

19 January 2026

Minister for Trade and Investment
Hon Todd McClay

Via email : todd.mcclay@parliament.govt.nz



Kia ora Minister,

Our warmest congratulations on your appointment as Vice Chair for the upcoming WTO Conference, MC14. We know that your extensive experience of working with multilateral trade systems will be of great value to the discussions that will take place.

We are writing to reiterate the creative sector's support for the continuation of the eCommerce Moratorium. You may recall the discussion we had about this with Dean Hall and Stephen Knightly at RocketWerkz last year. The possibility of this long-standing agreement coming to an end is of concern to the creative industries. If it is removed, our exporters of digital goods and services will face a significant degree of uncertainty. Many of these exporters already face existing levies and fees on their digital exports. Additional levies and the likely variability of application on a territory-by-territory basis, would be an additional barrier to digital trade.

We know your government is focussed on growing exports, including digital exports. Growing creative exports is an opportunity for New Zealand to diversify both what we are exporting, and where we are exporting to. In order to support this growth potential, we would like to ask that creative businesses are consistently offered the opportunity to participate in trade delegations that the government organises. If helpful, we can use our member network to support your team to identify creative businesses who would be able to make a positive contribution to a trade delegation.

Our best wishes for a productive and successful MC14, along with your other trade-related work in 2026. We appreciate that trade is a currently a very complex portfolio and acknowledge the pragmatic approach you are taking to securing good outcomes for New Zealand's exporters.

Yours sincerely,



Paula Browning CMIInstD
Executive Director
paula@wecreate.org.nz