



Pacific Trade Invest
EUROPE

PACIFIC TRADE INVEST EUROPE ANNUAL REPORT 2025

Image: Papua New Guinea



PACIFIC ISLANDS
FORUM SECRETARIAT

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 in Europe.

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

This office is funded by the Australian Department of Foreign Affairs and Trade (DFAT) as part of their support for socioeconomic development in the Pacific Islands and PTI Europe has in 2025 received some small additional funding from the European Union Office for one off projects.

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 remains committed to advancing commercial opportunities for enterprises across the Pacific Islands, with a continued focus on expanding market access and securing positive outcomes within the European market.

The effectiveness of trade development initiatives is measured through client-reported sales performance and the quantifiable impact of targeted interventions and service delivery. As a single-person office, PTI Europe operates through a highly strategic, resource-conscious, and innovative model to ensure optimal delivery of its mandate.

Priority is placed on maximising returns on investment for Pacific Island exporters, while strengthening professional networks that enable sustainable and mutually beneficial partnerships across the Pacific, Europe, and wider international markets.

This strategic approach underpins the delivery of high-impact commercial platforms and interventions that generate measurable benefits for exporters, contribute to the growth of small and medium-sized enterprises, and support public sector priorities within Forum Island Countries.

During the reporting period, PTI Europe continued to reinforce its position as a trusted partner to international and multilateral organisations in Europe, actively collaborating with stakeholders to support the long-term economic advancement of Pacific Island businesses.

PTI EUROPE'S VISION ALIGNS WITH 2050 BLUE PACIFIC STRATEGY

Europe continues to represent a highly attractive market for Pacific Island enterprises, particularly given its global leadership in responsible, ethical, and sustainability-driven consumption. This positioning creates meaningful commercial opportunities for a targeted cohort of Pacific exporters whose products align with these evolving consumer expectations.

The Pacific Leaders' 2050 Strategy for the Blue Pacific Continent underscores the intrinsic connection between Pacific peoples and their environment, natural resources, cultural heritage, and livelihoods. Anchored in principles of collective stewardship, the strategy articulates a long-term vision for a resilient region characterised by

peace, unity, security, inclusivity, and sustainable economic development. This narrative is increasingly relevant within European markets, where consumers demonstrate a strong affinity for products that embody authenticity, sustainability, and social responsibility.

Consumer behaviour across Europe continues to be shaped by ethical considerations to a greater extent than in many other global markets. Purchasing decisions are increasingly influenced by factors such as environmental sustainability, ethical sourcing, fair trade practices, and broader social impact. Product attributes including organic certification, eco-conscious production, and carbon accountability are particularly influential in key markets such as Germany, the Netherlands, the Nordic countries, and the United Kingdom. This trend is especially pronounced among younger consumer segments, including Millennials and Generation Z, who actively seek alignment between their personal values and the brands

they support. In parallel, an evolving regulatory environment—driven by frameworks such as the European Green Deal and the Corporate Sustainability Reporting Directive—continues to reinforce transparency, accountability, and sustainable business practices across the region.

Within this context, a number of Pacific Island enterprises, particularly within the food and natural products sectors, are well positioned to capitalise on these market dynamics. While recognising that export readiness and success vary across businesses, PTI Europe maintains a targeted and strategic approach to market engagement. Efforts are focused on identifying high-potential exporters and facilitating access to commercially viable opportunities that align with European demand.

Accordingly, PTI Europe prioritises the development of trade pathways that connect Pacific exporters with high-value market segments, ensuring alignment with both consumer expectations and regulatory requirements. This approach supports the generation of sustainable export growth while reinforcing the broader objective of long-term economic resilience across the Pacific region.

KEY OUTCOMES IN 2025

- Organised participation for 6 Pacific businesses to Greek Food expo and supported schedules and meetings for Pacific businesses during their business trips to Europe throughout the year.
- Provided strategic support to European distributors of Pacific products to drive sales growth by delivering tailored marketing assets, enhancing communication strategies, and implementing targeted tactical sales initiatives. This included the development of promotional materials, the coordination of market-specific campaigns, and the execution of sales programs designed to strengthen brand visibility, improve market penetration, and optimize distributor performance.
- Identified businesses with strong potential for success in the European market and provided comprehensive guidance on the steps necessary to achieve export readiness. This support included assessing product suitability, advising on regulatory compliance, enhancing market entry strategies, and recommending improvements in operational, marketing, and logistical capabilities to meet the expectations of European buyers and distributors.
- Delivered targeted export readiness support for priority exporters, aligned to EU market requirements and buyer expectations.
- Advanced work to address scaling constraints, including early exploration of in market warehousing and third party logistics (3PL) solutions for Pacific products.
- Strengthened direct buyer linkages and follow up, shifting focus from visibility only trade shows toward deal oriented engagement.
- Supported commercial positioning of Pacific brands in differentiated and premium segments, improving credibility with European buyers.

IN 2025 PTI EUROPE FACILITATED



103 services 39 to women-led businesses
to Pacific Island businesses



AUD 7.13m AUD 1.8m women-led export sales
in export sales

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



FLAGSHIP PROJECT DELIVERY

Implemented the Specialty Cocoa Development Project in Solomon Islands (May–September 2025), supporting transition from bulk to specialty cocoa markets.

- Prioritised environmentally and socially responsible FIC businesses and products and focus on women lead businesses.
- Recorded early tangible outcomes including improved farmer knowledge, enhanced exporter capacity, higher prices achieved and greater visibility of Solomon Islands cocoa in boutique markets
- Achieved an optimum satisfaction rating of 5 out of 5 from supported exporters, based on survey feedback.
- 2025 reinforced a shift toward fewer, more targeted interventions, prioritising deal conversion, follow up and commercial problem solving over volume driven activity.

2026 TARGETS



100 Export Services



AUD 5m Export Sales facilitated



20 export deals facilitated

2026 PRIORITIES

The PTI Europe workplan for 2026 reflects the goal of ever increasing the amount of Pacific exports into Europe. These exports must be commercially profitable to the exporters whilst generating positive social outcomes in Pacific communities including increasing participation of women. To achieve this the following priorities underpin the focus for 2026.

PRIORITY: MARKET ACCESS AND EXPORT PROMOTION

To increase commercial engagement for Forum Island Country exporters and producers through product showcasing, buyer engagement, market validation, lead generation and targeted follow-up to convert qualified leads into commercial opportunities.

PRIORITY: MARKET INTELLIGENCE

To deliver market analysis, sector insights, feasibility assessments, pricing guidance and commercial benchmarking for improved exporter understanding of market requirements and competitiveness.

PRIORITY: DISTRIBUTOR AND MARKET DEVELOPMENT SUPPORT

To strengthen sales performance and market penetration of Pacific Island products in Europe by delivering more programs that support European-based distributors to find greater sales reach.

PRIORITY: INTRA-PACIFIC TRADE DEVELOPMENT

To strengthen regional trade among Pacific Island countries by identifying and developing new intra-Pacific trade opportunities.

PRIORITY: SUPPLY CHAIN AND LOGISTICS OPTIMISATION

To assist exporters capability to manage logistical barriers to servicing EU by striving to identify cost-effective freight and warehousing solutions.

PRIORITY: STRATEGIC COMMODITY DEVELOPMENT – SPECIALTY COCOA

To continue to find more buyer opportunities for Pacific boutique cocoa exporters such that they can achieve order, payment and margin predictability. Through this and achieving higher prices, encourage more bulk cocoa farmers to improve the quality and consistency of their beans.

PRIORITY: STRATEGIC PARTNERSHIPS AND COLLABORATION

Work closely with PTI office colleagues to leverage strengths across the network. Where sensible, to maximise development impact through coordinated collaboration with other regional and international partners through sharing of intelligence and complementary resources.

PRIORITY: AGILITY AND OPPORTUNITY RESPONSIVENESS

Be quick to change tact when opportunities arise that can forge commercial outcomes for Pacific businesses. This includes keeping open the possibilities for completely new export sectors into Europe.



Pacific Trade Invest

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