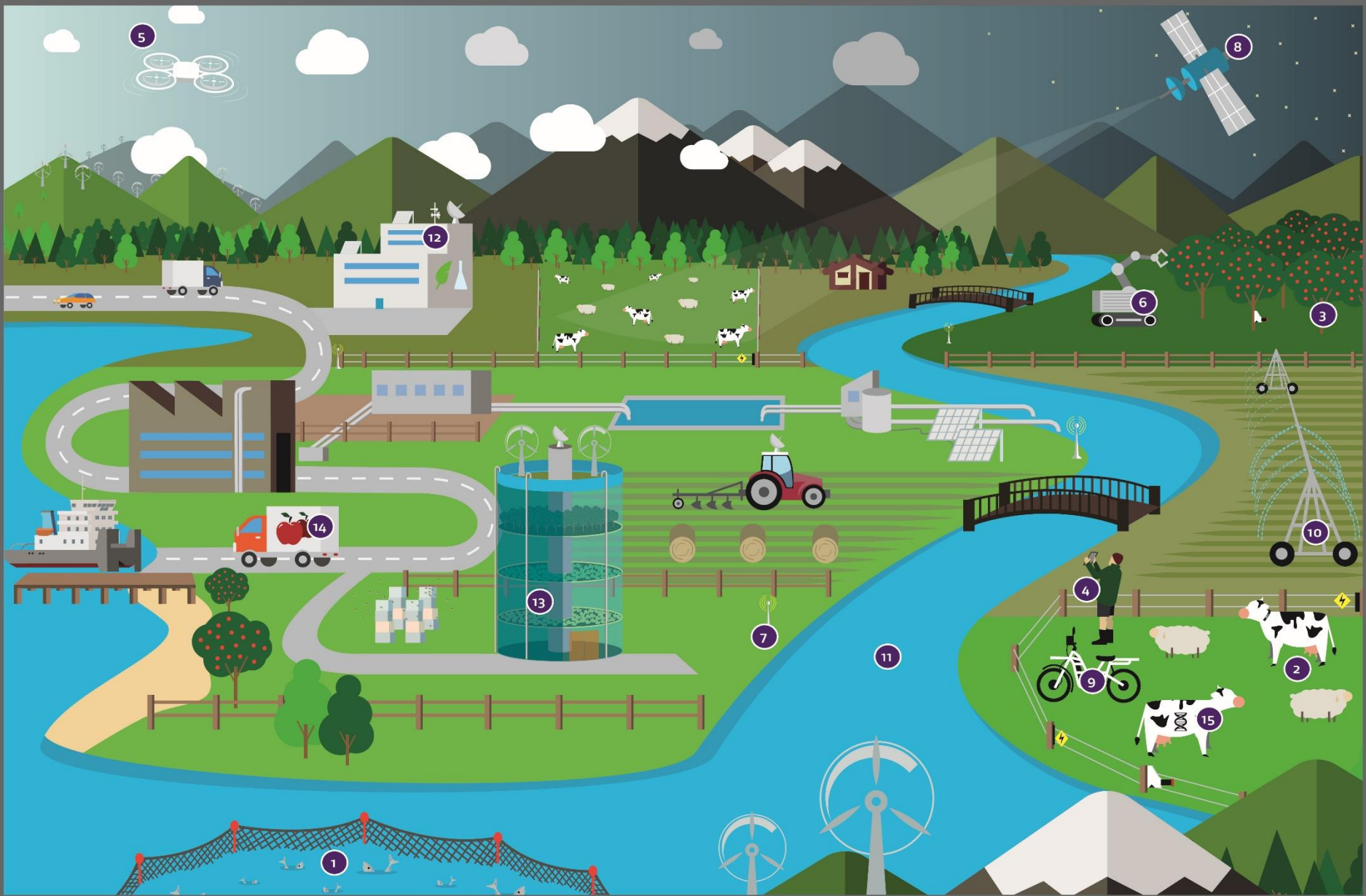
for the primary sector (**agriculture, horticulture, apiculture and aquaculture**), with the aim of improving **yield, efficiency, profitability, sustainability and quality.**

Vision for the agritech sector

A globally competitive agritech ecosystem, producing, ingenious, value-adding companies that provide meaningful jobs, solving New Zealand and the world's sustainability problems.

New Zealand Agritech -
good for the world





KEY

- | | | | | | | | | | |
|----|--------------|----|------------------------|-----|---|-----|------------------|-----|------------------------|
| 1. | AQUACULTURE | 7. | SENSORS | 10. | PRECISION IRRIGATION | 12. | BIOTECH | 14. | SUPPLY CHAIN SOLUTIONS |
| 2. | AGRICULTURE | 8. | EARTH OBSERVATION DATA | 11. | RESOURCE MANAGEMENT/
ENVIRONMENTAL
PROTECTION | 13. | VERTICAL FARMING | 15. | GENETICS/BREEDING |
| 3. | HORTICULTURE | 5. | DRONES | 9. | ADVANCED MACHINERY AND
EQUIPMENT | | | | |
| | | 6. | ROBOTICS/AUTOMATION | | | | | | |
| | | 4. | INTERNET OF THINGS | | | | | | |

Why focus on agritech?

Agritech was chosen for an ITP because of our existing expertise in this area and its adjacency to our strong primary sector. We have three objectives for the ITP:



Use comparative advantage to grow the agritech industry itself as a high-value export sector



Improve productivity and sustainability of the primary sector, enabling companies to move from volume to value



Contribute to global challenges – help feed the world, while reducing climate change emissions

Workstreams in the action plan indicate focuses

And six workstreams (*with lead agencies*):

Global
(*NZTE*)

- Ensuring NZ is well positioned internationally in the Agritech field; connecting international demand to NZ supply; and strengthening collaboration with Australia.

Commercialisation
(*Callaghan Innovation*)

- Smoothing out systemic issues with commercialisation of intellectual property through from the science system to products and companies.

Investment
(*NZTE*)

- Exploring the possibility of a specialist capital pool for agritech in collaboration with NZ Capital Growth Partners, and considering other investment issues for NZ agritech.

Data Interoperability and
Regulations (*MPI*)

- Improving compatibility and openness of agritech data by resolving barriers with data interoperability and variance in regulations.

Skills and Employment
(*MBIE*)

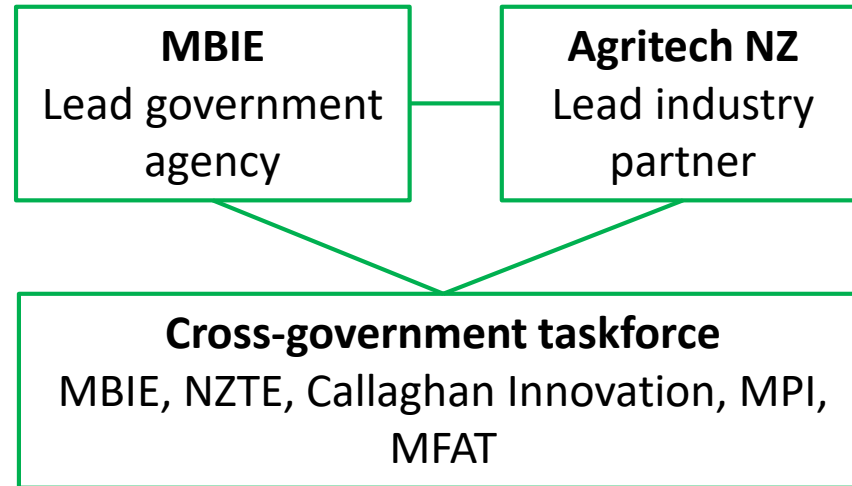
- Ensuring we have the suitable skills the agritech sector needs to grow, and that the primary sector has the skills necessary to use agritech.

Government
(*MBIE*)

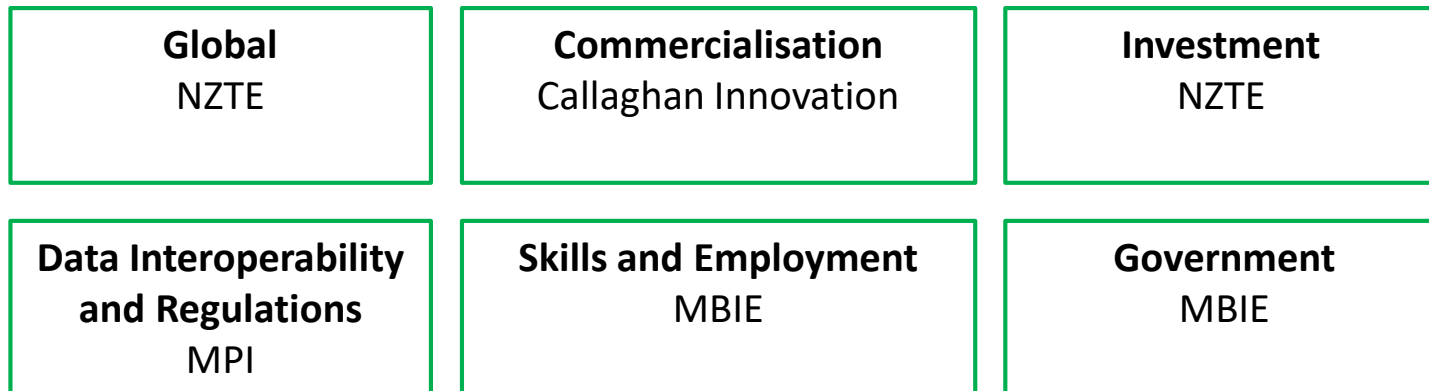
- Streamlining the support network of government agencies; and improving measurement of the sector.



Key partners



Workstream leads



For each workstream, industry advisory groups will be established to guide scoping and implementation.

