

# New Zealand publishes its first national AI strategy, focused on business adoption

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# New Zealand's AI Strategy: Investing with confidence

Accelerating Private Sector AI Adoption and Innovation July 2025

## On this page I tēnei whārangi

This is the web version of New Zealand's Strategy for Artificial Intelligence: Investing with confidence.

Download the PDF version:

[New Zealand's Strategy for Artificial Intelligence: Investing with confidence [PDF, 718 KB]](<https://www.mbie.govt.nz/assets/new-zealands-strategy-for-artificial-intelligence.pdf>)

Read the summary one pager of New Zealand's Strategy for Artificial Intelligence:

[New Zealand's Strategy for Artificial Intelligence: summary 1-pager [PDF, 170 KB]](<https://www.mbie.govt.nz/assets/new-zealands-strategy-for-ai-one-pager.pdf>)

## New Zealand's AI Ecosystem

Developed in partnership with the AI Forum New Zealand, this map shows many of the organisations who are working with and investing in AI across the country.

[New Zealand's AI Ecosystem [PDF, 1.2 MB]](<https://www.mbie.govt.nz/assets/new-zealands-ai-ecosystem.pdf>)

## ## Responsible AI guidance for businesses

The responsible AI guidance for businesses is a voluntary resource to help businesses (including sole traders, non-profits and individual professionals) to realise AI's benefits through using and developing AI systems in a trustworthy way

Responsible AI guidance for businesses

## ## In this section I tēnei wāhanga

### ## Foreword

Artificial intelligence (AI) represents one of the most significant technological opportunities of our time. For New Zealand, embracing AI is not merely an option, it is essential for maintaining our competitiveness, attracting global talent, and delivering the productivity gains our economy needs to thrive.

### ## Understanding AI's unique characteristics

Artificial Intelligence (AI) is reshaping the business landscape by enabling new forms of value creation, efficiency, and innovation.

### ## Why New Zealand needs an AI strategy

AI is reshaping economies, industries, and societies at an unprecedented pace.

### ## New Zealand's state of play

### ## Uptake focus: New Zealand's strategic approach

This strategy deliberately emphasises AI adoption and application rather than foundational AI development, reflecting both economic reality and strategic opportunity for New Zealand's context.

### ## Addressing barriers to AI uptake in New Zealand

Understanding and overcoming the obstacles preventing broader AI adoption is essential for unlocking the benefits that AI offers. Research and stakeholder consultation have identified several interconnected barriers for which the Government is delivering a coordinated response.

### ## International collaboration and investment

New Zealand will continue to engage in the most important global fora on AI governance to influence the responsible development of AI, working closely with partner governments, international organisations, industry, standards bodies, and academic institutions.

### ## Leveraging New Zealand's Science, Innovation and Technology System

As well as focussing on adoption of AI in the public and private sectors, New Zealand will lean into its strengths in the Science, Innovation and Technology (SI&T) system with respect to AI development.

### ## Conclusion

New Zealand stands at a pivotal moment in the global AI revolution. The evidence is becoming clear: countries that embrace AI proactively will enjoy significant competitive advantages while those that hesitate risk being left behind.

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