

UK High Commissioner Jonathan Sinclair Spearheads HMG Trade Restoration Drive

EU Legation and British New Zealand Business Association also in harness

NAPIER, HAWKES BAY, NEW ZEALAND, February 15, 2016 /EINPresswire.com/ -- Britain's diplomatic and commercial apparatus has gone onto the front foot in re-aligning New Zealand and its trade to resuming a UK focus. In this campaign it has enlisted the support of its historic auxiliary the Auckland-based British New Zealand Business Association founded 99 years ago. Also on-side is the EU legation in Wellington.

British High Commissioner Jonathan Sinclair states that the UK remains New Zealand's largest trading partner in the EU.



The UK he insists is the biggest booster of the mooted NZ/EU Free Trade Agreement.

The active engagement now of the High Commission in the trade re-positioning drive indicates a direct and high level involvement in Whitehall in re-developing and reinforcing UK/NZ mercantile threads.

It is a welcome development for a New Zealand government ardently pushing for the EU free trade agreement, reflected by a corresponding enthusiasm radiating from the EU legation to New Zealand.

After Australia, Mr Sinclair reminds audiences, the UK has the largest stock of investment in New Zealand at \$55bn— “far in excess of the United States” which is third with \$33bn.

Adds Mr Sinclair (pictured above, at right, with BNZBA patron John Collinge.) “Our domestic policy exchange between our governments is unrivalled.”

Mr Sinclair meanwhile is to carry the trade restoration campaign to Auckland, the nation's merchant city, with speaking engagements under the auspices of the British New Zealand Business Association.

In trade, especially in the longer global cycles, what goes around comes around.

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