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Media Release

InvestNZ support a positive signal for wood processing growth

Endorsing wood processing as a sector where New Zealand has a competitive edge on a global stage is welcomed by the Wood Processors and Manufacturers Association of NZ (WPMA). The announcement was made by Minister for Trade and Investment, Todd McClay, earlier this week at the Invest New Zealand scope setting launch where strategic growth areas and three investment prospectuses were outlined.

“The prospectus for wood processing being selected as one of the three focus areas for InvestNZ is demonstrating to the world’s investors, we are open for business, ready to scale up and take advantage of new opportunities”, said WPMA Chief Executive, Mark Ross. ‘Employing over 30,000 people and generating close to \$5 billion in sales on the domestic and global markets makes wood processing a significant industry within regional New Zealand.’

At the same time the wood processing sector would not exist without the forest industry, making it essential that the entire wood supply chain is linked into this InvestNZ initiative. ‘Without trees for our mills then we will have no wood products to sell, so working together and supporting each other for the benefit of the industry and New Zealand is the way forward’, said Ross.

New Zealand is well-positioned to meet growing global demand for sustainable, low-carbon construction materials, having a strong story to tell about renewable forestry resources. Plantation forests are sustainably managed (with large areas under global certification programmes). Processed outputs from our forest estates range from lumber, pulp and paperboard, panels, to engineered wood, bioenergy and remanufactured products, with our export focus shifting toward high-value, value-added wood products.

InvestNZ will target investments in the range of \$100 million to \$1 billion as well as projects from \$20 million that have the ability to scale. It will act as a bridge for local investors, connecting domestic business with high-value investment opportunities, and ensuring the Active Investor Plus scheme delivers for the New Zealand economy. The agency will also advise the government on policy and regulatory settings to support New Zealand as a globally competitive place to invest.

The wood processing prospectus is available on the InvestNZ website [here](#)

Media Contact

Mark Ross, Chief Executive

E: mark@wpma.org.nz

M: 027 442 9965

WPMA – who we are:

WPMA is an industry membership association representing companies involved in the wider wood processing and manufacturing industries, including sawn timber, pulp and paper, manufactured and engineered wood products, along with bio-forest products. Our vision champions wood processing and manufacturing as the core to New Zealand's economic growth, regional development, emissions reduction, and a sustainable environment.