



Pacific Trade Invest
NEW ZEALAND

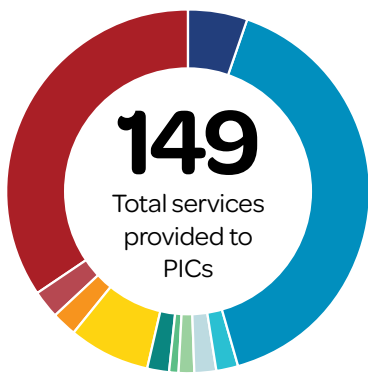
Six-Month Report
JANUARY TO JUNE 2024

Introduction

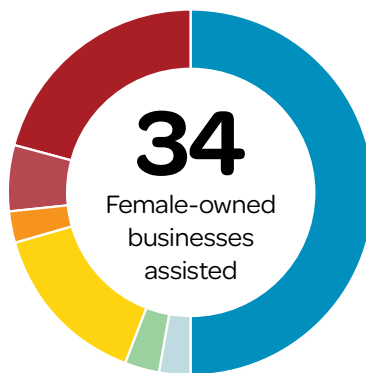
Throughout the reporting period of January to June 2024, Pacific Trade Invest New Zealand (PTI NZ) committed itself to fulfilling its role in facilitating trade and investment outcomes in the Blue Pacific.

Much of our effort went into strengthening relations with Pacific exporters and visiting New Zealand importers and distributors to build awareness of PTI NZ services.

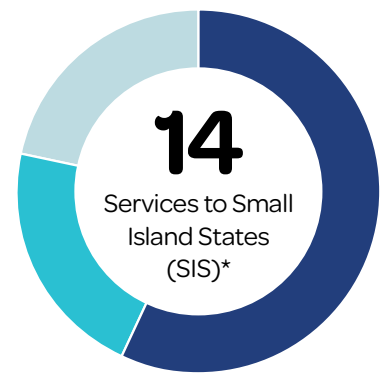
A major milestone was achieved in Quarter Two (Q2) of 2024 when the New Zealand Government committed to a multi-year agreement to fund the operations of PTI NZ until 2027, totalling NZ\$10.8 million. The funding will have a positive impact on PTI NZ’s abilities to facilitate connections for commercial outcomes, support gender initiatives, support Smaller Island States, help create jobs, and strengthen our partnerships across the private sector, while encouraging entrepreneurial innovation and foreign investment.



- Cook Islands: 8 (5.4%)
- Fiji: 60 (40.3%)
- Federated States of Micronesia: 3 (2.0%)
- Kiribati: 3 (2.0%)
- New Caledonia: 2 (1.3%)
- Niue: 1 (0.7%)
- Papua New Guinea: 3 (2.0%)
- Samoa: 11 (7.4%)
- Solomon Islands: 3 (2.0%)
- Tonga: 4 (2.7%)
- Vanuatu: 51 (34.2%)



- Fiji: 17 (50.0%)
- Kiribati: 1 (2.9%)
- New Caledonia: 1 (2.9%)
- Samoa: 5 (14.7%)
- Solomon Islands: 1 (2.9%)
- Tonga: 2 (5.9%)
- Vanuatu: 7 (20.6%)



- Cooks Islands: 8 (57.1%)
- Federated States of Micronesia: 3 (21.4%)
- Kiribati: 3 (21.4%)



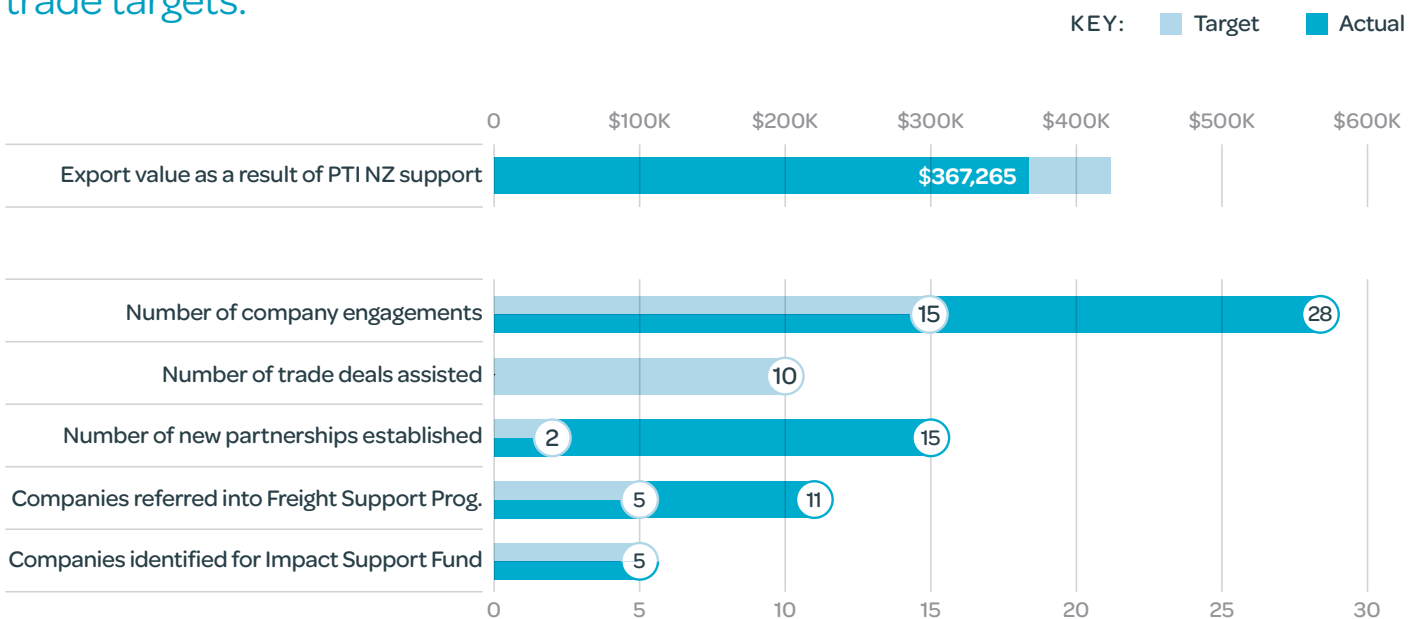
Trade facilitation and promotion

What we delivered in trade:



Our trade and facilitation strategic activities are focused on creating commercial opportunities for export-capable businesses in the Pacific Island Countries (PICs). We 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 provide support to grow the number of purchasing relationships between New Zealand buyers and Pacific enterprises.

How we tracked against our trade targets:





During the reporting period, PTI NZ undertook the following Trade facilitation and promotion activities:

CONNECTING WITH TRADE CLIENTS ACROSS THE PACIFIC AND NEW ZEALAND

29

We met with 29 New Zealand-based importers and wholesalers to reconnect and profile PTI NZ services. This allowed us to interface with retailers and wholesalers who have influence in the supermarket trade.

41

We reached out to a total of 41 clients in the Pacific and customers in New Zealand to make intro-

ductions, and discuss current business conditions, export deals, and challenges they are facing to get product to market. This is an important role as it enables PTI NZ to gain valuable insights about our clients in the PICs.

COUNTRY VISIT TO FIJI

Fiji is an important trading partner with New Zealand. The trade relationship between Fiji and New Zealand plays a significant role in the economic relationship between the two countries. Agricultural produce is a significant component of Fiji’s exports to New Zealand. PTI NZ’s trade team visited Fiji in June. The visit was primarily to engage with and sign up new clients, promote PTI NZ’s service offerings, and sign up new clients for our grant schemes.

NZ\$60,000 FREIGHT SUPPORT PROGRAMME LAUNCHED TO SUPPORT PACIFIC EXPORTERS BY SUBSIDISING COST OF FREIGHT TO NEW ZEALAND

Non-trade barriers such as freight costs, including high documentation costs, remains a challenge for exporters.

SEVEN COMPANIES RECEIVED A SMALL GRANT UNDER PTI NZ’S IMPACT SUPPORT FUND

PTI NZ’s Impact Support Fund assists businesses to overcome marketing, branding, and product development challenges, and supports trade exhibition.

FORMALISED COOPERATION WITH THE NEW ZEALAND MINISTRY FOR PRIMARY INDUSTRIES ON THE TRADE COMPONENT OF THE BROADER ENHANCED PACIFIC MARKET ACCESS PROGRAMME TO ENHANCE EXPORT CAPABILITY IN THE SIX PRIORITY COUNTRIES

Focus areas include biosecurity treatments, including alternatives to High Temperature Forced Air, training and trade. PTI NZ will lead the trade component of the five-year programme.



Photo credit: FreightSupport Programme banner, PTI NZ



SHOWCASED PACIFIC-GROWN CHOCOLATE AT CHOCSTOCK WELLINGTON 2024

We provided resources to a chocolatier from Vanuatu to attend the Chocstock festival in Wellington, along with new branded merchandise material for the event. The marketing material and new brand imagery, accompanied by new chocolate bar formats, responded to local and international market preferences. The packaging and marketing material reflects the company's social and environmental advancements, being B Corp certified since 2021.

The company employs eight people, including five female employees. The company took advantage of B2B and B2C meetings with distributors.

We also responded to a request from the Wellington Chocolate Factory to source ingredients from the PICs as ingredients for their Pacific Chocolate Bar, which featured at Chocstock festival in Wellington. The introduction

to the Wellington Chocolate Factory team was made by Peter Gordon of Homeland, whom we had collaborated with on a successful project in 2022.



RELEASE OF NZ MARKET INSIGHTS SERIES

The NZ Market Insights Series is a quick reference guide for Pacific farmers and exporters. The first release for the Series was on 'Root crops, Turmeric and Ginger'. A second series is under development for Coconut, Tahitian Lime, Pineapple and Mango.



SUPPORTED EXPORTERS AND DISTRIBUTORS OF PACIFIC-GROWN ROOT VEGETABLES

We supported a New Zealand distributor with resources for an in-store promotion campaign, including merchandise, for Fiji Turmeric Paste. The product is distributed nationwide in 170 Woolworths New Zealand stores.

Ginger is sourced from small holder farmers located in farming communities across Fiji. Ginger farming provides the only source of income for many of the farmers whose livelihoods depend on the surety of markets.

We provided resources to a Samoan agriculture exporter to improve packaging and freight of frozen root crops to New Zealand. PTI NZ covered the cost of labels for a 12-tonne mixed container of frozen root crops. Established in 2011, the company relocated to Savaii to focus its exports on taro and mature coconuts to Australia and New Zealand. The company buys fresh root crops from small holder farmers whose livelihoods depend on cash crops such as taro, breadfruit, yams and mature coconuts. The company exports frozen root crops to several New Zealand importers through a contractual arrangement for regular palletted consignments. It employs six permanent workers and up to six casual workers at peak seasons.

Photo credit: Weave Cacao stand at Chocstock, and NZ Market Insights, PTI NZ



Fijian delegation explores business opportunities with New Zealand



PTI NZ, together with the Fiji Trade & Investment Commission, hosted a Fijian delegation in Auckland, led by the Honourable Ifereimi Vasu, Minister for iTaukei Affairs, and his officials from the iTaukei Board.

In line with the delegation's strong business and economic development focus, the Fiji Trade & Investment Commission invited a group of Fiji business operators based in Auckland to meet with the delegates. This was an opportunity for the Ministry of iTaukei Affairs to meet Fiji business operators face-to-face, and to hear their perspectives on trade with New Zealand. Ministry officials were open to learning more about opportunities in New Zealand for Fijian agricultural produce.

PTI NZ Trade Commissioner, Glynis Miller, gave an overview of trade and investment relations between Fiji and New Zealand, and stressed the importance of long-term planning. Ms Miller emphasised that what Fiji needs to do better on agricultural exports and pivot to commercial scale operations. The delegates talked about shifting trends in the marketplace, particularly following the challenges faced during the COVID-19 pandemic.

Mr Aisake Taito, iTaukei Trust Fund Board CEO, emphasised the importance for resource owners to better understand ways and means to commercialise their resources for both food security and export, so the benefits remain with resource owners. This comes on the back of last year's National Resource Owners Forum, in which Fiji's Prime Minister, the Hon. Sitiveni Rabuka, committed his Government's support to empowering landowners to better manage their resources.

This support is vital, as nearly 70 percent of Fiji's labour force is engaged in the agricultural and forestry resources sector, which contributes more than 15 percent to Fiji's export volume and 18 percent of GDP.

During their visit, the Fijian delegation held discussions with Māori and Iwi. The visitors were interested to learn how many of New Zealand's Māori and Iwi had successfully commercialised land resources in different sectors—especially in agriculture, manufacturing, and tourism—with the intention to apply some of those lessons and strategies in the Fijian context.

The delegation also found the NZ Market Insights on ginger, root crops, and turmeric useful.



Photo credit: Fijian delegation in Auckland, PTI NZ



Investment facilitation and promotion

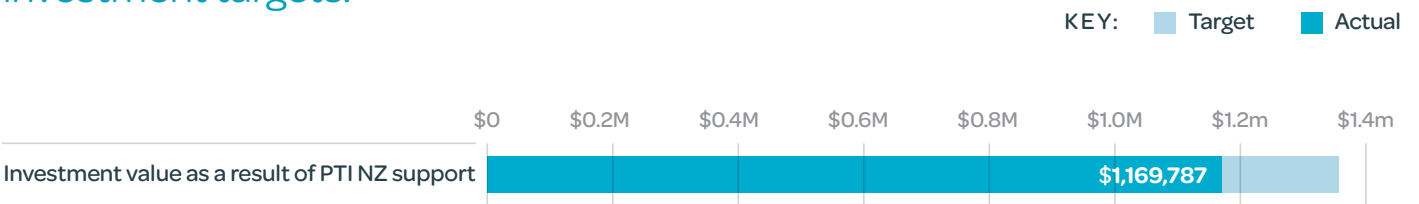
What we delivered in investment:



Our investment and facilitation strategic activities are focused on:

- supporting enterprise investment readiness,
- promoting investment opportunities in the Pacific Island Countries and Territories (PICTs),
- introducing potential investors to Pacific enterprises, and
- conducting research studies on industry-specific investment opportunities.

How we tracked against our investment targets:



During the reporting period, PTI NZ undertook the following investment facilitation and promotion activities:

INVESTOR REFERRALS MADE

16 PTI NZ made 16 investor referrals and introductions during the reporting period, and

32 follow-ups with in-country focal points, businesses, and governments to check in on the status of introductions made by PTI NZ earlier in the year, as well as to present new bankable projects to investors.



Investment facilitation and promotion activity highlights (continued):

ACTIVELY PROMOTED INVESTMENT IN THE PACIFIC REGION

We promoted investment opportunities in the Forum Island Countries (FICs) to international parties looking for investments in the region.

We also actively pursued investment discussions with French Polynesia, Kiribati, Nauru, and Palau.



RESEARCH INTO FUTURE INVESTMENT OPPORTUNITIES

We commissioned a Waste Management Study to investigate investment opportunities in Vanuatu and Solomon Islands.

INVESTMENT READINESS PROJECT LAUNCHED

We launched the Investment Readiness Project. The key objective of this project is to build a pipeline of at least five investable projects in priority sectors, including: health, telco, and renewable energy. The project targets women-led business and SIS countries. We have received 27 applications since launching in May.



VANUATU AND PAPUA NEW GUINEA INVESTMENT MISSIONS COMPLETED

We carried out an investment mission to Vanuatu and introduced investors

to local agencies. We conducted an investment readiness workshop for SMEs in collaboration with the Vanuatu Investment Promotion Agency and other local agencies.

We also facilitated an investor mission to Papua New Guinea to connect with health authorities in Port Moresby. The New Zealand-based investor received the requisite Foreign Investor Certificate (FIC) and has set up a local business to comply with the Foreign Direct Investment (FDI) regulations. Discussions and planning with the local health authorities are on-going.



Photo credit: Vanuatu photo from PTI NZ website



Investment facilitation and promotion activity highlights (continued):

A NUMBER OF DEALS FACILITATED:

- an investment deal (valued at NZ\$121,556) in the Cook Islands with a telecommunications company
- an investment deal in Samoa for a woman-led agribusiness in vanilla farming (valued at WS\$1.4 million)
- a social impact investment deal in Vanuatu for equipment for water bore hole extraction in villages (valued at US\$124,000)
- PTI NZ introduced a New Zealand-based health care provider to the Government of Marshall Islands in 2023. Following several rounds of discussions with the Ministry of Health, and the Republic of the Marshall Islands, Cabinet endorsed the foreign investment proposal and signed an MOU which will initiate the first investment deal in August.



“ *Creating an Investment/ Business Case proposal was an overwhelming thought process but with the assistance and guidance of PTI NZ and the local Business Support Partner, the experience was effortless and rewarding.*”

—Shelley Christine Burich
OWNER, VAOALA VANILLA

Photo credit: Vanilla farming in Samoa, photos from Vaoala Vanilla

Vanuatu's investment landscape —opportunities, challenges and pathways to prosperity



Over a span of three weeks in Port Vila, PTI NZ Investment Manager, Rohan Parekh, met with dozens of businesspeople, government officials and a range of stakeholders, to strengthen existing relationships and establish new ones, laying

the groundwork for future collaborations and fresh investment endeavours.

Four sectors clearly stood out as having the highest potential with investors:

Telecommunications and fintech To emphasise untapped market demand and the supportive regulatory environment conducive to investment, a series of in-person meetings and presentations for a visiting investor were delivered, showcasing the country's potential as a prime hub for digital transformation. The investor, who accompanied PTI NZ on this mission, connected with Vanuatu's telecommunications sector.

Waste management Recognising the need for investments to help address challenges to combat waste disposal, fruitful discussions took place with officials from the departments of energy and climate change on waste management infrastructure and technologies. Prospective investors from both New Zealand and India were introduced to waste management opportunities via virtual meetings with government officials.

Health care Access to quality health care remains a paramount concern in Vanuatu, underscoring the need for investments to bolster healthcare infrastructure and services. PTI NZ teamed up with a New Zealand-based healthcare investor whom it had worked with before. The investor's goal is to improve how health care is delivered and help local healthcare workers become more skilled. PTI NZ organised meetings between this healthcare provider, Vanuatu's health authorities, and a private healthcare company, to move this impact investment project forward.

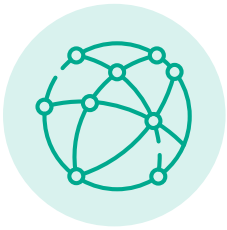
Agribusiness In line with its commitment to fostering inclusive growth, PTI NZ explored opportunities for social impact investment and agribusiness development in Vanuatu. PTI NZ engaged with stakeholders to identify investment opportunities that align with Vanuatu's development priorities.

As PTI NZ concluded its successful visit to Vanuatu, the journey towards realising the country's investment potential has only just begun.

“Through PTI NZ's network of global investors, more than 10 international companies have been introduced to VFIPA via virtual discussions, including one real investor visiting Vanuatu. The VFIPA team was so glad to have this investor and accompany him to key potential sectors of interest.”

—Raymond Vuti

CEO, VANUATU FOREIGN INVESTMENT PROMOTION AGENCY (VFIPA)



Marketing and communications

Through our marketing and communications strategic activities, we want to ensure that more Pacific and New Zealand enterprises and stakeholders are aware of what we do and access our services. We do this by using social media and mainstream media to promote

our services; drive attention to Pacific businesses by promoting Pacific enterprises, products, services and success stories; and produce and disseminate insights on Pacific trade and investment issues.

During the reporting period, PTI NZ undertook the following marketing and communications activities:



Photo credit: NZ Grower magazine article screenshots

SPONSORED CONTENT AND ADVERTISING IN PRINT MEDIA

We wrote a high-profile 6-page article for the May issue of NZ Grower magazine, titled: 'Trading with our Blue Pacific neighbours'.

A Blue Pacific full-page advert in *Informed Investor* magazine to promote PTI NZ investment services.

PROMOTED THE INVESTMENT READINESS PROGRAMME

We profiled the *Investment Readiness Programme* to attract applications through EDM via mail chimp. We distributed 1,200 mail outs and received over 30 applications to date.



OUR MULTI-CHANNEL ENGAGEMENT:

Touchpoints/channels	Jan	Feb	Mar	Apr	May	Jun	YTD
Digital reports	-	2	2	3	-	-	10
Events	-	1	-	-	-	-	1
Media Releases	-	1	-	1	1	2	5
Instagram posts	1	7	6	3	8	6	33
Facebook posts	1	7	6	3	8	6	33
LinkedIn posts	1	7	6	3	8	6	33
YouTube/Vimeo	-	-	18	12	11	11	34
Print media	-	1	-	2	-	1	4
Website updates (Pacific focus stories)	-	2	2	5	2	2	13



Photo credit: Samoa aerial by Mike Bhana

ASSISTING THE MINSITRY OF TRADE AND ECONOMIC DEVELOPMENT OF TONGA WITH MARKETING COLLATERAL

We connected the Ministry of Trade and Economic Development of Tonga to a New Zealand supplier to source branded merchandise for Pacific Islands Forum (PIF) Leaders Meetings.



CELEBRATING WOMEN ENTREPRENEURSHIP THROUGH ‘SHE LEADS’ CAMPAIGN

SHE LEADS is a project filming inspirational women entrepreneurs and leaders across businesses and NGOs throughout the Blue Pacific. These videos document the stories and journeys

of remarkable women in New Caledonia, Cook Islands, Tonga, and Samoa.

SHE LEADS in New Caledonia: We filmed 18 video interviews, 12 of these have been fully edited and is ready for distribution. Word transcripts have also been completed for all videos.

SHE LEADS in the Cook Islands: We filmed 11 video interviews, all of which have been fully edited and are ready for distribution. Word transcripts have also been completed for all videos.

SHE LEADS in Tonga: We filmed 11 video interviews and all have been fully edited for distribution. Word transcripts are also available all videos.

Overall, we have created 44 She Leads profile films, and amassed over 200

still photographs and aerial footage for future promotion and use. These short films/interviews are being released through social media.

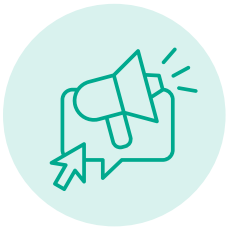


‘SHE SPEAKS’ WE LISTEN SURVEY LAUNCHED

We have also launched SHE SPEAKS, a women in business online survey. The survey is designed to gather insights about what matter most to women in business leadership as agents of change across the Blue Pacific. The survey was sent to over 1,300 businesses in the Pacific and is being promoted on social media and the PTI NZ website. To date, we have received 159 responses in Q2 (against the 250 of target).



Pacific Trade Invest
New Zealand



Network advocacy and engagement

Our network engagement and advocacy strategic activities aim to influence policy and practice changes within other Pacific-facing agencies to improve the targeting and delivery of services to Pacific enterprises, and to improve the

services we offer. This involves collaborating and maintaining relationships with key stakeholders in the Pacific and in New Zealand, and informing Pacific and New Zealand audiences through thought leadership.

During the reporting period, PTI NZ undertook the following engagement and advocacy activities:

RESEARCH AND PUBLICATIONS:

Published an opinion piece on Plastics.

Undertook research to inform though leadership article on the Circular Economy.

Prepared a draft Terms of Reference for a feasibility study for the development of a commercial scale pineapple export industry in Fiji for the New Zealand supermarket trade. Consultations with stakeholders underway.

MEETINGS ATTENDED:

Monthly meetings of the New Zealand-based Pacific Business Councils for Papua New Guinea, Fiji, and the Pacific.

PHAMA Plus Coordination meeting online.

New Zealand-Fiji Business Council mission to Fiji. Attended Fiji-New Zealand Annual Business Conference in Nadi. Invited to moderate a session on *Elevating Economic Resilience through our Infrastructure*.

Speakers and panelists comprised:

- **Nirajwan Chettair**—Director of Projects, Airports Fiji
- **Vikash Prasad**—CTO, Vodafone
- **Brent Hill**—CEO, Tourism Fiji
- **James Pridgeon**—Senior Manager Tourism and Customer Operations, Fiji Airways
- **Lisa Apted**—KPMG.

We also met with the New Zealand-based consultant contracted by DFAT to work on FijiGAP certification.



Photo credit: Noumea aerial, New Caledonia by Mike Bhana

Performance measures



Trade

OUTPUTS:

- ① **PTI NZ builds relationships with Pacific exporters and NZ buyers**
- ② **Trade programmes, services, and events are delivered to Pacific exporters and NZ buyers**
- ③ **Women-led and Small Island States (SIS) access PTI NZ's services**

- ✓ 41 client engagements across Pacific exporters and NZ buyers.
- ✓ 27 women-led businesses received PTI NZ services.
- ✓ 4 SIS countries received PTI NZ services: The Republic of the Marshall Islands, Cook Islands, The Federated States of Micronesia, and Kiribati.

- ④ **Pacific exporters and NZ buyers satisfied with PTI NZ's trade services**

- ✓ 2 x advertising and sponsored content in print media.
- ✓ 163 social media posts.
- ✓ She Leads interviews completed in New Caledonia, Cook Islands, and Tonga.
- ✓ SHE SPEAKS women in business online survey launched with 159 responses received in Q2 (target: 250).

OUTCOMES:

- 📍 **Pacific entrepreneurs have improved confidence and are better informed about how to export to NZ**

- ✓ 28 companies engaged about the NZ export market (target of 15).
- ✓ 15 new companies signed-up to PTI NZ's CRM (target of 2).
- ✓ 28 exporters identified and qualified for Freight Support Programme (target of 5).

- 📍 **The NZ buyer network grows**

- ✓ 29 NZ-based importers and wholesalers engaged and PTI NZ services profiled.



Investment

OUTPUTS:

- ① **New investors are identified and engaged with by PTI NZ**
- ② **Investors are matched with potential opportunities**
- ③ **Committed and engaged Pacific enterprises participate in investment programmes**

- ✓ Conducted over 32 follow-ups with in-country focal points, businesses and governments to check in on the status of introductions made by PTI NZ earlier in the year, as well as to present new bankable projects to investors.

- ✓ 16 investor referrals and introductions during this reporting period.

- ✓ Investment Readiness project launched.

OUTCOMES:

- 📍 **Pacific enterprises have improved confidence and are better informed to attract investment**

- ✓ 29 clients rate PTI NZ services as 5 out of 5 (100% full score).



Marketing & Communications

OUTPUTS:	<p>① <i>PTI's media, website, and communications resonate with audiences, including Pacific exporters and investees</i></p>	<p>✓ Will be reported on at the end of the year.</p>
	<p>② <i>Events, missions, exhibitions, collateral, and storytelling are delivered</i></p>	<p>✓ 2 x advertising and sponsored content in print media. ✓ 163 social media posts. ✓ She Leads interviews completed in New Caledonia, Cook Islands, and Tonga. ✓ SHE SPEAKS women in business online survey launched with 159 responses received in Q2 (target: 250).</p>
OUTCOMES:	<p>📍 <i>New Zealanders and the Pacific are aware of PTI NZ</i></p>	<p>✓ Will be reported on at the end of the year.</p>
	<p>📍 <i>New Zealanders are purchasing from the Pacific</i></p>	<p>✓ Will be reported on at the end of the year.</p>



Advocacy & Engagement

OUTPUTS:	<p>① <i>Collaborations with New Zealand- and Pacific-based agencies</i></p>	<p>✓ PTI NZ attended meetings of the Pacific Business Councils for PNG, Fiji and Pacific; PHAMA Plus Coordination meeting; and attended the NZ-Fiji Business Council mission to Fiji.</p>
	<p>② <i>PTI NZ has fit-for-purpose operational management</i></p>	<p>✓ 2023 Financial Audit completed.</p>
	<p>③ <i>There is harmonisation across the global PTI network</i></p>	<p>✓ PTI NZ attended meetings of the PTI network (6 meetings of the PTI network TCs; plus 5 meetings of the PTI network with PIFS Director and senior management; plus 2 PTI Board meetings).</p>
OUTCOMES:	<p>📍 <i>PTI NZ's data and knowledge are used to improve services</i></p>	<p>✓ Will be reported on at the end of the year.</p>
	<p>📍 <i>PTI NZ influences other agencies in their trade and investment facilitation</i></p>	<p>✓ Will be reported on at the end of the year.</p>

© Copyright Pacific Trade Invest New Zealand 2024

All rights for commercial/profit reproduction in any form are reserved. Pacific Trade Invest New Zealand authorises the partial reproduction or translation of this material for scientific, educational or research purposes, provided that Pacific Trade Invest New Zealand and the source of the document are properly acknowledged. Permission to reproduce the document in any form, whether for commercial/profit or non-profit purposes, must be requested in writing. Original text: English

Cover photo credit: Bernd Dittrich via Unsplash



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

With support
from:



PACIFIC ISLANDS
FORUM SECRETARIAT



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
MANATŪ AORERE