

EVBox

- charging for the rEVolution



When the market for electric vehicles (EV) was in its infancy, EVBox-founder Bram van de Leur looked for opportunities in the new market. Understanding that infrastructure behind charging electric vehicles would be essential to their success, he founded EVBox.



Key info

Founded: 2010
 Employees: 156
 Headquarters: Amsterdam
 Annual turnover: €16 M

EVBox contributes to the growing electric mobility market by making it easier to charge vehicles wherever needed. It designs and manufactures hardware and software for charging stations. The company provides charging equipment and station management for electric vehicles to households, businesses and the public and has grown to become a global market leader for EV charging. It sells its products in the EU and exports them to the USA and New Zealand.

In addition to selling and managing charging stations, the company organises the rEVolution – an annual networking and idea-sharing conference for the electric mobility industry. The aim of rEVolution is to bring together the players in the growing industry to help it expand even more.

How an EU-New Zealand Trade Agreement could help:



Clean technology

The negotiations for a trade agreement aim to boost trade in environmentally friendly products, for instance by lowering tariffs.

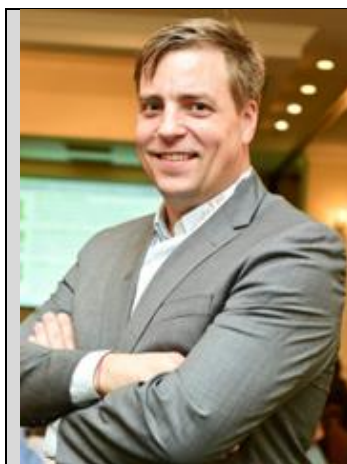
For EVBox this would mean that they could export their EV-charging stations at a lower price and help expand the market for EV even more.



Opening up government contracts

One aim of the trade deal is to make it is easier for companies to compete for governmental contracts.

This would open up the market for EVBox to provide their environmentally friendly solutions for New Zealand's infrastructure.



Bjørn Utgard,
 Director of new Markets,
 EVBox

"The mission for EVBox is to help build a future where everyday transport is emission-free. As the market grows and the price of electric cars comes down, an excellent charging infrastructure becomes ever more important. And in a growing market, it is essential to have the support of both the public and government. New Zealand offers us good opportunities to help build the infrastructure for electric mobility in New Zealand. A trade agreement could make it easier for us to compete on the market."



GICOM (Netherlands)

- helping Kiwis to compost



The founder of Gicom, engineer Gé Groenenboom, started off as a small-scale mushroom grower in Biddinghuizen in the Netherlands. Building on the specific needs mushroom growing required, he expanded into the area of computer-controlled composting systems.

Key info

Founded in: 1984
Headquarters: Biddinghuizen, the Netherlands
Employees: 130

Company profile

Gicom specialises in mushroom farms and composting techniques fine-tuned over more than 30 years. It helps its clients set up composting systems to treat kitchen and garden waste, manure and sewage. The company has been operating in New Zealand for over 15 years and is now well established there.

If the EU and New Zealand sign a trade agreement, Gicom expects business to become even easier



How an EU-New Zealand Free Trade Agreement would help:



Opening up government contracts

A trade deal with New Zealand would open up public procurement in New Zealand to EU firms. This would make it easier for Gicom to bid for public contracts and provide its green solutions for government projects.



Allowing key staff to move temporarily

A trade deal would also allow the temporary movement of people between the EU and New Zealand for business reasons, making it easier for Gicom to provide their planning services and management teams when building new systems.



Making trade easier for small firms

The agreement will include a chapter dedicated to helping small businesses get the information they need to export successfully, so they can fully benefit from the deal.



Bart Vercoulen
Sales Manager, Gicom

"With a well-organised market and a similar business climate to Europe, New Zealand has already been profitable for us. We want to provide solutions to more clients there – for example for managing organic waste. We've a good deal of know-how to offer. A free trade deal would make it even easier for us to do business in New Zealand."



Medicommers

- Providing for New Zealand's health providers

MEDICOMMERS Kft.



Alapítva 1992

Medicommers is a family-owned Hungarian company providing quality medical products for clients around the world.

Key info

Founded in: 1992
Headquarters: Budapest, Hungary
Employees: >20
Annual turnover: €1 m (2016)

Company profile

Medicommers started out as the main distributor in Hungary for Johnson & Johnson and GE Healthcare. It has been providing hospitals and clinics with surgical instruments and materials since 1992.

Over the years, Medicommers expanded its range to include artificial hips and knees, equipment for measuring blood glucose levels and products for treating wounds. Today, the company has a new product range and now sell goods it manufactures itself, such as surgical needles, anaesthesia and respiratory equipment, and blood pressure cuffs.



Medicommers goods have been carefully designed by Hungarian doctors so that the company can provide high quality medical products. Its new portfolio has led to growth in sales in Hungary and an increase in exports to companies all over the world. And, thanks to this new product range, Medicommers has been exporting its European-made equipment to New Zealand since 2016.

How an EU-New Zealand Trade Agreement could help:



Easing export barriers

A trade deal with New Zealand aims at lowering tariffs for products that companies like Medicommers offers to New Zealand medical suppliers. Lower tariffs would make it easier for Medicommers to compete on the New Zealand market with lower prices.



Making trade easier for small firms

To make sure that small and medium-sized companies get all the information they need – for instance about trade practices and custom regulations – the deal will include a dedicated chapter on small businesses. This is to ensure that smaller firms can reap the benefits of the agreement.



Tamás Kókay
**Executive Director,
Medicommers**

By lowering or removing tariffs, a trade agreement will enable European firms like ours to offer our products at more competitive prices on the New Zealand market."