



**Asia-Pacific  
Economic Cooperation**

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**2010/EC/SEM/002**  
Keynote Speech

## **Starting a Business**

Submitted by: New Zealand



**JAPAN 2010**

**Seminar on the First Steps of Successful  
Reform in Doing Business  
Taipei, Chinese Taipei  
5-6 October 2010**



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# Starting a Business

An introduction to the Doing Business Project



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The Companies Office  
Online with New Zealand business  
[www.companies.govt.nz](http://www.companies.govt.nz)

## Agenda

- Context
- The Methodology
- APEC goals



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## Time and motion indicators include:

### Starting a business

- Registering a limited liability company and setting it up for operations
- *Sources: corporate lawyers, company laws*

### Dealing with construction permits

- Obtaining all the necessary clearances to build a standard warehouse and connect it to utilities
- *Sources: architects, construction lawyers, building codes, zoning laws*

### Registering property

- Transferring property between two limited liability companies
- *Sources: real estate lawyers, property registries, land laws*

### Paying taxes

- Preparing, filing and paying taxes and social contributions
- *Sources: accountants, tax laws*

### Trading across borders

- Importing and exporting a container of goods via maritime shipping
- *Sources: Freight forwarders, logistics companies, customs authorities*

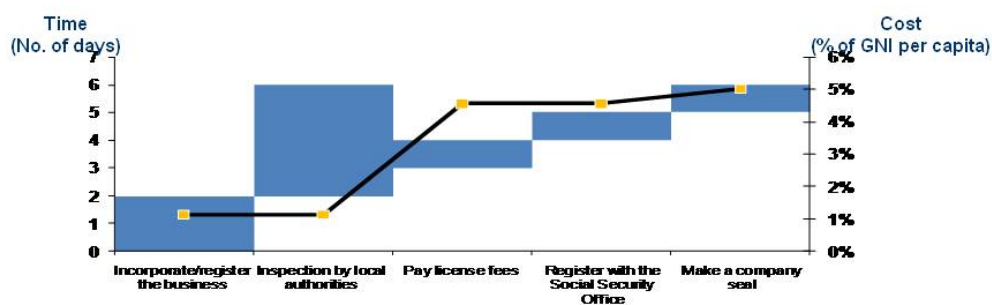


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Source:  
www.doingbusiness.org  
2010

## The logic behind time and motion indicators

- Follow the entrepreneur from the beginning to the end of a basic transaction
- Record every step of the process, and the associated time and cost
- Gather all the relevant laws, regulations, decrees, and fee schedules



Time and motion indicators focus on the process.

## Starting a business – the case study

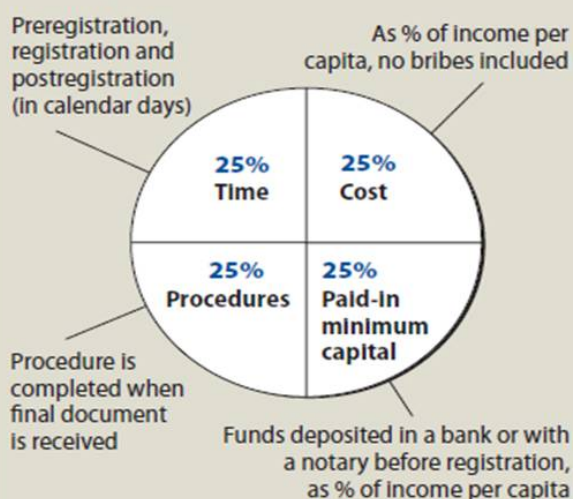
Type of company:	Limited Liability company or equivalent in the country
Located in:	country's largest business city
Start-up capital:	equal to 10 times income per capita
Activities:	<b>General industrial or commercial activities</b> , such as the production or sale of products or services to the public. <u>Note.</u> It does not perform activities of foreign trade and does not handle products subject to a special tax regime, for example, liquor or tobacco. The business is not using heavily polluting production processes.
Assets:	It is not a proprietor of real estate. It <b>leases the commercial plant and offices</b>
Company deed:	10 pages long
Number of employees:	<b>50 employees</b> (within 1 month of commencement of operations). All are nationals.
Annual sales (turn over):	equal to 100 times income per capita

[source: www.doingbusiness.org]

## Starting a business – what is measured

### Starting a business: getting a local limited liability company up and running

Rankings are based on 4 subIndicators



Source:  
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## Starting a business – the process



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## Starting a business –Top 10 and best practices

1. **New Zealand**
2. **Canada**
3. **Australia**
4. **Singapore**
5. **Georgia**
6. **Macedonia, FYR**
7. **Belarus**
8. **United States**
9. **Ireland**
10. **Mauritius**

- Nominal or zero minimum capital
- Standardized forms
- No court involvement
- Online registration
- Fixed registration fee
- No publication in Gazette



Source [www.doingbusiness.org](http://www.doingbusiness.org)



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For more information visit: [www.doingbusiness.org](http://www.doingbusiness.org)

The screenshot shows the 'Doing Business' website interface. At the top, there are language options: English, Español, Français, Português, Русский, العربية. Below this is the 'Doing Business' logo and a brief description of the project. A navigation menu includes Home, Rankings, Downloads, Reformers, Methodology & Research, Subnational Projects, Business Laws, Gender Laws, Local Partners, Media, and a search bar. The main content area is divided into several sections:

- Current Features:**
  - Highlights from Doing Business 2010:** The number of reforms hit a record level this year. Between June 2008 and May 2009, 287 reforms were recorded in 131 economies. Low- and lower-middle-income economies set the fast pace - these economies accounted for two-thirds of reforms in 2008/09. [Read more...](#)
  - [Download overview \(PDF, 144KB\)](#)
  - Doing Business 2010's top reformer:** For the first time since Doing Business started tracking reforms, a Sub-Saharan African economy, Rwanda, led the world in reforms. Overall, Rwanda introduced reforms in 7 out of the 10 categories, rising from 143rd to 67th place on the ease of doing business rankings. [Read more...](#)
- What's New?**
  - Getting electricity:** Information on the time, procedures and cost required for a business to obtain an electricity connection.
  - New economies:** Doing Business coverage extended to Cyprus and Kosovo.
- Special Features:**
  - Doing Business on Facebook:** Connect with other users of Doing Business products!
  - Doing Business on Twitter:** Get updates from the field on the Doing Business 2010 roadshow @WorldBankPSD.
  - Business Planet:** Take a trip around the world to discover how easy (or difficult) it is to do business in 183 economies.
  - Doing Business Blog:** Shares the experiences and insights of the Doing Business team, its local partners, and successful reformers.
- Press Releases:**
  - The following Doing Business 2010 press releases were issued on Sept. 9, 2009.
    - Global release:** *Doing Business 2010: Governments Set New Record in Business Regulation Reform.*
    - Regional releases:** Africa, Caribbean, East Asia & Pacific, Eastern Europe and Central Asia, Latin America, Middle East and North Africa and South Asia
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