



Pacific Trade Invest
AUSTRALIA

PACIFIC TRADE INVEST AUSTRALIA ANNUAL REPORT 2023



PACIFIC ISLANDS
FORUM SECRETARIAT



Australian Government
Department of Foreign Affairs and Trade

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King's Wharf, Fiji

Cover Image : Totem - Ambrym, Vanuatu

ABOUT PTI AUSTRALIA



WHO WE ARE

Pacific Trade Invest (PTI) is the Pacific region's leading trade and investment promotion agency. PTI has four global offices in Australia, China, Europe, and New Zealand that are tasked by the Pacific Islands 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 Australia was founded in 1979 and is funded by the Australian Government.

WHAT WE DO

PTI Australia operates as a trade and investment promotion organisation (TIPO). Our primary role is to develop, grow and promote businesses, by facilitating commercial opportunities for export-ready and investment-ready Pacific businesses in global markets.

WHY WE DO IT

PTI Australia 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 Vision of PIF 2050 Strategy for the Blue Pacific Continent, "as 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."

HOW WE DO IT

PTI Australia builds capacity and creates connections for Pacific businesses. We build capacity through the provision of strategic resources and providing specialised business support. We create connections through introducing Pacific businesses to Australian importers, distributors, buyers, and investors.

OUR CLIENTS

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

- Our trade clients are businesses in the Pacific looking to grow in the Australian market.
- Our investment clients are businesses in the Pacific looking to secure foreign investment.

OUR PARTNERS

PTI works in all the 16 Forum Island Countries (FICs): 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.

Our work strategically complements and collaborates with Member governments, multinational, regional and national organisations, investment agencies, tourism promotion organisations, aggregators, financial institutions and specialist service providers.

TRADE & INVESTMENT COMMISSIONER'S FOREWORD



In the dynamic landscape of 2023, it was with great admiration and a strengthened sense of optimism that I witnessed Pacific businesses navigating unknown terrain and reinforcing key sectors, while also

innovating and exploring the many possibilities of tomorrow. PTI Australia is proud to be part of the wave of businesses, organisations and leadership, embracing potential and driving the region forward.

In 2023, PTI Australia achieved outstanding results, supporting 725 businesses across 16 Pacific nations, facilitating records in both trade at A\$76.5 million-worth of deals, and investment at A\$16.3 million-worth of deals, across the Pacific region.

PTI Australia continued to support the digital transformation of businesses across the region, with 465 businesses tuning into the online workshops, webinars and seminars across our digital upskilling portfolio. Participants from all 16 FICs and industries, from tourism to textiles, agriculture to the arts, came together to share insights on website design, marketing tactics, sales funnels, social media strategies, online marketplaces, payment solutions and more. With PTI Australia's focus on gender equality, disability and social inclusion (GEDSI), these sessions continue to strive to provide equitable access and usefulness for all.

With this in mind, 2023 also saw PTI Australia conduct a comprehensive (GEDSI) review. This crucial evaluation has since enabled us to sharpen our focus on GEDSI across all our initiatives. A key outcome of this review is the decision to measure GEDSI metrics for the first time in our *Pacific Islands Export Survey* in 2024. This step is a testament to our commitment to embedding GEDSI principles in our work, ensuring that our efforts in trade, investment, and digital transformation are accessible and beneficial to all,

reflecting our dedication to fostering an inclusive environment that values diversity and inclusion in the Pacific region.

This year, our trade work increased its emphasis on digital transformation in Pacific businesses, highlighting the growing importance of technology as an enabler of economic growth. Our Digital Tourism Program serviced 95 tourism operators while our inaugural Digital Services Program introduced 43 participants to the Upwork platform, equipping them with the skills to reach a global market of clients.

In our pursuit of strengthening trade ties between private sectors, PTI Australia continued to fortify established industries, as vital contributors to the region's economic stability. The Export team facilitated 203 deals, supporting the sale of Pacific frozen root crops, fish, kava, cocoa and spices, to take a place on Australian supermarket shelves.

This year has also seen the renewable energy sector in the Pacific undertake noteworthy developments, and show signs of further promise. Reflecting the shared commitment to sustainability, PTI Australia explored renewable initiatives, not only as potential sources of social and economic benefit, but also a responsible shift towards a greener future for all.

In 2023, I was reminded how grateful I am for PTI Australia's fortitude, forward-thinking and teamwork, and for all the businesses and partners that we have the pleasure of working alongside. I was also reminded that the Pacific is an amalgamation of both tradition and innovation, resilience and agility, determination and balance, with the potential not only to thrive in, but also positively impact, the global economic arena.

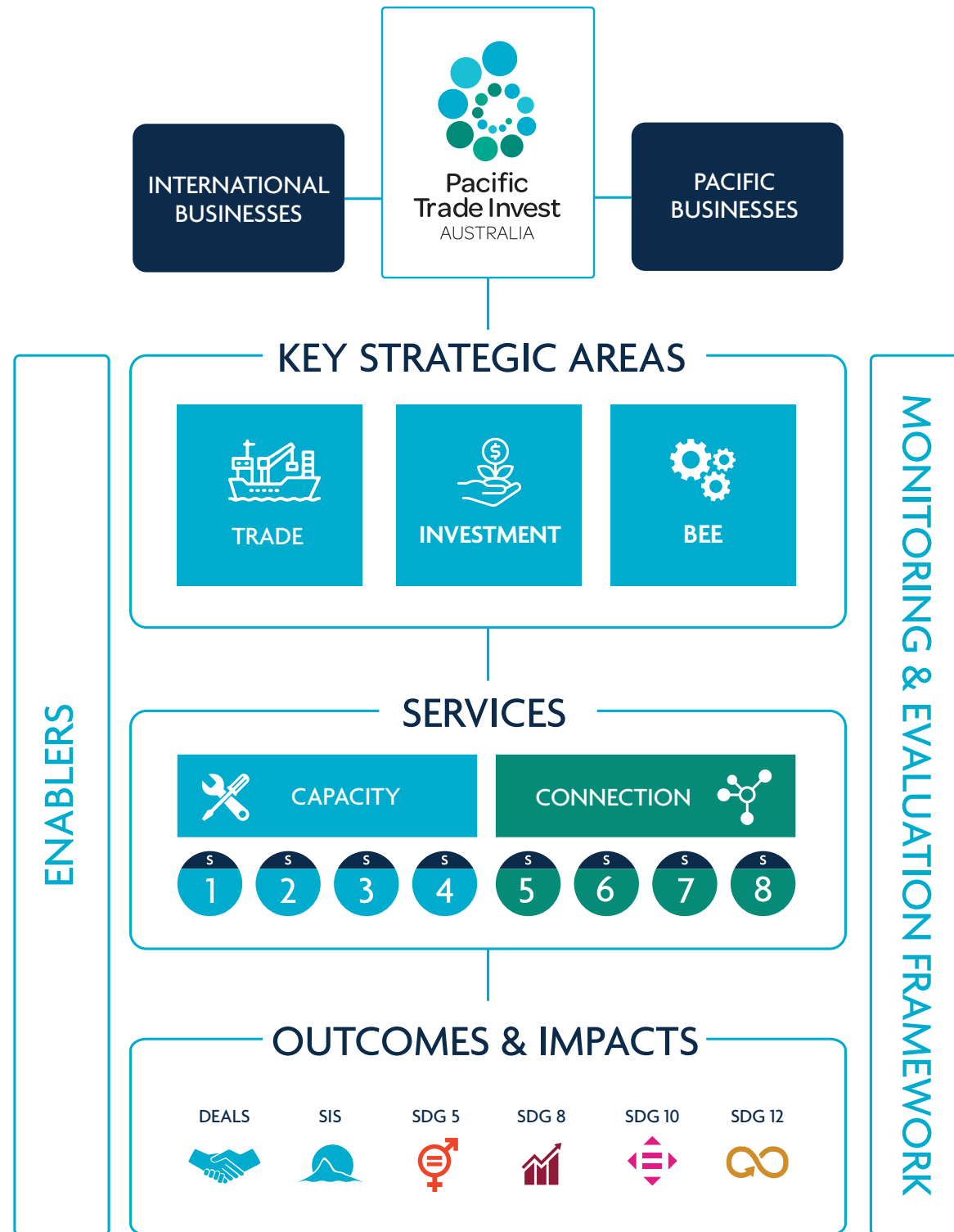
We look forward to 2024 and beyond.

A stylized, handwritten signature in black ink, appearing to read 'Caleb Jarvis'.

Caleb Jarvis
Trade & Investment Commissioner
Pacific Trade Invest Australia

STRATEGIC FRAMEWORK

STRATEGY MODEL



STRATEGIC FRAMEWORK

STRATEGY MODEL - EXPANDED

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



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

OUTCOMES & IMPACTS		FURTHER INFORMED BY				
	DEALS Facilitating connections that create commercial outcomes for Pacific businesses.	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
	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.					
						Australian Government- Development for All
						Paris Agreement - Article 9

PTI Australia

2023 PERFORMANCE HIGHLIGHTS

16



countries serviced

A\$76.5m

trade facilitated



203

export deals

investment facilitated

\$16.3m



2 investment deals facilitated

850



services provided



357

women-led businesses assisted

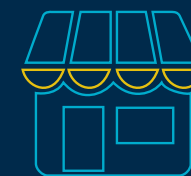
number of deals for women-led businesses 139

25



partners engaged

725



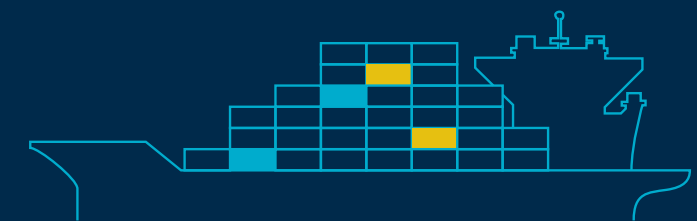
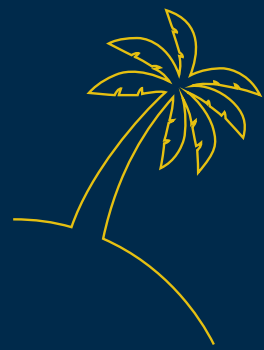
businesses assisted

our clients rated PTI Australia



4.6 out of 5 stars

average customer satisfaction

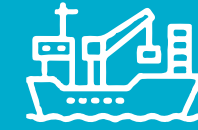


OUR BLUE PACIFIC REACH – COUNTRY PROFILES

PTI Australia works across 16 unique and diverse Blue Pacific countries.



KEY STRATEGIC AREAS





OUR TRADE WORK IS SPLIT INTO TWO DISTINCT STREAMS: EXPORT AND TOURISM

In 2023, PTI Australia's trade work focused on creating and strengthening avenues for Pacific businesses to grow trade within the Australian market. With the trade program split into two distinct streams, export and tourism, both teams achieved outstanding results, with A\$76,545,109 in trade deals facilitated.

The export team assisted export-ready businesses from across the Blue Pacific to develop their capacity and connect with Australian buyers. In 2023, the trade team worked with 603 businesses, 334 of which were women-led. The team supported 25 businesses through the *Freight Assistance Package*, offering tangible assistance towards freight costs, and contributed to the expansion of businesses production and operations through PTI Australia's *Impact Support Program (ISP)*. To further build capacity, the export team extended its digital upskilling portfolio to introduce a bespoke program for service providers looking to export their services to global clients. The *Digital Services Program* upskilled 43 professionals across the region, a cohort of which 47% were women.

Continuing to foster strong connections between Pacific exporters and Australian networks, in 2023, PTI Australia sponsored exporters to showcase products at Fine Food Australia and sell products at the Goroka Bilum Festival. The export team also took an active role in the Developing Sustainable Resilient Infrastructure Conference and Trade Expo, Australia-Solomon Islands Business Forum, and Australia-Papua New Guinea Business Forum and completed trade missions to five countries across the region.

In tourism, PTI Australia supported Pacific tourism operators to develop their capacity and connect with the Australian market, with a strong focus on facilitating digital solutions. In 2023, PTI Australia's tourism team facilitated a record value of foreign trade into the Pacific.

The team grew the online presence of 95 tourism operators throughout the region through the *Digital Tourism Program*, hosting workshops, and sponsoring website

builds and complementary tool suites, which equip Pacific tourism operators with the tools and know-how needed to get their businesses securely online. Across 2023, the *Digital Tourism Program* workshops hosted participants from three countries across the region, to share insights on marketing techniques, distribution strategies and payment solutions.

PTI Australia's tourism team further focused on raising the profile of the Small Island States (SIS) as tourism destinations. Through the *Hidden Treasures of the South Pacific* program, PTI Australia undertook tourism promotional activities for FSM, Kiribati, Nauru, Niue, Marshall Islands, Palau, Tonga and Tuvalu. In 2023, this work included taking part in the Treasures of the South Pacific (ToSP) Roadshow to showcase the SIS's spectacular destinations to travel advisers, industry professionals and tourism representatives. The team sponsored two interns, Janine Tewid from the Palau Visitors Authority, and Eskella Joseph from the RMI Office of Commerce, Investment and Tourism, to represent their nations in the Australian market.

KEY TRADE OUTCOMES IN 2023

EXPORT

In 2023, PTI Australia's Export team ran several initiatives and facilitated significant achievements, including:

- Providing *Freight Assistance Package* support to 25 businesses, offering tangible assistance towards freight costs.
- Contributing to the expansion of business production and operations through PTI Australia's *Impact Support Program (ISP)*.
- Launching the PTI Australia *Digital Services Program* that worked to upskill 43 professionals across the region, with 47% being women.
- Sponsoring several exporters to showcase products at *Fine Food Australia* and sell products at the *Goroka Bilum Festival*.

TOURISM

In 2023, PTI Australia's Tourism team continued to support Pacific tourism operators in connecting with the Australian market, with a strong focus on digital solutions. This work included:

- Increasing the online presence of 95 tourism operators through the *Digital Tourism Program*, hosting workshops and sponsoring website builds and complementary tool suites.
- Hosting *Digital Tourism Program* workshops for participants from three countries across the region, focusing on marketing techniques, distribution strategies, and payment solutions.

- Raising the profile of Small Island States (SIS) as tourism destinations through the *Hidden Treasures of the South Pacific* program, promoting tourism in FSM, Kiribati, Nauru, Niue, Marshall Islands, Palau, Tonga, and Tuvalu.
- Participating in the *Treasures of the South Pacific (ToSP)* Roadshow to showcase SIS destinations to travel advisers, industry professionals, and tourism representatives.

CASE STUDY

DMS AT FINE FOOD AUSTRALIA

PTI Australia's *Pacific Showcase* stand at Fine Food Australia has a strong legacy of highlighting Pacific food and beverage products at the leading trade event for the food industry in Australasia.

In 2023, the PTI Australia *Pacific Showcase* stood out among the crowd, promoting boutique products from Papua New Guinea (PNG), the Solomon Islands, and Fiji, boasting tables of produce from kava, to fish, to *nama*. One product that captured the interest and imagination of the Australia food industry was PNG's galip nut. Showcased by Devine Management Services Ltd (DMS), the native nut, which has been cherished by generations in PNG, is now being infused into international cuisines.

DMS was founded by Dorothy Luana six years ago with the bold mission of sharing the distinctive *galip* nut with the world. Now with a network of over 500 households as potential *galip* suppliers, and having navigated the complexities of barcoding, packaging and meeting global export standards, Dorothy cites PTI's work as one of the inspirations for the company.



Having received newsletters, reports and stories through PTI's communication channels for years, Dorothy reflects on how those stories were the impetus for starting her company.

"Reading about fellow Pacific entrepreneurs, it made me think, if they can make such strides, why can't we? Their stories became a catalyst for our aspirations."

A standout at Fine Food Australia, DMS now looks to not only grow its exports and international sales, but also its impact on the community. DMS employs a nursery approach that prepares future generations with the capacity and connections to continue cultivating and benefiting from this unique crop.

Dorothy says she is driven by creating systems of local impact and has her sights set on growth in the Australian market and beyond.

"We're impassioned by our mission. It's not just about business growth; it's about uplifting our fellow farmers, sharing knowledge and paving the path for collective success."

"We're profoundly thankful to PTI Australia for their unwavering support and belief in our vision. The opportunity to showcase our product at Fine Food Australia was a moment of pride and affirmation."

STREAMS



EXPORT



TOURISM

IMPACTS



DEALS



SIS

SDGs



SDG5



SDG8



SDG10



SDG12



INVESTMENT

ATTRACTING CAPITAL TO FOSTER SUSTAINABLE ECONOMIC GROWTH AND PROSPERITY IN PACIFIC COUNTRIES

PTI Australia's investment team connects international investors with investment opportunities across the Blue Pacific region in order to contribute to enabling decent work, economic growth and the bettering of livelihoods. In 2023, PTI Australia facilitated a record A\$16.3 million worth of investment deals in the Pacific, playing a huge role to strengthening employment opportunities. This exceptional outcome is a result of long-term relationship building and collaboration with a broad spectrum of stakeholders along the investment process.

PTI Australia works closely with local businesses, the investment promotion authorities and chambers of commerce, and industry bodies of the PIF Member countries, to facilitate intentional investment deals. PTI Australia offers a central place for investors and investees to connect, by providing confidential and tailored services, sustainable and strategic financial relationships, and Pacific administration knowledge.

Alongside facilitating investment deals, in 2023 PTI Australia's investment team worked closely with the Investment Promotion Authority of PNG, including partaking in a short-term secondment in Port Moresby, in order to further cultivate collaboration and skill sharing. The team also took part in the 27th Australia-Fiji Business Forum, the Developing Sustainable Resilient Infrastructure in the Blue Pacific Conference, and embarked on a mission trip to Samoa to strengthen relations with clients, partners and stakeholders on the ground.

In 2023, PTI Australia commenced recruitment for consultancy expertise in carbon opportunities. Recognising the global move towards sustainability and the emergence of the carbon credit market, PTI Australia's investment team focused on harnessing opportunities for the Pacific to set a course towards a greener economic future. PTI Australia's investment work upholds a strong impact lens, connecting investors to businesses in the Pacific that have a positive social and/or environmental impact in their local community and beyond.

KEY INVESTMENT OUTCOMES IN 2023

- In 2023, PTI Australia's Investment team made significant strides in connecting international investors with opportunities in the Blue Pacific region, contributing to economic growth and improved livelihoods. This work included:
- Facilitating A\$16.3 million worth of investment deals across the Pacific, a record achievement for PTI Australia, enhancing employment opportunities and contributing to economic development.
- Engaging in long-term relationship building and collaboration with a broad spectrum of stakeholders, including local businesses, investment promotion authorities, chambers of commerce, and industry bodies of PIF Member countries.
- Providing a central platform for investors and investees to connect, offering confidential and tailored services, fostering sustainable and strategic financial relationships, and leveraging Pacific administration knowledge.

Additionally, in 2023, PTI Australia's investment team undertook several key activities to strengthen partnerships and explore new opportunities, including:

- Working closely with the Investment Promotion Authority of PNG, including a short-term secondment in Port Moresby, to enhance collaboration and skill sharing.
- Participating in the 27th Australia-Fiji Business Forum, the *Developing Sustainable Resilient Infrastructure in the Blue Pacific Conference* and conducting a mission trip to Samoa to strengthen relations with clients, partners, and stakeholders.
- Commencing recruitment for consultancy expertise in carbon opportunities, in response to the global move towards sustainability and the emergence of the carbon credit market, aiming to position the Pacific for a greener economic future.
- Maintaining a strong impact lens in investment work, connecting investors with businesses in the Pacific that have a positive social and/or environmental impact locally and beyond.

CASE STUDY

MANA ISLAND, FIJI

In 2023, PTI Australia facilitated the large-scale investment by Japanese property investment firm Rex Holdings Pty Ltd into Fiji's tourism industry.

Mana Island, the stunning destination in Mamanuca Group, was sold to the Rex Holdings, which is looking to grow job opportunities in the region.

Mana Island Resort and Spa is considered one of Fiji's leading operators, with five restaurants, four bars, two swimming pools, a water sports hub, dive facilities, boutique stores, multiple tennis courts and a kids club. Now under secure new ownership, the resort, which currently employs over 150 staff, is set to grow and ensure ample job creation.

The Mana Island investment highlights the optimistic sentiment of investors industry-wide. It signifies the vast investment attraction opportunities to be found across the Blue Pacific region, following a post-pandemic revival of the tourism industry.



With over 15 years' hotel management experience in Vanuatu, Hiro Osuka, Director of Rex Holdings Pty Ltd, said the acquisition of Mana Island Resort and Spa echoes their business strategy.

"With Rex Holdings' esteemed reputation as outstanding stewards of the properties and places in which it invests, our strategic shift into the Fijian market will not only diversify our management resources, but also contribute to the hospitality industry in-country while further enhancing cross-cultural communication between Fiji and Japan."

"Our management team are resolutely dedicated to delivering excellent guest experiences, and we look forward to working alongside local partners towards sustainable development growth across the Pacific region."

The deal, facilitated by PTI Australia, reflects the immense potential for commercial opportunities and partnerships to encourage sustainable, long-term employment, while acting as a major driver for impact on both an economic and community level.





BEE

CONTRIBUTING INFORMATION AND INFLUENCING INFLUENCERS TO ADVOCATE FOR A BETTER FIC BUSINESS-ENABLING ENVIRONMENT

In 2023, PTI Australia introduced Business Enabling Environment (BEE) as a Key Strategic Area. This work looks to provide information that assists key influencers throughout the region to advocate for a better business enabling environment, the institutional and administrative settings in which Pacific business operate.

As part of PTI Australia's commitment to BEE, in 2023, the team commissioned and shared studies, analysed and disseminated trade and investment insights, partook in dialogues, and collaborated with PIFS policy activities, regional and bilateral governance and trade-enabling programs.

In 2023, along with the PTI Network, the team published five *Pacific Business Monitor COVID Reflection* reports, offering a retrospective look at the *Pacific Business Monitor* data collected from 2020 to 2022 segmented by industry. In October, the *Pacific Business Monitor Digital Dashboard* was launched, a new streamlined method of capturing essential data and information from Pacific businesses in an ongoing fashion.

PTI Australia collaborated with the Asian Development Bank (ADB) on their 2023 Trade Finance Gaps, Growth, and Jobs Survey; and Asia Small and Medium-sized Enterprise Monitor, extrapolating relevant data from Pacific Export Surveys to support the reports. The team's work further contributed to the Pacific Horticultural and Agricultural Market Access Plus (PHAMA Plus) Kava Pilot Assessment report.

In an effort to circulate vital insights gathered from Pacific businesses through both research and engagement, PTI Australia participated in the PIF's 2050 Strategy Talanoa, the Developing Sustainable Resilient Infrastructure in the Blue Pacific Conference and Trade Expo, Australian Business Council forums, and Fiji's Prime Minister's Exporter of the Year Awards. The team consistently met and shared relevant insights with government representatives, tourism authorities, regional bodies, academics and journalists, throughout the year.

KEY BUSINESS ENABLING ENVIRONMENT (BEE) OUTCOMES IN 2023

In 2023, PTI Australia introduced Business Enabling Environment (BEE) as a Key Strategic Area, focusing on improving the institutional and administrative settings for Pacific businesses. This work included:

- Commissioning and sharing studies to assist key influencers throughout the region in advocating for a better business environment, enhancing the framework in which Pacific businesses operate.
- Analysing and disseminating trade and investment insights, and partaking in dialogues, to provide stakeholders with in-depth understanding and actionable data for fostering a conducive business climate.
- Collaborating with PIFS policy activities, regional and bilateral governance, and trade-enabling programs, aiming to streamline efforts and maximize impact on the business environment.
- Publishing five *Pacific Business Monitor COVID Reflection* reports with the PTI Network, offering a retrospective analysis on data collected from 2020 to 2022, segmented by industry, to understand the pandemic's effects on the business landscape.
- Launching the *Pacific Business Monitor Digital Dashboard* in October, a new tool for capturing ongoing essential data and information from Pacific businesses, facilitating real-time insight and decision-making.
- Working with the Asian Development Bank (ADB) on their 2023 *Trade Finance Gaps, Growth, and Jobs Survey*, and *Asia Small and Medium-sized Enterprise Monitor*, leveraging Pacific Export Surveys data to support these reports.
- Contributing to the Pacific Horticultural and Agricultural Market Access Plus (PHAMA Plus) *Kava Pilot Assessment* report, highlighting opportunities and challenges in the kava industry to stakeholders.
- Participating in significant forums and events such as the PIF's 2050 Strategy Talanoa, the *Developing Sustainable Resilient Infrastructure in the Blue Pacific Conference and Trade Expo*, Australian Business Council forums, and Fiji's *Prime Minister's Exporter of the Year* awards, sharing insights with government representatives, tourism authorities, regional bodies, academics, and journalists.

IMPACTS



SDGs



SDG5



SDG8



SDG10



SDG12

CASE STUDY

PTI NETWORK DIGITAL DASHBOARD



The *Pacific Business Monitor* began in 2020 as an initiative of the PTI Network to gather and share valuable insights from businesses across the Pacific in the face of the COVID-19 pandemic. In 2023, the initiative underwent a digital transformation, providing a new, robust and streamlined way for Pacific business operators to provide their views to governments, donors and stakeholders.

Led by PTI Australia, the newly launched *Pacific Business Monitor Digital Dashboard* embraces digital innovation and interaction, creating a singular platform that raises the voice of Pacific businesses. The platform offers a strategic set of short questions that gather insights on challenges faced, support needed, and opportunities identified. Following submission, the platform displays key statistics and data from the previous month of surveying.

PTI Australia's Trade and Investment Commissioner, Caleb Jarvis, highlights the need to continue collecting and sharing information from Pacific businesses, and the revolutionised methodology of the Dashboard.

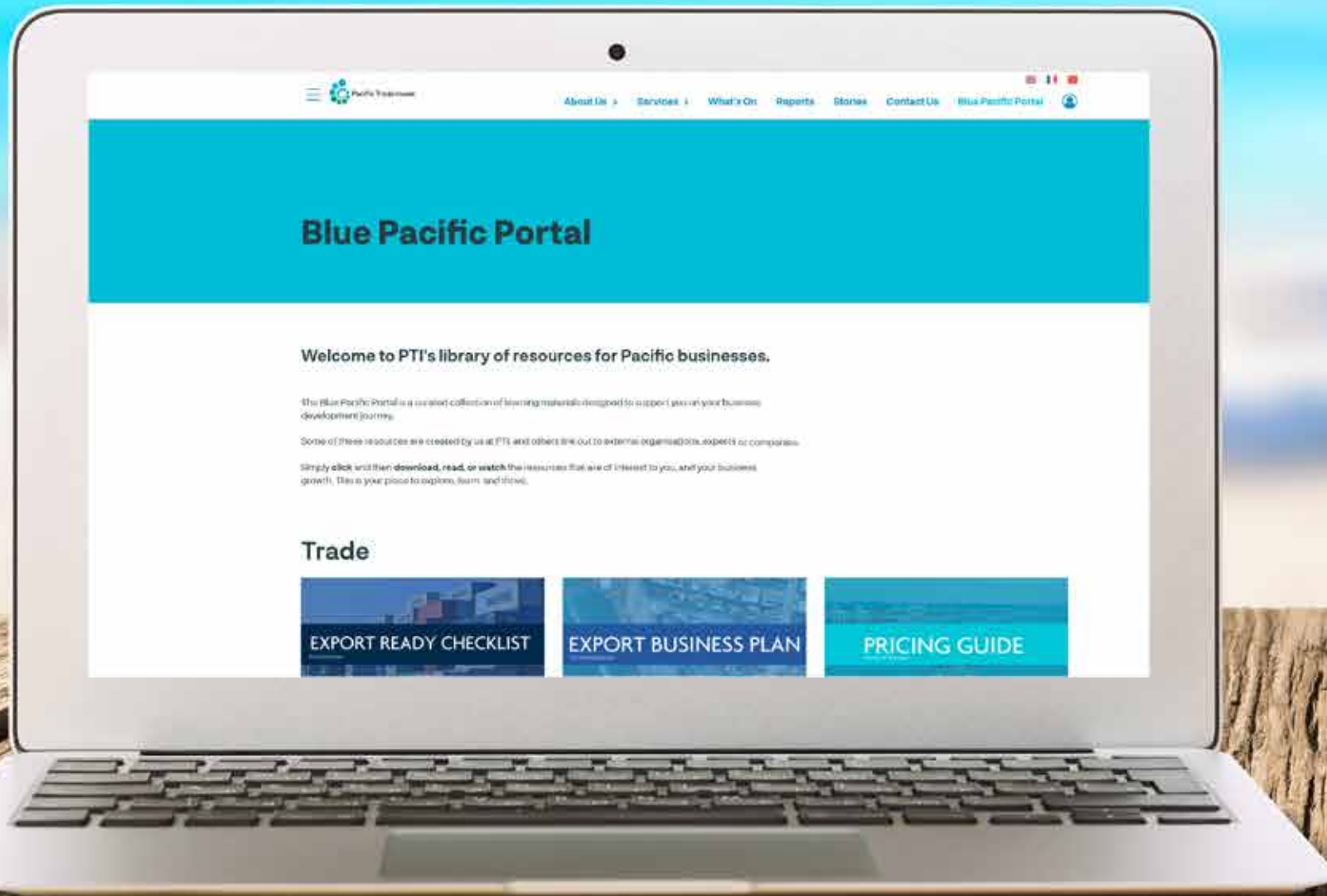
"It is imperative that we continue to bridge disconnections between the private sector and those who design the environment in which they operate. Gathering and listening to insights directly from those in business is always going to lead to better, stronger outcomes when it comes to designing policies, support and administrative systems."

"The new *Pacific Business Monitor Dashboard* is a transformative stride in the way we engage with and understand the Pacific business milieu. We have shaped a tool that resonates with users and ensures our finger is firmly on the pulse of the Pacific. The objective is always to provide those who influence the business enabling environment with the most up-to-date and accurate information as possible."

The *Pacific Business Monitor Dashboard* was launched in November with the first collection of data being produced in December.



www.pacifictradeinvest.com



Blue Pacific Portal

Welcome to PTI's library of resources for Pacific businesses.

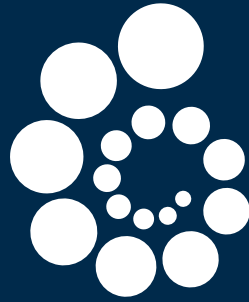
The Blue Pacific Portal is a curated collection of learning materials designed to support you on your business development journey.

Some of these resources are created by us at PTI, and others link out to external organisations, experts or companies.

Simply click and then download, read, or watch the resources that are of interest to you, and your business growth. This is your place to explore, learn and thrive.

Trade





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PACIFIC ISLANDS
FORUM SECRETARIAT



Australian Government
Department of Foreign Affairs and Trade