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New Zealand's investor migrants; Decision making and experiences

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Pathways conference, July 2015



Overview

- Context
- Overview of research

- Findings
 - Motivation
 - Investment
 - Expectations and contributions

- Summary
- Next steps



A place for business



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Why and what we did

- To understand the experience of investor migrants before, during, and after making an application
- Online survey of 772 applicants
- Qualitative interviews with 5 agents and 20 applicants

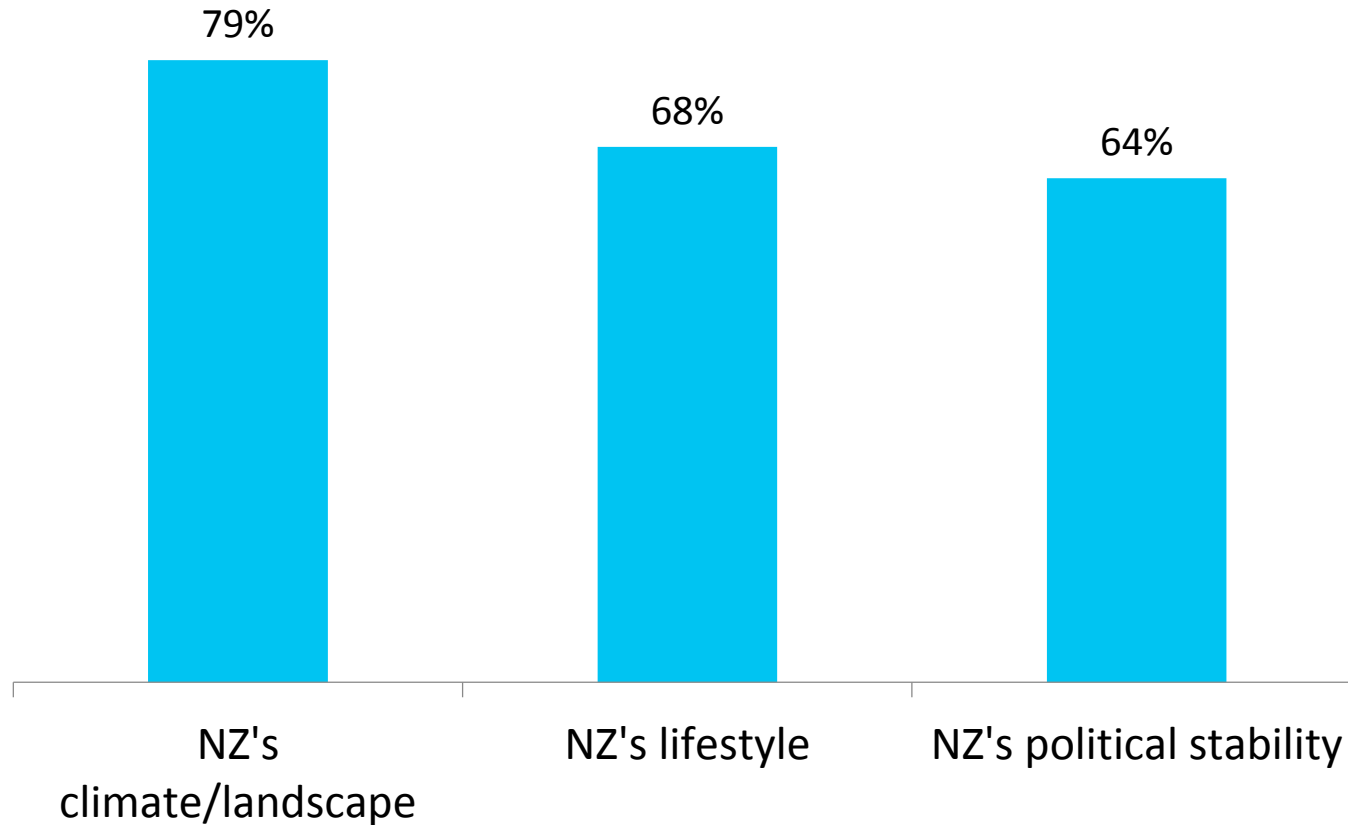


Profile of survey respondents

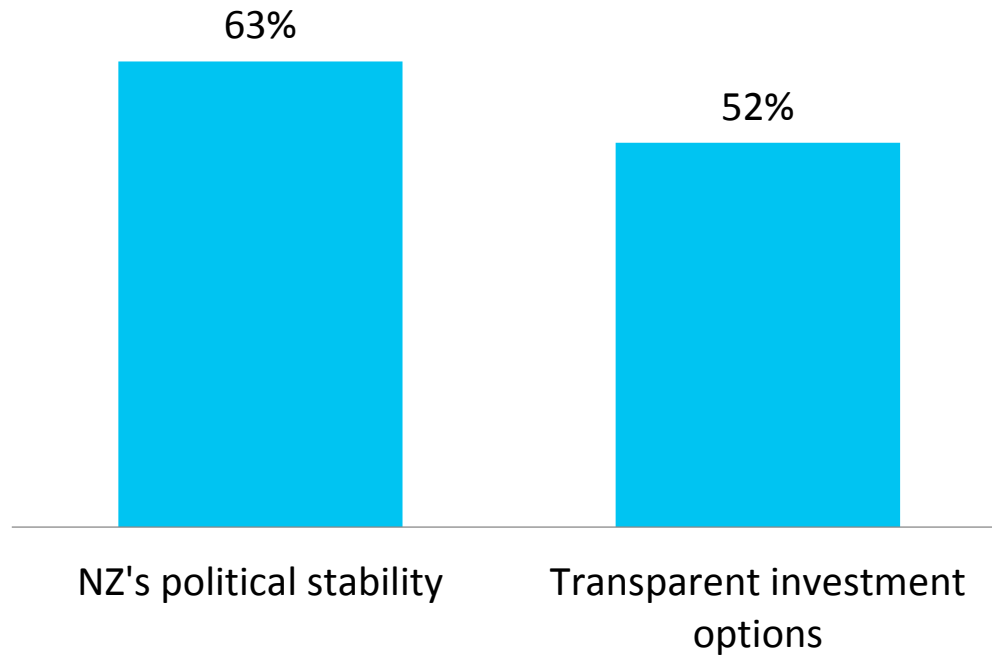
- Demographics
 - Investor two category (\$1.5M), men, aged 40-49, from China, more recently approved for residence
- A diverse group
 - At different stages of career and life
 - Leading business people



Lifestyle/personal factors were a key reason for choosing New Zealand



90% of investor migrants indicated that financial/business factors were important



A variety of push and pull influencers at work

Push factors

- State of home country
 - Economy
 - Environment
 - Policy
 - Politics
- Fear circumstance will worsen at home

Pull factors

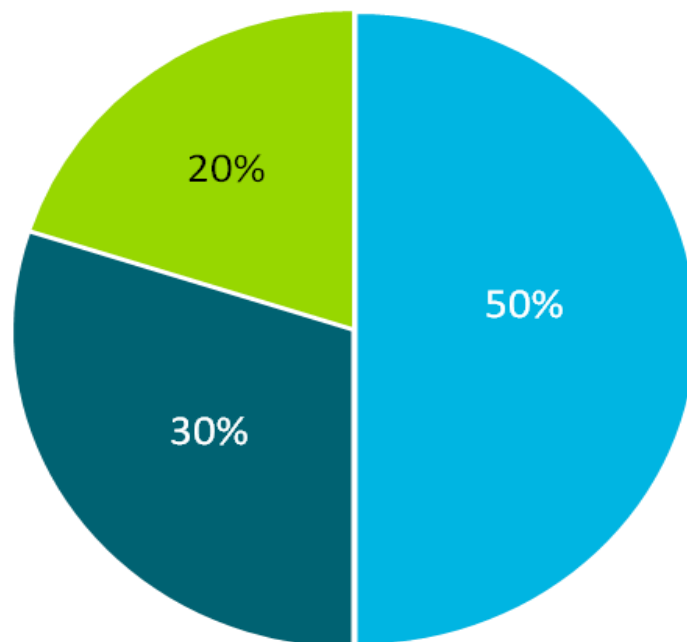
- NZ lifestyle
- Prior visits
- Friends/family
- Business investments (minority)



Half of investor migrants made a passive investment

Investment chosen for residence application

- Passive (by mainly investing in Government /Corporate /Bank bonds)
- Balanced/ mixed investment
- Active investment (by mainly investing in Shares /Company equity /Venture Capital)



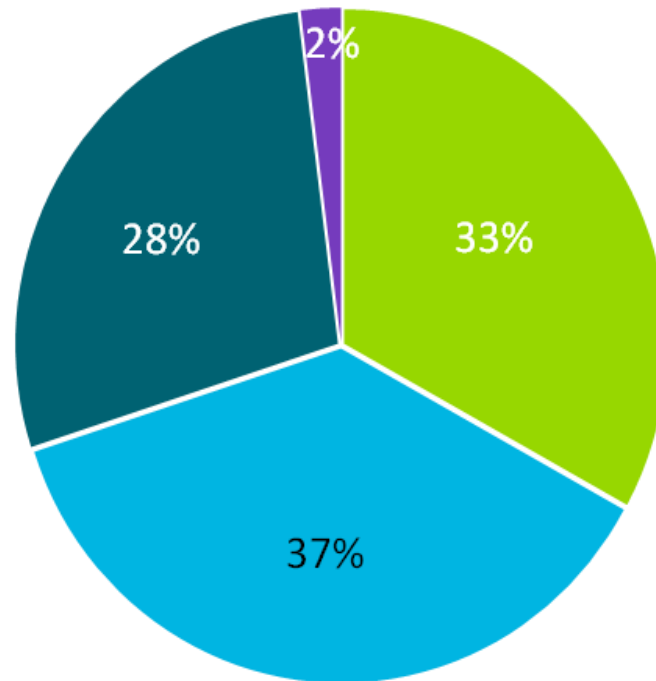
Passive investment a conscious decision driven by...

- **Lack of knowledge** – of NZ businesses and investment environment at the time of having to transfer funds
- **Lack of networks** – no trusted contacts to identify business opportunities
- **Wanting to ‘tick the box’ and keep risk low** – making investments that were easy to manage, simple and definitely meet immigration requirements

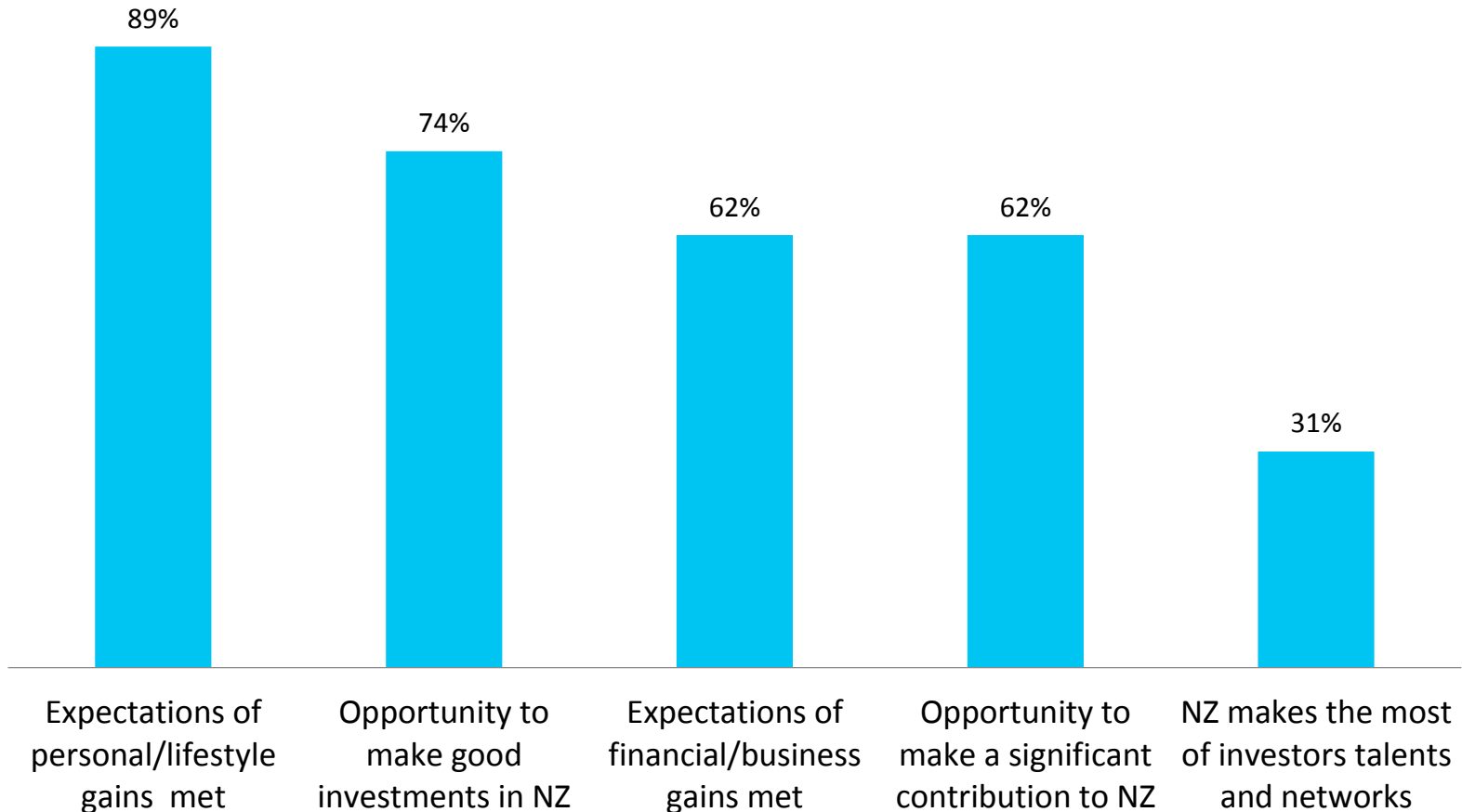


Amount invested in New Zealand

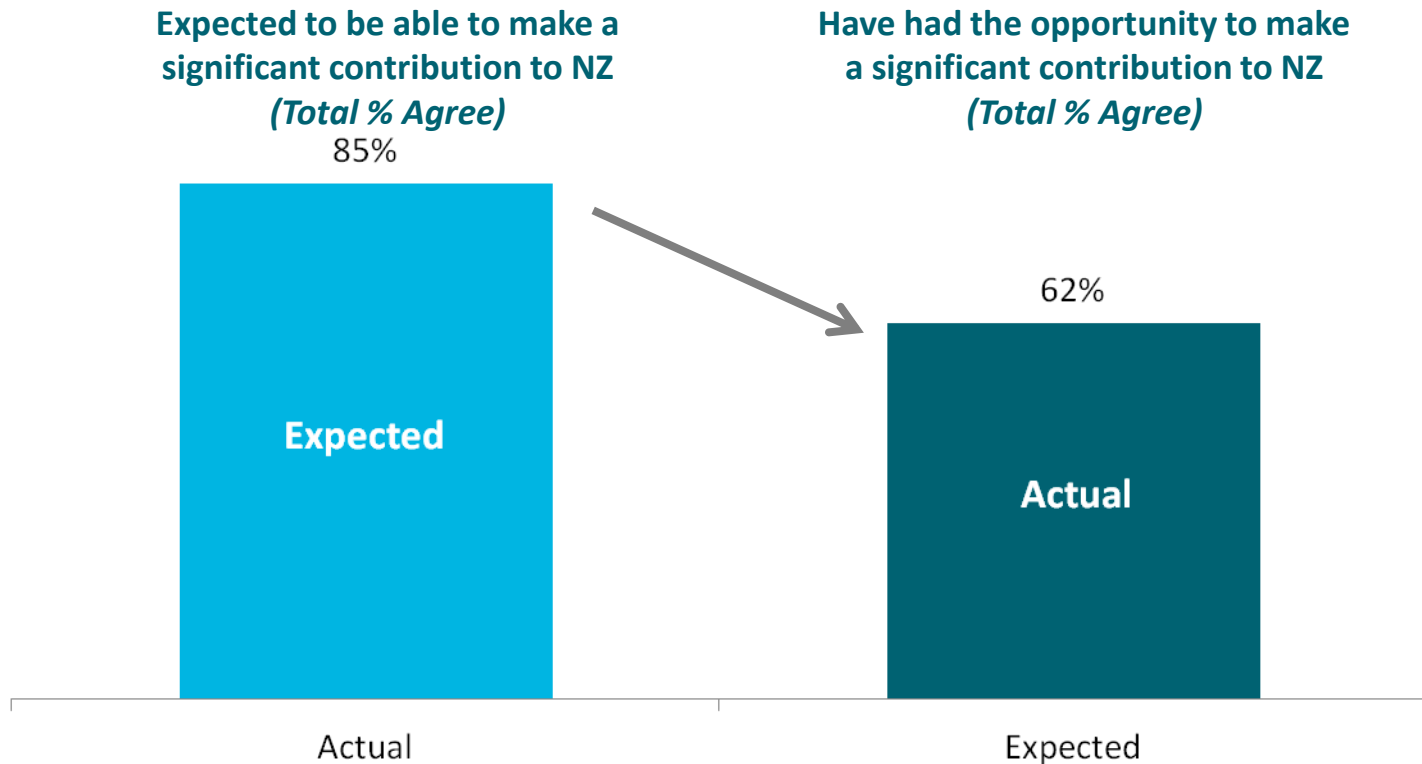
- The amount required by the investor policy
- A bit more
- Significantly more
- Unsure



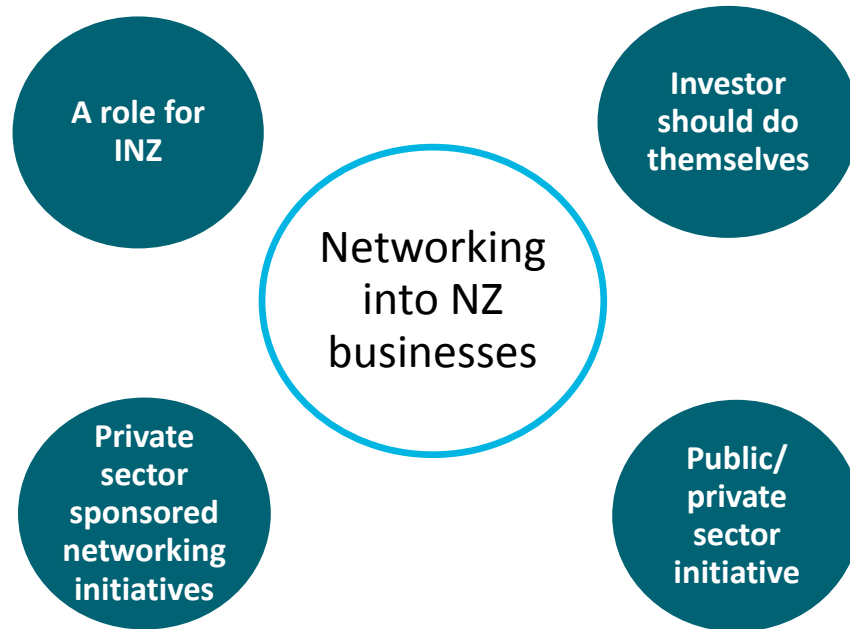
Expectations of life in NZ mostly met in terms of personal/lifestyle gains but some large gaps



More can be done to make the most of investor migrants talents and networks

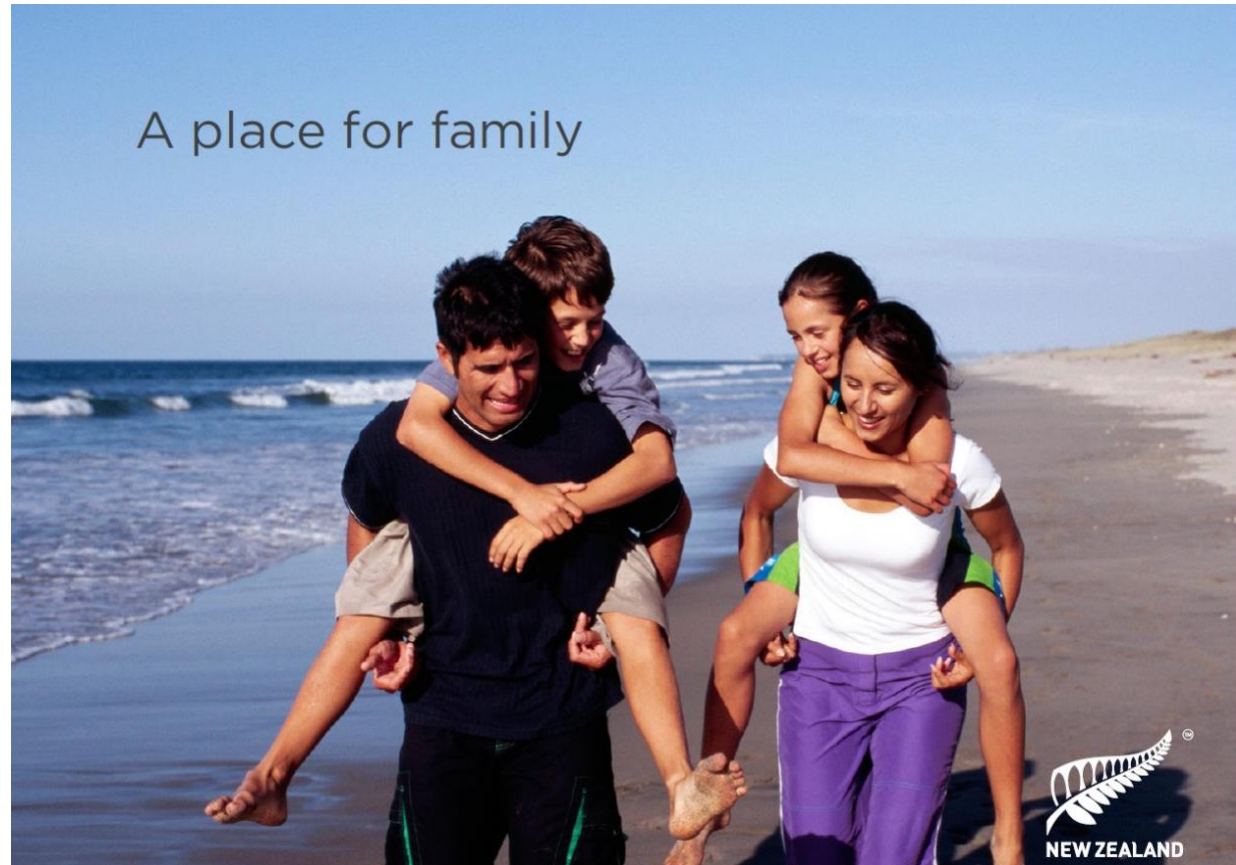


There is interest in contributing to NZ businesses....



Take home points

- NZ lifestyle is the key motivator
 - Interests widen over time



Take home points

- Many investing more than the policy requires
 - Open to making more active investments
 - Want to contribute more, particularly once ‘in the system’
- More engagement by NZ Inc is welcome
 - Potential to tap in to their skills and networks to support national/firm growth
 - Opportunities for NZ Inc to develop this



And finally...

- <http://employment.govt.nz/research/migration/investor-migrants.asp>
- Next steps
 - 'Flow-on' investment research with banks

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