



Pacific Trade Invest
EUROPE

PACIFIC TRADE INVEST EUROPE ANNUAL REPORT 2023



Mat weaving in Samoa



PACIFIC ISLANDS FORUM

The Pacific Islands Forum has 18 Members. Its vision is for a region of peace, harmony, security, social inclusion, and prosperity, so that all Pacific people can lead free, healthy, and productive lives.

WHO WE ARE

Pacific Trade Invest (PTI), Europe has been operational as part of the PTI Global Network of offices since 2011. PTI is an agency of the Pacific Islands Forum Secretariat and the Pacific's lead trade facilitation agency.

Co-located with the Permanent Delegation of the Pacific Islands Forum to the United Nations PTI Europe's purpose is the business development and promotion of Pacific Island exports into Europe and the United Kingdom.

This office is funded by the Australian Department of Foreign Affairs and Trade as part of their support for socioeconomic development in the Pacific Islands and has in 2023 received some small additional funding from European Union Office of the Pacific for a specialised (German market) project.

PTI Europe's mandate is driven by the Pacific Islands Forum Secretariat, namely to support Pacific Islands private sector growth and contribute to the long-term sustainable economic development of the 16 Pacific Islands Forum Countries.

The PTI Global network supports and delivers to the Pacific Islands Forum Secretariat's Strategic Outcome - Increasing Economic Prosperity.

OUR ROLE

PTI Europe is dedicated to supporting businesses in the Pacific Islands, striving continuously to facilitate commercial opportunities and favourable outcomes in the European market.

The success of trade development is gauged through client-reported sales achievements and the impact of facilitated interventions and service offerings. Operating as a solo desk office, PTI Europe requires a creative, highly strategic, and innovative approach.

Emphasis is placed on maximizing return on investment for Pacific Islands exporters and building enduring professional networks to foster mutually beneficial strategic partnerships across the Pacific, Europe, and beyond.

This approach forms the foundation for delivering effective commercial platforms and interventions, resulting in tangible benefits for Pacific exporters, SME growth, and the public sector in the FIC region.

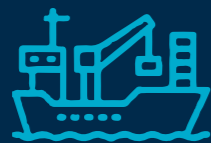
PTI Europe has emerged as a reference point for numerous international and multilateral agencies in Europe, poised to collaborate with those sharing Pacific interests to elevate outcomes for businesses in the region.

IN 2023 PTI EUROPE FACILITATED



138 services

to Pacific Island businesses



AUD 5.29m

in export sales

Trade development success is measured by client reported sales outcomes generated and by facilitated interventions and service offerings.

PTI EUROPE'S VISION ALIGNS WITH 2050 BLUE PACIFIC STRATEGY

Europe, at the forefront of mindful consumption, can present a lucrative sales market for some businesses and products from the Pacific Islands.

The vision for 2050, as articulated by Pacific leaders, underscores the profound connection of Pacific peoples to their natural surroundings, resources, traditional knowledge, livelihoods, culture, and faith.

With a shared stewardship of the Blue Pacific Continent, the vision is to foster a resilient Pacific Region characterized by peace, harmony, security, social inclusion, and prosperity. Although they may sound like taglines, terms such as "clean," "green," "sustainable," and "socially responsible" carry significant weight for European consumers.

Pacific Islands businesses and food manufacturers are strategically positioned to capitalize on such opportunities. Recognizing that not all exports yield similar outcomes on the ground, PTI Europe's vision revolves around identifying commercial deals for Pacific Islands companies and products that exhibit strong environmental and social responsibility. The focus is on identifying profitable opportunities within the European market.

KEY OUTCOMES IN 2023



- Participated in six European trade shows supporting attendance for FIC businesses
- Supported European distributors of Pacific products to grow their sales through assistance with marketing assets, communications and tactical sales programs
- Identified and assisted businesses with potential in Europe and steps required to become export ready
- Assisted Europe-based organizations to deliver their private sector programs where there was outcome-alignment plus benefit for Pacific Island based SMEs
- Fijian ginger – worked with the 3 major exporters in Fiji to show year on year sales growth in Europe
- Achieved success in getting retail ready food products picked up by reputable and motivated UK distributors following extensive pitching, pricing, labelling and negotiation processes. This has resulted in Pacific products launching in UK
- Worked closely with Pacific skin care brands to assess feasibility of UK market and support with highly regulated compliance requirements
- Built strong relationships with chocolatiers in Europe and UK because there is a growing interest in taking Pacific speciality cocoa beans especially from Solomon Islands. As only 40% of cocoa in Solomon Islands is harvested, there is much economic potential to be achieved.
- Prioritised environmentally and socially responsible FIC businesses and products.
- Good communication with Ambassadors and their teams at Pacific Missions in Geneva taking on board their direction/feedback.
- ITC cooperation - Significant funding has been committed by UK Aid via their Trade Partnerships program to Pacific businesses this year. By working closely with ITC, PTI Europe has had input on beneficiary businesses in Pacific and activities in UK/ Europe . PTI Europe has worked closely with this program to maximize business development opportunities for Pacific businesses.

2024 TARGETS

100 SERVICES



AUD 4 MILLION
IN ASSISTED SALES.

PRIORITIES FOR 2024

- Greater focus on French Pacific Nations and expanding their exports in UK
- Support European based distributors of Pacific Island products that are being ranged in Europe with tactical programs to drive sales and find new markets
- Collaborate with relevant organizations operating in the Pacific in areas of intersection to leverage contacts and intelligence. Work closely with these organizations to syndicate all valuable resources + opportunities to Pacific Island business
- Maximise specialty cocoa sales to Europe (Volume and price)
- Give concentrated effort to identifying commercial opportunities for women-led businesses
- Make stronger representation to and progress Pacific Islands products in German and French markets
- Progress opportunities for skin care brands of Pacific Islands in UK/Europe, assisting with both compliance requirements and finding niche markets
- Seek to contribute to programs that can lead to greater e-commerce uptake in B2C + B2B sales channels by Pacific businesses
- Be agile and flexible in work planning to ensure that opportunities for Pacific businesses can be taken advantage of as they arise



Pacific Trade Invest

Permanent Delegation of the Pacific Islands Forum to the United Nations, World Trade Organization, and Other International Organizations in Geneva

Nations Business Center
1 Rue du Pré-de-la-Bichette
1202 Geneva
Switzerland

