



Pacific Trade Invest
NEW ZEALAND

ANNUAL REPORT
2025



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**Secretary
General
Letter**



It is my pleasure to introduce the Pacific Trade Invest New Zealand (PTI NZ) Annual Report for 2025. The Annual Report reflects a year of visionary projects, strong delivery, meaningful partnerships, and impressive outcomes to meet its objectives.

As a region, we remain committed to advancing sustainable economic development in line with the 2050 Strategy for the Blue Pacific Continent. Central to this Pacific Islands Forum Secretariat-led commitment is to operationalise the Pacific Resilience Facility and the implementation of the Pacific Correspondent Banking Relationship project, among others.

The work of PTI NZ plays a vital role in translating these regional ambitions into practical outcomes for businesses and communities across our member countries. Furthermore, PTI NZ has demonstrated innovative thinking as seen in some of their activities, including the Investment Readiness Toolkit, which I am looking forward to seeing next year.

Throughout 2025, PTI NZ has delivered results to enhance export capacity, while supporting enterprise development, and strengthening pathways for investment. I am proud of the concerted efforts by PTI NZ in helping our Pacific Island Countries forge trade and investment pathways with New Zealand, to effect strong growth in export deals and commercial partnerships.

Equally important has been PTI NZ's role in promoting investment, aligned with the development priorities of Forum member countries. From renewable energy and agribusiness to healthcare and impact investment, the facilitation of capital into these sectors reflects a shared commitment to sustainable and inclusive growth.

I express sincere gratitude to the Government of New Zealand for its continued support of PTI NZ and its broader commitment to trade and economic development in the Pacific. This partnership is critical to advancing shared goals and ensuring that Pacific economies are well-positioned to seize emerging opportunities.

As we look ahead, the role of institutions such as PTI NZ will remain central to strengthening trade, unlocking investment, and supporting a more integrated and prosperous Blue Pacific. The Secretariat, Pacific Islands Forum and PTI NZ stand ready to support Forum member governments and development partners in this regard.

Together, we will continue to advance a resilient, integrated and opportunity-rich Blue Pacific.

Tübwa Kor



BARON DIVAVESI WAQA
Secretary General

**Trade
Commissioner
Foreword**



I am pleased to present the PTI NZ Annual Report for 2025, which highlights another year of strong delivery in support of Pacific economic development, regional trade, and investment outcomes.

PTI NZ plays a vital role in advancing the Pacific Islands Forum Secretariat's commitment to a more resilient, inclusive, and prosperous Blue Pacific. Through our work enabling Pacific enterprises to access markets, attract investment, and build commercial capability, PTI NZ continues to deliver tangible benefits for Pacific economies while strengthening regional economic integration.

In 2025, our achievements were significant – recording one of the best year's results on record. Export outcomes exceeded expectations, including the increasing readiness of Pacific businesses to engage competitively in international markets. These achievements underscore the value of sustained, practical support that connects Pacific producers with market opportunities in New Zealand and beyond.

The year also marked important milestones in expanding Pacific participation in regional trade. First time exports and new retail listings for Pacific products demonstrate how targeted interventions can create durable commercial pathways and unlock long term opportunity for Pacific enterprises.

Equally important is PTI NZ's commitment to inclusive growth. Initiatives such as Gender Lens Investing as well as our targeted support for women-led enterprises, are examples of our efforts to bring about more equitable participation in trade and investment across the region, ensuring that economic opportunity is broadly shared.

None of this would have been possible without the unwavering support of the New Zealand Government through the relationships built over recent years, which I am proud to have been a part of.

Strong partnerships remain central to PTI NZ's success. Collaboration with Pacific governments, New Zealand agencies, development partners, and the private sector reinforces PTI NZ's role as a trusted intermediary and amplifies its impact across the region.

As demand for sustainable products grows and investor interest in the Pacific continues to strengthen, PTI NZ is well positioned to support the next generation of Pacific entrepreneurs and enterprises.



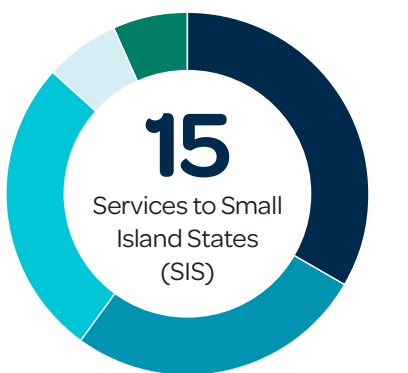
GLYNIS MILLER
Trade Commissioner

Introduction

Throughout 2025, PTI NZ played a central role in advancing sustainable trade and investment outcomes across the Blue Pacific, supporting Pacific enterprises to access markets, attract investment and strengthen commercial capability. PTI NZ delivered targeted trade facilitation, investment promotion, market intelligence and advisory support aligned with the priorities of the Pacific Islands Forum and the PTI Network Strategy 2024–2027. PTI NZ’s communications on social media brought renewed attention to businesses through story-telling, videos and imagery. Across the year, activities were focused on delivering measurable economic outcomes while contributing to broader development objectives, including decent work, inclusive growth and strengthened regional economic integration.

During the year, PTI NZ supported a growing pipeline of Pacific exporters and investment-ready enterprises, facilitated new commercial relationships with New Zealand buyers and investors, and delivered sector-specific initiatives across agribusiness, FMCG, renewable energy and impact investment. PTI NZ’s performance exceeded several annual targets, reflecting both strong demand for its services and a deliberate focus on quality engagement, client readiness and follow-through. PTI NZ remained responsive to evolving market conditions, regulatory requirements and supply-side constraints, adapting programme delivery to ensure Pacific businesses were better equipped to convert opportunities into sustained commercial outcomes.

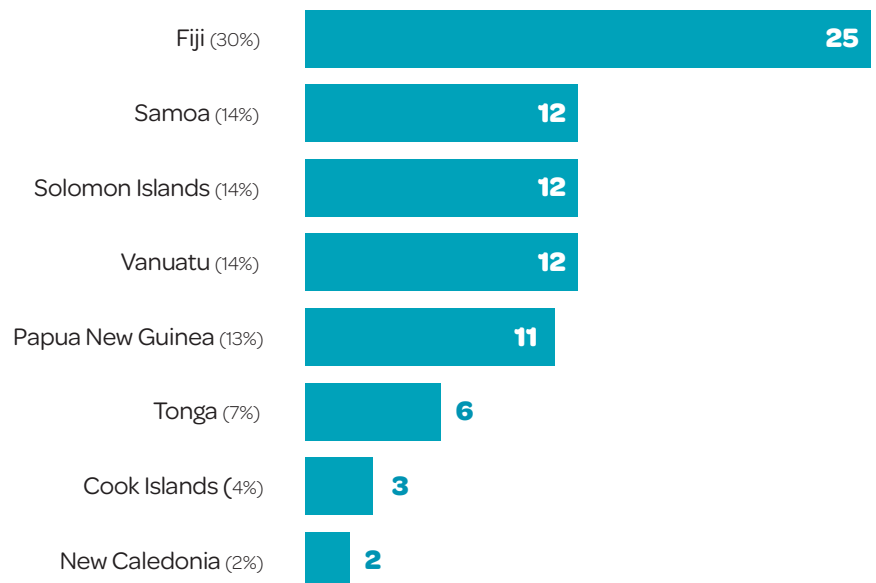
Relationship-building and collaboration remained a defining feature of PTI NZ’s work in 2025. The organisation strengthened engagement with Pacific governments, New Zealand agencies, diplomatic missions and private-sector partners, reinforcing PTI NZ’s role as a trusted intermediary between Pacific enterprises and international markets. PTI NZ also contributed actively to regional dialogue through active participation in Pacific Islands Forum Secretariat-led trade and economic processes, including engagement with Forum Trade Officials and support to Trade Ministers’ dialogue and preparatory discussions. These partnerships, underpinned by robust governance, risk management and our MERL framework, ensured PTI NZ’s services remained well-coordinated, accountable and closely aligned with regional priorities and stakeholder needs.



- Cook Islands: 5 (50%)
- Kiribati: 4 (11%)
- Niue: 4 (8%)
- Federated States of Micronesia: 1 (14%)
- Republic of Marshall Islands: 1 (6%)

83

Female owned businesses assisted by country



About Pacific Trade Invest NZ

Who we are

PTI NZ is the trade and investment promotion network of the Pacific Islands Forum, with offices in Auckland, China, Geneva and Sydney supporting Pacific Island Countries and Territories to engage effectively in global trade and investment.

Our role

PTI NZ performs a Trade & Investment Promotion Organisation (TIPO) role for the Forum Island Countries on behalf of the Pacific Islands Forum Secretariat.

We support the development of credible trade and investment pipelines, provide market intelligence, strengthen capability and address constraints such as market access, investment readiness and information gaps.

We facilitate commercially meaningful connections and trade outcomes to demonstrate impact. We pay particular attention to supporting women-led initiatives, enterprises, small island states and equitable regional representation.

PTI NZ is part of the PTI global network with offices in Geneva, Switzerland; Beijing, China; and Sydney, Australia, we serve all member countries of the Pacific Islands Forum including Cook

Islands, Federated States of Micronesia, Fiji, French Polynesia, Kiribati, Republic of Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

Our clients and customers

We work with businesses in the Pacific Island Countries to facilitate export and investment deals. Our export clients are businesses in the Pacific looking to grow their exports in the New Zealand market.

Our investment clients are businesses and state-owned enterprises in the Pacific seeking investment opportunities with New Zealand or international investors and financiers.

Our customers are New Zealand based importers, distributors and wholesalers doing business with the region.

Our vision

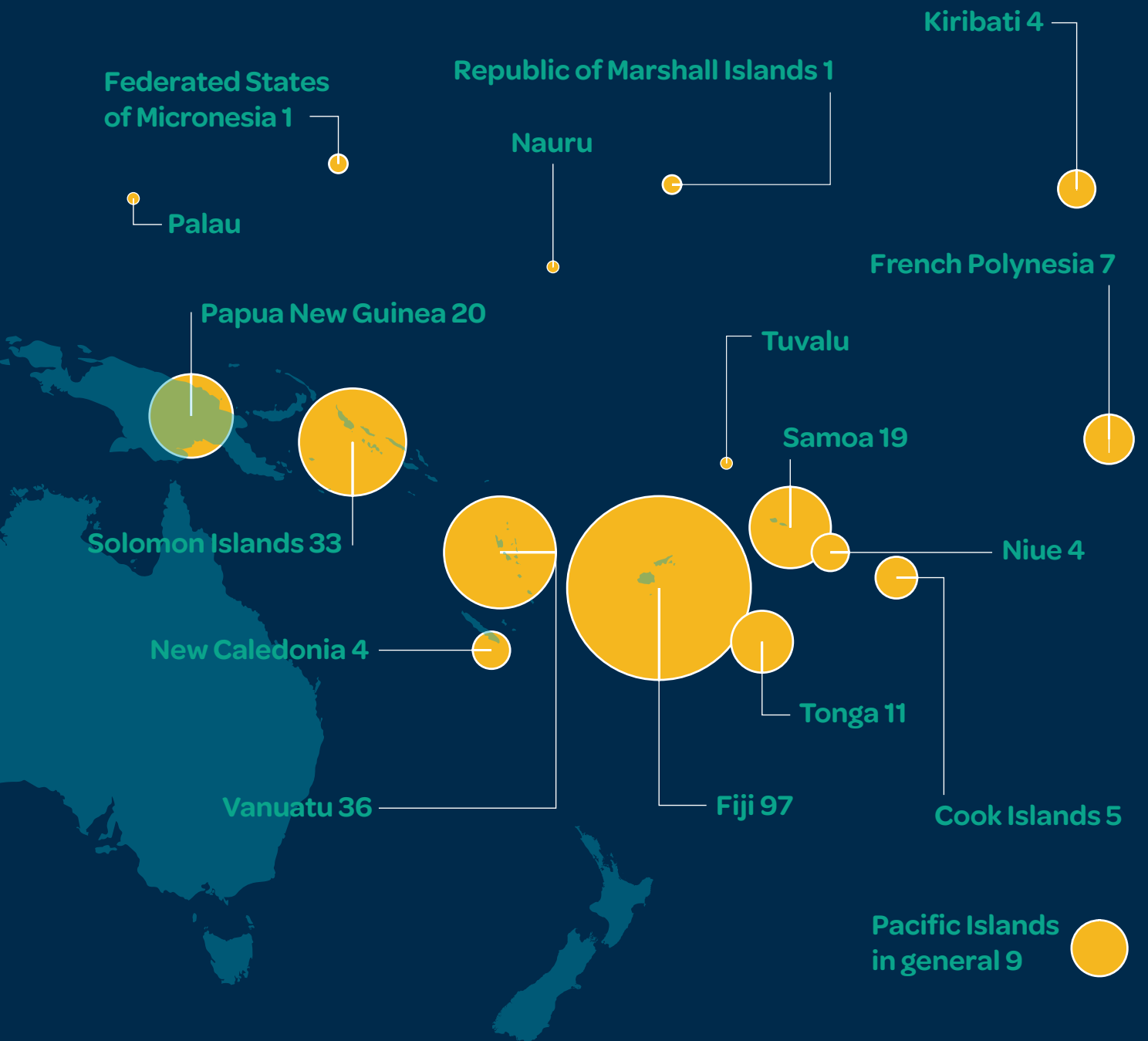
To improve the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific Continent.



Total services

251

Services provided by country





Trade facilitation and promotion

New Zealand's trade with Pacific Islands Forum countries continues to be a foundation for regional economic relations, across many sectors. Trade promotion between the island nations and New Zealand is supported through a range of mechanisms, with a key role played by PTI NZ, which has been facilitating connections between Pacific enterprises and the New Zealand market for four decades.

Two-way trade continues to be based on a mix of travel, meat, dairy, machinery and equipment, fruit vegetables, wood, plastics, metals and beverages. Beyond travel and government services, major Pacific country exports to New Zealand include vegetables, coffee, wood, electrical machinery and equipment, apparel, food and ingredients (food

preparations, oil seeds, fish, milk preparations, fruit and nuts, sugar), plastics and beverages.

New Zealand's total trade with the Pacific Islands Forum countries, including those under the PACER Plus agreement, was approximately NZD \$4.16 billion in 2025 with NZD\$1.41 billion of that comprising imports from the Pacific and NZD\$2.75 billion comprising exports from New Zealand to Pacific countries.

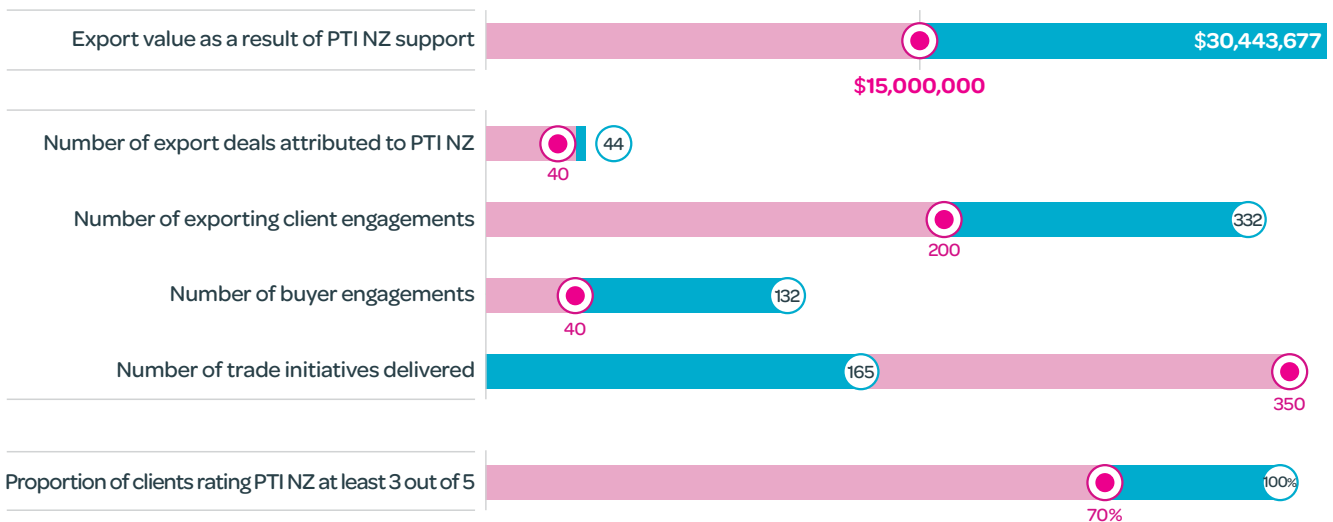
Our trade and facilitation strategic activities are focused on creating commercial opportunities for export capable businesses in the Pacific Island Countries (PICs). We work to improve the export readiness of Pacific entrepreneurs and enterprises and to better inform our clients about how to export to New Zealand. We also provide support to grow the number of purchasing relationships between New Zealand buyers and Pacific enterprises.

What we delivered in trade:



How we tracked against our trade targets:

KEY: ■ Target ■ Actual



Represents both trade and investment clients



Key achievements and services

The following summary highlights the key achievements and services provided throughout the year, showcasing our role in driving sustainable economic progress through trade and export promotion and facilitation in the region.

TRADE INTRODUCTIONS

During 2025, we introduced:

- ▲ A chilli sauce manufacturer to Quality Services Vanuatu on HACCP certification needs.
- ▲ A farmers cooperative in Tailevu for the supply of fresh bongo chillies.
- ▲ MG Marketing, T&G, Fresh Direct and Mellow Foods to the Pacific. The visits to the Pacific island countries has given the NZ importers a much better understanding of challenges on the ground, and supported new connections with cooperatives, farms and government.
- ▲ Wellington Chocolate Factory (WCF) to Polipaso Farms, Kokonut Pacific, CEMA and Cathliro. WCF is a bean-to-bar chocolatier crafting small-batch chocolate, mostly using cocoa from the Pacific. The company has built strong partnerships with farmers in Vanuatu; they recently launched a Solomon Islands chocolate bar and are releasing Samoa and Hawaii bars.
- ▲ A NZ importer/distributor to a grower/exporter in Tonga for potential business in fresh produce from Tonga.
- ▲ A supplier of fresh vegetables to a NZ importer looking to source fresh ginger.
- ▲ A NZ based juice company with a grower and exporter of agricultural

produce and spices to source fresh ginger for their juice range.

- ▲ A Noni producer in Vanuatu to a business in the Cook Islands.
- ▲ A NZ distributor to a brewery in French Polynesia and arranged samples of canned beverages for sampling in New Zealand.

TRADE FACILITATIONS

- ▲ We received a business delegation from French Polynesia and New Caledonia who were in NZ as part of a delegation from the French Pacific Tech. The team's visit was to learn more about PTI NZ's business, seek connections to the market and to the broader Pacific region, particularly partnerships in technology.
- ▲ We met with Foundry Chocolate. Based in North Auckland they craft single-origin bean-to-bar chocolates in small batches. Foundry Chocolate emphasises ethical sourcing and flavour transparency. They work closely with Pacific Island growers, including in Vanuatu, producing bars like Pinalum, Malekula Island 70% and Masidau Farm, Epi Island 70%; and Solomon Islands, where they source micro-lot cacao for their Malaita and Guadalcanal 70% Drinking Chocolate. Discussions are on-going for potential collaboration next year.
- ▲ We held two separate meetings with NZ companies, each looking for distribution in the Pacific and open to

sourcing Pacific products in the future for distribution in NZ.

- ▲ We facilitated an online meeting between MPI NZ, PanPac NZ/Fiji, Hugo Canning PNG, NAQIA PNG, Ministry of Trade PNG, PNG High Commission, Wellington and other senior PNG government officials to discuss the pathway for PNG corned beef to NZ. MPI outlined the process and steps to facilitate the pathway. MPI and NAQIA PNG will lead.
 - ▲ Results from a Path2Market workshop in Port Vila in May have led to new shipments of fresh taro, thanks to a connection by PTI NZ with a NZ importer and distributor.
 - ▲ We reached out to the Ministry of Agriculture and Waterways in Fiji to organise a shipment of fresh pineapples from Fiji in response to an order placed by a NZ Importer directly with PTI NZ.
 - ▲ Discussions and planning with the Ministry of Fisheries, Kiribati are ongoing for a trial shipment of ornamental fish to NZ. The Ministry is working through the import regulations and standards. There are three certified exporters of ornamental fish cleared by the Ministry to engage with the NZ retail importer.
- ### RETAIL ENGAGEMENT
- ▲ We delivered the Retail Engagement Programme over the year. The programme is designed to provide training and mentoring for star performing Pacific clients in the areas



of product development, market research and commercial preparation. Four clients created and updated their commercial proposals, engaged with retailer category specialists, participated in a planogram session to support the introduction of a dedicated Pacific Island product bay in-store, and submitted final pricing and documentation to spot product onboarding for approval by the client. Further information on the programme is provided in the case study later in this report.

▲ Of these clients, Food Pacific Fiji's (FPF) Palusami listing with a New Zealand supermarket was secured, with Ashon Ventures to support in-market execution and promotions. The opportunity exists for FPF to build a Pacific Island brand platform in NZ through staged range expansion, leveraging momentum from the initial Palusami success.

EVENTS

▲ At the Fine Food Show 2025, companies supported by PTI NZ included Inu Noni Juice, Cook Islands; Rito Chili VCO, Cook Islands; Down to Earth, Fiji; CIBUS NZ; and Foods Pacific, Fiji. All exhibitors rated the PTI Pacific Stand as 10/10 for branding, location, booth attractions, organisation, sampling and staffing. All exhibitors recorded good leads especially with the food service industry in NZ, which they are following up on. In addition, we introduced a few of the companies to other growers and suppliers in the region and profiled the companies on our social media platforms.

▲ We met an oil producer, oilseed grower and distributor in NZ at the Fine Food Show. The company has a large distribution network and is wanting to import 400t of coconut crude oil per

year. We connected the company to an oil manufacturer and exporter in Fiji.

Earlier in the year:

▲ We convened the Mini Trade Forum, including Path2Market, in Tonga over two days with the Ministry of Primary Industries (MPI) of NZ (see the case study later in our report).

▲ We presented during a workshop as part of the French Business Forum in Auckland on trade between NZ and the French Pacific, highlighting key services to the benefit of French Pacific exporters.

▲ We were one of five agencies included in the MFAT stand at the Pasifika Festival and showcased products from the Pacific. We also hosted V-Lab members from Vanuatu, Toy Tinning, Muvuten Development, Esmie Jimmy, Green Forest Oil, Juliana

Juliano, Natural Taste of Vanuatu, and Edward Moli, Malo Noni Company who were in Auckland for the Pasifika Festival. As winners of the Island to Global acceleration programme in Vanuatu, their plans in Auckland included meetings with companies to introduce their products.

TRADE SUPPORT

▲ We supported a range of companies through the Impact Support Programme during 2025, including Tongan pineapple farmers with farming equipment to boost their harvests; a manufacturer of skin beauty products in Fiji to attend a Hair and Beauty Expo in NZ; a food processing company to engage a professional marketing company to develop their marketing strategy and brand guidelines for the NZ market; the Nature's Way Cooperative to help increase the production of fruit and vegetables in the HTFA for exports to NZ; and a Fiji agribusiness with NZ imports and the distribution of fresh vegetables to install a blast freezer for exports of root crops to NZ.

▲ 70 applications were received for the Freight Support Programme during the year, with 48 shortlisted, and 37 approved.

▲ We reached out to Parfumerie Tiki Sarl, French Polynesia, recipient of the Freight Support Programme (FSP), for a backstory for a feature article in Pacific Focus. The owner expressed strong appreciation for FSP, which has greatly helped with high freight costs. Because their export volumes are relatively small, the company relies heavily on Air New Zealand for airfreight to send goods to NZ and to Rarotonga. The owner pointed out that a sea freight option from Tahiti exists only for full container loads, which is not feasible for them given their limited volumes. There are very few opportunities for consolidated cargo shipments. Their medium to long-term strategy is to establish a logistics hub in Auckland to hold stock and support distribution within New Zealand and exports to other markets. Over time, they hope to grow their business to warrant shipment of a full container load by sea directly from Tahiti to Auckland.

RESEARCH

▲ PTI NZ organised a roundtable discussion with NZ Fresh Produce importers to share the findings of the Pineapple Study. Following the meetings, two importers expressed interest in trialling Ripley Queen from Fiji.

IN-COUNTRY MISSIONS AND SUPPORT

▲ We undertook a Scoping Mission to PNG. Eleven meetings were held in Lae and eight in Port Moresby. The visit provided first-hand information about the economy, through face to face meetings with businesses, chambers of commerce and government officials. From the meetings we were able to determine that the country maintains a modest but growing trade relationship with New Zealand, although the scale remains limited and there is significant potential for expansion. PNG's exports to New Zealand are relatively small compared with its imports, reflecting a historic trade imbalance.





▲ In March 2025, New Zealand and PNG signed a Statement of Partnership framework to deepen cooperation across trade, investment, labour mobility and private sector development. The agreement positions PNG to expand exports of sustainably produced products including coffee, cocoa, vanilla and fresh produce by leveraging New Zealand's expertise in processing, logistics and business development to meet growing regional and global demand. Limited access to HACCP certification and laboratory testing facilities for key agricultural exports highlights the need for targeted investment, technical training and stronger trade partnerships. Addressing these constraints could help PNG diversify its export base, scale up value-added production and unlock the full potential of its agricultural sector. On the global stage, PNG's export portfolio continues to be dominated by extractive industries and primary commodities. In 2023, its total exports reached approximately US\$9.9 billion,

with mineral fuels and oils contributing around US\$4.24 billion and significant exports in precious metals, vegetable fats and oils and coffee.

▲ PNG farmers are securing record prices for coffee and cocoa and are helping to underwrite consumer demand. Coffee exports are expected to hit a million bags, a feat last achieved in 2016. However, prices so far this year are fetching USD3.80/lb at the New York Coffee Exchange; that is 153% higher than its historical average of USD1.50/lb and 62% higher than the average price for 2024. Those prices are forecast to generate an unprecedented PGK2,000m in export receipts for PNG. About 70% of that revenue flows through to green bean suppliers, coffee farmers and aggregators, who are expected to do very well this year.

▲ We supported pineapple farmers in Va'vau with farm implements to boost planting and harvesting during peak season. The support came as a result of

the visits to pineapple farms organised by Biosecurity Tonga in May.

▲ We completed a trade scoping mission to Solomon Islands to meet exporters and other stakeholders, including Government Ministries, PHAMA Plus, businesses, SI Chamber of Commerce, Strongim Bisnis, and SI Timber Processors & Exporters Association, to understand sustainable export opportunities. Good leads were made and we gained valuable insights about the coconut sector, timber industry and secured new interest in the FSP.

▲ We travelled to Vanuatu as part of the NZ-Pacific Business Council mission. We worked with Biosecurity Vanuatu, the Department of Trade, and the NZ High Commission to organise and deliver the Path2Market workshop and field visits. Around 35 participants attended. A NZ importer and distributor of fresh and frozen root crops accompanied PTI NZ.

Enhancing Fiji's Agricultural Exports to New Zealand

In late July and early August 2025, PTI NZ, in collaboration with New Zealand's Ministry for Primary Industries through the Enhanced Pacific Market Access Partnership (EPMAP) programme, delivered the Fiji Mini Trade Forum in Suva and in Nadi. This event brought together growers, exporters, agricultural Extension Officers, Heads of Government agencies, Biosecurity of Fiji officials, producers, Chambers of Commerce, Provincial representatives, and Cooperatives and other collectives to fortify Fiji's agricultural export systems and deepen trade integration with the New Zealand market.

Fiji's agriculture sector, with its root crops, kava, tropical fruits and vegetables, coupled with rich soil conditions, tropical weather conditions, ably supported by very knowledgeable agricultural extension officers and strong biosecurity standards, has weathered the storm to remain

a constant exporter to New Zealand. However, sustainable export growth necessitates addressing structural constraints such as supply consistency, post-harvest handling, logistics efficiency, regulatory compliance, mechanisation, and much more.

The Mini Trade Forum was designed to allow stakeholders to discuss these challenges, learn more about the complex New Zealand fresh produce supply chain, understand off-season supply, consumerism and opportunities for fresh produce from the Pacific Island Countries including Fiji.

The Mini Trade Forum recognised the still untapped opportunities for more root crops, fresh tropical fruits like pineapple and banana, and vegetables such as okra and eggplant, reflecting evolving market opportunities.



Field visits to farms in the Sigatoka Valley and the Nacocolevu Research Station, as well as banana farms in Nalawa, provided delegates with firsthand insights into production capacity and infrastructure gaps. Bananas, once a major export commodity, are being repositioned for commercial export with a renewed focus on production and supply coordination and market access pathways.

Creating Opportunities in the FMCG Sector for Pacific Made Products

Securing a presence in New Zealand's supermarket sector requires more than a great product. Exporters must be able to meet compliance requirements, scale up operational capacity, coordinate distribution, navigate retailer systems and align production with commercial timelines. For Pacific food manufacturers, these challenges can be complex, but can be overcome with the right guidance and partnerships.

In 2025, PTI NZ delivered Phase 2 of its Retail Engagement Programme, a practical, expert-led initiative by NZ FMCG expert Sherrelle Smith. The programme helps Pacific food and beverage manufacturers understand retailer requirements, connect with logistics and distribution partners and coordinate operational plans to secure listings and build a sustainable presence in New Zealand retail. Participants gain direct access to retail expertise, preparing products to meet listing requirements. They also benefit from practical training and industry engagement that guides market entry, product readiness and retailer expectations, while facilitating effective pitching and direct interaction with buyers and category managers.

Food Processors Fiji showcased a distinctive product with strong cultural relevance and consumer appeal, supported by a responsive team capable of meeting commercial requirements. A reliable distribution partner, Ashon Ventures, was identified through the programme. Their established store-level

relationships and operational capacity provided essential support for the supermarket listing.

"PTI Retail Engagement Programme has been instrumental in securing our supermarket listing in New Zealand. The structured approach and on-the-ground support gave us clarity, connections and confidence to enter the market," said Food Processors Fiji.



Distinctive, culturally relevant products like Palusami resonate with New Zealand consumers, particularly within the large Pacific diaspora communities. Continued advisory support on ranging strategy, retailer engagement and in-store execution will be critical to strengthening sales and sustaining long-term success in the New Zealand retail market.

From Vanuatu Farms to New Zealand Shelves

PTI NZ marked a major milestone by supporting Vanuatu's first-ever root crop exports to New Zealand in October 2025. This breakthrough was led by the Vanuatu Cooperative Business Network (VCBN), whose large membership spans the islands of Efate, Santo and Malekula and also extends to cooperatives in the provinces of Tafea, Sanma and Penama, covering a diverse range of communities across Vanuatu. The milestone highlights the growing potential of fresh agricultural exports and opens new opportunities for farmers across the islands.

VCBN operates a modern processing facility and packhouse in Port Vila, ensuring produce meets international quality standards and is export-ready.

"The success of this historic export is because of the support and guidance we received from Pacific Trade Invest NZ," said Kevin Kausiama, CEO of VCBN. "Their workshops, technical advice and market introductions made it possible for our root crops to reach New Zealand for the first time."

The first shipment was welcomed by New Zealand buyers, who praised the produce for its consistent quality, freshness and cultural significance. Beyond commercial success, the exports delivered far-reaching benefits for smallholder farmers, women and rural communities, creating pathways for higher and more stable incomes.

The export pathway achievement fostered capacity-building across Vanuatu's agricultural sector. Farmers and cooperatives adopted



improved post-harvest practices, production planning and quality control measures, which enhanced competitiveness and reduced waste. Visibility from this milestone is inspiring other exporters to explore export opportunities and embrace market-driven approaches.

Looking ahead, PTI NZ will continue to support VCBN in scaling production, expanding product lines and strengthening supply chains. By combining market intelligence, practical training and direct market introductions, PTI NZ is helping Vanuatu's root crops establish a sustainable and regular presence on New Zealand shelves, driving lasting economic and social impact.



Investment facilitation and promotion

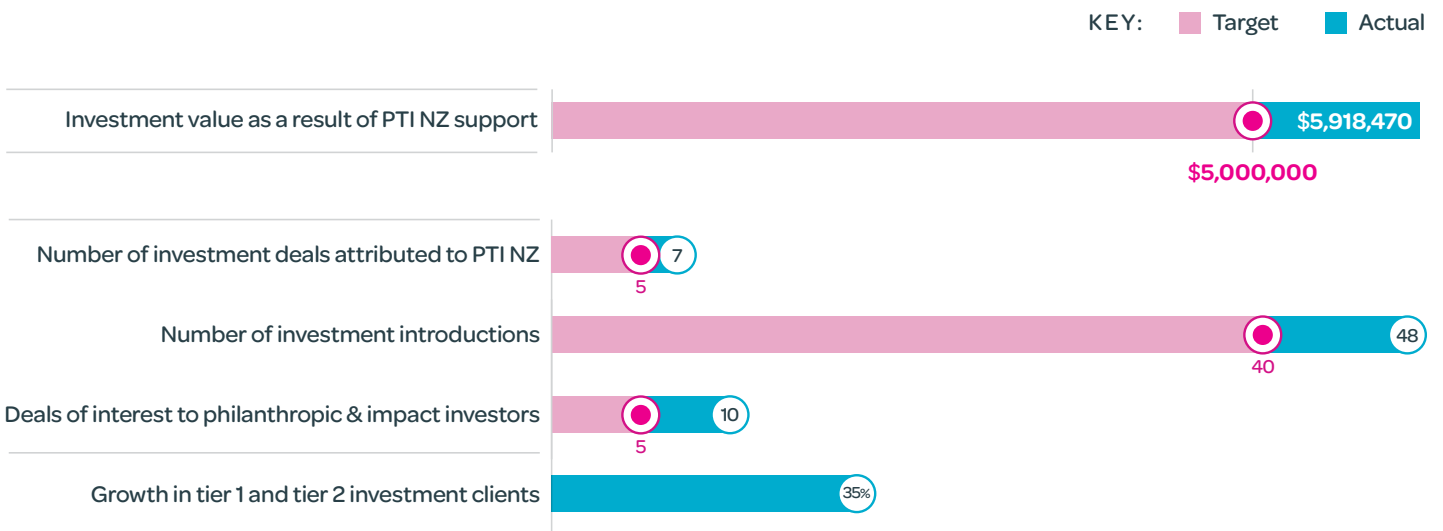
New Zealand's total investment in Pacific Island Countries continued to grow in 2025. PTI NZ plays a key role in fostering sustainable investments that are aligned with the economic goals of the region, focusing on renewable energy, agribusiness, and impact investment.

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.

What we delivered in investment:



How we tracked against our investment targets:





Key achievements and services

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

INVESTOR FACILITATION

During the year, PTI NZ introduced:

▲ Two NZ based companies to a start up in PNG looking to implement a waste to energy project.

▲ A solar company in Fiji to GET.invest, a leading European programme that mobilises investment in clean energy, supporting projects and companies to access climate finance. The solar company is currently working on a project in Bougainville and is looking to raise capital for its project. PTI NZ also introduced GET.invest to a new start up in Fiji offering biofuel innovation to produce low-carbon biofuel using agricultural bi-products and non-food feedstock.

▲ A NZ company who had invested in a renewable energy (RE) solution in Tonga to CAMCO. Two MOUs were signed to signal opportunities to access investment funds through CAMCO as a vehicle for RE projects in the region. PTI NZ worked with the NZ company on their tender for a NZ\$12m project in the Cook Islands.

▲ A manufacturer in NZ to a company in Solomon Islands to discuss new business opportunities.

▲ A NZ based Charitable Trust investor to Vanuatu through VIPA to set up meetings with the Ministry of Health officials, and to begin a discussion about an investment offer for haemodialysis equipment and resources.

▲ An investment opportunity in the beverage industry in Vanuatu to ADB private sector investment team in Manila.

▲ PTI NZ introduced a RE investment opportunity in Solomon Islands to GET.invest.

▲ A women-led agricultural project in Milne Bay Province, PNG to GET.invest to consider providing investment funds for a more sustainable agriculture solution for farmers and their communities.

▲ An agritech company in French Polynesia, which develops smart farming solutions combining sensors, automation and data analytics, to a CLN Energy company in India looking for investment opportunities in the Pacific.

▲ Fred Olsen 1848, Norway, to three companies in New Zealand and Fiji with matched bankable projects in clean-energy technology.

▲ CLN Energy, Bombay, to two companies in New Zealand in Fiji with matched bankable projects in battery energy storage systems.

▲ A NZ based charitable trust to Vanuatu for discussions with Port Vila Central Hospital on a proposal to provide health care technical assistance through investment in equipment and technology. The Health Ministry has invited the NZ based charitable trust to visit Vanuatu for further talks.

▲ A Global Telco company with MICT and CCK (Kiribati) and to the Telecom Regulatory Authority to discuss new business opportunities.

▲ Two companies in Christchurch involved in eco-friendly hygiene and water solutions, water treatment and commercial kitchen fitout and service in the hospitality sector with the Fiji Trade and Investment Commission.

▲ A NZ based company that specialises in small grid solar solutions to Tonga Fisheries to explore options for cost saving measures to run a fisheries processing facility. The company is preparing the first shipment of equipment to Tonga from NZ.

PTI NZ also:

▲ Travelled to Christchurch to establish new relations with potential investors and to promote PTI NZ services. We had useful meetings with Ngāi Tahu, Alimentary Systems, Carey Advisory, Tait Communications, Eight360 and Britison Consulting, Griffin Family Office, Mainland Angel Investors, Akimbo, Ekos, JNCTN / Angel Investor and others.

▲ Helped arrange presenters to attend and meet with the Fiji Business delegation led by the DPM and PS Trade. We invited Pedro Van Der Ent, Director of Business Development, UniServices at the University of Auckland. Mr Van der Ent's role sits within the Strategic Growth Team, which works with early-stage research through to immediately deliverable ideas. UniServices has in-house legal and contract writing experts, start-up specialists and people seeking funding and investment opportunities. Mr Van der Ent presented examples of UniServices work with Pacific Island Countries including with the Fiji University.

▲ Pursued hotel leads in French Polynesia, New Caledonia, Samoa and Cook Is for interest in third-party management and franchise on behalf of a global brand.

MISSIONS AND EVENTS

During 2025, PTI NZ representatives attended:

▲ The New Zealand-Fiji Business mission to Suva. Ten separate meetings were held with local companies,

including with banks, sovereign fund managers, resource trust fund managers, resource owners, venture capitalists, and a digital marketplace owner to discuss investment options for the business. PTI NZ is following up on the discussions and to make introductions to investors.

▲ The AHICE event in Christchurch. We met with hotel and resort property owners and developers, some of whom have presence in the Pacific, including Sarin Investments, CP Group, Hind Management (Sudima Group of Hotels), Scenic Group, Pragma Group, and La Vie Group. Other meetings were held with Dormakaba Group, Future Log, Radisson Group and Forsana.

▲ The launch of the TIDES Funds in Wellington at the invitation of MFAT. We held meetings with Clare Capital, Tukairikaie Investments, Armillary Capital, Rangatira Investments, Caniwi Capital, 2PiR Consulting, Reflections Global, Jerica Global and Freemans Media.

▲ A networking event organised by NZ PNG Business Council. We had useful meetings with Kumul Consolidated Holdings and Kordia and introduced them to a global Telco company to discuss new business opportunities.

INVESTMENT SUPPORT

▲ 115 applications were received for the Investment Readiness Programme during the year and 11 applications were approved.

▲ PTI NZ has continued to work with participants in the Programme from earlier years. This included:

▲ Promoting a women-led micro-enterprise in Fiji to investors, which was supported by the Programme in 2023. During the year, an agreement was reached with a company in Samoa to receive training for mushroom farming. The discussions are on hold since the untimely passing of the business owner in Fiji.

▲ Pitching an investment proposal for a bottled water company in Samoa, which was a 2024 recipient of the Programme, to investors. The company's application to the Samoa Development Bank was successful, supporting their future expansion plans.

▲ SHEcan launched five projects during the quarter to support women's economic development through mentorship, training and an investment pitch as part of the Gender Lens Investment programme. They include (i) AgBook Agribusiness Training & Advisory service, Bougainville; (ii) Agfutures Incorporated PNG; (iii) Women in Tech Fiji; (iv) SPBD, Solomon Islands; and (v) Advancing Gender Lens Investing in Nauru.

RESEARCH

▲ As noted in our six monthly report, the Transforming Waste into Value report and the Gender Lens Investing Report were completed and printed for distribution this year. Both reports received excellent reviews.

▲ The Interactive Investment Readiness Toolkit Framework report was also completed this year, with the potential for the PTI Network to investigate this as a PTI global project.

The Investment Readiness Toolkit

After three consecutive years of delivering its Investment Readiness Programme, PTI NZ identified a persistent gap in the market: while investor interest in Pacific businesses was growing, there were limited practical tools available to help SMEs assess, benchmark, and prepare themselves for investment. Existing toolkits were largely designed for global audiences and did not reflect the realities, opportunities, or contexts of the Pacific region. This gap became increasingly evident through repeated programme delivery. Although application numbers were strong across the region, many proposals lacked key components required by investors, such as robust financial projections, clear justification of the investment ask, defined revenue streams, and market analysis. At the same time, investors expressed strong interest in Pacific opportunities but struggled to find proposals that met these requirements.

The Investment Readiness Toolkit was developed as an online, self-learning solution designed to guide SMEs through the full investment readiness journey. The toolkit enables businesses to independently develop high-quality investment proposals and pitch decks, while still benefiting from expert assessment and mentorship.

The toolkit also serves a dual purpose:

- » Supporting SMEs to build credible, investor-ready projects
- » Providing interested investors with visibility of ready investment opportunities and contextual knowledge about Pacific Island Countries.

Previous iterations of the Investment Readiness Programme demonstrated strong demand and tangible results, with investments secured in every edition of the programme. By embedding these lessons into a scalable, self-directed toolkit, PTI NZ aims to significantly expand access to investment readiness support across the Pacific.

With more bankable, investment-ready projects supported by expert mentorship, the toolkit is expected to unlock increased foreign investment opportunities and strengthen the overall quality of investment proposals emerging from the region.

The Investment Readiness Toolkit is due for a soft launch in March 2026, marking a significant step towards a more sustainable, scalable approach to building investment-ready Pacific businesses.

Investment Readiness Toolkit



Investing in Marshall Islands Health Care system

Through PTI NZ investment facilitation efforts, the first in-country dialysis centre was established in the Marshall Islands. The investment addressed a long standing critical gap in the national health system, which provided a solution to improve access to life saving treatment for patients with chronic kidney disease. The investment partner, Ayus Charitable Trust was required to register themselves as a foreign investor as Apremaya Medical Limited.

THE CHALLENGE

For decades, the absence of local dialysis facilities required Marshallese patients to travel overseas for treatment. This placed substantial financial, emotional, and social strain on patients, families, and the public health system, while limiting continuity of care. Engagement with the Ministry of Health and Human Services and Atama Zedkaia Memorial Hospital confirmed the urgent need for a sustainable, locally operated solution.

THE INVESTMENT

PTI NZ introduced Ayus Charitable Trust, an Auckland based organisation with global experience in healthcare investment. Following site visits, stakeholder consultations, and technical assessments in Majuro, Ayus Charitable Trust submitted an investment proposal and then established a locally incorporated entity, Apremaya Medical Limited, under Marshall Islands law to deliver the project.

The dialysis centre was officially launched in April 2025 following the signing of an agreement with the Ministry of Health and Human Services. The launch was attended by senior national and international representatives, underscoring the project's strategic importance.

IMPLEMENTATION AND DELIVERY

Apremaya Medical Limited maintained an on the ground presence in Majuro for an extended period of time to ensure operational readiness. A few challenges—such as water quality, power supply reliability, high air transport costs, and staff accommodation—were systematically addressed. The project included the installation of new dialysis machines and reverse osmosis (RO) systems, alongside completion of all required certifications and pre-screening processes.

IMPACT AND OUTCOMES

- » Restored local access to dialysis services for the first time in nearly four decades
- » Reduced financial and emotional burden on patients and families by eliminating the need for overseas travel
- » Strengthened national health system capacity through locally managed, high standard clinical operations
- » Established a sustainable operating model through a locally incorporated enterprise.

Apremaya Medical Limited currently operates five dialysis machines at Majuro Hospital, with a further eight machines scheduled for installation in 2026, expanding treatment capacity and long term impact.

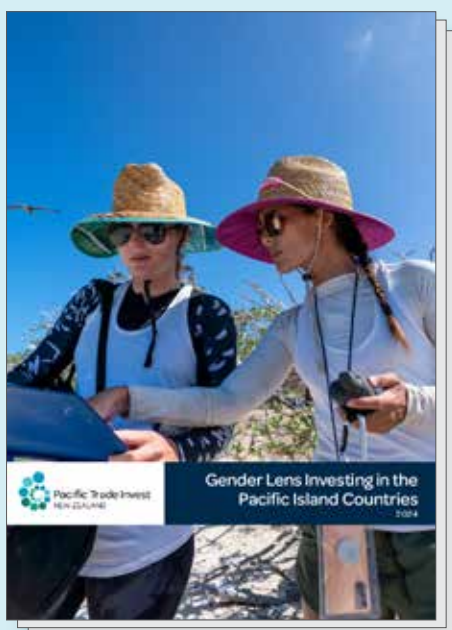
STRATEGIC SIGNIFICANCE

This investment demonstrates the role of targeted private and philanthropic capital in addressing critical health infrastructure gaps in Pacific Island Countries. It highlights PTI NZ's ability to connect experienced New Zealand partners with high impact opportunities that deliver measurable social and economic benefits.

Advancing Gender Lens Investing in the Pacific

The Gender Lens Investing (GLI) Study commissioned by PTI NZ in 2025 was intended to encourage Gender Inclusiveness in Foreign Direct Investment by integrating gender analysis into the investment process. More to the point, Investment Promotion Agencies have a role to play in promoting investment opportunities that promote gender equality and support women's empowerment through employment opportunities.

KVA Consult, a Samoa based consulting firm specialising in financial management, economic analysis, and public policy advisory services, was contracted to undertake the study.



The study produced practical recommendations for both investors and PTI NZ. A central recommendation for PTI NZ was to foster stronger regional collaboration and partnerships to amplify the impact and uptake of Gender Lens Investing. These partnerships were identified as essential for strengthening capacity, sharing knowledge, and scaling gender responsive investment initiatives.

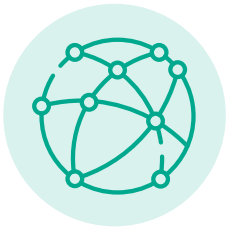
IMPLEMENTATION

To put the study's findings into practice, PTI NZ identified and supported five pilot projects in PNG - Port Moresby and Bougainville, Fiji, Nauru and Solomon Islands.

- » AgBook (Papua New Guinea) – A woman-led, PNG-owned training and advisory service supporting women farmers in Bougainville through financial literacy, farm business management, leadership development, and access to technology.
- » AgResearch (Papua New Guinea) – A youth-driven non-profit supporting young Indigenous women in agribusiness through soap making skills, business management training, and digital learning resources.
- » Women in Tech (Fiji) – A social enterprise and non-profit organisation strengthening an inclusive technology and innovation ecosystem for women founders and women investors.
- » Advancing Gender Lens Investing (Nauru) – The project is intended to support women's financial literacy to support sustainable growth. The implementing agency is Baker & York. To be implemented in Q1 2026.
- » SPBD Solomon Islands – A leading microfinance institution scaling up training to support women in rural communities through finance and business support. To be delivered in 2026.

IMPACT

Together, these initiatives demonstrate how Gender Lens Investing can be applied in diverse Pacific contexts to strengthen women's access to skills, finance, leadership opportunities, and inclusive economic ecosystems. Through this work, PTI NZ is helping advance more inclusive and sustainable economic outcomes across the Pacific region.



Marketing and communications

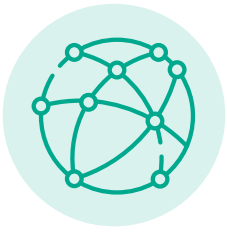
Through our marketing and communications strategic activities, we want to ensure that more Pacific and New Zealand enterprises and stakeholders are aware of what we do and access our services.

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.

PTI NZ has been focusing on cost-effective content production and expanding its outreach, especially through emerging platforms like YouTube, TikTok, while maintaining strong engagement on Facebook and LinkedIn.

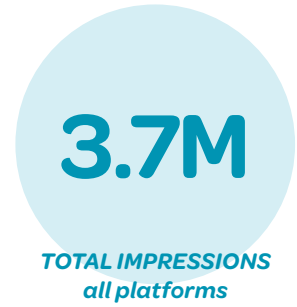
OUR MULTI-CHANNEL ENGAGEMENT:

Touchpoints/channels	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Reports	1		2	3	2	2	2	1	0	1	4	1	19
Events					4	1	0	1	2	2			10
Media Releases	1	1	2	1	1	1	1	1	0				9
Instagram Feed	1	8	8	3	10	14	17	11	12	17	12	5	118
Facebook Feed	1	8	8	3	12	18	18	11	12	17	12	5	125
LinkedIn Feed	1	8	8	3	13	13	18	11	12	17	12	5	121
Pinterest Feed		3											3
TikTok Feed		3	1									3	7
YouTube / Vimeo	3	4	1	3	1	9	9	5	5	9		3	52
EDMs	3	5	5	3	2		1	4	2				25
Mailchimp Newsletters													
Traditional (Print) Media			1			1		7	8	8	2		29
Website Updates/ Pacific Focus stories	1		2	2	40	4	5	9			2		65
Image Gallery		20	20	25	35	85	577	150	50		70	100	1132



Key achievements and services

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



Highlights



Multi channel

PTI NZ own postings via Zoho on Facebook, Instagram, LinkedIn, Pinterest, TikTok, YouTube



Facebook & Instagram

Meta ad campaign, Path to Market videos Nov -Dec



YouTube

YouTube boosting of SHE LEADS videos Jan - Jul

MARKETING AND PROMOTION

▲ Seven SHE LEADS feature stories were published in a six-page spread in the October issue of MINDFOOD magazine, which has a readership of 228,000 across Australasia.

▲ We took out multiple page spreads of SHE LEADS stories in the November and December editions of MINDFOOD magazine. The magazine's website received 4,836 views while their Facebook page received 52,977 views and the e-newsletter received 35,239 reads – further boosting PTI NZ and Pacific awareness.

▲ We prepared six stories for Pacific Focus, which were published online.

▲ We produced several videos, including:

- » A compilation of 45 short reel videos on SHE LEADS.

- » Four short videos featuring participants who attended the Path2Market/EPMAP Workshop in Fiji, including video interviews and drone footage sourced locally. The videos generated 437,637 impressions on Facebook and Instagram.
- » Eight Path2Market videos, which were posted on the website and YouTube channel.
- » Three videos featuring companies from the FMCG Retail Support Programme. These were posted on the website and promoted on social media.
- » One video featuring the Christiane Waneissi fashion show. This was uploaded on social media.

Other achievements included:

▲ A notable improvement in the performance of the SHE LEADS boosted posts of videos, with an increase in the view rate from 1.45% (at

the start of the campaign) to 23.27% (currently), and the video played rate doubling from 6.83% to 12.35%.

▲ The last two SHE LEADS videos broadcast via the socialites boosting campaign achieved over 90,000 views.

▲ Traffic to the PTI NZ website page reached 1,300 viewers in October and 3,009 viewers in November. The PTI NZ webpage reached 2,640 active users in November.

▲ 17 social media posts in the last six months of 2025 on 5 platforms. A post on Facebook received 7,000 impressions.

▲ A social media post to promote an investment outcome in Solomon Islands drew 21,700 impressions on Facebook.

OUR MULTI-CHANNEL ENGAGEMENT

NEW FOLLOWERS

Total 45,401

	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Facebook	(8)	1	16	(6)	12	285	4	(14)	319	113	242	281
Instagram	(7)	1	1	10	12	6	7	4	5	8	6	6
LinkedIn	16	26	50	(31)	144	58	92	26	94	125	154	18
TikTok	53	28	42,876	49	-	-	-	-	(55)		(11)	5
YouTube	102	102	40	(12)	115	11	-	4	3	8	15	(8)
Total	156	158	42,983	10	283	360	103	20	366	254	406	302

Social media marketing success stories, PTI NZ 2025

CASE STUDY / SOCIAL MEDIA

As an example of the power of social media boosting via Meta alone (Facebook and Instagram), PTI NZ achieved 778,100 impressions in the four weeks from 12 November 2025, with 284,570 full through-plays, for Path to Market videos shot at a Fiji agricultural conference earlier in the year. The views were from all around the Blue Pacific, in SE Pacific Rim Countries, and in the USA.

This short campaign had an instant effect, seen in the rise in visits to the PTI NZ page of the network website, starting on the day of the first Meta boost, and continuing for the month of November. (The solid blue line in the graph below). This made the PTI NZ page of the website the most visited by a big margin.

This kind of coverage for PTI NZ, for just this campaign and using media rates for advertising, would cost the PTI network around NZ \$2 million – and result in a much more limited spread of viewership.

Another example of the increase in awareness of PTI NZ work comes from the SHE LEADS project where PTI NZ produced 50 videos of women who lead businesses in the Pacific. In the course of a year of timed release of these videos (up to end November 2025), PTI NZ social media pages and other online outlets received 3,246,089 impressions – an unprecedented result for a single PTI NZ promotion.



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 year, PTI NZ undertook the following engagement and advocacy activities:

ADVOCACY AND STAKEHOLDER ENGAGEMENT

▲ We convened the TC's Leadership Workshop attended by Trade Commissioners from Europe, Australia, China and New Zealand, facilitated by Martin Jenkins. The PTI Project Management team attended.

▲ We helped to convene the Inaugural Women in Business networking event for the NZ-Pacific Business Council. There were 32 attendees and the event was well received.

▲ We attended/participated in:

- » A NZ-PNG Business networking event at Auckland Chamber.

- » The Agri-trade taskforce meeting online, to present findings of the Pineapple study.
- » Business Council monthly meetings – NZ-Fiji, NZ-PNG, NZ-Pacific.
- » Roundtable meetings with PCF, NZTE, BLP and MFAT.
- » Monthly TCs meeting with PIFS.
- » The Hort NZ conference in Wellington. We observed Labour Mobility discussions and visited the exhibition site, connecting with four interesting suppliers of agricultural services.
- » The Fiji Business Mission in Wellington and facilitated a panel discussion.
- » The NZ-Fiji and Fiji-NZ Annual Conference. We hosted the Fiji Business delegation in our office for a roundtable discussion about our work.
- » The Oceania Renewables Conference in Auckland. PTI NZ worked with Freeman Media, the

organiser throughout the year on the Pacific part of the programme. PTI NZ sponsored a small number of industry leaders to attend.

- » The PHAMA Plus Coordinating Committee meeting to receive updates on remaining projects in PACER Plus countries.
- » A networking event organised by the NZ Fiji Business Council.

▲ We met with the stakeholders for the Clever Build Fiji Education project, including PM Rabuka and Lester Haycock, and investors and NZ suppliers who presented their product and service offerings to the PM.

▲ We held an introductory meeting with Greg Andrews, incoming High Commissioner to Fiji who is expected to take up his role in Q1 2026.

▲ We managed our intern placement through the PCF Manaaki Scholars



programme. The intern was placed with PTI NZ for four months.

- ▲ We built relationships with NZHC Posts in PNG, Fiji, Samoa, Tonga and Solomon Islands.
- ▲ We travelled with the MFAT team, as part of the MFAT Pacific Update, to Tauranga, Wellington and Whangarei to present to the local communities about PTI NZ services.
- ▲ We met with development partners, fund managers and others to share PTI NZ investment services and to discuss possible synergies.

GOVERNANCE

- ▲ In the first half of the year, the Q4 2024 Risk Register & Fraud Risk Assessment report was completed for

PIFS; the Q2 Risk Register was completed and submitted to PIFS; the Risk Assessment tracker was completed and Project Risk profiles updated; the 2024 MERL report was completed and sent to MFAT; and the 2024 Financial audit was completed.

- ▲ In the second half of the year, the Q3 & Q4 Risk Assessments were completed and sent to PIFS; Project Risk Assessments were completed for the Gender Lens Investing project, Freight Support Programme and Impact Support Fund project; the Market & Investment Intel Tracker was updated for Q3 & Q4; the Q3 Contracts Tracker was updated to include new agreements signed in the reporting period; the Q3 MERL report was completed and sent to MFAT and PIFS; and the 6-month report was completed.

- ▲ Nine policies and procedures were updated and shared with staff. The Financial Regulations and Employment Handbook and IT Security Incident Response and Disaster Recovery Plan were updated. The network is required by PIFS to undergo regular assessments of policies and procedures to ensure they are updated and relevant.
- ▲ The 2026 Budget and Workplan was submitted to PIFS and MFAT to meet reporting requirements. FOC was approved in November.
- ▲ A tender and evaluation were completed to appoint a new Insurance Broker. A contract was signed with ICIB.

Clear pathways create aligned, measurable results

Monitoring, Evaluation, Research and Learning (MERL) is a key component of successful programme management. The PTI NZ MERL framework consists of three inter-related components: the Intervention Logic Model, MERL Table (Outcomes Framework) and MERL Plan. PTI NZ's MERL efforts complement activity risk assessments carried out for projects and are aligned to the PTI Network Strategy 2024 – 2027.

The information housed in the MERL framework supports two interrelated yet distinct goals. It provides evidence to 'prove' development outcomes (i.e. improving the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific and the attribution of this impact to PTI NZ). It also supports continuous learning and adjustment



in order to 'improve' the effectiveness of PTI NZ interventions.

PTI NZ has successfully developed an Intervention Logic Model, MERL Table and MERL Plan, which form the basis of its monitoring and reporting on outputs and outcomes. The Intervention Logic Model illustrates "what" PTI New Zealand is doing and "why". It shows how activities under each of PTI NZ's Key Strategic Areas (Trade, Investment, Marketing & Communications and Network Engagement & Advocacy) will lead to outputs, outcomes and eventually development impact.

The MERL Table is PTI NZ's outcomes framework, which sets out each of the individual outcomes and outputs identified in the Intervention Logic Model, including how they will be measured, how the data will be collected, and how they will be used. The MERL plan completes the PTI NZ MERL framework as it ensures the collection and use of information identified in the MERL Table have been adequately planned for and resourced with responsibilities assigned. The PTI NZ MERL Plan outlines the schedule of key monitoring, evaluation, and research tasks to collect evidence to measure performance (prove) and identifies how the evidence will be used to support program management, learning and adaptation (improve).

PTI NZ is a results focused organisation that recognises the value of its MERL framework in creating a clear pathway to ensure aligned, measurable results. It acknowledges that MERL is not just about reporting to donors. Continual adjustment of strategies, intervention logic, indicators and MERL plans in response to regular feedback and reflection is an important component of PTI NZ's learning and resilient culture.

RISK, UNCERTAINTY AND CHANGE EXIST FOR EVERY ORGANISATION.

PTI NZ's strategic priorities are shaped by key challenges and opportunities impacting trade and investment in the Pacific. In order to effectively address the trade and investment needs of its clients and stakeholders in the Blue Pacific, PTI NZ must first ensure that it is well positioned to identify, respond to and recover from unplanned events and potential risks.

PTI NZ recognises the importance of risk management in ensuring business continuity for the organisation. As such, risk management is built into the organisation's governance and decision-making systems and processes.

Potential risks are identified at all levels of the organisation and proactive mitigation plans are put in place to reduce the likelihood and impact of the potential risks. At PTI NZ, risk management is driven by the Trade Commissioner, and employees are included in the risk management planning and thinking process.

Creating a culture of resilience is a strategic investment for PTI NZ. It has yielded a sustainable and resilient organisation with greater opportunities to survive, recover and adapt to challenges and opportunities that arise from situations that impact our work and our service to the region.

CONSISTENCY, COMPLIANCE AND CONTINUOUS IMPROVEMENT

PTI NZ's internal policies and procedures reflect its ongoing commitment to operational excellence, compliance, and continuous

improvement. Policies define the "what" and "why", while procedures provide the "how", ensuring that employees understand expectations and deliver services to the Blue Pacific consistently.

PTI NZ policies provide the guardrails for the organisation as a safeguard to effectively operate the business to the highest standards expected of an organisation such as ours. Our policies are complemented by clear Procedures and Regulations that guide our decisions and ensure adherence to the policies.

Implementing well-documented policies and procedures is essential for risk management, operational efficiency and fostering a unified workplace culture at PTI NZ.

The internal policies and procedures are carefully developed and reviewed in consultation with employees to promote a culture of continuous improvement and ensure alignment with PTI New Zealand's strategic goals, regulatory requirements, and best practices. Most importantly, they are designed to support PTI NZ's key strategic activities, clarify expectations, protect the organisation and its employees and promote consistency.



Performance measures



Trade Facilitation and Promotion

OUTPUTS:		
①	<i>PTI NZ builds relationships with Pacific exporters and NZ buyers</i>	<ul style="list-style-type: none"> ✓ 332 exporting client engagements (Target: 200) ✓ 132 buyer engagements (Target: 40)
②	<i>Trade programmes, trade services and trade events are delivered to Pacific exporters and NZ buyers</i>	<ul style="list-style-type: none"> ✓ 165 trade services delivered over 2025 (Target: 125)
③	<i>Pacific exporters and NZ buyers are satisfied with PTI NZ's trade services</i>	<ul style="list-style-type: none"> ✓ 100% of PTI NZ clients rate PTI NZ at least 3 out of 5 on their satisfaction with the engagement or services (Target: 70%) ✓ 100% of export clients gave a rating of at least 3 out of 5 when asked if they would recommend PTI NZ to others (Target: 50%)
④	<i>Women and small island states access PTI NZ's services</i>	<ul style="list-style-type: none"> ✓ 83 services delivered to women-owned/led businesses (Target: 75) ✓ 15 services delivered to small island states (Target: 40)

OUTCOMES:		
📍	<i>Pacific entrepreneurs have improved confidence, and are better informed, about how to export to NZ</i>	<ul style="list-style-type: none"> ✓ 7% growth in the proportion of clients moving from tier 3 to tier 2 to tier 1 in the assessment
📍	<i>The NZ buyer network grows</i>	<ul style="list-style-type: none"> ✓ 43% growth in the number of purchasing relationships by NZ buyers each year
📍	<i>Pacific entrepreneurs are export-ready and exporting successfully</i>	<ul style="list-style-type: none"> ✓ NZ\$30.4m in export deals facilitated by PTI NZ (Target: \$15m) ✓ 44 export deals facilitated by PTI NZ (Target: 40) ✓ 36% of clients contacts are export ready (Target: 36%)
📍	<i>New Zealanders are purchasing from the Pacific</i>	<ul style="list-style-type: none"> ✓ \$163m value of and growth in goods trade with PIF economies (excluding Australia)



Investment

OUTPUTS:	<p>① <i>Investors are matched with potential opportunities</i></p>	<p>✓ 48 investor introductions made (Target: 40)</p>
	<p>② <i>Committed and engaged participants attend investment programmes</i></p>	<p>✓ 85% of participants are committed and engaged (Target: 60%)</p>
OUTCOMES:	<p>📍 <i>Pacific enterprises have improved confidence, and are better informed, to attract investment</i></p>	<p>✓ 35% growth in the number of tier 1 and tier 2 investment clients</p>
	<p>📍 <i>Pacific enterprises are investment ready and are attracting investment</i></p>	<p>✓ 7 investment deals per year attributed to PTI NZ support (Target 5)</p> <p>✓ \$5.9 million in investment deals per year attributed to PTI NZ support (Target: \$5m)</p> <p>✓ 40 investment deals open in the pipeline per year (Target: 12)</p>
	<p>📍 <i>Philanthropic and impact investors are more interested in investing in the Pacific</i></p>	<p>✓ 10 deals per year of interest to philanthropic and impact investors (Target: 5)</p>



Marketing & Communications

OUTPUTS:	<p>① <i>PTI's media, website, and communications resonate with audiences, including Pacific exporters and investors</i></p>	<p>✓ 45,401 LinkedIn, Facebook, Instagram, TikTok & Youtube followers in 2025</p>
OUTCOMES:	<p>📍 <i>More New Zealand and Pacific enterprises and stakeholders are aware of PTINZ</i></p>	<p>✓ 89,920 media mentions and engagements</p>
	<p>📍 <i>PTINZ is the go-to agency for investment and trade promotion in the Pacific</i></p>	<p>✓ 251 clients and businesses assisted in 2025 (Target: 250)</p> <p>✓ 19 new export clients in 2025</p> <p>✓ 32 new investment accounts in 2025</p>



Advocacy & Engagement

OUTPUTS:	<p>① Events, missions, exhibitions are delivered</p>	<p>✓ 20 events/ missions delivered per year (Target:5)</p>
	<p>② PTI NZ collaborates with New Zealand and Pacific based agencies</p>	<p>✓ 15 collaborations in 2025 (Target:37)</p>
	<p>③ PTI NZ works in alignment with the global PTI network</p>	<p>✓ 63 engagements with global PTI network</p>
OUTCOMES:	<p>📍 PTI NZ's data and knowledge is used to improve services</p>	<p>✓ 6 new or modified services were delivered by PTI NZ during 2025</p>
	<p>📍 PTI NZ influences other agencies in their trade and investment facilitation</p>	<p>✓ PTI NZ had 111 meetings with NZ based Business Councils, BLP, NZTE, MFAT Pacific Division, PCF, Innovation Hub, MPI, IPAs etc</p>
	<p>📍 There are policy, regulatory, and/ or practice changes within agencies that make it easier for Pacific entrepreneurs to do business with NZ, and for NZ investors to invest in the Pacific</p>	<p>✓ 1 policy or practice change was undertaken by other agencies during 2025. (MPI NZ - PNG corned beef pathway)</p>



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With support
from:



PACIFIC ISLANDS
FORUM SECRETARIAT



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
MANATŪ AORĀRE

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