



Pacific Trade Invest
EUROPE

PACIFIC TRADE INVEST EUROPE ANNUAL REPORT 2024

Mat weaving in Samoa



PACIFIC ISLANDS
FORUM SECRETARIAT



WHO WE ARE

Pacific Trade Invest (PTI), Europe has been operational as part of the PTI Global Network of offices since 2011. PTI is an agency of the Pacific Islands Forum Secretariat and the Pacific's lead trade facilitation agency in Europe.

Co-located with the Permanent Delegation of the Pacific Islands Forum to the United Nations, PTI Europe's purpose is to develop business and promote Pacific Island exports into Europe and the United Kingdom.

This office is funded by the Australian Department of Foreign Affairs and Trade (DFAT) as part of their support for socioeconomic development in the Pacific Islands and has in 2023 received some small additional funding from the European Union Office of the Pacific for a specialised (German market) project.

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.

OUR ROLE

PTI Europe is committed to advancing business opportunities for enterprises across the Pacific Islands, with a continual focus on creating commercial pathways and securing advantageous outcomes within the European marketplace.

The effectiveness of trade development initiatives is measured through client-reported sales results and the demonstrated impact of facilitated interventions and service offerings. As a single-person office, PTI Europe demands a highly strategic, creative, and innovative operational model.

The organisation prioritises maximising returns on investment for Pacific Island exporters while cultivating lasting professional networks that support sustainable and strategic partnerships throughout the Pacific, Europe, and beyond.

This strategy underpins the delivery of high-impact commercial platforms and interventions that drive measurable benefits for Pacific exporters, support the growth of small and medium-sized enterprises (SMEs), and strengthen public sector initiatives within the Forum Island Countries (FIC) region.

PTI Europe has established itself as a trusted partner for numerous international and multilateral agencies in Europe, positioned to collaborate with stakeholders who share an interest in enhancing the prosperity of Pacific Island businesses.

PTI EUROPE'S VISION ALIGNS WITH 2050 BLUE PACIFIC STRATEGY

Europe, recognised as a global leader in mindful and ethical consumption, offers significant market potential for select businesses and products originating from the Pacific Islands.

The Pacific Leaders' 2050 vision highlights the deep-rooted relationship between Pacific peoples and their natural environment, resources, cultural traditions, livelihoods, and spiritual values. This vision, centered on the collective stewardship of the Blue Pacific Continent, aspires to cultivate a resilient region defined by peace, unity, security, social inclusion, and sustainable prosperity.

European consumers are more ethically motivated in their purchasing decisions compared to many other regions.

Research consistently shows that:

- Sustainability, environmental impact, ethical sourcing, fair trade, and social responsibility are major factors influencing European buying behaviour.
- Terms like organic, eco-friendly, carbon-neutral, and ethically produced strongly resonate, especially in countries such as Germany, the Netherlands, the Nordics (Sweden, Norway, Denmark, Finland), and the UK.
- Younger consumers (Millennials and Gen Z) across Europe are particularly focused on brands that align with their personal values, including concerns such as climate change, human rights, and reducing inequality.
- Regulatory trends (such as the European Green Deal and Corporate Sustainability Reporting Directive (CSRD)) also push both businesses and consumers toward more ethical and transparent practices.

Select Pacific Island enterprises and food producers are well-positioned to leverage this growing demand. Acknowledging that not all export activities yield uniform success, PTI Europe is committed to identifying and facilitating commercial opportunities for businesses and products that demonstrate strong export capability.

The priority is to connect Pacific exporters with profitable, high-impact opportunities that align with Europe's evolving consumer values and market expectations.

KEY OUTCOMES IN 2024

- Participated in seven European trade shows supporting attendance at each for Pacific businesses to maximise commercial and educational outcomes during their stay.
- Provided strategic support to European distributors of Pacific products to drive sales growth by delivering tailored marketing assets, enhancing communication strategies, and implementing targeted tactical sales initiatives. This included the development of promotional materials, the coordination of market-specific campaigns, and the execution of sales programs designed to strengthen brand visibility, improve market penetration, and optimise distributor performance.
- Identified businesses with strong potential for success in the European market and provided comprehensive guidance on the steps necessary to achieve export readiness. This support included assessing product suitability, advising on regulatory compliance, enhancing market entry strategies, and recommending improvements in operational, marketing, and logistical capabilities to meet the expectations of European buyers and distributors.
- Proactively engaged in strategic collaborations with key organisations such as the International Trade Centre (ITC), Colead, the Pacific Community (SPC), and the United Nations Conference on Trade and Development (UNCTAD). These partnerships were focused on aligning outcomes with the specific needs and objectives of Pacific businesses, ensuring that each initiative delivered clear, tangible benefits for the growth and development of enterprises within the region.

IN 2024 PTI EUROPE FACILITATED



105 services
to Pacific Island businesses

43 to
women-led
businesses



AUD 5.9m
in export sales

AUD 1.5m
women-led
export sales

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

- Placed a strategic emphasis on the specialty cocoa sector, particularly highlighting the nuances of both European Union and global export opportunities. Efforts were directed toward communicating with Pacific nations on how they can leverage their unique offerings to meet the specific demands of these markets to assist Pacific producers to be best positioned for success in competitive global cocoa markets.
- Pacific businesses were honoured with 12 prestigious food industry awards, significantly enhancing their visibility and fostering increased interest among potential buyers. These accolades not only recognised the quality and innovation of their products but also served as a powerful platform for elevating the profile of Pacific businesses in competitive global markets. As a result, they helped drive new business opportunities and strengthen relationships with key industry stakeholders.
- Worked closely with Pacific skin care brands to support their entry opportunity into EU market assisting with compliance requirements
- Prioritised environmentally and socially responsible Forum Island Countries (FIC) businesses and products and strong focus on women lead businesses.

2025 TARGETS



100 Export Services



AUD 5m Export Sales facilitated



20 export deals facilitated

PRIORITIES FOR 2025

- Continue to assist FIC exporters and producers to participate in international trade shows and exhibitions to sample products, meet buyers, test the market and visit prospective leads.
- Provide market-related services, including market information and insights to assess market feasibility and potential.
- Provide Pacific businesses with practical solutions to effectively navigate logistical challenges, including overcoming the barriers of geographic distance, optimising freight management, and addressing warehouse constraints. This support involves the development of efficient supply chain strategies, identifying cost-effective shipping methods, and streamlining inventory management processes.
- Provide sales support to European-based distributors of Pacific Island products, focusing on enhancing their market presence and driving sales growth. This includes the development and implementation of targeted tactical programs designed to optimise product visibility and penetration across European markets to cultivate new market opportunities, ensure sustained demand and expand the reach of Pacific Island products within diverse consumer segments.
- Provide Pacific Islands businesses with pricing guidance and to access information on regulatory requirements for exporting to EU.
- Collaborate with key organisations operating for the Pacific region, particularly in areas of mutual interest, to maximise the potential of shared resources and networks. By working closely with these organisations, the goal is to syndicate relevant resources, insights, and business opportunities, ensuring that Pacific Island businesses capitalise on the full range of support and growth prospects available to them.
- Direct focused efforts towards identifying and fostering commercial opportunities specifically for women-led businesses in the Pacific region. This initiative involved researching and targeting high-potential markets, providing tailored support to help these businesses navigate industry challenges, and facilitating connections with key stakeholders to ensure their sustainable growth and market expansion.
- Prospect and identify new opportunities to enhance and expand intra-Pacific trade. This included conducting thorough market research, building strategic partnerships, and facilitating cross-border collaborations between Pacific Island nations. By identifying key sectors with high trade potential, the goal is to strengthen regional supply chains, foster economic integration, and create mutually beneficial trade opportunities that drive sustainable growth within the Pacific region.
- Actively seek opportunities to contribute to initiatives and programs that promote the adoption and growth of e-commerce platforms among Pacific businesses with the goal being to drive increased engagement, sales, and market expansion for Pacific businesses in the digital economy.
- Assist with signing of commercial deals with top tier buying partners in Europe for speciality cocoa to secure pre harvest financing, supply volumes and margin into at least the next seven years.
- Demonstrate agility and flexibility in work planning to swiftly capitalise on emerging opportunities for Pacific businesses. This involves maintaining a dynamic approach to project management, enabling quick adjustments to strategies and priorities as new prospects arise. By staying responsive to market changes and fostering a proactive, solution-oriented mindset, the goal is to ensure that Pacific businesses are well-positioned to seize growth opportunities as they present themselves, maximising potential outcomes in a timely manner.



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

