



Pacific Trade Invest
NEW ZEALAND

ANNUAL REPORT
2023



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Foreword

I am pleased to present the Pacific Trade Invest New Zealand (PTI NZ) Annual Report for 2023, a year that has seen us deepen our commitment to fostering resilient and sustainable economic growth across the Pacific. Our efforts have focused on promoting trade, facilitating investment, and supporting the development of Pacific businesses in a manner that aligns with the region's unique challenges and opportunities.

In 2023, New Zealand's trade with Pacific Island Forum countries reached NZD \$1.14 billion, demonstrating the significant role that the Pacific plays in our regional economic relations. Through key initiatives such as the Freight Support Package, we have helped overcome logistical challenges, ensuring that vital goods—ranging from tropical fruits from Fiji to artisanal products from Vanuatu—reach New Zealand markets smoothly. Pacific businesses, including women-led enterprises, have benefited from our focused market-entry support and partnerships. Notable examples include the branding and marketing support provided to a Fijian turmeric paste producer and the promotion of Solomon Blue canned tuna in New Zealand.

Sustainability remained at the core of our trade engagements, with PTI NZ facilitating 353 services in trade across 14 Pacific Island Forum countries, resulting in exports valued at over NZD \$9.89 million. Pacific products, such

as organic cocoa butter from Papua New Guinea and Fijian pineapples, continued to make headway in New Zealand's market, with significant interest generated at the Fine Food Show 2023. At this premier trade event, we supported seven exhibitors, including four women-led businesses, providing a platform to showcase Pacific products to New Zealand buyers and distributors. Participants left the show with multiple quality leads and invaluable market feedback, laying the groundwork for future trade deals.

Investment facilitation remained a key focus, with 198 services offered in the investment domain. We developed 12 comprehensive investment-ready proposals across eight Pacific Island countries, spanning sectors such as renewable energy, agribusiness, and tourism. This is a testament to the critical role we play in connecting Pacific businesses with international investors and fostering projects that align with the region's sustainability goals.



As we look to the future, we remain steadfast in our mission to support the Pacific's integration into the global economy. We will continue to champion Pacific enterprises, facilitate investment opportunities, and advocate for a sustainable and resilient economic future for the region. I would like to extend my gratitude to our partners and stakeholders for their unwavering support throughout the year.

I look forward to another year of collaboration and growth for the Pacific.

Glynis Miller

Trade Commissioner PTI New Zealand



Trade facilitation and promotion

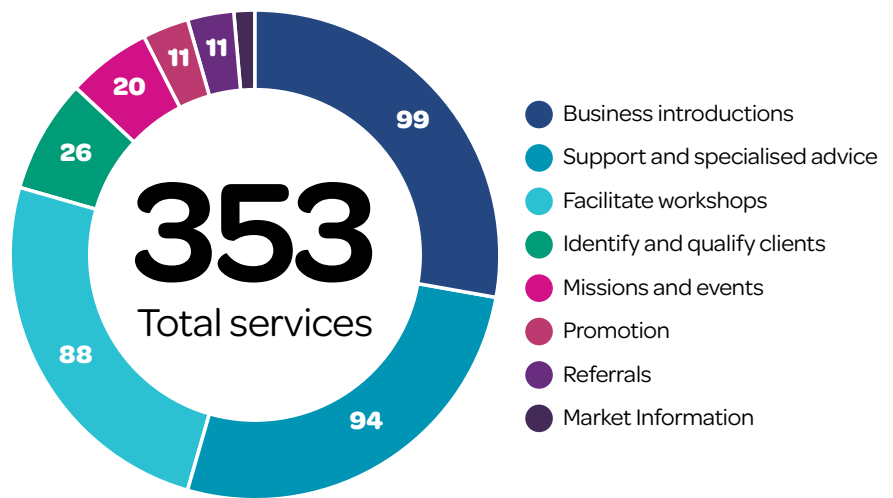
New Zealand's trade with Pacific Island Forum countries has continued to be an essential component of its regional economic relations, with deep-rooted ties covering a range of sectors.

Trade has been driven by a mix of traditional sectors like agriculture, fisheries, and tourism, alongside emerging areas such as renewable energy and digital services. Trade promotion between the island nations and New Zealand is channelled through multiple initiatives, with a key role played by PTI NZ, which has been facilitating connections between Pacific enterprises and the New Zealand market for four decades.

The relationship is shaped by shared geographical proximity and a focus on sustainable development. Pacific Island countries face unique challenges, including climate vulnerability, which New Zealand aims to mitigate through trade support, facilitation, promotion and targeted investments through agencies like PTI NZ. For instance, Pacific nations export cocoa, kava, fish, and other agricultural products, while welcoming investment from New Zealand in areas like infrastructure and renewable energy – with PTI NZ mandated to facilitate both export and inward investment initiatives.

New Zealand's trade with the Pacific Island Forum countries, including those under the PACER Plus agreement, amounted to approximately NZD \$1.14 billion in 2023. This close relationship

Services provided by type



reflects New Zealand's long-standing commitment to fostering regional economic stability and growth across the Pacific.

In 2023, PTI NZ spearheaded several programmes designed to enhance trade and investment opportunities. Pacific products featured prominently in the New Zealand market in 2023, with PTI NZ promoting goods such as Solomon Blue canned tuna and supporting brand ambassador endeavours for beauty products in New Zealand retail stores. Through trade fairs and partnerships, these products have reached new audiences in New Zealand, enhancing Pacific nations' export capacities.

In addition, logistical support from our initiatives like the Freight Support

Package helped Pacific exporters, especially those dealing with perishable goods like tropical fruits from Fiji and artisanal products from Vanuatu, overcome transportation challenges and ensure that goods could enter New Zealand smoothly and efficiently.

Sustainability and resilience were recurring themes in our trade engagement with the Pacific, as was the conscious effort to focus on women-led businesses.

A total of 353 services in trade were offered across 14 Pacific Island Forum countries, facilitating exports valued at over NZ\$9.89 million through 156 deals. The breakdown of these deals by country is detailed in the accompanying chart.

Services provided by country



Women-owned businesses by country

353

Total services



Key achievements and services

The following summary highlights the key achievements and services provided throughout the year, showcasing our pivotal role in driving sustainable economic progress through trade and export promotion and facilitation in the region.

▲ MARKET ENTRY AND PARTNERSHIPS

We supported Pacific businesses like a Fijian SME manufacturer and taro exporters to enter the New Zealand market, and formed partnerships with the Auckland Museum to promote New Caledonia arts.

▲ BRANDING AND MARKETING SUPPORT

Resources were provided for packaging redesigns for a sea salt producer and marketing assistance for Fiji turmeric paste.

▲ SUPPLY CHAIN ASSISTANCE

We explored cost-saving production options for a French Polynesian company in New Zealand and facilitated a freight support programme for 35 companies.

▲ AGRICULTURAL EXPORTS

We aided the expansion of Fijian pineapple and fresh fruit exports, and supported New Zealand importers sourcing cocoa from Vanuatu and Solomon Islands.

▲ KAVA EXPORTS

We assisted Fijian and Vanuatu kava exporters in finding buyers in New Zealand and facilitated product sampling.

▲ SUPPORT FOR SMALL PRODUCERS

A facility in West Auckland was connected to small Pacific producers, helping manage large orders and selling through outlets like Trade Aid.

▲ WOMEN-LED BUSINESS EMPOWERMENT

PTI NZ provided funding for a Fijian women-led business's brand ambassador and connected the business to Auckland restaurants.

▲ TECH AND INNOVATION READINESS

We evaluated French Tech New Caledonia's companies but found them not ready for export, requiring further development.

▲ ROOT CROP EXPORT EXPANSION

We supported a Samoan root crop exporter referred by the Pacer Plus Implementation Unit in expanding their market presence in New Zealand.

▲ TRADE AND SCOPING MISSIONS

We facilitated trade missions for New Zealand importers to Vanuatu and the Solomon Islands to source frozen root crops and cocoa.

Highlights

162

New companies created

217

New contacts created

155

Export deals

\$9.89M

Export value

Case study

Helping Pacific producers engage with NZ buyers

PTI NZ supported seven exhibitors, including four women-owned businesses, at the Fine Food Show 2023, where they showcased products such as cocoa-based treats, spices, coconut oil, chilli sauce, canned tuna, and vanilla. The Fine Food Show is the premier trade-only event in New Zealand's food industry, offering significant opportunities for exhibitors to engage with buyers, importers, and distributors. It helps connect over 6,000 visitors and 226 exhibitors, enabling businesses to present their offerings to potential buyers, distributors, and retailers in New Zealand.

The primary objectives for exhibitors were to receive feedback from New Zealand buyers, analyse the market, identify potential buyers and distributors, and close deals. Selection criteria for businesses included product quality, export capacity, regulatory compliance, unique product attributes, motivated ownership, and readiness for active participation in the event.

The exhibitors were satisfied with their experience, giving it a rating of 8.8 out of 10, and their main goals centred around connecting with buyers, raising brand awareness, and testing market reception. All participants achieved some progress towards these goals, securing three to four quality leads each, mainly from importers, manufacturers, speciality shops, and fine food retailers.

We will continue to support these

businesses over the coming year to help them convert leads into closed deals. During the event, we collected up to 90 new trade contacts, with 40 being highly targeted. Products such as The Cacao Ambassador's cocoa treats, Niue Vanilla, Down to Earth's Fiji Fire Chilli Sauce, and Aztek Farm's teas and spices generated the most interest, with each securing 3-10 serious connections.

Exhibitors benefited from direct feedback on product quality, packaging, and pricing from New Zealand buyers, as well as packaging adjustments necessary for the New Zealand retail market. To enhance future participation, we plan to organise live demonstrations to attract visitors. We also recognise the need to support exhibitors without intervening in their business decisions, focusing instead on providing follow-up and guidance.

Feedback from exhibitors was

overwhelmingly positive, with Lilian from Pacific Produce Pte Ltd praising the support from PTI NZ, and Ellen La Porte from Aztek Farm noting the booth's expressiveness and engagement. Tomohito Zukoshi of Fijiana Cacao commended the team's efforts, while Ian Bani and Judy John from the Department of Industries Vanuatu suggested increasing booth space and adding activities to attract crowds. Alexandre from Pacific Santo Limited also emphasised the need for larger space in the future, and Gauthier Mescam from Down to Earth Fiji highlighted the quality of leads and the immediate distribution interest that followed the event.

PTI NZ's comprehensive planning and active participation ensured that the Fine Food Show 2023 provided Pacific Island businesses with an effective platform for exposure, market connections, and growth opportunities in the New Zealand market.





Investment facilitation and promotion

In 2023, New Zealand's private sector investment in the Pacific Island Forum countries continued to expand. PTI NZ plays a key role in fostering sustainable investments that are aligned with the economic goals of the region, focusing on renewable energy, agribusiness, and impact investments.

Investments spanned sectors like tourism, manufacturing, and artisanal industries, as we helped Pacific businesses become more investment-ready.

Among the highlights of our efforts was the successful development of 12 comprehensive investment-ready proposals across eight Pacific Island countries. These proposals, prepared by local accounting and advisory firms, covered a range of key sectors, including tourism, agriculture, healthcare, financial inclusion, fisheries, e-transport, technology, water extraction, and recycling. The readiness of these proposals showcases our commitment to supporting sustainable economic development through targeted and well-

structured investment opportunities.

We also led successful investment missions to the Marshall Islands and Niue, laying the groundwork for future investments in renewable energy, telecommunications, and healthcare.

In addition to these missions, we facilitated a successful webinar on *Digital Infrastructure in the Blue Pacific*, which was well-received and highlighted the region's growing focus on leveraging technology to drive economic growth. The organisation also played a key role in securing an investment MOU between PNG Telikom and Bankai Group, further demonstrating its capacity to connect Pacific businesses with international investors.

With various investment deals at medium to advanced stages, PTI NZ remains a critical player in fostering private sector growth in the Pacific Islands. Our efforts continue to attract investment across diverse sectors, ensuring long-term sustainable development for the region.

A total of 198 services in investment were offered. The total value of deals amounted to \$63,232. The following summary highlights the key achievements and services provided throughout the year, showcasing PTI NZ's pivotal role in driving sustainable economic progress through investment promotion and facilitation in the region.

198

Investment services





Key achievements and services

The following summary highlights the key achievements and services provided throughout the year.

▲ COOK ISLANDS INVESTMENT INITIATIVES

We followed up on an investment proposal in the Cook Islands and engaged with the CEO for a webinar on digitalisation. A referral from the Māori Business Network led to discussions with a New Zealand investor interested in water recreational sports, with PTI NZ liaising with the Business Trade Investment Board (BTIB) to explore opportunities.

▲ INVESTOR ENGAGEMENT IN SAMOA

We facilitated discussions between a women-owned vanilla business in Samoa and investors from New Zealand and Malaysia. We also connected a FINTEC investor with the Office of the Regulator in Samoa to explore tech solutions for subscribers.

▲ PNG INVESTOR RELATIONS

Ongoing communications were maintained with authorities in Papua New Guinea (PNG) to address investor concerns, strengthening engagement in the region.

▲ FIJI RENEWABLE ENERGY PROJECTS

We supported renewable energy projects in Fiji, including facilitating agreements for electric vehicle (EV) charging stations. We also connected a New Zealand-based investor with landowners in Fiji for the development of a solar hub.

▲ INVESTMENT OPPORTUNITIES IN THE MARSHALL ISLANDS (RMI), FEDERATED STATES OF MICRONESIA (FSM), AND PALAU

We continued to pursue investment interests in the RMI, FSM, and Palau, though responses were pending.

▲ FOLLOW-UP ON INVESTOR CONNECTIONS

After attending an Investment Conference in Brisbane, we followed up on over 40 connections to build relationships and explore future investment opportunities.

▲ INVESTMENT READINESS AND REPORTING

We concluded an investment readiness project, with the final report shared with the Pacific Islands Private Sector Organisation.

▲ GENERAL INVESTOR OUTREACH AND SUPPORT

We continued our efforts to support various investors, providing resources such as non-disclosure agreements (NDAs) to businesses and facilitating discussions on future opportunities.



Highlights

72

Introductions

151

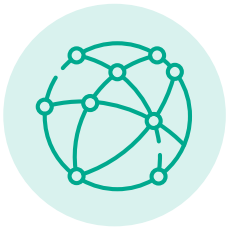
New contacts

198

Total services

\$63,232

Value of investment deals



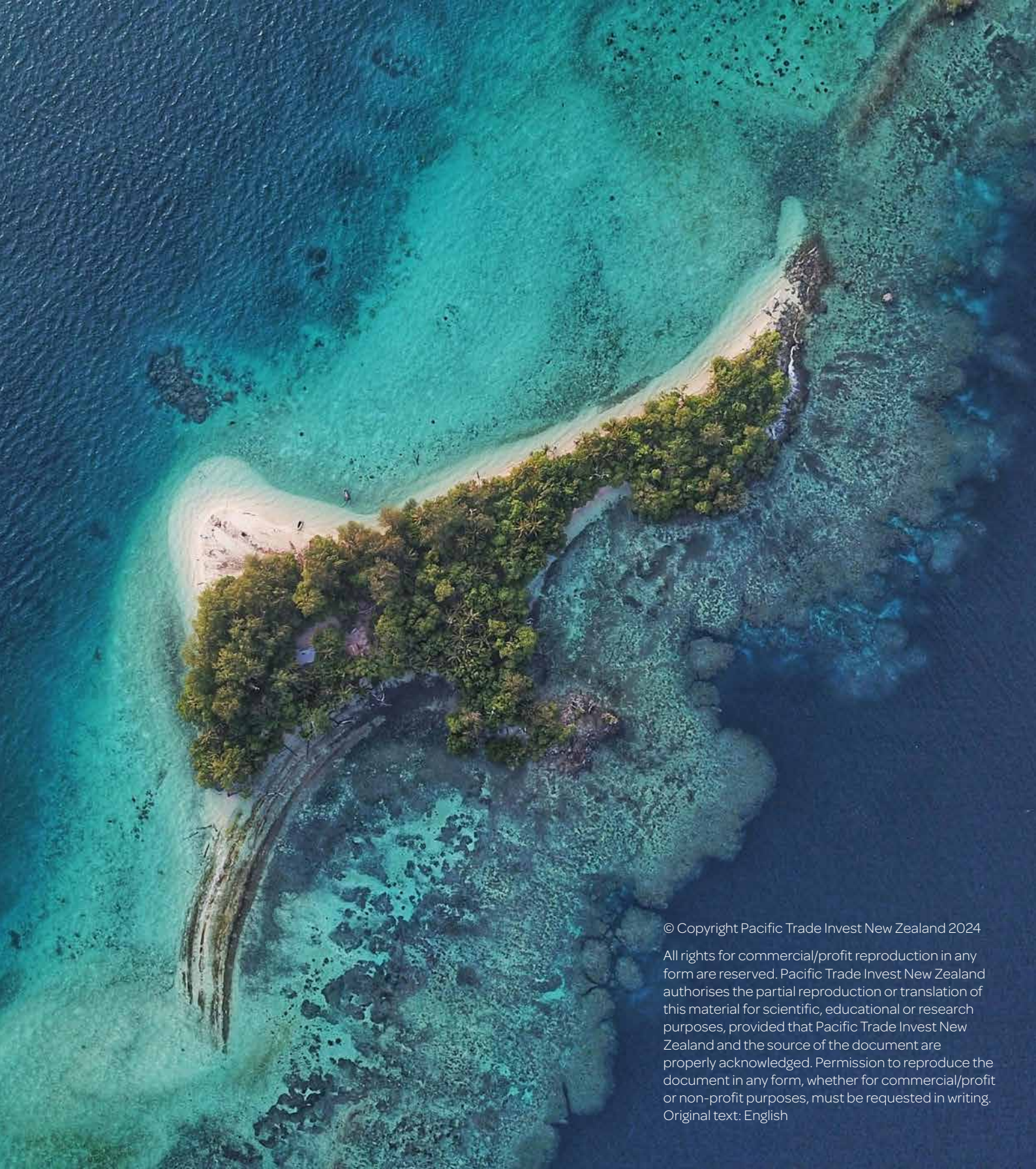
Marketing and communications

Our marketing and communications programmes support the achievement of PTI NZ's Marketing and Communications Strategy. Activities undertaken in the reporting period included completion of the 2022 Annual Report, Financial audit, and press material for a country mission to Niue, French Polynesia and Fiji.

A new investment catalogue was compiled as an added resource tool and a media campaign was launched for the second round of the Freight Support Programme. A series of social media posts were created to highlight Pacific Island companies and artisans, and we contributed several articles on PTI NZ's activities and achievements in the Pacific Focus bi-monthly newsletter throughout the year. Other activities included:

- ✓ The **She Leads** project design was completed. Tenders were received, reviewed and assessed.
- ✓ The **She Speaks** project design was completed. A research company was selected to conduct the survey and report.
- ✓ We contributed six articles to **Pacific Focus**, PTI's newsletter.
- ✓ Communications pieces in print, social media and radio were completed to promote the Auckland Fine Food Show project and to promote the pacific exhibitors.
- ✓ We provided communications and marketing support to the Auckland Museum to promote Vanuatu Crafts.
- ✓ An investment resilience media story was developed for print and the online **Informed Investor** magazine.
- ✓ We developed a joint media release with PPIU on the Investment Readiness project update. We promoted the investment readiness project online to encourage country specific support.
- ✓ We regularly updated the investment catalogue to include new investment profiles. 6 investment profiles were added during the reporting period.
- ✓ We contributed to the Pacific Focus, including an Op-Ed piece on E-Commerce.
- ✓ An intern from AUT was taken on in a part-time arrangement for six months.





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Pacific Trade Invest
NEW ZEALAND

www.pacifictradeinvest.com

Level 3, 5 Short Street, Newmarket, Auckland 1023
PO Box 109 395, Newmarket, Auckland 1149
Ph +64 9 529 5165

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