



Pacific Trade Invest
EUROPE

PACIFIC TRADE INVEST EUROPE ANNUAL REPORT 2022



Aitutaki Lagoon - Cook Islands



PACIFIC ISLANDS FORUM

The Pacific Islands Forum has 18 Members. Its vision is for a region of peace, harmony, security, social inclusion, and prosperity, so that all Pacific people can lead free, healthy, and productive lives

WHO WE ARE

Pacific Trade Invest (PTI), Europe became operational in 2012 as a single desk representative office of the PTI Global Network, an agency of the Pacific Islands Forum Secretariat and the Pacific's lead trade facilitation agency.

Co-located with the Permanent Delegation of the Pacific Islands Forum to the United Nations, World Trade Organization and other international organizations in Geneva, PTI Europe focuses on the development and promotion of Pacific Island exports across international markets in Europe and the United Kingdom.

This office is funded by the Australian Department of Foreign Affairs and Trade as part of their support for socioeconomic development in the Pacific Islands. PTI Europe's mandate is driven by the Pacific Islands Forum Secretariat, namely, to support Pacific Islands private sector growth and contribute to the long-term sustainable economic development of the 16 Pacific Islands Forum Countries.

The PTI Global network supports and delivers to the Pacific Islands Forum Secretariat's Strategic Outcome - Increasing Economic Prosperity.

PTI Europe would like to acknowledge the critical role and support afforded by the entire PTI network enabling service delivery resulting in the growth of Pacific Islands business linkages and trade with the UK and Europe.

OUR ROLE

PTI Europe maintains support of Blue Pacific businesses, with the ongoing goal of facilitating commercial opportunities and outcomes in the European market.

Trade development success is measured by client reported sales outcomes generated, and by facilitated interventions and service offerings.

PTI Europe is a one-person desk office. Consequently, a creative, highly strategic, and innovative approach is advantageous. Focusing on the provision of maximum return on investment for Pacific Islands exporters, combined with long-term professional networks creates mutually beneficial strategic partnerships in the Pacific, Europe and beyond. This further provides the basis for the delivery of effective commercial platforms and interventions that provide tangible benefit to Pacific exporters, SME growth and the FIC public sector.

PTI Europe has become a reference point for many of the international and multilateral agencies located in Europe.



PTI EUROPE'S VISION ALIGNS WITH 2050 BLUE PACIFIC STRATEGY

Europe leads the world in conscious consumerism, which provides sales opportunity for Pacific Islands products.

OUR PACIFIC LEADERS VISION FOR 2050 STATES:

"All Pacific peoples have an undeniable connection to their natural environment, resources, traditional knowledge, livelihoods, culture, and faith. We have a deep concern for and commitment to the need for urgent, immediate, and appropriate action to combat the threat and impact of climate change and other threats; and given our shared stewardship of the Blue Pacific Continent, our vision is for a resilient Pacific Region of peace, harmony, security, social inclusion, and prosperity, that ensures all Pacific people can lead free, healthy and productive lives."

People eating healthier and consumers discovering broader flavour profiles is driving M&A deals to record levels in the food and beverage sector in Europe (and the US). Source: KMPG Advisory.

While they may be taglines, "clean", "green", "sustainable" and "socially responsible" matter to the European consumer. Pacific Islands businesses and food manufacturers are well placed to take advantage of such opportunities.

Acknowledging that not all exports deliver equal outcomes on the ground, PTI Europe's vision is to identify commercial deals for Pacific Islands companies and products that have good environmental and social responsibility and for which profitable opportunities exist in the European market.

IN 2022 PTI EUROPE FACILITATED



105 services

to Pacific Island businesses

43 to Woman-led businesses.



AUD 5.18m

in export sales

Trade development success is measured by client reported sales outcomes generated and by facilitated interventions and service offerings.

2022

KEY OUTCOMES IN 2022

- Participated in five European trade shows supporting attendance for FIC businesses.
- Supported European distributors of Pacific products to grow their sales through assistance with marketing assets, communications and tactical sales programs.
- Identified and assisted businesses with potential in Europe with direction on additional capacity and steps required to become export-ready.
- Assisted Europe-based organizations to deliver their private sector programs where there was outcome-alignment and benefit for Pacific Island based SMEs.
- Identified distributors and assisted commercial negotiations for growth of Pacific sourced and manufactured tuna into UAE.
- Worked with French Polynesian businesses to identify opportunities outside of French speaking Europe.
- Supported export growth of focus sectors and products of Fijian ginger, and PNG bilum, speciality coffee and galip.
- Prioritised environmentally and socially responsible FIC businesses and products.



Bougainville - Papua New Guinea

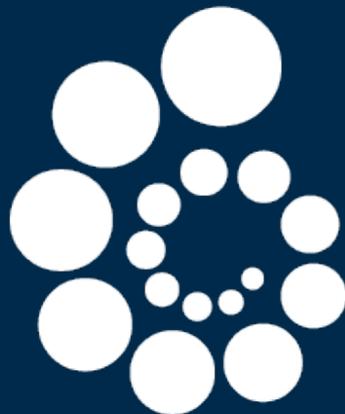
PRIORITIES FOR 2023

- Connect export ready businesses in Pacific Islands with buyers and distributors in Europe and assist with commercial negotiations as required.
- Support European based distributors of Pacific Island products that are being ranged in Europe with tactical programs to drive sales and find new markets.
- Identify and attend major European trade shows to generate commercial outcomes for Pacific Islands businesses, co-ordinating business participation.
- Collaborate with relevant organizations operating in the Pacific in areas of intersection to leverage contacts and intelligence. Work closely with these organizations to syndicate all valuable resources to Pacific Island business.
- Maximise specialty cocoa and coffee sales (volume and price) in Europe.
- Give concentrated effort to identifying commercial opportunities for women lead + run skin care brands of the Pacific Islands
- Support French Polynesian businesses to approach non French markets whilst leveraging their French relationships for other Pacific products.
- Make stronger representation to and progress Pacific Islands products in German market
- Seek to contribute to programs that can lead to greater e-commerce uptake in B2C + B2B sales channels by Pacific businesses.

2023 TARGET



AUD 4 MILLION
IN ASSISTED SALES.



Pacific Trade Invest

Permanent Delegation of the Pacific Islands Forum to the United Nations, World Trade Organization, and Other International Organizations in Geneva

Nations Business Center
1 Rue du Pré-de-la-Bichette
1202 Geneva
Switzerland



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