Pacific Trade Invest
EUROPE

PACIFIC TRADE INVEST EUROPE
STRATEGIC PLAN 2024-2027

PACIFIC ISLANDS
FORUM SECRETARIAT

Australian Government
Department of Foreign Affairs and Trade

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Dravuni Island, Fiji

Cover : Moorea Island Roto Nui Volcanic Mountain, French Polynesia

A NOTE FROM THE TRADE COMMISSIONER

I am pleased to present the Pacific Trade Invest (PTI) Europe Strategic Plan for 2024-2027.

Acknowledging our mandate from Pacific leaders to take advantage of the opportunities for international trade, our mission is to directly support exporters in the Pacific region whose growth can contribute to economic and social impact in their communities.

Our Strategic Plan for 2024-2027 underscores the importance of sustainable and ethical trade, as well as the support for female-led businesses. This focus aligns with modern EU trade agreements that emphasise trade and sustainable development, and is deeply rooted in PTI's core values. PTI Europe will continue to advocate for gender equality, disability, and social inclusion (GEDSI), ensuring that our initiatives and partnerships promote a more inclusive Pacific.

Whist PTI Europe primarily focuses on fostering and expanding business-to-business (B2B) connections, we actively embrace innovations that add value for Pacific businesses. We remain at the forefront of identifying new market trends, technologies, and channels to create opportunities for our enterprises.

With personalisation and flexibility as the foundation of our approach, we are committed to collaborating with our partners to navigate the path toward economic growth. Our aim is to achieve tangible outcomes for the businesses and people of the Blue Pacific, while contributing to the Pacific Island Forum's 2050 Strategy for the Blue Pacific Continent. PTI Europe will continue to create sustainable opportunities for Pacific exporters through our knowledge of the European market which is far from homogenous. This diversity presents both challenges and opportunities for businesses.

I would like to extend my gratitude to the Pacific Islands Forum Secretariat and the Australian Department of Foreign Affairs and Trade for their continued support of our work in the European region. These enduring partnerships enable us to work together towards a thriving Pacific, where equitable and accessible support is available for Pacific people to succeed.

I look forward to the continued growth of Pacific exporters in the EU and the role PTI Europe will play in this progress.

Jodie Stewart
Trade Commissioner
PTI Europe

Efate Island, Vanuatu

PTI EUROPE AT A GLANCE

WHO WE ARE

PTI is the Pacific region's leading trade and investment promotion agency.

With four global offices in Australia, China, Europe, and New Zealand, PTI is the only agency tasked by the Pacific Island Forum (PIF) Leaders to facilitate trade and investment deals between the economies of the Pacific Island Countries and Territories and the rest of the world. PTI works in all the 16 Forum Island Countries (FIC), Cook Islands, Fiji, Federated States of Micronesia (FSM), Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tahiti, Tonga, Tuvalu, and Vanuatu.

PTI Europe is housed in the Pacific Islands Forum office in Geneva since 2011 and is funded by the Australian Government.

WHAT WE DO

PTI Europe's primary role is to develop, grow and promote trade for the Blue Pacific region.

PTI Europe contributes to business growth by facilitating commercial opportunities for export-ready businesses across the region. This is achieved through the core service offerings of building business capacity and connecting businesses with importers in the European markets.

HOW WE DO IT

PTI Europe builds capacity and creates connections for Pacific businesses.

PTI Europe builds the capacity of Pacific businesses through the provision of strategic resources, industry, market and research information, and as well as providing specialised business support.

PTI Europe creates connections through introducing Pacific exporters to European importers, distributors and buyers, and assisting them to navigate Europe's market landscape which is a comprised of diverse cultures, languages, and consumer behaviours.

WHY WE DO IT

PTI Europe exists to improve the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific.

This is directly in line with the PIF Leaders Vision in the 2050 Strategy for the Blue Pacific Continent, ***"a region of peace, harmony, security, social inclusion, and prosperity, so that all Pacific people can lead free, healthy and productive lives"*** and the DFAT priority of contributing to ***"economic prosperity in the Pacific"***.

CONTEXT

STRATEGIC SETTING

In the heart of the Pacific Ocean lies the beautiful Pacific Islands countries. This region, rich in culture and history, faces a unique blend of economic challenges and opportunities that define the lives of its inhabitants.

The Pacific Islands are known for their stunning landscapes and vibrant cultures. However, their geographical isolation poses significant economic challenges. The vast distances between the islands and major global markets result in high transportation costs reducing competitiveness on the world stage, particularly in the most far away markets.

Natural disasters further compound these challenges. The islands are frequently hit by cyclones, earthquakes, and rising sea levels due to climate change. These disasters not only disrupt daily life but also strain limited financial resources.

Economic diversification is another significant challenge. Many Pacific Islands economies rely heavily on a few key sectors, such as tourism, agriculture, and fishing. The COVID-19 pandemic starkly highlighted the vulnerability of such reliance. With international travel halted, the tourism-dependent economies of Fiji and the Cook Islands saw massive contractions, leading to widespread unemployment and economic instability.

Employment opportunities, particularly for young people, are limited. Many young Pacific Islanders migrate abroad in search of better prospects, leading to a brain drain that further hampers local development. Those who stay often face underemployment and low wages.

Despite these challenges, the Pacific Islands hold untapped economic opportunities. One of the most promising sectors is the "blue economy," which focuses on the sustainable use of ocean resources for economic growth. There are also significant growth opportunities for exports such as speciality cocoa and speciality coffee where the world demand in growing in line with the reputation of the Pacific's offering.

Renewable energy presents another significant opportunity. Many Pacific Islands are heavily reliant on imported fossil fuels, making energy both expensive and environmentally damaging. However, the region has abundant renewable energy resources, including solar, wind, and geothermal energy.

Technology and innovation are crucial for overcoming geographical isolation. The internet and mobile connectivity can bridge distances, allowing Pacific Islanders to participate in the global economy. E-commerce platforms enable local artisans to sell their crafts worldwide, and remote work opportunities provide employment without the need for migration.

Education and skills development are also benefiting from technological advancements. Online learning platforms are bringing world-class education to remote island communities, equipping the younger generation with skills needed for modern, diversified economies.

Regional cooperation plays a vital role in addressing common challenges and maximising opportunities. By working together, these nations can amplify their voices on the global stage, attract investment, and share resources and knowledge.

Whilst Pacific Islands countries face significant economic challenges, they also possess unique opportunities for growth and development. Through sustainable practices, renewable energy, technological innovation, and regional cooperation, these island nations are charting a path toward a resilient and prosperous future. Their journey is a testament to the power of adaptability, community, and the enduring human spirit in the face of adversity.

OUR COMMITMENT

PTI Europe provides specialised services and expertise in the EU market to Pacific Islands businesses for the purpose of growing private sector businesses' sales to the European market

PTI Europe's export work develops, grows and promotes export capable and export ready businesses in the European market through capacity building and connecting them with international buyers. PTI Europe delivers market-related services including access to information, insights and introductions to establish and enhance pathways into the European market.

WE WILL

- Continue to work closely with the international trade offices of the Pacific countries and the private sector to identify and connect export-ready businesses with buyers in Europe.
- Assist FIC exporters and producers to participate in international trade shows and exhibitions to sample products, meet buyers, test the market and visit prospective leads.
- Provide market-related services, including market information and insights to assess market feasibility and potential.
- Support the continued development of women-led exporters; for example, skin care, bilum and other women-led industries.
- Empower women and people with disabilities in businesses to grow capability and increase export revenue each year.
- Work closely with existing distributors and retailers to assist them to extend their reach and sales of Pacific Islands products.
- Collaborate with European based organizations with common interests in Pacific Islands to maximise results for intersectional activities.
- Work closely with the Pacific diaspora to identify trade opportunities for Pacific businesses.
- Actively support opportunities for young people and persons with disabilities, and that which provide equal pay for work of equal value.
- Educate and assist Pacific Islands businesses on the nuances of doing business in Europe.
- Identify the current trade trends, marketing standards, and best practices to create and maintain strong relationships with European buyers and distributors
- Provide Pacific Islands businesses with pricing guidance.
- Assist export ready businesses to access informatition on regulatory requirements (labelling, CE mark, HS Code, EORI, etc.) for exporting to EU
- Identify and introduce potential partners (distributors, retailers, commercial agents) for exort ready businesses with product market fit to EU

Underpinning the core ethos of our work, PTI Europe's efforts are directly in line with PIF's 2050 Strategy for the Blue Pacific Continent, specifically the thematic areas of People-Centred Development, Resources and Economic Development, Climate Change And Disasters, Ocean And Environment, and Technology And Connectivity.

PTI Europe works collaboratively, complementarily, and effectively with other organisations, partners, agencies and stakeholders, on both the intersectional challenges and opportunities of our shared Blue Pacific.

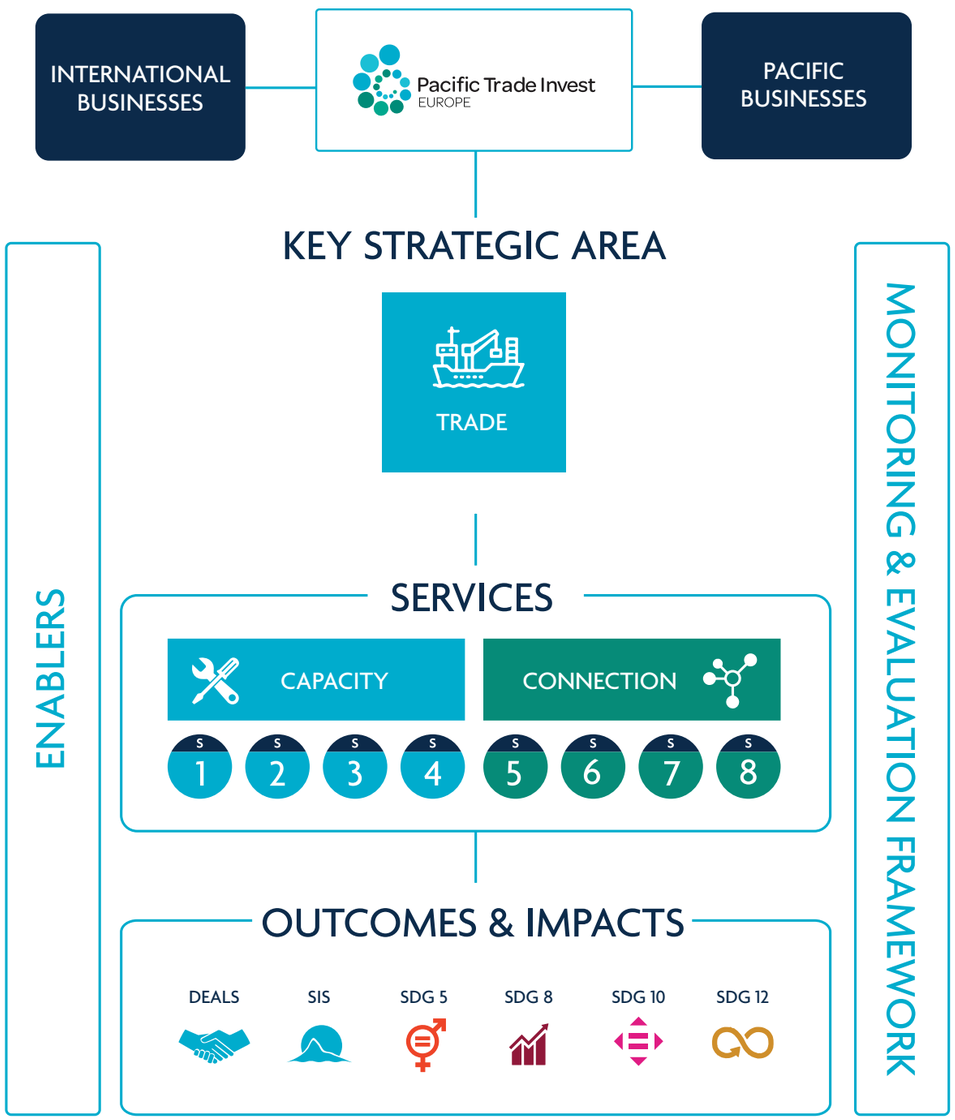
INCLUSION

PTI Europe promotes initiatives for women, people with disabilities and other socially marginalised groups to partake in business leadership, and to contribute to policy and process changes within the business enabling environment. PTI Europe takes a comprehensive approach in our efforts, understanding the crucial role of trade in driving economic growth, creating jobs, and generating social impact in the Blue Pacific. Our Strategic Plan for 2024-26 is envisioning of a future where trade support is both equitable and accessible for all Pacific communities.

PTI Europe will continue to advocate for gender equality, disability, and social inclusion (GEDSI), ensuring that our initiatives and partnerships promote a more inclusive Pacific.

STRATEGIC FRAMEWORK

STRATEGY MODEL



STRATEGIC FRAMEWORK

STRATEGY MODEL - EXPANDED

To fulfil the Key Strategic Areas (KSAs), PTI Europe delivers **Services** under eight categories:

SERVICES

CAPACITY

- S 1 — Facilitating workshops and access to digital resources
- S 2 — Directly disseminating industry, market, and research information
- S 3 — Identifying and qualifying clients
- S 4 — Providing specialised business support

CONNECTION

- S 5 — Facilitating business introductions
- S 6 — Facilitating business missions and events
- S 7 — Supporting promotional and marketing efforts
- S 8 — Offering referrals

PTI Europe's work is measured by the **Outcomes and Impacts** it delivers for Pacific businesses and people.

OUTCOMES & IMPACTS

DEALS
Facilitating connections that create commercial outcomes for Pacific businesses.

SMALL ISLAND STATES
Actively identifying opportunities in trade and investment for the Pacific's SIS.

SDG 5 - GENDER EQUALITY
Actively supporting export performance of, and investment in, women-led and owned businesses in the Pacific.

SDG 8 - DECENT WORK AND ECONOMIC GROWTH
Promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for Pacific people.

SDG 10 - REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES
Contributing towards reducing inequalities within and among the Pacific, through operations and influence on trade practices.

SDG 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION
Facilitating exports and investment linked with sustainable consumption and production patterns.

FURTHER INFORMED BY

- Blue Pacific 2050 Thematic Area: **Resources and Economic Development**
- Blue Pacific 2050 Thematic Area: **Climate Change And Disasters**
- Blue Pacific 2050 Thematic Area: **Ocean And Environment**
- Blue Pacific 2050 Thematic Area: **Technology And Connectivity**
- Australian Government- GEDSI analysis – Good Practise Note
- Pacific Regional E-commerce Strategy
- Australian Government- Development for All
- Paris Agreement - Article 9

MONITORING AND EVALUATION

RESULTS MANAGEMENT CALENDAR

ANNUAL SCHEDULE OF PTI EUROPE MONITORING ACTIVITIES

RESULTS MEASUREMENT AND REPORTING	J	F	M	A	M	J	J	A	S	O	N	D
Annual implementation plan												
Annual Report and Portfolio review												
Quarterly Report Geneva Office for Pacific Leaders												
Regular update of CRM system data												
Annual Geneva Office CSSO Report												
Client satisfaction survey (annual)												
ARSC quarterly report												
IAB meeting												

APPENDICES

APPENDIX 1 - RESULTS FRAMEWORK

KSA 1 – TRADE
Data Source – PTI CRM System / PTI Website

Indicator	Unit of measure	Cumulative Target Values				Description
		2024	2025	2026	2027	
Value of exports facilitated	A$	4m	5m	5m	5m	Disaggregated by total value and women-led businesses
Number of export deals facilitated	#	20	20	20	20	Disaggregated by total value and women-led businesses
Number of export services	#	100	100	100	100	Disaggregated by total value and women-led businesses

APPENDIX 2 - ORGANISATIONAL CHART

Muri Lagoon, Rarotonga, Cook Islands

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EUROPE

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