

# PRIORITY MARKETS

ENZ's country portfolio and priority markets for 2018.

## PROMOTE

This is a group of countries and regions where we believe the right investment approach will deliver strong growth.

### Markets

Brazil, China, Colombia, Europe, India, Indonesia, Japan, Korea, Philippines, Thailand, Viet Nam, USA.

## IMPACT PROJECTS

These are countries where we will focus on a targeted project that has the potential to drive value and growth.

### Markets

Chile, Malaysia, Saudi Arabia.

## EXPLORE

Primarily use research and intelligence-gathering to assess prospects in countries where there is a long term potential for growth.

### Markets

Mexico

## How long are these categories set for?

They're not fixed for a specific length of time. We regularly review and prioritise markets to ensure we continue to gain the best value for New Zealand. Activities in these countries will be driven by our annual Country Activity Planning process, which aims to drive a stronger focus on delivering value.

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