



ANNUAL REPORT

2024



PACIFIC ISLANDS
FORUM SECRETARIAT



Ministry of Foreign Affairs of
the People's Republic of China



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GREETINGS FROM TRADE COMMISSIONER MONA MATO

2024 was another exciting year for Pacific Trade Invest China (PTI China), during which we achieved several key milestones and met our annual targets.

Our participation at high-end exhibitions such as Hotelex Shanghai, the China International Import Expo (CIIE), COSMOPROF in Hong Kong, and the China High-Quality Consumer Exhibition in Macao was instrumental in elevating the visibility of Pacific Island products. These platforms provided unparalleled opportunities for businesses to engage with global audiences and secure impactful partnerships. Some of our Pacific brands were able to expand their presence in China, Hong Kong and beyond.

We also achieved market access for fisheries, coffee and cocoa products into China, opening the pathway for our key industries to penetrate the Chinese market. Our strengthened collaboration with our strategic partners in China and the Pacific, enabled stakeholders from Papua New Guinea, Solomon Islands, Vanuatu and Nauru to enhance their engagement with the General Administration of Customs of China (GACC) through the Market Access & Import Protocol Program. This initiative laid a solid foundation for streamlining market-access processes, preparing these nations for greater export readiness. PTI China will continue advancing the program, working closely with Chinese customs authorities to unlock new export opportunities for Pacific Island businesses.

On the investment front, 2024 marked a significant achievement as we facilitated PTI China's largest annual investment outcome of A\$8.3 million. This is testament to our work in building key and strategic partnerships with our investment partners. Our Investment Projects Support Program will continue focusing on identifying and promoting initiatives aligned with the Pacific's sustainable development goals. By driving investments into sectors such as renewable energy, agriculture and innovation, PTI China aims to catalyse long-term growth.

China's digital economy continues to evolve, and we must remain focused on initiatives, such as digital trade and investment promotions, that respond to these market-driven opportunities. Our WeChat mini program has registered almost 50 Pacific brands. This platform helps build our profile and lets potential buyers connect directly with Pacific businesses. You can read more about it on page 30 of this report.

PTI China is determined to continue our efforts to connect Pacific Island businesses with the Chinese market to foster sustainable development across the region. In doing so, we are grateful to the government of the People's Republic of China for its ongoing support and partnership.

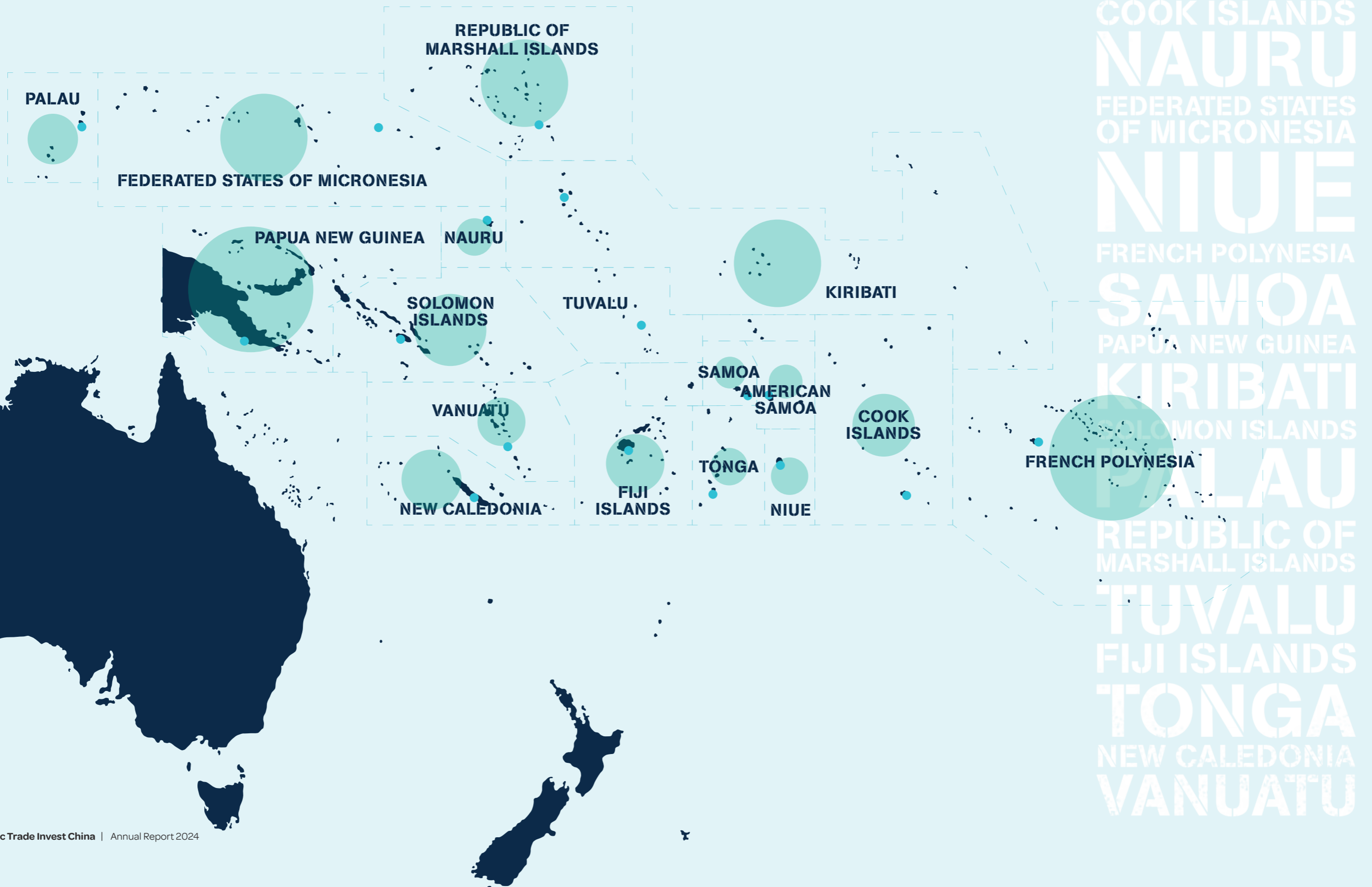
Kia manuia,



Mona Mato
Trade Commissioner
Pacific Trade Invest China



PACIFIC ISLANDS AT A GLANCE



WHO WE ARE

Pacific Trade Invest China is the Pacific Region’s lead trade and investment promotional agency in the People’s Republic of China (PRC). We are mandated by the Pacific Islands Forum leaders to facilitate and promote trade and investment opportunities between the Pacific Island countries and territories and the People’s Republic of China.

We are part of the Pacific Trade Invest Network, with offices in China, Australia, New Zealand, Europe and Japan. The network contributes to the sustainable economic development of Pacific Island countries and supports the Pacific Islands Forum Secretariat’s Strategic Outcome – Increasing Economic Prosperity. Our funding comes through the support of the People’s Republic of China.

As the official trade and investment agency of the Pacific Islands Forum Secretariat, it gives Pacific Trade Invest China and our global network a considerable advantage. Through the Secretariat’s communication platforms, we have direct access to regional policies and frameworks, technical agencies and government officials. Pacific Trade Invest China is unique in that we serve all 16 members of the Forum Island countries and territories.

OUR ROLE

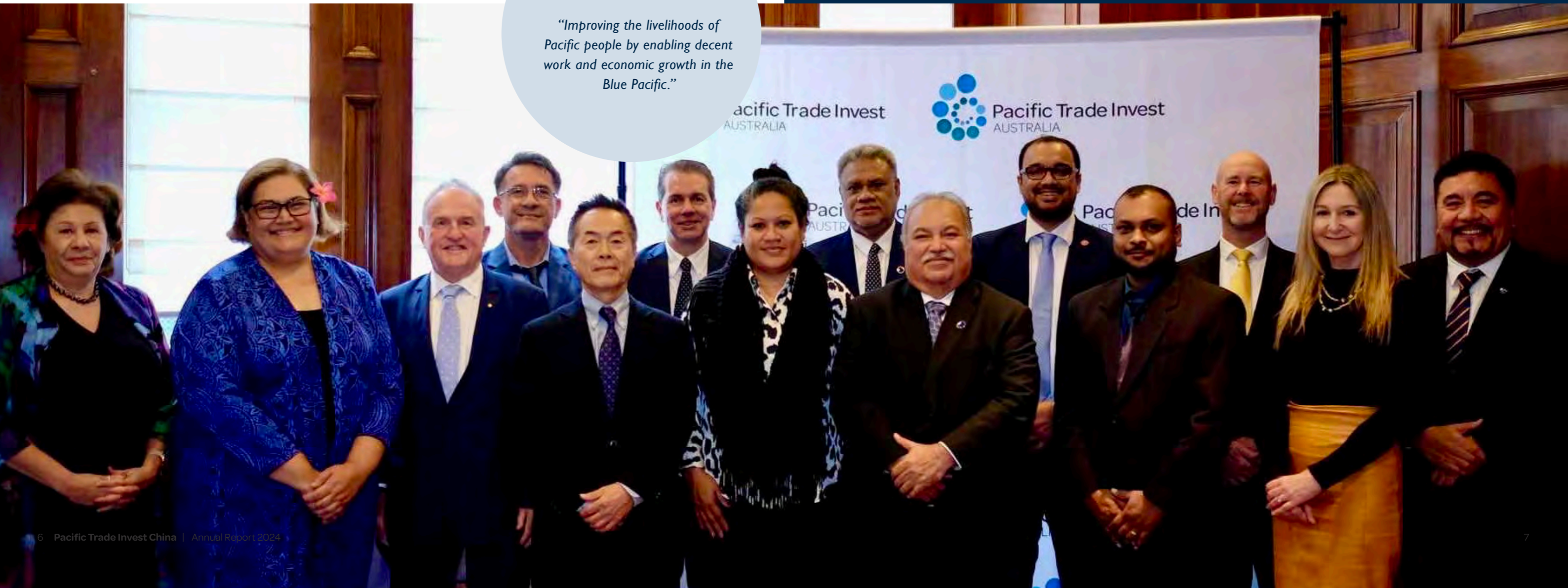
While Pacific Trade Invest China is set up as a diplomatic office, it operates like a trade and investment promotional organisation (TIPO). In global terms, the primary role of a TIPO is to help small and medium-sized enterprises succeed in international business through the delivery of integrated programmes. These programmes provide education to our exporters on trade and market intelligence. We also create connections to international markets, promote inclusive trade, and strengthen investment support. TIPOs work directly with the private sector to fulfil their role as buyers and investors.

As a small organisation, we have the advantage of rapidly shaping our approach based on the insights and perspectives of our beneficiaries and partners. This flexibility enables us to adapt to the changing needs of our clients in a dynamic, fast-paced international business environment.

Pacific Trade Invest China’s work is focused on creating commercial opportunities for export-ready and China-ready businesses across the Blue Pacific. Our job is to promote trade and investment opportunities between businesses in China and the Pacific Island countries and territories. Recognising the complex nature of the Chinese market, we develop and deliver a specialised and focused work programme that ensures exporters are China-ready. Our programme equips our exporters with the knowledge to understand business culture, language, and the right approach to a vastly different consumer base. At Pacific Trade Invest China, we believe it is essential to be confident and certain of our clients’ readiness for China.

OUR VISION

“Improving the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific.”



OUR PEOPLE

OUR CLIENTS

We work with Pacific businesses to facilitate export and investment deals.

- Our export clients are businesses in the Pacific looking to grow their presence in the Chinese market.
- Our investment clients are businesses in the Pacific seeking investment from China.

OUR CUSTOMERS

We build connections between Chinese businesses and the Pacific to engage in export and investment deals.

- Our import customers are businesses in China looking to bring Pacific products into the Chinese market.
- Our investment customers are Chinese businesses who value not only the economic outcomes of business relationships, but also the social and environmental impact on Pacific businesses. They are motivated to invest and develop a series of business plans in the Pacific.

COOK ISLANDS
NAURU
FEDERATED STATES OF MICRONESIA
NIUE
FRENCH POLYNESIA
SAMOA
PAPUA NEW GUINEA
KIRIBATI
SOLOMON ISLANDS
PALAU
REPUBLIC OF MARSHALL ISLANDS
TUVALU
FIJI ISLANDS
TONGA
NEW CALEDONIA
VANUATU



OUR PEOPLE AND PARTNERS

We collaborate with China's Ministry of Foreign Affairs (MOFA) and Ministry of Commerce (MOFCOM), provincial and municipal governments, the Pacific Islands Ambassadors Group in Beijing, Pacific Islands Diplomatic Missions, and the Pacific Islands Forum Secretariat. The contribution from our people and partners adds considerable value to our exporters in all 16 Blue Pacific Forum Island countries and territories. Our collaboration enables our buyers and investors in China to fulfil their trade and investment goals and objectives.

As the only not-for-profit government-funded trade and investment promotional agency in China, we play a unique facilitation role and work directly with the private sector to develop and promote Pacific Island exports and investment opportunities.

With an established network of contacts, a comprehensive database system, and a well-resourced global network of market intelligence, we can effectively deliver our tailored and customised service offerings. Our access to regional policies and frameworks, and technical assistance programmes from the Council for Regional Organisations in the Pacific, has proven to be a great advantage in the development of our services.

We add further value to our stakeholder community by having a Beijing-based team who are fluent in spoken and written Chinese. Our team have cultural expertise and a sound understanding of the complexities of the Chinese market. These skills qualify us to collaborate with and communicate the needs of our Pacific Island clients and Chinese customers with private sector organisations, national economic development agencies, and government officials.

KEY FOCUS AREAS

Our key focus areas reflect our overarching strategy and vision to drive trade deals and investments in the Pacific. We focus on creating commercial opportunities for China-ready Pacific businesses. We do this by facilitating trade and investment opportunities between China and Pacific Island countries.

Trade Promotion

We cultivate sustainable connections and relationships between Pacific exporters and buyers in China to achieve successful export leads and outcomes.

Investment Facilitation

Our aim is to foster continued economic growth and prosperity by drawing in investment capital and facilitating investment deals. We use marketing and communication strategies to engage our customers, government partners and stakeholders.

Marketing & Communications

We create awareness about our purpose, progress and the opportunity to collaborate with us by providing all stakeholders with relevant information and market insights. It is our privilege to share the testimonials of our clients who are achieving excellence and success in exporting.

Stakeholder Engagement

Our dedicated team works enthusiastically with all Pacific Trade Invest network partners, the Government of China, the Pacific Islands Forum, and China-based stakeholders. We strengthen strategic partnerships and develop new relationships with key partners to maximise the trade and investment results we have set out to achieve.

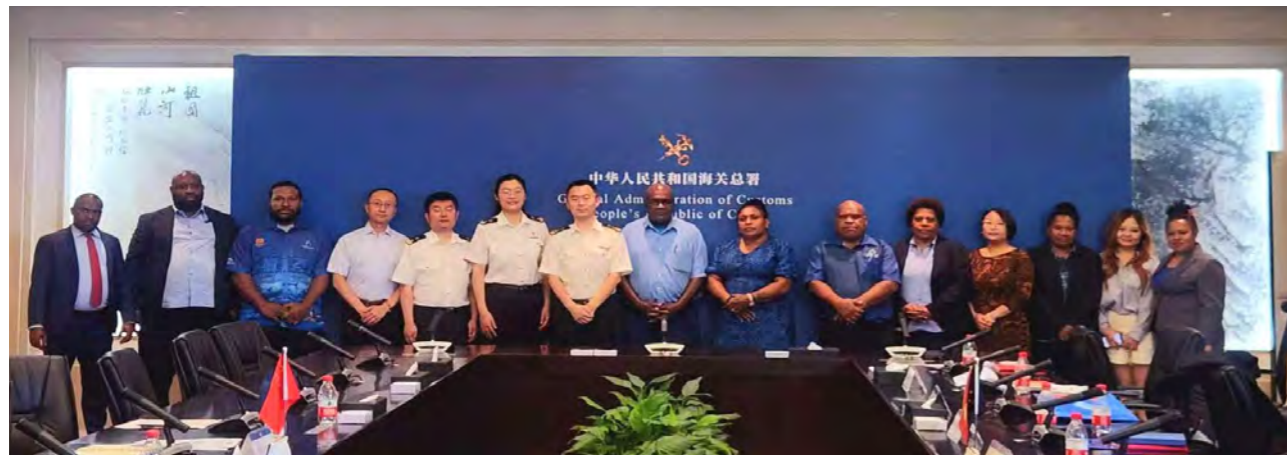


CELEBRATING OUR ACHIEVEMENTS TRADE

As part of PTI China’s ongoing export-support services, we helped Pacific businesses in multiple ways. These ranged from market-exploration assistance, translation and documentation services, and buyer introductions to product promotion to Chinese consumers, facilitation of trade negotiations, and general export and market advice.

We continued to refine our digital trade platform to strengthen connections between Pacific exporters and Chinese buyers. The PTO mini program was successfully renewed, and 16 new brands were listed and promoted via media release.

To support Pacific businesses, we must remain informed and up to date as an organisation. Taking part in the first training course on Import and Export Food Safety Cooperation Mechanisms for the Belt and Road Initiative countries, helped us enhance our understanding of market-access facilitation.



Casting the net wider for fisheries

PTI China supported Papua New Guinea’s National Fisheries Authority (NFA) for market access applications of edible live and aquatic animals. We facilitated communication with the General Administration of Customs of China (GACC) and arranged a meeting with the PNG NFA delegation and GACC’s Food Safety Bureau and Animal and Plants Department regarding technical processes.

Thank you Yolanda for providing these very important trade and marketing data which PNG NFA would need to position our fisheries products into the huge Chinese market. We will continue to work with your office to avail of the important data and trade statistics you have for the Chinese market.

–Paul Martin, PNG NFA



Working with Pacific governments

This year, we worked with the Samoan Embassy in China to create event materials for the 2024 Commonwealth Heads of Government Meeting (CHOGM) in Samoa. Additionally, at the request of the Government of Samoa through its Embassy in Beijing, PTI China helped source supplies and coordinate branding and merchandise for CHOGM preparations.

Our assistance to the Solomon Islands Embassy in China included providing translation services for market-access applications and protocol agreements for fisheries and agricultural exports. We supported the Solomon Islands by briefing its Ministry of Foreign Affairs and External Trade on export procedures, market access and GACC online registration. The insights we provided were based on our successful support of other Pacific countries to achieve GACC approval



A taste of the Pacific

During the year, we supported the Papua New Guinea Cocoa Board’s work with GACC to secure market access for unroasted cocoa into China. Similarly, we helped facilitate market entry of green coffee beans into China for the Papua New Guinea Coffee Industry Corporation (CIC). By the end of the year, nearly 30 PNG exporters of cocoa and coffee had successfully gained market access.

PTI China arranged a visit for a Beijing-based cocoa and coffee company to the Solomon Islands, organising meetings with local industry representatives. Chinese enterprises consequently gained a deeper understanding of the Solomon Islands cocoa industry, with plans for cooperation with the local coffee industry. We also helped link a Fijian kava exporter with an online distributor in China for potential sales on Alibaba and connected a Chinese manufacturer with coffee and kava suppliers for extracting kava lactone and chlorogenic acid from roasted beans for re-export to the USA.

Thank you for your prompt response regarding Kava Entry certification, clarification has been noted. The department of Industry (DOI) is acknowledging your commitment and time for the informative information and data provided, the information is very important and useful to our premises.

–Enock Marsal, Trade-Vanuatu



CELEBRATING OUR ACHIEVEMENTS TRADE



It pays to show off

Expos and trade shows are an important way to connect with potential buyers and gain valuable exposure. Our support of Pacific businesses throughout the busy 2024 expo calendar helped open doors to new commercial opportunities.

In March, PTI China worked with a coffee exporter and business partners to showcase Papua New Guinea coffee at Hotelex Shanghai, offering tasting experiences to potential buyers. The Pacific Islands booth at the event featured nine product categories from PNG, Fiji, Samoa, Tahiti, Niue and the Solomon Islands.

We facilitated business connections at the SIAL trade show in Shanghai in May, exhibiting Pacific Island products, creating leads, and generating new business opportunities. We subsequently led a delegation of three Pacific brands at the China (Macao) High-Quality Consumption Exhibition, and showcased products from Fiji, PNG and the Cook Islands.

At the China International Import Expo (CIIE) in Shanghai, we supported 20 Pacific Island businesses from the Cook Islands, Fiji, Kiribati, Samoa, Solomon Islands, Tonga, PNG and Vanuatu. PTI China translated marketing materials, and helped with booth presence, buyer inquiries, and promotional video interviews for Chinese social media platforms. Also in November, we assisted four Pacific skincare and wellness brands to participate at the COSMOPROF ASIA 2024. One entered negotiations for a potential distribution channel, others generated export leads, and all are keen to return in 2025.

Spotlight on beauty and fashion

Our work with a leading Cook Islands fashion brand included coordinating meetings with suppliers, distribution channels and manufacturers, and exploring opportunities with Shanghai's Greenland Free Trade Zone for potential stocking and distribution of garments. We also helped a Fijian skincare company enter the Hong Kong market, providing promotional ideas and financial support for trademark registration, and assisted a Samoan skincare exporter with in-market promotion.

Thank you sincerely for the session today which was most informative. It has paved way for us to appreciate the next steps to be taken in preparation for implementation of the Protocols.

—Natalia Patternot, Director of Trade Ministry of Foreign Affairs and External Trade of Solomon Islands

The information is very helpful to advice these local exporters who came to enquire here in our office. I kindly appreciate your time and support.

—Lonsdale Lungana, Chief Investment Officer of Invest Solomons

WOMEN-LED BUSINESSES TARGET CHINA'S HIGH-END CONSUMERS

PTI China made a strong debut at the 2024 China High-quality Consumption Exhibition in Macao, showcasing three premier women-led Pacific Island businesses. The Pacific Island exhibit featured high-end resort wear, gourmet coffee and premium artesian water, with a focus on attracting affluent consumers from China's southeast coast.

Our participation in the 2024 Macao exhibition underscores our commitment to elevating Pacific Island brands by highlighting their unique, natural and cultural attributes. It's part of a broader strategy to position Pacific exports in high-end markets such as Hong Kong, Macao and Shenzhen, driving growth for these products in China's rapidly expanding premium market.

Yolanda Jiang, Head of Exports of PTI China, says the exhibition is not only a chance to showcase products to a sophisticated market like the southeast coast of China, but it's also a strategic effort to deepen Pacific brands' engagement with the Chinese market. PTI China worked closely with the brands on everything from market research to promotions, ensuring they gained maximum exposure at the show.

TAV Pacific, a high-end resort-wear brand, showcased its distinctive designs rooted in Pacific cultural aesthetics. The brand draws inspiration from traditional Pacific motifs and natural beauty to create finely crafted clothing for consumers seeking fashion to complement their stylish lifestyles.

Ellena Tavioni, founder and designer of TAV Pacific, spoke about the challenge of balancing tradition with modern market demands. "We need to ensure our designs can sell globally – we cannot restrict our market," she explained. "Our goal is to create pieces that not only attract new customers but keep them coming back."

Another female-founded Pacific luxury brand to exhibit in Macao was BeBi Natural Mineral Water from Fiji. Demand in China for imported premium artesian water has grown significantly, with consumers increasingly prioritising health, purity and quality. BeBi has successfully carved out a niche in the international market with its pristine, high-quality water source.

Amy Wang, BeBi's general manager, acknowledged the competitive landscape of China's high-end water market, but remains confident about the brand's strengths. "With demand rising, competition is fierce," she said. "We can only stand out by leveraging our superior water source and delivering top-notch brand services."

The global coffee market has also experienced a surge in demand for specialty and sustainable products. Haus Win, a premium coffee brand from Papua New Guinea, capitalises on the country's unique geographical advantages to produce high-quality beans.

Haus Win's chairwoman, Xingling Shao, highlighted the natural purity of Papua New Guinea's Highlands and its coffee-growing conditions. "Our fertile soil and ideal climate allow us to minimise the use of fertilisers, making our coffee beans incredibly natural. Their rich, nutty, cocoa flavours make them perfect for blends and also single-origin coffee," she said.

Reflecting on the exhibition, PTI China Trade Commissioner Mona Mato reiterated the importance of precise market positioning and effective promotional strategies for brand success. "High-quality products alone aren't enough. Brands must be strategically positioned and promoted," he said. "It's our first PTI China-led show in Macao. Exploring such shows lets us engage directly with consumers and buyers to better understand how we position ourselves to enter this lucrative market. We can then build on our product offering and bring our unique Pacific stories to the global audience at the next show."



PACIFIC ISLAND BEAUTY BRANDS SHINE

We were proud to support four exceptional Pacific Islands brands at the COSMOPROF ASIA 2024 trade show in Hong Kong.

Fijian brands Loloma, Nama Fiji and MESOVA, and Kuki from Samoa, embodied the ethos of 'Pure by the Pacific, Timeless by Nature!' with their products derived from natural ingredients such as coconut, sea grapes and native botanicals. Their skincare therapies and cultural heritage and stories of the Pacific resonated with attendees seeking authentic, sustainable beauty solutions.

COSMOPROF ASIA is a globally important beauty trade fair that attracts over 80,000 professionals across the skincare, cosmetics and wellness industries. It provides an unparalleled platform for exhibitors to meet senior decision-makers, buyers and distributors from across Asia-Pacific, Europe and the Americas. The event enables brands and key industry stakeholders to make direct connections and offers opportunities to forge partnerships. For Pacific brands, this stage serves as a gateway to understanding consumer preferences in China and greater Asia.

The four Pacific brands showcased attracted attendees with their authenticity and dedication to environmental stewardship. Chinese distributors and importers were particularly impressed by the products' sustainable packaging and natural ingredients. Their interest in each brand's origins and the stories behind their formulations signalled strong potential for future collaboration.

For Nama Fiji's founder, Debra Sadranu, the trade show was a chance to highlight their #SeaToSkin therapies, enriched with essential minerals and vitamins, as a premium solution for skincare enthusiasts across Asia. MESOVU and Kuki also showcased their connections to local botanicals and their cultural heritage, emphasising sustainable production processes and respect for the environment.

Loloma's co-founder Purnima Singh was excited about the opportunities for partnerships. "It's inspiring to see the unique, high-quality products from our islands showcased on an international stage, connecting with fellow brands from the Pacific, sharing our stories, and celebrating the rich traditions and innovations we bring to the industry," she said.

PTI China has long recognised the strategic importance of COSMOPROF ASIA, having participated in previous expos to represent and amplify Pacific voices. Our involvement this year underscored our ongoing efforts to connect Pacific exporters with lucrative Asian markets. By facilitating their presence at this event, our goal was to generate valuable leads and cultivate partnerships to boost economic growth in the Pacific region.



“

It's fantastic to see Pacific skincare brands making an impact in the Asian beauty market through PTI China, we were able to showcase our businesses on a truly global stage!

—Purnima Singh, Loloma Fiji

PTI China Trade Commissioner Mona Mato shared his thoughts on the event: "The impact made by our Pacific skincare brands at COSMOPROF ASIA 2024 reaffirms the global demand for clean, sustainable and story-rich beauty products. With such promising engagements, we are committed to continuing support for Pacific Island brands as they expand their reach into the dynamic and competitive Asian market."



CELEBRATING OUR ACHIEVEMENTS INVESTMENT

In 2024, PTI China played a key role in facilitating investment opportunities across agriculture, renewable energy, electric vehicles, ICT and financial services. Our efforts yielded some promising outcomes for Pacific Islands businesses seeking to attract investment from China. Here's a sampling of the work we undertook across a range of sectors.

Agricultural investment and business development

PTI China provided investment facilitation and business support services to multiple agricultural enterprises across the Pacific during the year. Among our work, we facilitated A\$2.6 million in investment by a Chinese agricultural company into a Fijian organic farming business. The business shares its techniques and experience with farms in neighbouring villages and exports its agricultural products to New Zealand and Australia.

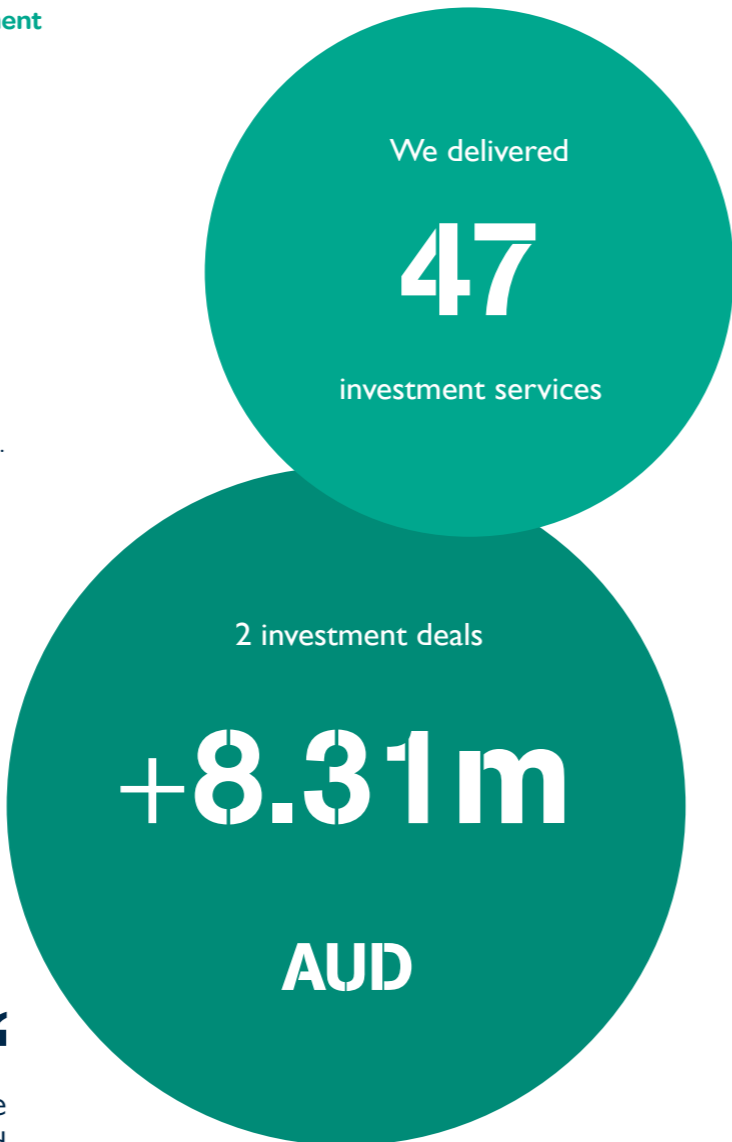
We worked with several other Fijian businesses in 2024. These included an aquaculture company for which we helped prepare a business plan to attract Chinese investors; and an agricultural product extraction company to which we provided business advisory services, helping to shape its business strategy and investment readiness. Our work with a Fijian kava exporter helped refine its investment proposal and made the company more marketable for Chinese investors.

Elsewhere in the Pacific, we assisted a Vanuatu-based ginger exporter to obtain USDA-recognised organic certification, enabling its market expansion into high-end consumer segments.

“

Thank you once again for your time and my trip to China was indeed very successful bridging suppliers and meeting them.

—Michael Joe, Managing Partner of Joes Farm



Renewable energy investment

PTI China facilitated major investment projects in renewable energy, particularly in Papua New Guinea where a A\$5.7 million Chinese investment in a hydro power project will provide affordable and sustainable energy to Port Moresby and Central Province. We also supported the evaluation of another hydro power project in PNG, with a leading international consulting firm conducting an assessment for potential Chinese investment.

“

We really appreciate the support of PTI China, your help and service are much needed and make the project go through the development phase smoothly.

As explained, we're now adopting new design and construction technology which can substantially reduce the cost of remaining phases.

—Rex Shen, Director of PNG Hydro Development

CELEBRATING OUR ACHIEVEMENTS INVESTMENT



Electric vehicles and green finance

Securing investment into environmentally focused initiatives and businesses is vital for Pacific Island nations. Green finance can help build climate-change resilience, reduce reliance on fossil fuels and promote sustainable economic growth. To this end, PTI China has been actively supporting the development of electric mobility and sustainable finance in the Pacific. We gave market advice to a Vanuatu-based electric vehicle (EV) dealership, supporting their participation in the 2024 Beijing International Automotive Show and facilitating connections with Tier 1 EV manufacturers in China.

During the year we engaged with the Green Finance Committee of China's Association of Finance to explore collaboration on global green finance initiatives and actions; green inclusive and integrated development; and financial support for biodiversity and women's sustainable development.

PTI China participated in the China International Conference for Blue Finance Innovation, co-hosted by the Institute of Finance and Sustainability (IFS) and Yantai Municipal Government. Discussions focused on the marine economy, blue carbon and climate finance opportunities. We also attended biodiversity taskforce talks hosted by the Institute of Finance and Sustainability, with participation from 20 leading Chinese institutions and think tanks.



Thanks Jane, your help is much appreciated. Can't wait to get on this flight to Beijing!

—Ivan Oswald, Managing Director of Nambawan EV (Vanuatu)

Financial services and investment promotion

This year, PTI China supported investment promotion initiatives for Pacific financial services, with a particular focus on the Cook Islands. This involved leading the Cook Islands Financial Services Development Authority's in-market mission program in Beijing, and arranging meetings with trust associations, legal firms and asset protection managers. We also provided translation services to the Cook Islands FSDA for marketing materials for the Asia Outbound Summit in Shanghai and helped a Cook Islands trust company translate promotional materials for an inward investment financial services mission in Beijing. Additionally, our efforts in connecting a Cook Islands trustee service company with a Beijing trust asset protection firm and legal company resulted in ongoing discussions for further collaboration.

PTI China actively participated in major investment events to promote the Pacific Islands as an attractive investment destination. In May, Trade Commissioner Mona Mato was a panellist at the Investment and Cooperation Forum of Pacific Island Countries during the 2024 China Overseas Investment Fair, engaging with government officials, business leaders and investors. He also connected with organisers of the 2025 Shanghai Carbon Neutrality Expo to discuss PTI China's participation.



I want to say a huge Xiè Xiè for all your help on Friday and for the enormous effort you put into scheduling those meetings.

—Matthew Smith, South Pac Group



ICT and digital economy investment

2024 saw us actively supporting technology-driven investment projects to enhance digital infrastructure in the Pacific. We facilitated the connection between a Chinese ICT company and the Ministry of Education's Human Resources Development of the Solomon Islands with interests in an ICT-based e-learning investment project in the Solomon Islands. We also helped a Vanuatu e-payment company with its business expansion plans by introducing potential Chinese partners and aligning business models for smoother collaboration.



I am very keen in the work you current undertake on our ICT development based on our plan and the foreseeable support that may be extended to my Ministry.

—Franco Rodie
Permanent Secretary
Ministry of Education and Human Resources Development

THE FUTURE IS GREEN AND BLUE

In May 2024, the 14th China Overseas Investment Cooperation Fair (COIFAIR) was held in Beijing. Hosted by the China Overseas Development Association, it connects Chinese and foreign companies. This year COIFAIR welcomed dignitaries and 1000-plus business representatives from over 100 countries.

Taking place alongside COIFAIR, the Pacific Island Countries Investment Cooperation Forum aims to promote investment opportunities and cooperation between China and Pacific Island countries, specifically development of green industry and the blue economy.

With its theme of 'Building a Blue Partnership and Taking the Road of Green Development', the forum provided a valuable platform for talks on promoting sustainable economic ties between China and Pacific Island Countries.

Among the distinguished guests to attend were His Excellency Barrett Sarato, Ambassador of the Solomon Islands to China; His Excellency David Teabo, Ambassador of the Republic of Kiribati to China; and senior officials from embassies in China, including the Republic of Fiji, the Federated States of Micronesia, the Independent State of Samoa and the Republic of Vanuatu.

Mr Jiang Yun, Secretary General of the China Overseas Development Association, expressed the association's desire to further promote economic, trade and investment cooperation between China and the Pacific Islands.

Trade Commissioner Mona Mato summarised PTI China's research into the China Investment Study 2023 to gauge the appetite of Chinese private sector businesses for investment in the Pacific. It focused on three key industries: e-commerce, agri-technology and green energy. The study yielded valuable insights into Chinese industries and investment destinations of interest. It also gave Chinese investors a deeper understanding of the growth potential and competitive landscape in the Pacific, equipping them to better identify prospective



investment opportunities. Mr Mato was buoyed to see Chinese investors prioritise social and environmental returns over financial returns – an encouraging sign for the sustainable growth of Pacific Island economies.

"As guardians of our Blue Pacific, we attach great cultural and spiritual value to our ocean and land," he noted. "We must jointly protect marine and coastal resources through sustainable management and protection measures to create a better future for our people."

A panel session saw experts and business leaders from investment-related industries propose opportunities for China and the South Pacific region to strengthen their cooperation and deepen economic ties under the Belt and Road Initiative. Discussions also centred on ways to tackle environmental and climate issues and create green development opportunities. Other topics included the advantages of investment in Pacific Island Countries, and challenges for Chinese companies investing in the region.

"The Pacific Island countries are not just rich in natural resources but also in human capital," stated panelist Ms. Jane Ma, Head of Investments at PTI China. "These countries offer a wealth of opportunities for investors, particularly in the realms of green energy, electric vehicles, e-commerce, and even digital currencies."

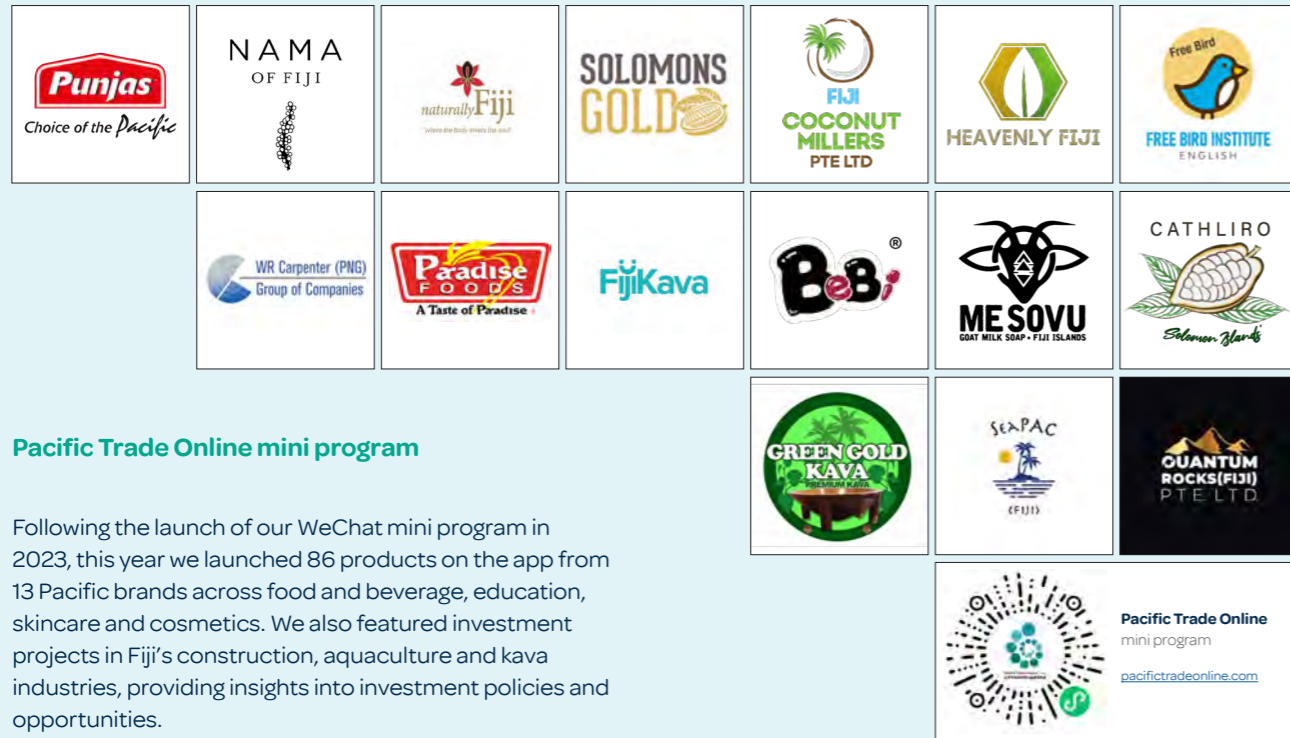
"With ongoing policy reforms, they are creating an investment landscape that is both inviting and straightforward, ensuring that economic growth is as vibrant and diverse as the ecosystems that surround them," she said.

The proactive stance of these nations in refining their foreign investment policies demonstrates a clear commitment to fostering a business-friendly environment, she added. "These reforms have not only revitalized interest in traditional industries, but have also positioned the Pacific Island countries as desirable locations for cutting-edge sectors."

PTI China reiterated our willingness to provide interested investors with relevant information and assistance to connect with authorities and agencies so they can explore opportunities with our Pacific businesses.

CELEBRATING OUR ACHIEVEMENTS

MARKETING & COMMUNICATIONS



Pacific Trade Online mini program

Following the launch of our WeChat mini program in 2023, this year we launched 86 products on the app from 13 Pacific brands across food and beverage, education, skincare and cosmetics. We also featured investment projects in Fiji's construction, aquaculture and kava industries, providing insights into investment policies and opportunities.

Growing our online presence

During 2024, we published 69 articles on the PTI China official WeChat account. Covering topics such as Pacific trade, investment, diplomatic relations and cultural events, these articles generated more than 32,800 views and over 500 shares. Our WeChat followers grew by 12% on the previous year. In addition to WeChat, the PTI China team maintained a presence on YouTube and CGTN's All Media Service platform. We also published a series of 'Pacific Focus' articles on the Pacific Trade Invest website.

Brand promotion and media engagement

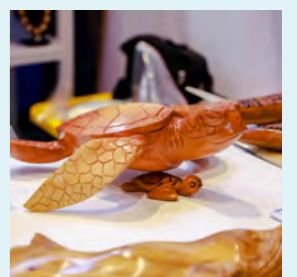
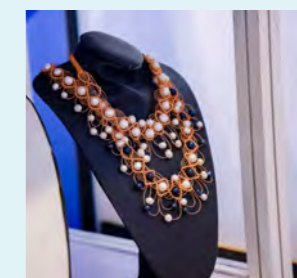
Our ongoing efforts to profile and elevate Pacific brands in the minds of Chinese consumers and buyers continued this year. We focused on the quality, cultural stories, sustainability and market potential of offerings from Pacific Island Countries. We worked to highlight brand development and market expansion stories in the media. One example of this was the successful trademark registration and market entry into Hong Kong of a Fijian skincare brand.

Event participation and promotion

We continued to maintain a strong presence at major Chinese expos and trade shows. These events provided valuable opportunities for our team to promote Pacific brands and products, support Pacific exporters, gather feedback and insights, conduct interviews and produce video content. We ran live streams of some events to enhance brand visibility at these exhibitions.

In 2024, members of the PTI China team were present at the following industry shows: We also:

1. Held in March, Hotelex Shanghai 2024 incorporated a dedicated Coffee and Food Festival. We leveraged this opportunity to showcase Pacific brands ranging from artesian mineral water and coffee to health beverages and all-natural peanut butter.
2. The SIAL China food and beverage expo took place in Shanghai in May. We supported the Pacific Islands booth and took part in the SIAL China Press Conference.
3. At the China (Macao) High-quality Consumption Exhibition in September, we assisted three Pacific women-led businesses from Fiji, the Cook Islands and Papua New Guinea to exhibit their products to affluent consumers from China's southeast coast. (Read more on page 16).
4. At the China International Import Expo (CIIE) in Shanghai we helped 20 Pacific Island businesses with aspects such as their exhibition booths and promotional video interviews for Chinese social media platforms.
5. In November, COSMOPROF ASIA in Hong Kong provided the chance for us to promote four exceptional Pacific Island skincare and wellness brands with a focus on authenticity and sustainability. (Read more on page 18).



Trade and investment reports

This year, the PTI China team produced and published the 2023 Trade Statistical Handbook for China and the Pacific Islands. This publication included comprehensive data and analysis. We designed, translated and printed quarterly reports for the Pacific Islands Forum Secretariat and the Ministry of Foreign Affairs of China to provide an update of our work activities, achievements, results etc. We also formatted the PTI China Strategy Plan and Policies and worked with the Pacific Trade Invest global marcomms team to finalise the PTI Network Brand and Communications Strategy.

CELEBRATING OUR ACHIEVEMENTS STAKEHOLDER ENGAGEMENT

In 2024, PTI China actively engaged with government officials, diplomats, trade organisations and industry leaders to strengthen China-Pacific relations, promote trade and investment, and support Pacific businesses.

Trade Commissioner Mona Mato had another busy calendar of engagements. During the year, he met with representatives from China's Ministry of Foreign Affairs, including Vice Minister Ma Zhaoxu and Deputy Director General Yao Ming to discuss China-Pacific relations, funding arrangements and future collaboration. He attended the AIIB Forum to discuss sustainable finance opportunities and participated in the New Year reception hosted by China's Ministry of Foreign Affairs and AIIB.

The Trade Commissioner also met with ambassadors and officials from Fiji, the Solomon Islands, Samoa, Tonga, the Federated States of Micronesia, New Zealand, Australia, Korea and the United States to discuss trade initiatives, investment promotion, and Pacific participation in major Chinese trade fairs.

At the quarterly Pacific Islands Ambassadors Group meetings, he provided updates on PTI China's activities and supported discussions on regional trade and investment. Trade Commissioner Mato also attended diplomatic engagements celebrating relations between nations of the Pacific region and China, as well as national days and ANZAC commemorations.

2024 saw PTI China strengthen engagement with some major Chinese business entities. This included a meeting with Alibaba's technical team in Sydney to assess the evolution of the platform and prerequisites for Pacific brand registration. We also briefed the China Machinery Engineering Corporation (CMEC) on trade in the Pacific Islands service industries. Together with our marketing agency, United Media Solutions, we worked on digital promotion strategies and a planned event in Zhejiang Province, and we hosted senior officials from Shandong Foreign Affairs Office to discuss potential trade and investment collaborations, including a joint Pacific trade forum in 2025.

To support the Pacific financial services industry's engagement in China, we facilitated the Cook Islands Financial Services in-market mission in Beijing, arranging meetings with trust associations, legal firms, and asset protection managers. PTI China met with the CEO of the Cook Islands Financial Services Development

Authority to discuss promotional activities at the Asia Outbound Summit in Shanghai and supported meeting arrangements for Cook Islands trustees in Beijing. We also hosted the general manager of Southpac Group in Beijing.

We proudly showcased the unique products of the Pacific Islands at five major trade events in Asia. These events offered a global platform for a wide array of Pacific exports and revealed critical insights into what it takes for Pacific businesses to thrive in a complex and competitive market like China.

The PTI China team also led the Pacific Islands' participation at several major trade and investment forums. These included:

1. China Overseas Investment Fair 2024, where the Trade Commissioner delivered a keynote address on Pacific trade and investment opportunities.
2. Hainan Free Trade Port promotional event, hosted by China's Foreign Minister Wang Yi, to explore investment collaborations.
3. China International Supply Chain Expo (CCPIT), where we engaged with global industry leaders.
4. China International Conference for Blue Finance Innovation, where discussions focused on marine economy, blue carbon and climate finance opportunities.
5. Roundtable on International Young Entrepreneurs Economic Forum to engage in talks on entrepreneurship and global business trends.



As a region that promotes responsible and sustainable business, it's important we use events like Hotelex to showcase trade opportunities in the hospitality industry. It helps raise the profile of our clean and green region, the value of our stories and product origin, and our Blue Pacific continent.

—Mona Mato, Trade Commissioner of PTI China



PARTNER VOICE

We would like to acknowledge again the PTI China support at the CIIE where the head of Export, Ms Yolanda Jiang provided great support that contributed to the success of Samoa's participation at CIIE and we are very grateful.

We rely on PTI's support and contribution not only for Samoan products but also the role of PTI China in promoting export ready from the Pacific to the Chinese market.

—Terozita Maria Uitime, Counsellor of Samoa Embassy in China

Bula Vinaka for the support from PTI CHINA at the CIIE 24. Looking forward to continuing collaboration with your office in coming weeks.

—Praveen Narayan, Managing Director of Green Gold Kava

I truly appreciate the support, the show for my brand was a true success and I am excited to see update you on the contracts as we progress.

—Debra Sadranu, Managing Director of Essence Group Fiji

It was a fantastic opportunity to connect with potential customers and showcase Pacific products on such a prominent platform. Thank you for your dedication in organizing and supporting PTI China's participation in Hong Kong. Additionally, I appreciate the video footage and photos from the event. These materials will be very useful for KUKI Samoa's promotional efforts.

—Taulapapa Maria Leota, General Manager of Samoa Biotechnology Company Ltd

Thank you both for your support and the opportunity to showcase our products at one of Asia's largest beauty expos, we are truly grateful. It was a highly positive and enriching experience, and we definitely see great potential in the Asian market.

—Purnima and Rajnil, Loloma Fiji



WECHAT MINI PROGRAMS CONNECT EXPORTERS WITH CHINESE CONSUMERS

In last year's Annual Report, we celebrated the June 2023 launch of the Pacific Trade Invest China app Pacific Trade Online (PTO). This WeChat mini program is an innovative digital gateway that gives the Chinese market access to the offering of Pacific brands, 24 hours a day, at no cost to the exporter.

Since the launch of our PTO mini program, over 100 businesses in three Pacific countries have received training to use the program, including the back-end registration processes and uploading brand content and images. 43 Pacific businesses have qualified for registration on the PTO mini program platform to promote their 142 products to the Chinese market. We attracted more than 1200 WeChat mini program users by the end of 2024, it is currently the only official WeChat promotional platform for Pacific Island products.

A 2022 report from the National Bureau of Statistics of China shows WeChat Mini Programs reached 450 million daily active users. This highlights their effectiveness as a powerful marketing tool for companies looking to expand their reach in China.

We have always stressed that Pacific business looking to market their brand in China must have a marketing strategy tailored to the preferences and behaviours of Chinese consumers. Chinese brands typically do not conduct business through traditional platforms such as email and Chinese consumers have their own preferred social media platforms with unique features, and a distinct culture and language. We must adapt to their preferences and way of doing business and by harnessing the power of WeChat mini programs, our Pacific businesses can gain a stronger presence in this lucrative market.

For Pacific brands without the WeChat app, we have a mobile version H5 site that seamlessly integrates with the WeChat mini program. On this interface, Pacific companies can manage their brand exhibition page, upload company information, and respond to and track business enquiries.

We continue to promote the PTO mini program at all our trade and investment exhibitions and on our official public WeChat account, to increase publicity of trade and investment opportunities in the Pacific Islands.

Feedback from users and consumers is that our PTO mini program helps them quickly discover and understand products from Pacific countries and it's a good tool for import and export enterprises on both sides. It also makes linking with importers more efficient for Pacific companies.

We encourage Pacific businesses to explore the PTO mini program and to contact us if they have a marketing strategy for China. Together with our marketing partner United Media Solutions (UMS), we will be running further webinars to help our exporters understand the power and benefits of WeChat mini programs.



Opinion

We have audited the accompanying financial statements of Pacific Trade Invest China (hereafter referred to as "the Trade Commission"), which comprise the statement of financial position as at December 31, 2024, the statement of expenses for the reporting year then ended, and notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Trade Commission as at December 31, 2024, and its operating results and its cash flows for the year ended in accordance with International Public Sector Accounting Standards.

Basis for Opinion

We conducted our audit in accordance with International Standards of Auditing. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Trade Commission in accordance with the Code of Ethics for Professional Accountants of the International Code of Ethics for Professional Accountants and the Chinese Institute of Certified Public Accountants, and we have fulfilled our other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Matters

This audit report is intended solely for the annual reporting to the Pacific Islands Forum Secretariat (PIFS) by the Trade Commission and should not be used for any other purpose.

Responsibilities of the Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the requirements of International Public Sector Accounting Standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Trade Commission's ability to continue as a going concern, disclosing, if applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Trade Commission or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with International Standards of Auditing will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with International Standards of Auditing, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

1. Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
2. Obtain and understand of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Trade Commission's internal control.
3. Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
4. Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Trade Commission's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Trade Commission to cease to continue as a going concern.
5. Evaluate the overall presentation (including the disclosures), structure and content of the financial statements, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

BDO China Shu Lun Pan CPAs LLP
Date: February 25, 2025

Footnote: This auditor's report and the accompanying notes to the financial statements are English translation of the Chinese auditor's report. In case of doubt as to the presentation of these documents, the Chinese version shall prevail.

2024 FINANCIALS

Pacific Trade Invest China Statement of Financial Position

As at December 31, 2024

(All the amounts are denominated in CNY unless otherwise stated.)

ASSETS	NOTE	AS AT DECEMBER 31, 2024	AS AT DECEMBER 31, 2023
Current assets:			
Cash and cash equivalents	5.1	5,011,035.56	3,817,212.07
Receivables			
Inventories			
Prepayments	5.2	—	525,675.00
Other current assets	5.3	68,946.63	58,218.02
Total current assets		5,079,982.19	4,401,105.09
Non-current assets:			
Receivables			
Investments in associates			
Other financial assets			
Property, plant and equipment	5.4	510,135.50	90,743.19
Intangible assets			
Other non-financial assets			
Total non-current assets		510,135.50	90,743.19
Total assets		5,590,117.69	4,491,848.28

Pacific Trade Invest China Statement of Financial Position (Continued)

As at December 31, 2024

(All the amounts are denominated in CNY unless otherwise stated.)

LIABILITIES AND OWNERS' EQUITY	NOTE	AS AT DECEMBER 31, 2024	AS AT DECEMBER 31, 2023
Current liabilities:			
Payables	5.5	62,068.13	45,564.90
Short-term borrowings			
Current portion of long-term borrowings			
Short-term provisions			
Social benefits			
Employee benefits	5.6	5,000.00	5,000.00
Other non-financial liabilities			
Total current liabilities		67,068.13	50,564.90
Non-current liabilities:			
Payables			
Long-term borrowings			
Long-term provisions			
Social benefits			
Employee benefits			
Other non-current liabilities			
Total non-current liabilities		—	—
Total liabilities		67,068.13	50,564.90
Net assets/equity:			
Capital contributed by other government entities			
Reserves			
Accumulated surpluses/(deficits)		5,523,049.56	4,441,283.38
Non-controlling interest			
Total net assets/equity		5,523,049.56	4,441,283.38
Total liabilities and owners' equity		5,590,117.69	4,491,848.28

Pacific Trade Invest China Statement of Expenses

As at December 31, 2024

(All the amounts are denominated in CNY unless otherwise stated.)



ITEMS	NOTES	2024	2023
Revenue:			
Revenue from non-exchange transactions:			
Appropriation received from headquarter		4,223,998.60	4,686,180.00
Revenue from exchange transactions:			
Interest income		15,916.34	2,891.24
Tax return revenue		92,911.46	55,886.46
Other income		415,441.67	359,930.08
Total revenue		4,748,268.07	5,104,887.78
Expenses			
Financial expenses			
Foreign exchange gain		-68,110.22	58,343.15
Bank expenses		5,278.80	5,563.48
General and administrative expenses			
Salaries		2,020,538.57	2,043,792.84
PTI network governance		311,119.60	359,930.00
Rental fee		282,000.00	282,000.00
Depreciation cost		138,345.75	54,204.17
Third parties service fees		139,285.82	103,871.09
Motor vehicle expenses		35,125.85	51,561.24
Telecommunication fees		36,934.68	41,505.64
Office supply and service		11,097.57	22,684.86
Labor cost		17,119.00	16,800.00
Office Maintenance cost		13,539.44	9,268.52
Utilities		4,194.82	4,100.62
Transportation		1,348.43	2,885.15
Express & postage		1,329.07	2,688.67
Others			
Work program expenses			
Investment promotion		102,667.13	267,115.74
Trade promotion		287,720.25	325,073.89
Special projects		130,819.25	273,527.25
Marketing & Communications		196,148.08	211,844.12
Tourism promotion		-	-
Total expenses		3,666,501.89	4,136,760.43
3. Balance of appropriation		1,081,766.18	968,127.35



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PALAU
REPUBLIC OF
MARSHALL ISLANDS
TUVALU
FIJI ISLANDS
TONGA
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VANUATU



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