



Pacific Trade Invest
NEW ZEALAND

Six-Month Report
JANUARY TO JUNE 2026

Introduction

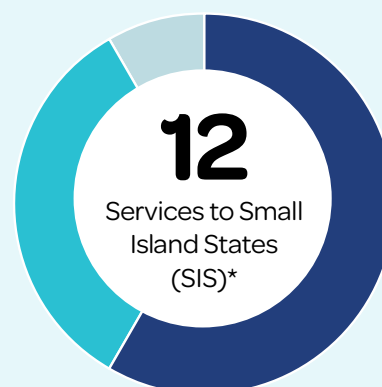
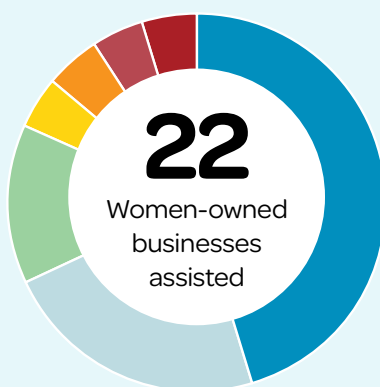
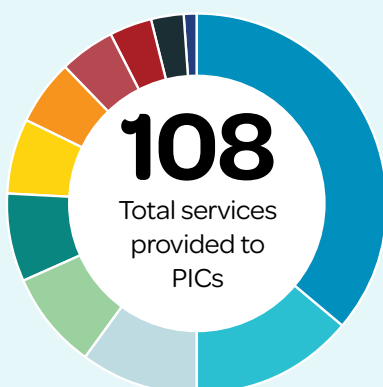
During the first six months of 2026, Pacific Trade Invest New Zealand (PTI NZ) continued to facilitate trade and investment outcomes across the Blue Pacific. PTI NZ worked closely with Pacific exporters, New Zealand buyers, investors, governments, business organisations and regional partners to develop commercial opportunities, strengthen enterprise capability and deepen connections between Pacific and New Zealand markets.

The reporting period saw positive progress across PTI NZ's four strategic focus areas: Trade Facilitation and Promotion, Investment Facilitation and Promotion, Marketing and Communications, and Network Engagement and Advocacy. Our activities focused on improving the export and investment readiness of Pacific enterprises, facilitating commercial introductions, developing trade and investment pipelines, strengthening regional partnerships, and increasing awareness of Pacific businesses and opportunities. Particular emphasis was placed on applying a gender lens and creating trade, investment and business development opportunities for young women entrepreneurs. This work took place against a challenging regional economic backdrop, including an unprecedented fuel crisis, high shipping costs, climate-related disruption and continuing global uncertainty. Our

activities therefore focused both on immediate commercial opportunities and on strengthening the relationships, market information and enterprise capabilities needed to support more resilient Pacific economies.

Key achievements during the first six months of 2026 included:

- ✓ Delivering 55 trade services, including 34 trade introductions and 21 instances of support, connections and specialised trade advice.
- ✓ Delivering 53 investment services, including 29 investment introductions and 24 instances of support, referrals and specialised investment advice.
- ✓ Rolling out the Investment Readiness Toolkit and introducing it to enterprise development and investment promotion agencies across the Pacific.
- ✓ Developing a pipeline of investment opportunities across renewable energy, healthcare, infrastructure, tourism, agribusiness, telecommunications, housing, climate finance and digital services.
- ✓ Progressing work to develop a potential export pathway for fresh Fiji pineapple into New Zealand.
- ✓ Commissioning a study to assess the potential for sustainable Pacific seafood exports to New Zealand.
- ✓ Progressing the development of Ocean of Flavours, building on the success of KAI PASIFIKA.
- ✓ Strengthening relationships with Pacific governments, regional organisations, business councils, chambers of commerce and development partners.
- ✓ Increasing PTI NZ's digital reach through the She Can! and Women in Tech Fiji promotional campaigns.



- Fiji: 39 (36.1%)
- Solomon Islands: 15 (13.9%)
- Tonga: 11 (10.2%)
- Vanuatu: 9 (8.3%)
- Samoa: 8 (7.4%)
- Cook Islands: 7 (6.5%)
- Pacific Islands: 6 (5.6%)
- French Polynesia: 5 (4.6%)
- Niue: 4 (3.7%)
- Papua New Guinea: 3 (2.8%)
- Kiribati: 1 (0.9%)

- Fiji: 10 (45.5%)
- Vanuatu: 5 (22.7%)
- Solomon Islands: 3 (13.6%)
- Cook Islands: 1 (4.5%)
- Samoa: 1 (4.5%)
- Tonga: 1 (4.5%)
- French Polynesia: 1 (4.5%)

- Cook Islands: 7 (58.3%)
- Niue: 4 (33.3%)
- Kiribati: 1 (8.3%)

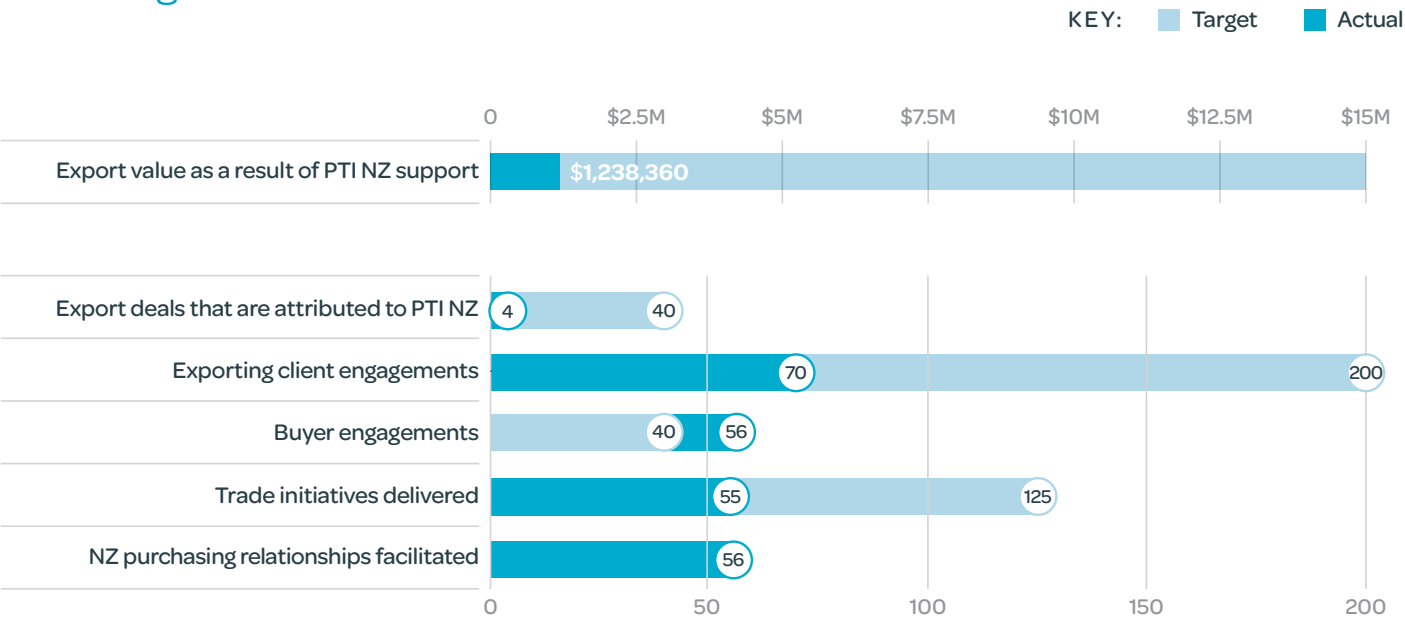


Trade facilitation and promotion

What we delivered in trade:



How we tracked against our trade targets:





Our trade facilitation and promotion activities focus on creating commercial opportunities for export-capable businesses in Pacific Island countries. We work to improve the export readiness of Pacific entrepreneurs and enterprises, provide practical information about exporting to New Zealand, and increase the number of purchasing relationships between New Zealand buyers and Pacific businesses. In doing so, we build relationships with New Zealand importers to understand their requirements and demand for Pacific Island products.

During the first six months of 2026, PTI NZ delivered 55 trade services, including 34 trade introductions and 21 instances of support, connections and specialised trade advice. PTI NZ worked directly with exporters, importers, government agencies and business organisations across New Zealand and the Pacific.

100%

Proportion of export clients rating PTI NZ at least 3/5.

EXPORT FACILITATION

- ▲ Provided the Tonga Ministry of Trade and Economic Development with contacts for suppliers of pallets and plastic bins required for its packhouse operations.
- ▲ Supported a Fiji-based company that produces organic turmeric for the United States market and was seeking opportunities for fresh or juiced turmeric in New Zealand. PTI NZ introduced the company to a New Zealand business that produces turmeric and ginger beverages for

domestic and international markets.

- ▲ Met with Central Pacific Producers Limited and Kiribati's Ministry of Tourism, Commerce, Industry and Cooperatives to discuss the potential export of reef fish and lobster to New Zealand. Central Pacific Producers Limited agreed to provide further information about fish species, pricing, product catalogues, packaging and available volumes.

- ▲ Introduced a New Zealand importer and distributor to the Calmer Company, formerly Fiji Kava, to explore opportunities for the consistent supply of high-grade kava from Fiji.

- ▲ Facilitated introductions between Pacific exporters and New Zealand importers across fresh produce, kava, turmeric, seafood and skincare.

- ▲ Facilitated further trade discussions between Kiribati seafood producers and prospective New Zealand buyers.

- ▲ Provided market intelligence in response to requests from Samoa.

TARGETED BUSINESS SUPPORT

PTI NZ approved targeted support for three Pacific trade initiatives during the six months:

- ▲ A New Zealand-based importer and distributor to undertake a marketing and promotional campaign for Fijian-grown produce.
- ▲ A Vanuatu-based kava producer and exporter to upgrade equipment and help meet its production requirements.
- ▲ A Pacific skincare company to trial a Google Ads campaign intended to increase awareness among New Zealand consumers and support online sales growth.

VISITING DELEGATIONS

During the reporting period, we:

- ▲ Hosted Lotophoa Trading from Tonga at the PTI NZ office. Lotophoa Trading owns and operates a packhouse in Nuku'alofa that the PTI NZ team visited in 2025. The packhouse is now Hazard Analysis and Critical Control Point (HACCP) certified and operational. PTI NZ introduced the company to three New Zealand importers and distributors of fresh produce that were seeking additional suppliers.
- ▲ Hosted a small trade delegation from Solomon Islands. PTI NZ presented information about its programmes and activities and arranged visits to retail outlets in Auckland.
- ▲ Hosted a delegation from the Vanuatu Chamber of Commerce and Industry. PTI NZ presented information about its programmes and activities and discussed possible areas of future engagement and support for Chamber members.
- ▲ Hosted Nishi Trading from Tonga to discuss the company's new range of fresh juice blends. Nishi Trading sought PTI NZ's assistance to identify New Zealand distribution opportunities for its bottled 'Ouana' health juice brand, which is currently sold in supermarkets in Tonga. PTI NZ agreed to provide product samples to importers and distributors in Auckland and seek

feedback on the potential New Zealand market.

NEW ZEALAND BUSINESS OUTREACH

PTI NZ undertook targeted outreach in Wellington, Auckland, Tauranga, Mount Maunganui and Whangamatā to reconnect with existing clients, develop new relationships and promote PTI NZ's trade services. We:

- ▲ Travelled to Wellington with the investment team and completed a programme of six meetings with businesses and other stakeholders. The meetings provided an opportunity to promote PTI NZ's services, share information about Pacific markets, develop connections with companies interested in the Pacific, and identify potential links with businesses across the region.

- ▲ Visited Coromandel Chocolate, Solomons Gold and Bula Coffee to better understand their Pacific supply relationships and identify areas where PTI NZ could help the businesses address current challenges.

- ▲ Met with Coromandel Chocolate in Whangamatā, a bean-to-bar boutique chocolate producer that sources single-origin cacao from small-scale farmers in Malekula, Vanuatu.

- ▲ Met with Solomons Gold in Mount Maunganui, a bean-to-bar chocolate producer that uses single-origin cacao sourced from more than 100 growers in Solomon Islands. The company has worked with Solomon Islands growers for more than a decade and recognises their contribution across its product range.

- ▲ Met with the Pacific Island Community Trust in Tauranga to

explore possible areas of collaboration, drawing on the Trust's connections with Pacific communities, seasonal workers and migrants in the Bay of Plenty.

- ▲ Began discussions with the Pacific Island Community Trust on a possible trade in goods and services initiative for delivery during the third quarter of 2026. The Trust operates within a Whānau Ora framework and provides culturally grounded support across health, social services, housing, food support, early childhood education and assistance for Pacific seasonal workers and migrants.

OVERSEAS ENGAGEMENT AND MISSIONS

During the reporting period, we:

- ▲ Supported the New Zealand-Fiji and Fiji-New Zealand Business Councils' conference in Nadi, which was attended by 37 members of the New Zealand Business Council.

- ▲ Sponsored a representative from MG Group to participate in a conference panel in Fiji.

- ▲ Used the visit to Fiji to meet with 17 existing and prospective clients across agriculture, retail, manufacturing, food processing and export sectors. These meetings enabled PTI NZ to promote its services, better understand current business needs and identify potential opportunities for further trade support.

STRATEGIC INDUSTRY INITIATIVES

NEW ZEALAND MARKET INSIGHT REPORTS

PTI NZ continued to expand the market information available to Pacific

exporters. We:

- ▲ Completed six New Zealand Market Insight reports covering breadfruit, squash, chilli, eggplant, papaya and watermelon.

- ▲ Published the reports on the PTI website for use by Pacific exporters and other stakeholders.

18

Increased the total number of reports in the series to 18.

The reports are intended to provide Pacific exporters with practical information about New Zealand market conditions, product requirements and potential opportunities.

FIJI PINEAPPLE EXPORT DEVELOPMENT

PTI NZ made further progress towards developing a potential export pathway for fresh Fiji pineapple into New Zealand. We:

- ▲ Progressed a brand development and marketing strategy for Fiji pineapple.

- ▲ Completed a research, analysis and insights report based partly on a survey of New Zealand pineapple consumers undertaken in March.

- ▲ Examined the purchasing behaviour and preferences of New Zealand consumers.

- ▲ Completed a SWOT analysis and considered New Zealand market conditions, retailer and buyer

perspectives, and the potential strengths and challenges associated with Fiji pineapple.

- ▲ Used the research findings to inform the proposed brand direction and market positioning.

- ▲ Began developing possible brand names and concepts intended to establish consumer recognition and trust.

- ▲ Developed a brand strategy centred on the distinctive characteristics of Fiji pineapple, including natural ripening, flavour and selection when ready to eat.

- ▲ Developed initial brand, packaging and in-store communication concepts.

- ▲ Continued planning for a potential export strategy.

- ▲ Worked with Fiji's Ministry of Agriculture and Waterways to convene a roundtable involving ministry officials, the Biosecurity Authority of Fiji, growers and exporters. The roundtable was held in June and provided an opportunity for participants to review the initial brand concepts and discuss the improvements required to strengthen Fiji's pathway towards exporting fresh pineapple to New Zealand.

PACIFIC SEAFOOD EXPORT STUDY

PTI NZ progressed a study to assess the potential for sustainable Pacific seafood exports to New Zealand. We:

- ▲ Finalised the study's terms of reference.

- ▲ Received and evaluated 11 tenders.

- ▲ Commenced contract negotiations.

The study will:

- ▲ Assess the fisheries sector and the potential availability of seafood products for export.

- ▲ Gather information from stakeholders in New Zealand, Fiji, Samoa, Tonga, Solomon Islands and Papua New Guinea.

- ▲ Examine the size and characteristics of the New Zealand seafood market.

- ▲ Identify potential products, suppliers and commercial opportunities.

- ▲ Examine market access and supply-chain requirements.

- ▲ Investigate the influence of certification and origin labelling on purchasing decisions.

- ▲ Identify relevant biosecurity requirements, import health standards and food-safety obligations.

- ▲ Consider tariff implications.

- ▲ Identify other practical opportunities and constraints affecting a sustainable export pathway.

OCEAN OF FLAVOURS

PTI NZ progressed the development of Ocean of Flavours, an immersive cultural and culinary initiative that celebrates the Blue Pacific as a source of food, identity, knowledge and economic opportunity. We:

- ▲ Finalised the project concept.

- ▲ Secured the venue.

- ▲ Secured key project contracts.

- ▲ Convened meetings of the project working groups.

- ▲ Began detailed planning for delivery in the third quarter of 2026.

Ocean of Flavours will bring together Pacific and New Zealand chefs, food producers, cultural practitioners and audiences to explore how ocean and land-based ingredients, traditional knowledge and contemporary cuisine can communicate Pacific stories and create sustainable economic opportunities.

The initiative will combine:

- ▲ Culinary collaboration between Pacific and New Zealand chefs.

- ▲ Storytelling about Pacific food, identity and traditional knowledge.

- ▲ Promotion of Pacific ingredients, food products and enterprises.

- ▲ Engagement between Pacific producers and potential trade partners.

- ▲ Public experiences intended to increase awareness of Pacific food and culture.

The initiative builds on the success and momentum of KAI PASIFIKA, which positioned food as both a form of cultural expression and a way of strengthening regional relationships. Ocean of Flavours extends that concept into a broader programme combining culinary collaboration, storytelling, trade engagement and public participation.

PACIFIC ROOTS, AWARD-WINNING BARS

The quality and flavour of chocolate begin with the cacao. Where it is grown, how the beans are fermented and dried, and the skills of the people producing them all influence the finished product.

For artisan chocolate makers, knowing where their cacao comes from is an important part of producing high-quality chocolate. Direct relationships with growers can also help more of the value from premium products reach the communities that produce the cacao.

Coromandel Chocolate is a small bean-to-bar producer based in Whangamatā. Established by Thomas Capdevielle around two years ago, the company manages the full production process at its factory, including roasting, refining, tempering, and packaging.

The PTI NZ team visited Coromandel Chocolate earlier this year to learn more about its production, relationships with Pacific suppliers, and plans for growth. The visit was part of PTI NZ's engagement with New Zealand businesses that source products and ingredients from the Pacific.

Coromandel Chocolate sources cacao from Malekula in Vanuatu through Gaston Cacao. The cacao is grown by farming families in Pinalum village, where cacao has been cultivated for 30 to 35 years. Once harvested, the beans are fermented in wooden boxes for up to 10 days and dried naturally before being exported.

The company buys cacao directly at premium prices and works with growers to refine fermentation methods and improve quality. Its relationship with producers in Malekula has developed over four years, and Coromandel Chocolate plans to increase the volume of cacao it imports.

The origin of the cacao is central to the company's approach. Customers are increasingly interested in where food comes from, who produced it, and how it was made. Single-origin chocolate offers a way

“The whole purpose for me in making chocolate in New Zealand, being based in the Pacific, is to support cacao from the region. Pacific growers grow the most outstanding cacao.”

—Thomas Capdevielle
COROMANDEL CHOCOLATE

to share the story of Vanuatu cacao and recognise the knowledge and care of the growers behind it. Coromandel Chocolate's products are also receiving international recognition. The company won several Academy of Chocolate awards in 2024 and 2025, including awards for chocolate made with single-origin cacao from Malekula.

Engaging with businesses such as Coromandel Chocolate helps PTI NZ understand how Pacific products are reaching the New Zealand market and where further commercial opportunities may exist.

The relationship between Coromandel Chocolate and the growers of Pinalum shows the value of direct, long-term connections between producers and buyers. Premium cacao from Malekula is being transformed into award-winning chocolate in Whangamatā, while the people who grow and process the beans gain greater recognition for their contribution to the finished product.

This recognition is helping introduce Vanuatu cacao to a wider international audience of chocolate makers, buyers, and consumers seeking premium products with a clear provenance.



PHOTO CREDIT: SUPPLIED BY COROMANDEL CHOCOLATE



Investment facilitation and promotion

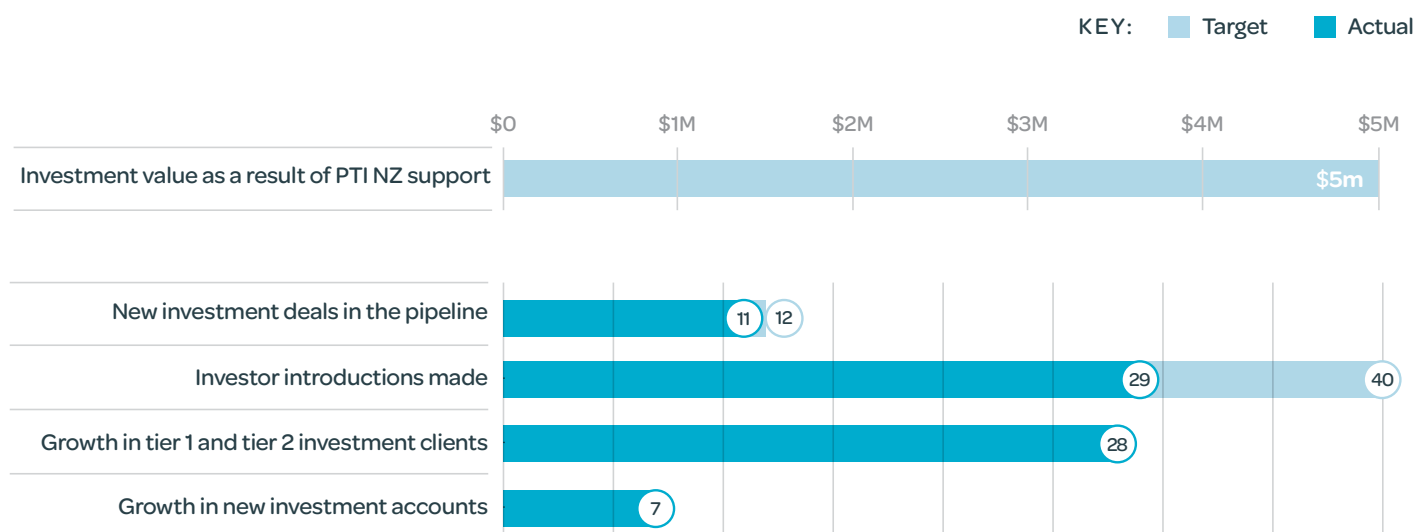
What we delivered in investment:



Our investment facilitation and promotion activities focus on helping Pacific enterprises and projects become better prepared for investment, promoting investment opportunities across the Pacific, introducing potential investors to Pacific enterprises, and undertaking research on industry-specific investment opportunities.

During the first six months of 2026, PTI NZ delivered 53 investment services, including 29 investment introductions and 24 instances of support, referrals and specialised investment advice.

How we tracked against our investment targets:



INVESTMENT FACILITATION

During the reporting period, PTI NZ:

▲ Travelled to Wellington to meet existing and prospective clients, develop new connections and promote PTI NZ's investment services. The two-day programme included meetings with approximately nine companies across investment banking, funds management, corporate advisory services, renewable energy, financial technology, technology design and impact investment.

▲ Met with a New Zealand-owned independent power producer and renewable energy developer focused on electricity-grid decarbonisation, direct-use applications and hard-to-abate industries, including maritime activities, off-grid communities and large industrial users. The company has a pipeline of projects across the Pacific and is progressing a geothermal development of more than 15 MW in Fiji through its wholly owned subsidiary, Pacific Hydrogen.

▲ Met with a New Zealand-based financial technology company that provides payment solutions and services to financial institutions across New Zealand and the Pacific.

▲ Met with a technology design and development company operating in Australia and New Zealand that is interested in collaborating with governments and private-sector organisations across the Pacific.

▲ Met with an impact-focused advisory firm that supports leaders and investors to move towards more regenerative, ethical and inclusive business and investment models.

▲ Established a relationship with the founder of Vision Pacific Group, which is active in the hospitality sector in New

Caledonia and Fiji and is interested in opportunities in Fiji, New Caledonia, Kiribati and the Republic of the Marshall Islands. PTI NZ shared information about potential clients and opportunities in Fiji and New Caledonia for the group's consideration.

▲ Supported a New Zealand financial technology company by facilitating introductions in Vanuatu and Samoa. These included the Vanuatu Financial Services Commission, Financial Intelligence Unit, Reserve Bank of Vanuatu, Central Bank of Samoa, SkyEye Pacific and other organisations. The company subsequently signed a memorandum of understanding with Our Telekom in Solomon Islands.

▲ Provided technical support to a New Zealand company exploring investment in Fiji, including introductions to legal and accounting firms able to advise on business establishment, taxation and other requirements. The company subsequently signed a memorandum of understanding with a Swedish company at the AHICE Fiji conference in relation to tourism transport investment in Denarau and neighbouring resort areas.

▲ Met with a professional advisory firm to explore opportunities to secure international finance for Pacific social investment projects. PTI NZ agreed to connect the firm with up to six potential investment projects.

▲ Approached Philanthropy New Zealand to discuss how Pacific opportunities could gain exposure through its network. Philanthropy New Zealand represents the grant-making and philanthropic sector in Aotearoa New Zealand and has more than 250 members, including charitable trusts, foundations, corporate donors, iwi, local government and not-for-profit community organisations. Discussions

were ongoing at the end of the reporting period.

▲ Engaged with an Asia-Pacific telecommunications company that provides cloud communication services, including voice and SMS coverage and cloud-ready infrastructure. The company expressed interest in exploring investment and business opportunities across the Pacific.

▲ Met with a representative of USO Beer, a New Zealand-made, Pacific-inspired premium lager. The company is interested in entering the Samoa market and exploring either a distribution arrangement or a partnership with an investor to establish a brewery. Its current preference is to export from New Zealand and distribute through an entity in Samoa.

us\$400K

*Combined value of
three bankable projects*

▲ Connected three bankable projects, with a combined value of US\$400,000, with the Asian Development Bank's Frontier facility for consideration. The facility provides flexible finance to early-stage enterprises to support expansion, strengthen working capital and pursue new market opportunities.

▲ Introduced three greenfield developments to Radisson Hotel Group for consideration. Through earlier introductions facilitated by PTI NZ, Radisson Hotel Group now has two management contracts involving resorts in the Cook Islands and French Polynesia.

▲ Committed sponsorship support for the Oceania Renewable Summit to be held in Auckland in October to support energy sector leaders from selected Pacific Island countries.

OVERSEAS ENGAGEMENT AND MISSIONS

Overseas engagement and missions included:

▲ Attending the Asian Development Bank's Pacific Infrastructure Business Opportunities Seminar in Nadi. The seminar brought together Pacific governments, development banks, private contractors, consultants, investors and development partners to discuss the region's infrastructure pipeline and investment priorities.

▲ Participating in discussions about current and planned infrastructure investment opportunities funded by the Asian Development Bank and other development partners.

▲ Establishing contacts with the Asian Development Bank's Pacific leadership and public-private partnership representatives, and with the World Bank's Fiji procurement team.

▲ Connecting with government representatives from the Republic of the Marshall Islands, Federated States of Micronesia, Tonga and Solomon Islands.

▲ Engaging with engineering, procurement and construction contractors and technology providers, including Island Solar, China Machinery Engineering Group Corporation and Tejas Networks.

▲ Meeting with professional services and energy-sector organisations, including Edison Consultants and Emerald Energy.

▲ Engaging with EOGC in Sweden following initial contact at the Asia-Pacific Hotel Industry Conference and Exhibition (AHICE) conference in Fiji and sharing information about bankable Pacific renewable energy projects. EOGC is a financing partner for solar and storage infrastructure in commercial, industrial and infrastructure assets in high-cost energy markets. Its model involves structuring, financing and owning solar and storage infrastructure, enabling project partners to reduce energy costs and improve reliability without significant up-front capital expenditure.

INVESTMENT READINESS PROGRAMME

One of PTI NZ's most significant achievements during the period was the roll-out of the Investment Readiness Toolkit following systems checks completed in April. We:

▲ Recruited additional personnel to support registrations and administration.

▲ Received 32 expressions of interest.

▲ Granted access to 13 applicants that met the entry criteria.

▲ Presented the toolkit to enterprise development and investment promotion agencies across the Pacific, including agencies in the Cook Islands; the Federated States of Micronesia Department of Resources and Development; Fiji's MSME Lead (Reserve Bank of Fiji); the Niue Chamber of Commerce; the Republic of Marshall Islands Office of Commerce, Investment and Tourism; Samoa's MSME Policy team and Industry Development & Investment Promotion Division; and the Vanuatu Chamber of Commerce and Industry. We received

positive initial feedback from participating agencies.

INVESTMENT PIPELINE DEVELOPMENT

PTI NZ continued to expand its network of investors, financiers and project developers across renewable energy, tourism infrastructure, healthcare, telecommunications, agriculture, climate finance, housing development and digital services. We:

▲ Introduced six renewable energy investment proposals to potential investors, financiers and project developers.

▲ Introduced and facilitated discussions between health authorities in the Republic of the Marshall Islands, Federated States of Micronesia and Kiribati and a prospective New Zealand healthcare investor.

▲ Engaged with investors in New Zealand and Fiji regarding two tourism-related bankable investment proposals in Fiji and French Polynesia.

▲ Continued to build a pipeline of opportunities spanning renewable energy, tourism infrastructure, healthcare, telecommunications, agriculture, climate finance, housing development and digital services.

HELPING PACIFIC WOMEN TURN IDEAS INTO BUSINESSES

DIFFERENT PATHWAYS TO STRONGER BUSINESSES

Across the Blue Pacific, women are running cottage industries, ecotourism ventures, technology start-ups, commercial farms, and manufacturing businesses. Many have built viable enterprises with limited resources and little formal business support.

Access to finance, business skills, networks, and practical advice can help these women strengthen their enterprises and pursue new opportunities.

PTI NZ's Gender Lens Investing research highlighted the importance of adapting this support to the circumstances of women entrepreneurs in different Pacific countries. The findings helped shape SHECan!, through which PTI NZ works with local partners to support women at different stages of business development.

SHECan! follows PTI NZ's earlier SHE Leads! initiative, which shared the experiences of Pacific women who had established successful businesses.

SUPPORTING WOMEN FOUNDERS AND INVESTORS

In Fiji, PTI NZ partnered with Women in Tech Fiji to establish the Found(Her) programme. It is the country's first start-up initiative to support both women founders and aspiring venture-capital investors. More than 100 applications were received from women-led start-ups, and 10 founders were selected for the first cohort.

In Nauru, workshops and mentoring introduced participants to budgeting, business finance, and investment readiness. Twenty-five women registered for the programme. Organisers reported that participants had become more confident in managing money and planning for business growth.

“ *PTI New Zealand believed in the concept from day one. The programme gives participants the skills, the mindset, and the knowledge of where they can go for support as they continue building their businesses.*

—Sagufta Janif

COUNTRY DIRECTOR, WOMEN IN TECH FIJI

In Solomon Islands, PTI NZ partnered with South Pacific Business Development to help women participate in the formal financial system. During the reporting period, 283 women completed financial literacy training, and eight community centres were established. Every woman who completed the programme opened a savings account and gained access to a first loan. For many participants, this was their first experience of formal banking.

DEVELOPING BUSINESSES AND FUTURE MENTORS

In Bougainville, PTI NZ partnered with AgBook Agribusiness Training and Advisory, a Papua New Guinea-owned and woman-led company, to help women develop their farms as businesses. Participants prepared farm business plans and received training in budgeting, cash-flow management, record-keeping, leadership, and risk management.

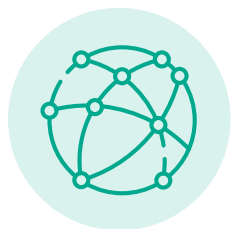
AgBook also developed a six-month digital learning programme, supported by an online helpdesk and mentoring in local communities. More than 300 women have opened bank accounts through the initiative. Ten women leaders have also been identified to mentor other participants. The digital programme is expected to reach up to 500 women across Bougainville.

In East New Britain, Papua New Guinea, a separate initiative provided 50 women with practical training in soap manufacturing, costing, branding, and business management. Around 10 participants are now preparing to establish businesses. One participant is developing a venture that would supply raw materials to other soap producers, addressing a supply gap identified during the training.

Women entrepreneurs across the Pacific bring different experiences, ambitions, and support needs to their businesses. Some are preparing to approach investors. Others are opening their first bank account, developing a farm business plan, or testing a new product.

PTI NZ works with organisations that understand their local markets and communities. Through these partnerships, women are strengthening their financial management, developing viable enterprises, and becoming better prepared to access finance and investment.





Marketing and communications

Through our marketing and communications activities, we aim to increase awareness of PTI NZ and encourage more Pacific and New Zealand enterprises and stakeholders to access our services. We use social and mainstream media to promote Pacific businesses, products, services and success stories, and to share information about Pacific trade and investment opportunities.

During the first six months of 2026, PTI NZ used campaign content, digital advertising, website updates and social media activity to promote Pacific enterprises and investment opportunities and increase awareness of PTI NZ's services.

MARKETING AND PROMOTION

During the reporting period, we:

- ▲ Produced a promotional video for the Retail Engagement Programme webinar series.
- ▲ Regularly updated the PTI website with stories, videos, reels and project announcements.
- ▲ Attended #ONSOCIAL26, a New Zealand social media marketing conference.

▲ Attended the Zoholics conference to learn about developments in the Zoho platform used to support PTI NZ's digital communications.

▲ Launched a Meta advertising campaign promoting Women in Tech Fiji content across Facebook, Instagram and Threads. The first two

advertisements in the Women in Tech Fiji campaign generated more than 463,000 impressions and 103,000 ThruPlays during the final week of June. Campaign content also reached audiences in Papua New Guinea, the Republic of the Marshall Islands, Nauru and other Pacific markets.

PLATFORM INSIGHTS:

Platform	Follower change	Comments & Reactions
LinkedIn	279	6,315
Facebook	977	5,692
YouTube	14	54
Instagram	7	1,036
TikTok	-23	4,496
Combined	1,254	17,593

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

SHE CAN!

PTI NZ developed the She Can! communications campaign to support the investment programme's work on gender and highlight the experiences of participants in Women in Tech Fiji.

Women in Tech Fiji is a start-up incubation and venture-capital initiative for women founders and aspiring investors. More than 100 applications were received from women-led start-ups, with 10 founders selected for the inaugural cohort. During the reporting period, we completed:

- ▲ One three-minute campaign overview video.
- ▲ 19 three-minute videos for YouTube.

▲ 19 90-second reels for Facebook and Instagram.

▲ 40 20-second videos for TikTok, Threads and Bluesky.

SHE INSPIRES!

PTI NZ completed the project identity and initial development work for She Inspires! The initiative will use high-quality video content to profile 25 Pacific women from Solomon Islands, Papua New Guinea, Palau, the Republic of the Marshall Islands and Nauru.

The initiative will:

- ▲ Profile professional journeys and achievements across maritime industries, fisheries, tourism,

technology, construction, engineering and trade.

▲ Recognise the diverse contributions Pacific women make across these sectors.

▲ Provide visible and relatable examples for women and girls across the Pacific.

▲ Distribute the completed content through PTI NZ's website and social media channels and through Pacific broadcast media.





Network engagement & advocacy

Our network engagement and advocacy activities aim to improve how Pacific-facing agencies target and deliver services to Pacific enterprises. This involves maintaining relationships with key stakeholders in the Pacific and New Zealand, collaborating with agencies on shared priorities, and informing Pacific and New Zealand audiences through regional engagement and thought leadership.

During the first six months of 2026, PTI NZ maintained active relationships with:

- The New Zealand Ministry of Foreign Affairs and Trade.
- The Pacific Islands Forum Secretariat.
- The New Zealand Ministry for Primary Industries.
- The Asian Development Bank.
- The United Nations Economic and Social Commission for Asia and the Pacific.
- Pacific governments and diplomatic representatives.
- Pacific business councils in New Zealand.
- Chambers of commerce.
- Investment promotion agencies.
- Development finance institutions.
- Other regional organisations.

KEY REGIONAL ENGAGEMENTS

Key regional engagements during the reporting period included:

- ▲ The Fiji-New Zealand Business Conference.

- ▲ The Asian Development Bank's Pacific Infrastructure Business Opportunities Seminar.

- ▲ The Forum Trade Officials Meeting.

- ▲ The Ministry of Foreign Affairs and Trade's Pacific Update series.

- ▲ Meetings and events involving Pacific diplomatic representatives.

- ▲ Meetings with the Pacific Islands Forum Secretariat and other regional and development partners.

REGIONAL AND STAKEHOLDER ENGAGEMENT

During the reporting period, we:

- ▲ Worked with the organisers of the Fiji-New Zealand Business Conference on the programme, speakers and facilitation arrangements.

- ▲ Arranged for a speaker from New Zealand Plant and Food Research to participate in the Fiji-New Zealand Business Conference.

- ▲ Sponsored a New Zealand speaker to participate as a conference panellist.

- ▲ Facilitated a conference session on agriculture and tourism trade.

- ▲ Represented the PTI Network at the Forum Trade Officials Meeting in Suva and delivered a presentation to trade officials.

- ▲ Contributed to the Ministry of Foreign Affairs and Trade's Pacific Update events at Unitec, Hamilton and Tauranga, where PTI NZ presented information about its services and regional work.

- ▲ Travelled to Wellington for meetings with the Ministry of Foreign Affairs and Trade, Pacific heads of mission and the Ministry for Primary Industries.

- ▲ Hosted the Fiji High Commissioner and a delegation visiting from Wellington. Discussions covered Fiji's Recognised Seasonal Employer programme, proposed reforms to Fiji's trade and investment arrangements, and plans for Fiji Day celebrations in Auckland.



▲ Met with Richard Skewes of Treasures of the Pacific to better understand the tourism promotion landscape, including relevant organisations, countries and connections with national tourism organisations. This work is intended to inform consideration of tourism within PTI NZ's work programme from 2027.

▲ Met with the United Nations Economic and Social Commission for Asia and the Pacific's team lead in Micronesia to compare current initiatives in the northern Pacific and identify possible areas of collaboration during 2027.

▲ Held a follow-up meeting with the United Nations Economic and Social Commission for Asia and the Pacific to discuss potential collaborative activities.

▲ Participated in a Ministry of Foreign Affairs and Trade roundtable with a visiting United States government representative to discuss matters relating to Pacific investment and the United States Investment Summit held in Honolulu.

PTI NETWORK SUPPORT

During the first six months of 2026, PTI NZ also supported a range of wider PTI Network matters. This included:

▲ Taking on the acting role of PTI General Manager for three months while the General Manager was on long-service leave.

▲ Engaging with the Pacific Islands

Forum Secretariat on matters relating to the PTI offices in China and Europe and a proposal concerning a possible PTI presence in the United States.

▲ Preparing, editing and contributing to papers for consideration by senior management.

▲ Preparing recommendations for approval by senior management.

▲ Contributing to a paper for the Forum Trade Officials Meeting.

▲ Representing the PTI Network at regional trade meetings in Suva.

▲ Meeting with the Pacific Islands Forum Secretariat and the European Union delegation to discuss matters relating to PTI Europe, including funding and office relocation.

▲ Contributing to a senior management paper containing recommendations on PTI Europe.

▲ Meeting with the Pacific Islands Forum Secretariat and United States Embassy representatives to discuss the proposal concerning PTI USA.

▲ Participating in the Ministry of Foreign Affairs and Trade roundtable with the visiting United States government representative.

CORPORATE GOVERNANCE AND INTERNAL MANAGEMENT

Throughout the reporting period, PTI NZ maintained its governance, monitoring and operational systems. Key activities included:

▲ Updating quarterly risk registers.

▲ Completing monitoring, evaluation, research and learning reporting.

▲ Maintaining market intelligence and contract-management systems.

▲ Completing a business continuity review.

▲ Receiving a clean financial audit report.

▲ Progressing recruitment for new positions, including internship roles.

PTI NZ also worked to strengthen monitoring and reporting across the wider PTI Network. We:

▲ Visited PTI Australia in February to share the Network's monitoring and evaluation intervention logic model.

▲ Facilitated monitoring, evaluation, research and learning training for PTI Australia staff.

▲ Worked towards a more integrated monitoring and reporting system across the PTI Network.

▲ Supported PTI Australia to complete a monitoring, evaluation, research and learning reporting template for use by its staff.

Performance measures



Trade Facilitation and Promotion

OUTPUTS:

- | | |
|--|---|
| <p>① <i>PTI NZ builds relationships with Pacific exporters and NZ buyers</i></p> | <ul style="list-style-type: none"> ✓ 70 exporting client engagements (Annual target: 200) ✓ 56 buyer engagements (Annual target: 40) |
| <p>② <i>Trade programmes, trade services and trade events are delivered to Pacific exporters and NZ buyers</i></p> | <ul style="list-style-type: none"> ✓ 55 trade services delivered during the reporting period (Annual target: 125) |
| <p>③ <i>Pacific exporters and NZ buyers are satisfied with PTI NZ's trade services</i></p> | <ul style="list-style-type: none"> ✓ 100% of export clients rate PTI NZ at least 3 out of 5 on the feedback form (Target: 70%) ✓ 100% of export clients rate PTI NZ at least 3 out of 5 when asked if they would recommend it to others (Target: 50%) |
| <p>④ <i>Women and small island states access PTI NZ's services</i></p> | <ul style="list-style-type: none"> ✓ 22 services delivered to women-owned/led businesses (Annual target: 75) ✓ 12 services delivered to small island states (Annual target: 40) |

OUTCOMES:

- | | |
|--|--|
| <p> <i>Short-term Outcome:
The New Zealand buyers network grows</i></p> | <ul style="list-style-type: none"> ✓ 33% growth in buyer purchasing relationships by NZ buyers each year |
| <p> <i>Medium-term Outcome:
Pacific entrepreneurs are export-ready and exporting successfully</i></p> | <ul style="list-style-type: none"> ✓ 4 export deals per year attributed to PTI NZ support during the reporting period (Annual target: 40) ✓ \$1,238,360 in export deals per year attributed to PTI NZ support during the reporting period (Annual target: \$15m) |
| <p> <i>Medium-term Outcome:
New Zealanders are purchasing from the Pacific</i></p> | <ul style="list-style-type: none"> ✓ \$36.42m (Q1) in trade value with PIF economies (excluding Australia) |



Investment Facilitation and Promotion

OUTPUTS:

⑤ *Investors are matched with potential opportunities*

✓ 29 investor introductions made
(Annual target: 40)

⑥ *Committed and engaged participants attend investment programmes*

✓ 87% of participants are committed and engaged
(Target: 60%)

OUTCOMES:

📍 *Short-term outcome: Pacific enterprises have improved confidence, and are better informed, to attract investment*

✓ 28 tier 1 and tier 2 investment clients

📍 *Medium-term outcome: Pacific enterprises are investment ready and are attracting investment*

✓ 11 new investment deals in the pipeline
(Annual target: 12)

✓ \$0 investment value as a result of PTI NZ support as no deals were completed during the reporting period
(Annual target: \$5m)



Marketing & Communications

OUTPUTS:

⑦ *PTI's media, website, and communications resonate with audiences, including Pacific exporters and investors*

✓ 1,254 new followers on social media platforms

OUTCOMES:

📍 *Short-term outcome: More New Zealand and Pacific enterprises and stakeholders are aware of PTI NZ*

✓ 17,593 media mentions and engagements

📍 *Medium-term outcome: PTI NZ is the go-to agency for investment and trade promotion in the Pacific*

✓ 66 clients and businesses assisted each year



Network Engagement & Advocacy

OUTPUTS:

⑧ *Events, missions, exhibitions are delivered*

✓ 7 events/missions delivered per year (Annual target: 5)

⑨ *PTI NZ collaborates with New Zealand and Pacific-based agencies*

✓ 16 collaborations per year (Annual target: 15)

OUTCOMES:

📍 *Short-term outcome: PTI NZ influences other agencies in their trade and investment facilitation*

✓ 35 meetings held by PTI NZ with agencies to influence trade and investment

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