

SECTORS OF STRENGTH

Wellington is a leader in smart, innovation-led, high-value, export orientated business. Be surrounded by people who create amazing things - new cancer therapies, world-first software applications, volumetric virtual reality, eco-friendly paint products, superconducting electromagnets, mouth-watering culinary delights and mind-blowing movie magic.

You'll find experts in ICT services, creative design, public policy, scientific research and education.



Tech industry

Wellington has the highest concentration of digital technology companies per capita in New Zealand.



SOFTWARE | TELECOMMUNICATIONS | DIGITAL START-UPS

NOTABLE COMPANIES /

FNZ, Xero, Datacom, Fronde, Intergen, 8i, Trade Me, Silverstripe, Raygun, Optimal Workshop



PHOTO: Anna Briggs

Education & scientific research

Home to a highly innovative and globally connected science community.



BIOTECH | PHARMACEUTICALS | SEISMIC TECHNOLOGY

NOTABLE COMPANIES /

The Malaghan Institute, Callaghan Innovation, Victoria University, Massey University, NZ Institute of Sport, Taratahi Agricultural Training Institute, NIWA, MacDiarmid Institute for Advanced Materials & Nanotechnology, Volpara



PHOTO: Anna Briggs

Creative

Wellington is dubbed New Zealand's most creative city (*Infometrics Creative Measure, 2020*).



SCREEN | GAMING | DESIGN | PERFORMING ARTS

NOTABLE COMPANIES /

Weta Group, Park Road Post, Pik Pok, Dinosaur Polo Club, Resn, Studio Pacific, World of WearableArt, NZ Symphony Orchestra, Royal New Zealand Ballet



PHOTO: Grace Gemuhluoglu

Professional services

Global companies are well represented as well as locally-owned businesses.



LEGAL | ACCOUNTING | ENGINEERING | PUBLIC POLICY | MANAGEMENT CONSULTING

NOTABLE COMPANIES /

BECA, WPS, Deloitte, PWC, Kensington Swan



PHOTO: Anna Briggs

High-value manufacturing

Wellington's design-led companies with a commitment to R&D have become world-class producers.



FOOD | BEVERAGE | PHARMACEUTICALS | CONSTRUCTION MATERIALS | MACHINERY

NOTABLE COMPANIES /

Whittakers, Wellington Chocolate Factory, Fix and Fogg, Garage Project, Resene, Fraser Engineering, Racetech, GlycoSyn, Magritek, HTS-110