



Strategic Plan 2024-2027

# **About this report**

### Map of the 16 Pacific Island Countries (PICs), Australia, and New Zealand

AU	Australia	NC	New Caledonia	PW	The Republic of Palau
СК	Cook Islands	NR	The Republic of Nauru	SB	Solomon Islands
FJ	The Republic of Fiji	NU	Niue	то	The Kingdom of Tonga
FM	The Federated States of Micronesia	NZ	New Zealand	TV	Tuvalu
KI	The Republic of Kiribati	PF	French Polynesia	VU	The Republic of Vanuatu
МН	The Republic of the Marshall Islands	PG	The Independent State of Papua New Guinea	WS	The Independent State of Samoa

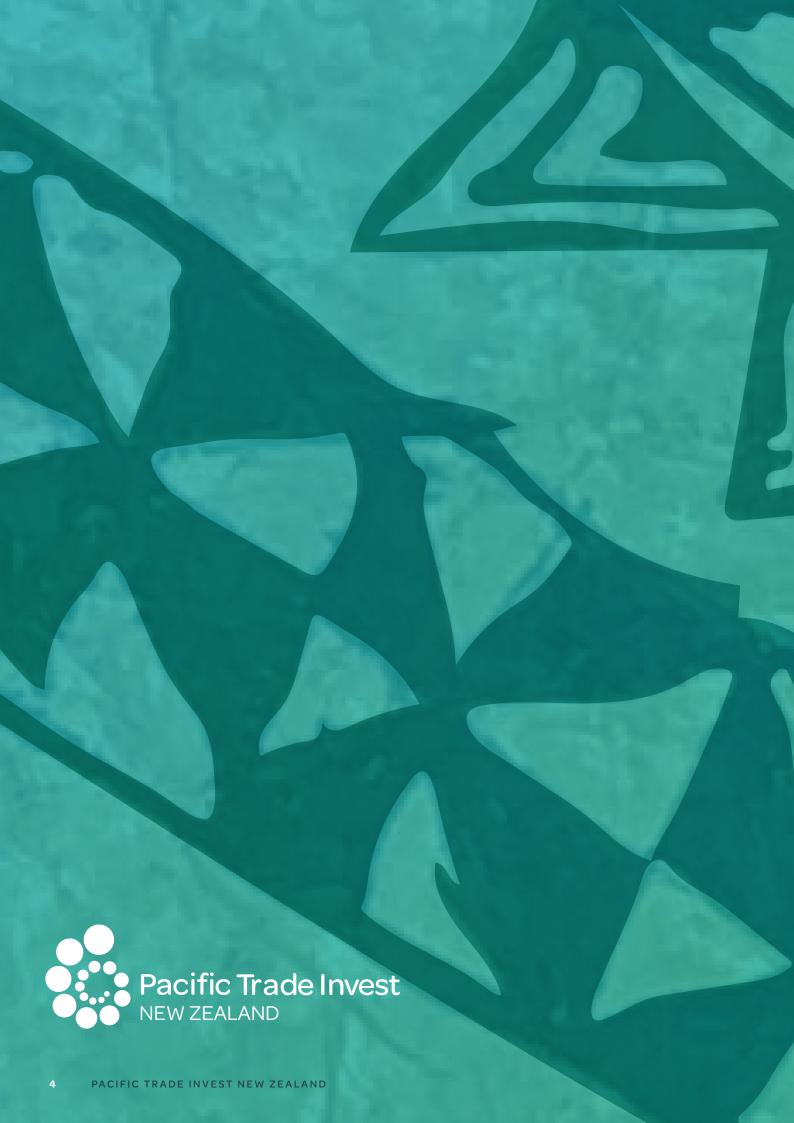


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# Glossary of terms

2050 Strategy IP	2050 Strategy Implementation Plan
CRM	Customer Relationship Management
FDI	Foreign Direct Investment
ICT	Information and Communication Technology
FICs	Forum Island Countries
FMCG	Fast-Moving Consumer Goods
MDF	Marlet Development Facility
NZ MFAT	New Zealand Ministry of Foreign Affairs
NZ MPI	New Zealand Ministry for Primary Industries
NZ	New Zealand
NZTE	New Zealand Trade and Enterprise
PACE Plans	Pacific Action Commitment Engagement Plans
PACER	The Pacific Agreement on Closer Economic Relations
PACER Plus	The Pacific Agreement on Closer Economic Relations Plus
PHAMA Plus	The Pacific Horticultural and Agricultural Market Access Plus
PIC	Pacific Island Countries
PICTs	Pacific Island Countries and Territories
PIF	Pacific Islands Forum
PIFS	Pacific Islands Forum Secretariat
PPfP	Pacific Partnership for Prosperity Initiative
PPIU	PACER Plus Implementation Unit
РТІ	Pacific Trade Invest
PTINZ	Pacific Trade Invest New Zealand
RCAs	Regional Collective Actions
SDG	Sustainable Development Goals
SMEs	Small and Medium-sized Enterprises
SPTC	South Pacific Trade Commission





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## **Foreword**

# Fostering a resilient and prosperous Pacific

As the Trade Commissioner for Pacific Trade Invest New Zealand (PTI NZ), I am honoured to present this comprehensive overview of our strategic efforts to drive trade and investment between the Pacific Island Countries and Territories (PICTs) and New Zealand. The work we do at PTI NZ is not just about facilitating business transactions; it's about fostering relationships, building trust, and creating pathways for sustainable economic growth that benefit all stakeholders across the Pacific region.

The Pacific region is unique, with its rich cultural diversity, abundant natural resources, and deep connections between its peoples. However, it also faces distinct challenges, including geographic isolation, limited market access, and vulnerability to external economic shocks. These challenges underscore the importance of our mission: to enhance the prosperity of Pacific communities by improving their access to global markets and attracting investment that aligns with the region's values and aspirations.

Over the past several decades, PTI NZ has evolved from its origins as the South Pacific Trade Commission into a dynamic organisation that plays a pivotal role in the Pacific's economic development. Our journey has been marked by a steadfast commitment to empowering Pacific enterprises, particularly those led by women and those from small island states. We understand that by supporting these enterprises, we are not only contributing to their success but also strengthening the fabric of Pacific economies.

Our work is guided by the 2050 Strategy for the Blue Pacific Continent, which emphasises the need for transformative change across the region through economic growth, sustainable resource management, and resilience through partnerships, particularly with SMEs. Whether it's through trade facilitation, investment promotion, or marketing and communications, our activities are designed to drive tangible outcomes that contribute to the region's long-term prosperity.

The new multi-year funding agreement from New Zealand's Ministry of Foreign Affairs and Trade (MFAT) for the period 2024-2027 represents a significant milestone in our journey. This agreement not only recognises the effectiveness and efficiency of our operations but also empowers us to scale up our efforts in key areas. With this support, we can deepen our strategic partnerships, provide thought leadership on Pacific trade and investment, and deliver services that create high-value opportunities for Pacific enterprises.

As we look to the future, we are acutely aware of the ongoing challenges facing Pacific businesses, particularly in the aftermath of the COVID-19 pandemic and in the face of climate change. Our focus on recovery and resilience is more critical than ever. We are committed to supporting Pacific enterprises as they navigate these challenges, helping them to seize new opportunities in areas such as e-commerce, green energy, and sustainable resource management.

I would like to extend my heartfelt thanks to our partners, stakeholders, and the businesses we serve across the Blue Pacific continent. Your trust and collaboration are the foundation of our success. Together, we will continue to build a more prosperous and resilient Pacific region, where trade and investment serve as engines of sustainable development and improved livelihoods for all.

Glynis Miller

TRADE COMMISSIONER, PACIFIC TRADE INVEST NEW ZEALAND





# Vision and priorities

### Our vision

# Improving the livelihoods of Pacific peoples by enabling decent work and economic growth in the Blue Pacific

### Our priorities

Building capability, connectivity and scale in Pacific enterprises—developing export and investment connectivity and capability is core to PTI NZ's business.

E-commerce has also been a growing area of focus. For example, we have developed a partnership to deliver e-commerce training for SMEs.

Supporting Pacific business recovery and resilience—this has been a major focus for PTI NZ since COVID-19, for example, gathering intelligence on business and industry recovery, and delivering an Impact Support Fund and Freight Support programme.

Supporting diversity in enterprise ownership and management, particularly supporting and targeting services to women-led business.

Adding value to natural resource sectors and supporting a green recovery. Our client base includes a range of primary and natural resource-based customers. We encourage investment in renewable energy, Fintech, and health projects in the Pacific and facilitate introductions between sustainability focused funds and Pacific enterprises.

Image: PTI NZ's tradeshow stand showcasing Pacific enterprises, Fine Food New Zealand 2023





# PTI NZ at-a-glance

### Who we are

PTI NZ is the agency tasked by Pacific Islands Forum (PIF) leaders to facilitate trade and investment between 16 Pacific Island Countries and Territories (PICTs) and New Zealand in order to improve prosperity.

We are part of the Pacific Islands Forum Secretariat's (PIFS) trade and investment network, which includes PTI offices and services in Australia, China, Europe and New Zealand (NZ).

### What we do

We focus on developing export-ready and exporting enterprises by facilitating trade and investment deals between businesses in PICTs and businesses in NZ. We help Pacific entrepreneurs to have more confidence and be better informed about how to export to NZ and attract

investment. We also build purchasing relationships between NZ buyers and Pacific enterprises. A particular focus is ensuring that women-owned enterprises and small island states have access to trade and investment services.

### How we do it

We provide a combination of services in four key areas (Figure 1):

Marketing & communications activities, such as promoting Pacific enterprises, products, and success stories, and driving attention to women's empowerment in enterprise leadership.

Network
engagement &
advocacy
activities, such as
networking and
collaborating with
Pacific development organisations,
NZ government
agencies, and trade
and investment
promotion
organisations.

Trade facilitation & promotion activities, such as promoting and connecting Pacific-based exporters to NZ buyers and assisting Pacific enterprises to improve their export readiness.



Network engagement & advocacy

Investment facilitation & promotion activities, such as introducing potential investors to Pacific enterprises.



Marketing & Investi communications &



# Our value proposition

Being part of the **Pacific Islands Forum Secretariat's** (PIFS) network gives us a comparative advantage in having direct access to a wide range of political and business leaders, government officials and enterprises across the network and PICTs to identify, inform and advocate for trade and investment opportunities.

We use our networks and insights to improve our clients' access to trade and

investment advice and expertise, and seek to improve stakeholder and government agency services by briefing them on the development needs of our clients and customers.

Our work is underpinned by our ability to qualify and quantify the results of our direct interventions that drive the export and investment deals we generate.

Images clockwise from top left all sourced from PTI NZ



# Strategic context

### **SECTION 3**

# Strategic context

# Where we have come from

PTI NZ dates back to the 1988 creation of the South Pacific Trade Commission (SPTC) funded by NZ Overseas
Development Assistance. At its core, the SPTC was founded to assist PICTs with the development of exports, the promotion of foreign investment and tourism, and costeffective import procurement. Since its inception, the SPTC has undergone several name changes to the current Pacific Islands Trade and Investment Commission trading as Pacific Trade Invest (PTI).

The Ministry of Foreign Affairs and Trade (MFAT) in NZ provides core funding of PTI NZ, which over 2009-2023 was on the basis of an annual grant funding arrangement. A 2023 review of PTI NZ found that we were operating effectively and efficiently, and there was a strong case for MFAT to enter into

a 2024-2027 multi-year funding arrangement to enable us to:



Increase the delivery of our services to high value trade and investment opportunities.



Maintain and further develop strategic partnerships across a range of government, nongovernment, and private sector organisations.



Provide thought leadership, research, and insights on Pacific trade and investment opportunities and challenges to MFAT and other parts of our ecosystem.

Image: Woman carving, Fiji handicraft market



# Our strategic settings

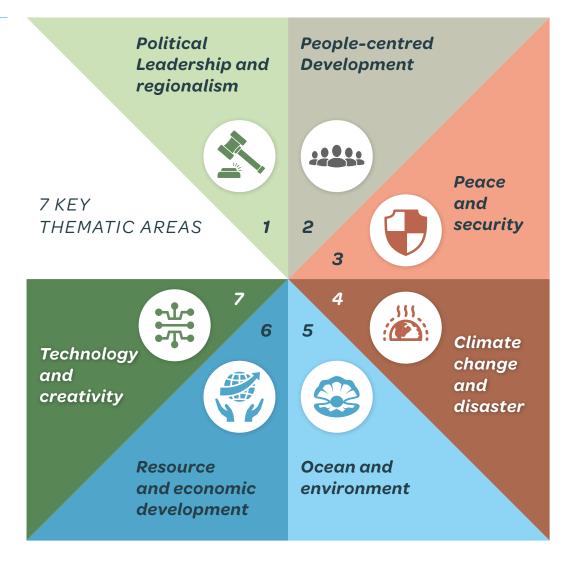
### 2050 Strategy for the Blue Pacific Continent

PTI NZ operates under the strategic framework and governance of PIF. The PIF's priorities are based on the **2050 Strategy for the Blue Pacific Continent** which PIF Leaders endorsed in 2023. The Regional Collective Actions (RCAs) derived from the

levels of ambition articulated in the 2050 Strategy provide a pathway toward 2030 with the intent to "Set the Foundations towards Transformational Change".

The Strategy has seven key thematic areas (Figure 2):

Figure 2. Key thematic areas of focus for the 2050 Strategy



The PTI network and PTI NZ align with thematic area six—Resource and Economic Development, particularly the Pacific Regional Economic Strategy This Strategy focuses on the importance of accelerating the region's economic growth through strengthened ownership and by ensuring the sustainable management and development of natural and human resources. We aim to support this theme by increasing partnerships across the private sector, encouraging innovation and entrepreneurial activity in SMEs, and strengthening the resilience of SMEs.

Cognisant of the **Sustainable Development Goals**, the PTI network and PTI NZ particularly aim to have a positive impact on:

# UN SDG # DECENT WORK AND ECONOMIC GROWTH



Promoting sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for Pacific people.

UN SDG # 5 GENDER EQUALITY



Actively supporting women-led business in the Pacific.

We contribute to *New Zealand's Pacific Resilience Approach*, which includes the "Economic and fiscal resilience" pillar—that Pacific economies become more diverse and experience smaller economic declines following external shocks; and that they promote labour mobility, improved and diversified trade flows across the region, private sector resilience and unified skills training frameworks.

The *Pacific Aid for Trade Strategy* aims to leverage aid to build the trade capacity and infrastructure in Pacific economies. We seek to align activities with four of the thematic priorities of the Strategy, which are:

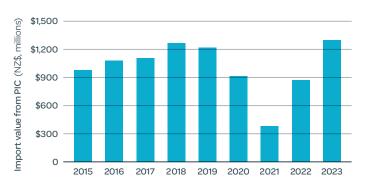
- supporting projects in traditional and new services
- supporting investment in e-commerce
- enhancing people and institutional connectivity, and
- · deepening Forum markets.

### Pacific context

Our priorities are shaped by key challenges and opportunities impacting on trade and investment in the Pacific. These include:

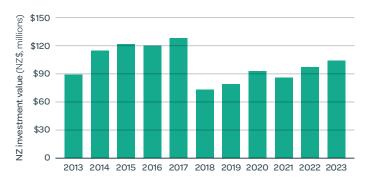
The value of trade and investment between NZ and PICTs has only recently recovered to pre-COVID levels and a lack of product and market diversification is a challenge to strengthening PICTs' resilience

Figure 3. Value of imports from FIC economies (excluding Australia) to New Zealand 2015 to 2023 (June years) The value of Pacific exports to NZ declined significantly over 2018 to 2021 (from a peak of \$1.2 billion in 2018 to \$324 million in 2021) before rebounding to reach just above pre-COVID levels at \$1.23 billion in 2023 (Figure 3). Pacific exports to NZ are very concentrated in services, largely travel, which represented 89% of the value of exports in 2023.



New Zealand's stock of FDI in PICT economies has varied, growing strongly over 2013 to 2017 until declining sharply in 2018 (Figure 4). Investment has recovered over 2018 to 2023. In 2023 New Zealand's stock of FDI in PICs was around \$104 million, with a significant proportion of this (62%) concentrated in Fiji

Figure 4. Value of stock of NZ investment in PICT economies 2013 to 2023 (March years)



Despite a return to economic growth across the Pacific, supporting business recovery and resilience and the impact of inflationary conditions will continue to be challenges for the medium-term

Although regional output in the Pacific nearly reached pre-COVID levels at the end of 2023, economic output in tourism and remittance dependent countries was still around 5% below pre-pandemic levels, according to the World Bank. There are uncertainties facing PICT economies' growth prospects. This is due to a range of risks, including further increases in global commodity prices, difficulties in recruiting labour, more constrained trading partner growth, slower recovery in airline routes, and the potential for further extreme weather events.

Pacific-based enterprises generally have limited scale, resources and capability, which, in combination with their distance from markets, impacts on their ability to scale-up exports or attract and retain investment

PICTs have small and dispersed general and enterprise populations. This makes it difficult and more costly for Pacific businesses to achieve scale and requires that enterprises export earlier in their lifecycle.

Physical and cultural distance from markets also impacts on the costs associated with importing materials, exporting products and attracting investment, and means that Pacific enterprises face high production and distribution costs.

Pacific products or investment opportunities are typically not on the radar of NZ buyers or investors due to a lack of visibility and lack of knowledge about the opportunities, and potential concerns about the reliability, quality and consistency of inputs and the business environment

Partly as a result of scale and distance but also because of concerns about the reliability of supply, the quality of transport and communications infrastructure, and the consistency of the regulatory and business environment in the Pacific, a limited number of NZ businesses have a direct investment in Pacific markets or receive direct supplies from Pacific enterprises.

Women are over-represented in industries that have been impacted by COVID-19 and that are vulnerable to climate change impacts

Women remain disadvantaged in many PICTs, although they play an important role in many traditional sectors and micro and small businesses. Positively, the Pacific has a relatively large proportion of women in business, but women are twice as likely to be unemployed, and the sectors hardest hit by COVID-19 have had high proportions of female entrepreneurs and employees. In addition, high proportions of women in the Pacific are engaged in subsistence agriculture, which is vulnerable to natural disasters and extreme weather events.

There will be increasing export and investment opportunities arising from PACER Plus and international development support in the Pacific

The Pacific Agreement on Closer Economic Relations Plus (PACER Plus), which came into force in 2020, and the Pacer Plus Implementation package, will progressively make it easier for:



Pacific-based businesses to export services, including in education, ICT, business services, construction services and tourism services.



NZ investors to invest in the Pacific, with commitments covering primary sectors, manufacturing and utilities.

Pacific nations have a range of natural resource advantages that, in combination with consumer preferences for authentic and sustainable products, can be further leveraged to grow exports and investment

Although exports from and FDI into PICTs are dominated by service industries, these services are often built off natural assets (for example, tourism, transport), and agricultural, forestry, mineral and fishery products are key exports for most Pacific nations, reflecting the natural resource advantages of the countries.

Concerns about the environmental sustainability of resource extraction, regulatory pressures and changing consumer preferences will continue to support increased demand for products that are natural, authentic and sustainable—products that are produced by Pacific businesses.

The growing use and efficacy of digital technologies can help overcome some of the exporting and investment challenges, but the ability to do so will depend on enterprise access and capability

Growing digitalisation, use of digital technologies and integration of digital standards and regulations, will continue to provide an important opportunity to grow trade and investment in the Pacific and provide businesses with better access to new financial solutions. However, for Pacific enterprises to secure this opportunity will require access to high quality and low-cost telecommunications infrastructure and that they have the business capability to make the best use of digital technologies, solutions and online trade.

Image: Corn and sweet potato farmers, PNG



# Key strategic activities

### **SECTION 4**

# Key strategic activities

Figure 5. PTI NZ's key strategic activities

Our key strategic activities reflect our priorities and our role to drive trade and investment in the Pacific



We want Pacific enterprises to succeed and grow by improving profitability and revenue, and creating

We provide two direct areas of activity:



Trade

facilitation &

promotion





quality, sustainable jobs.

Investment facilitation & promotion





These activities are support by two enabling areas of activity:



Marketing & comms



Network engagement & advocacy



Pacific enterprises and communities become better connected, more empowered, and thrive as a result



Through trade facilitation and promotion, we want to see better efforts to diversify industries to enable Pacific enterprises to grow the number and value of export deals with New Zealand. This will be achieved by our work to improve the export readiness of Pacific entrepreneurs and enterprises and to better inform our clients about how to export to New Zealand.

We also want to see more
New Zealanders purchasing from
the Pacific and growth in the value of
New Zealand's imports from PICTs. This
will be achieved through our support
to grow the number of purchasing
relationships between New Zealand
buyers and Pacific enterprises each year.

### Key performance indicators 2024-2027 ☐ \$15 million in export For each year, deals attributed to PTI at least: **NZ support** by clients. ☐ 200 exporting client engagements. ☐ 40 buyer engagements. ☐ 350 trade initiatives delivered. ☐ 70% of export clients rate PTI NZ 3/5 or above for satisfaction. ☐ 75 services are delivered to womenowned/led businesses ☐ 40 services are delivered to small island states.



# Our trade facilitation & promotion role

Promoting and connecting Pacific-based exporters to NZ and international buyers (including via tradeshows and expos).

includes:

Encouraging intra-regional trade between Pacific Island countries.

Assisting Pacific Island businesses to improve their export readiness and the marketability of their products through capability development initiatives.

Providing technical advice to influence change and facilitate an increase in export pathways.

Providing information and advice (that is data, market intelligence) on pathways to the NZ market.

Providing export funding support.

Providing Business Impact Funding support and supporting e-commerce platforms to improve exporters' digital capability.

### Key trade facilitation & promotion activities over the next four years include:

Supporting business missions to PICTs with NZ-based Pacific Business Councils.

Providing export capability assessments, export advisory, and training services (including Path2Market workshops) with trade facilitation partners in-country.

Promoting Pacific exportable products through culinary events; supporting Pacific enterprises to grow their presence in the NZ market using brand ambassadors and in-store promotions.

Delivering the Impact Support programme to support Pacific SMEs with supply chain solutions, product development, business development and NZ market intelligence.

Providing customised export facilitation services to key customers in FMCG, timber, agriculture services and contract manufacturing industries.

Gathering market data and other insights on specific products to inform Pacific agriculture authorities and growers on NZ demand for specific commodities.

Connecting Pacific exporters to the NZ market.



# Investment facilitation & promotion

Through our investment facilitation and promotion activities, we want to see a growing number and value of investment deals between Pacific enterprises and investors. This will be achieved through our support to promote investment opportunities in the Pacific and to better inform Pacific enterprises about how to attract investment.

Key performance indicators 2024-2027					
For each year, at least:	\$5 million in investment deals attributed to PTI NZ support by clients.				
	☐ 5 investment deals are closed that are attributed to PTI NZ.				
	☐ 40 investor introductions made.				



# Our investment facilitation & promotion role includes:

Supporting the development of investment ready projects and businesses.

Providing information on investment opportunities in the Pacific to potential investors and on investment requirements to potential investees.

Building investor relations with investment funds and fund managers.

Introducing potential investors to Pacific enterprises.

Studies on industry-specific investment opportunities in the Pacific.

# Key investment facilitation & promotion activities over the next four years include:

Contracting the services of in-country business specialists to develop investment ready profiles for identified companies.

Designing an Investment Readiness Toolkit for investees in PICTs.

Undertaking a study on waste management investment opportunities in PICTs.

Supporting NZ investor missions to PICTs.

Supporting gender lens investing.

Investment capability assessments and in-country investment advisory services with partners in-country.

Building investor relations with NZ investors and international parties in NZ.

Partnering with international agencies to support investment programmes in the PICTs.





Through marketing and communications, we want to ensure that more Pacific and New Zealand enterprises and stakeholders are aware of what we do and access our services.

Key performance indicators 2024-2027				
For each year, at least:	300 clients and businesses assisted.			
	Growth in media mentions and engagement with social media			
	☐ 100% of reports delivered to funders in full and on-time.			

### communications and success stories.

role includes:

**Our marketing &** Promoting Pacific enterprises, products and services

Producing and disseminating news stories on Pacific trade and investment issues.

Quarterly and annual reporting on our activities and outputs.

**Key marketing &** communications activities over the next four years

include:

Creating promotional material to celebrate women in business in PICTs, through film, video, stills and photographs.

Promoting our services through advertising and sponsored content in print media.

Developing marketing and promotional collateral to support trade and investment events, such as trade shows.

Informing Pacific and NZ audiences through thought leadership articles, Pacific Focus articles and our Annual Reports.

Researching and publishing insights on women's contributions to business in the Pacific to inform policymakers and donors.



# Network engagement & advocacy

Through network engagement and advocacy activities, we aim to influence policy and practice changes within other Pacific-facing agencies to make it easier for Pacific enterprises to do business with New Zealand, or for New Zealand investors to invest in the Pacific. We will use our insights, knowledge and data to improve the services we offer and to enable other providers to better target and deliver services.

### Key performance indicators 2024-2027

For each year, at least:

☐ 15 collaborations with NZ and Pacificbased agencies on events, missions and exhibitions.



# Our network engagement & advocacy role

Collaborating with and reporting to the PTI Network and PIF.

includes:

Networking and collaborating with key stakeholders, including NZ-Pacific Business Councils, Pacific development organisations, NZ-Pacific Importers and NZ government agencies.

Networking and collaborating with Trade and Investment Promotion Agencies, Chambers of Commerce, Industry leaders and government officials and in the PICTs.

Networking with NZ-based Pacific Diplomatic Corps.

Key network engagement & advocacy activities over the next four

years include:

The implementation of digital transformation across the PTI network to co-share PTI global website management and the CRM.

Our annual contribution to PIFS for PTI Project Management.

A range of partnerships and meetings with key stakeholders, including Pacer Plus Implementation Unit (PPIU), PHAMA Plus, Business Link Pacific, New Zealand Trade and Enterprise (NZTE), the Market Development Facility (MDF), and NZ's Ministry for Primary Industries, to advance trade and investment in the Pacific.

Implementing our monitoring and evaluation framework.

Implementing our She Leads initiative to support womenled enterprises.



# Monitoring and evaluation

### SECTION 5

# **Monitoring** and evaluation

### We are a results focused organisation

We have developed an intervention logic model (Figure 6) and outcome framework that forms the basis of monitoring and reporting on outputs and outcomes. The framework specifies the measures that will be reported on and how we will collect data to inform the measures.

Outcome measures include the proportion of clients that indicate that we have had a significant positive impact on their business; the number and value of export deals attributed by clients to PTI NZ; the number and value of investment deals attributed to PTI NZ; the number of purchasing relationships we facilitate; and growth in media mentions and website and social media engagement.

Output measures include the number of clients, buyers and investors we engage with; the number of programmes and activities we deliver; the proportion of clients and stakeholders who are satisfied with our services: and the number of collaborations we have with other Pacific development agencies.

Key sources of data will include our CRM, and annual customer satisfaction survey, and a business impact survey.





### PTI NZ Intervention logic model (1/2)



### Drivers and opportunities

- There are export and investment opportunities arising from the Pacific Agreement on Closer Economic Relations (PACER) Plus and international development support in the Pacific.
- Pacific Island countries and territories are rich in natural resources that can provide a source of advantage for developing exports and attracting investment.
- NZ has an important influence on Pacific prosperity through its investment and imports, but the value of both have declined since 2018/19.
   There is limited diversification of Pacific export products to New Zealand or FDI target markets in the Pacific.
- 4. Pacific-based enterprises generally have limited scale, resources, and capability, which impacts on their ability to export or attract investment.

- 5. Pacific products or investment opportunities will typically not be on the radar of New Zealand buyers or investors (due to lack of visibility/ remoteness, dispersion, potential concerns about capability and reliability, business environment challenges and potential concerns about market and regulatory quality, adequacy of infrastructure).
- There are also cultural differences to be overcome for New Zealand buyers and investors doing business with Pacific enterprises.
- Digital technologies can help overcome some of the exporting and investment challenges, but this depend on access and capability.

**Exclusions:** PTI NZ's work programme does not specifically address PTI Global's aim to enable decent work.

## Reporting and monitoring schedule

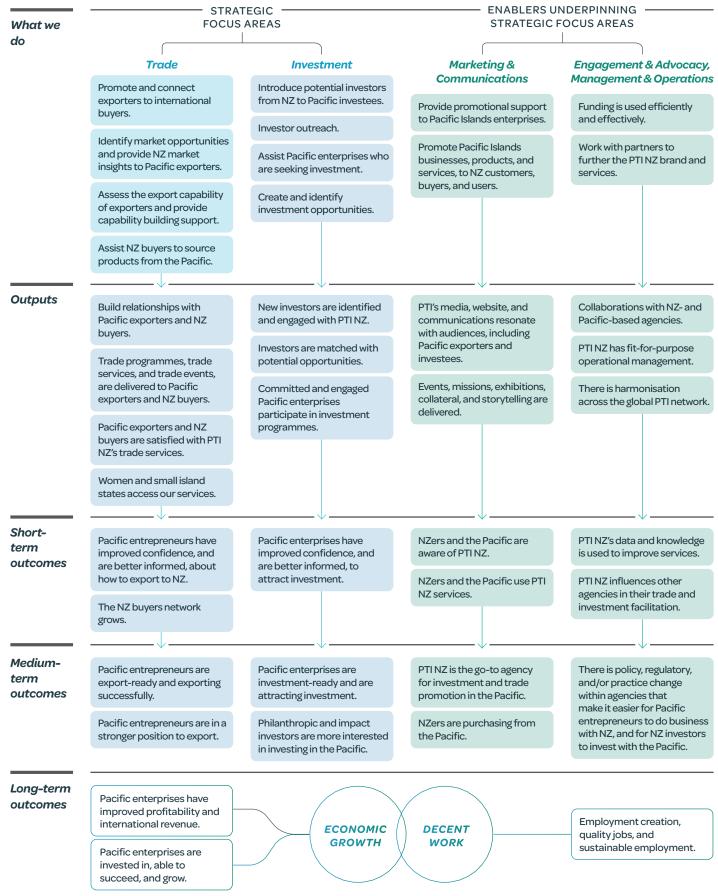
We are implementing a schedule of monitoring and reporting activities based on the framework:



### FIGURE 6:

### PTI NZ Intervention logic model (2/2)





**Impact** 

Improving the livelihoods of the Pacific people (particularly women and small island states) by enabling decent work and economic growth in the Blue Pacific

# PTI NZ's organisational structure and arrangements

The current accountability, funding and organisational arrangements of PTI NZ are illustrated (in Figure 7) below. As shown, PTI NZ has a direct funding and reporting relationship with PIFS and also a reporting relationship with MFAT, which has a funding agreement with PIFS for PTI NZ's activities.

