

Pacific Trade Invest  
AUSTRALIA

# PACIFIC TRADE INVEST AUSTRALIA ANNUAL REPORT 2025



PACIFIC ISLANDS  
FORUM SECRETARIAT



Australian Government  
Department of Foreign Affairs and Trade

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Image: Kiribati

Cover Image : Tonga

# ABOUT PTI AUSTRALIA



## WHO WE ARE

Pacific Trade Invest (PTI) is the Pacific region's leading trade and investment promotion agency. PTI is 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 facilitate commercial opportunities for export-ready and investment-ready Pacific businesses in global markets.

## WHY WE DO IT

PTI Australia works to improve the livelihoods of Pacific peoples through the sustainable economic development of the Blue Pacific. This is in line with:

- PIF vision of "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 supports Pacific businesses in a range of ways. 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 across all 16 Forum Island Countries (FIC), Cook Islands, Fiji, Federated States of Micronesia (FSM), French Polynesia, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu.

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

## TRADE COMMISSIONER'S FOREWORD



This report marks my first full year as Trade Commissioner at PTI Australia – and my return to an organisation for which I have deep respect, having been part of the team earlier in my career. Coming back after a decade, what strikes me is not how much

has changed, but how much the fundamentals have held: the quality of the relationships PTI Australia maintains across the region, and the confidence Pacific businesses place in us to represent their interests in global markets.

That confidence is earned through results. In 2025, PTI Australia facilitated **A\$92,157,943** in export deals for Pacific businesses – supported by **1,602** services delivered to **1,303** clients across the region, alongside targeted workshops, market engagement and research that inform decision-making at every level of the value chain. Our investment facilitation work continued to mature, with **A\$7,479,450** in investment facilitated as we worked with Pacific businesses and project proponents to strengthen investment readiness and connect longer-term pipelines with capital.

Women-led enterprises remain a significant and growing share of PTI Australia's client base across every sector we work in. In 2025, **795** women-led Pacific businesses engaged PTI Australia's services, contributing **A\$39,615,356** in facilitated export outcomes. Ensuring they have equal access to market, capital and visibility is a continuing priority – one reflected in our 2025 engagements and in how we plan for 2026.

Looking ahead, our focus remains clear: to deepen PTI Australia's commercial reach across the full breadth of our region – including markets that have historically had less access to the trade and investment pathways we help build. The global environment is unforgiving. Trade settings are shifting, shipping and supply chains are under strain, and the geopolitical weather is the most turbulent the Pacific has faced in a generation. Pacific businesses are not insulated from any of it. What PTI Australia offers in that context is not insulation either – it is access, connections and 46 years of accumulated knowledge of how trade and investment actually move in this part of the world. We will continue to build on the foundations laid in 2025 with that in mind.

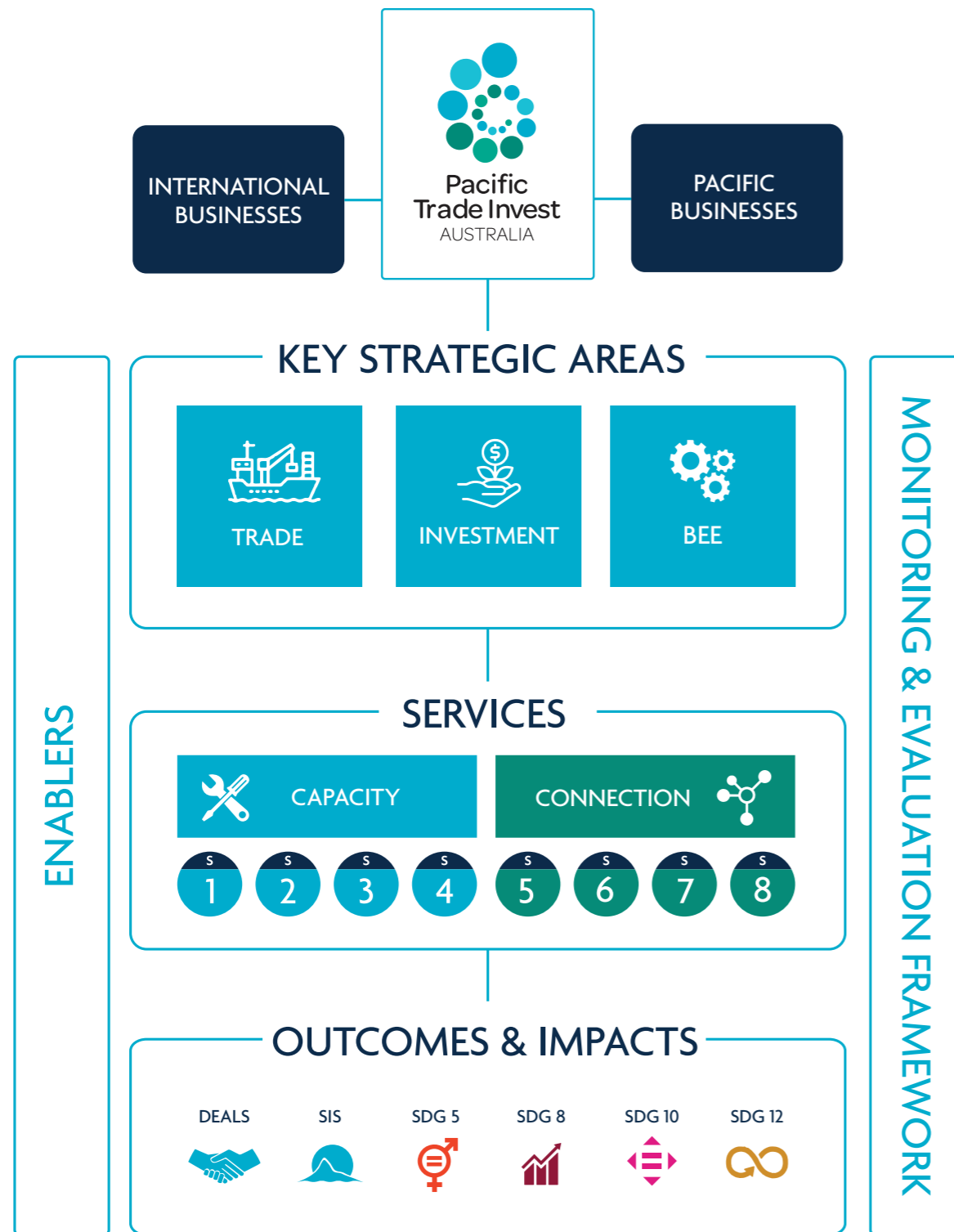
PTI Australia's legacy is not built on any single year's results. It is the product of sustained, consistent engagement – on the ground, in market, and across the full range of services this report reflects. My role is to carry that forward, and to ensure that the next chapter of PTI Australia's work is as consequential for Pacific enterprise as the chapters that preceded it.

I sincerely thank our clients, partners, PIFS, DFAT and the PTI Independent Advisory Board for their collaboration throughout 2025. I also acknowledge the dedication of the PTI Australia team – their expertise and commitment to this region are, ultimately, what these results reflect.

**Tim Martin**  
Trade 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					
	<b>DEALS</b> Facilitating connections that create commercial outcomes for Pacific businesses.	Blue Pacific 2050 Thematic Area: <b>Resources and Economic Development</b>	Blue Pacific 2050 Thematic Area: <b>Climate Change And Disasters</b>	Blue Pacific 2050 Thematic Area: <b>Ocean And Environment</b>	Blue Pacific 2050 Thematic Area: <b>Technology And Connectivity</b>	Australian Government- GEDSI analysis - Good Practise Note	Pacific Regional E-commerce Strategy
	<b>SMALL ISLAND STATES</b> Actively identifying opportunities in trade and investment for the Pacific's SIS.						
	<b>SDG 5 - GENDER EQUALITY</b> Actively supporting export performance of, and investment in, women-led and owned businesses in the Pacific.						
	<b>SDG 8 - DECENT WORK AND ECONOMIC GROWTH</b> Promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for Pacific people.						
	<b>SDG 10 - REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES</b> Contributing towards reducing inequalities within and among the Pacific, through operations and influence on trade practices.						
	<b>SDG 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION</b> Facilitating exports and investment linked with sustainable consumption and production patterns.						
		Australian Government- Development for All	Paris Agreement - Article 9				

# 2025 PERFORMANCE HIGHLIGHTS

**A\$92.2m**

in Trade deals facilitated for

**240** Pacific businesses



**A\$7.5m**

in Investment deals facilitated

**A\$39.6m**

in Trade deals facilitated for

**145** for women-led Pacific businesses



**1,602**

services delivered to

**1,303**

clients across the region

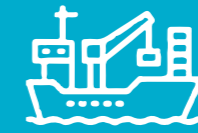


**16**

countries served



# KEY STRATEGIC AREAS





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

In 2025, PTI Australia's trade team facilitated A\$92,157,943 in trade deals across the Export and Tourism service streams.

This result was made possible by working with Pacific businesses across 16 Forum

Island Countries, supporting exporters and tourism operators to establish themselves and grow in the Australian and international markets. Women-led businesses remained a central priority, with **795 women-led Pacific businesses** engaging PTI Australia's services and contributing **A\$39,615,356** in facilitated export outcomes.

STREAMS



EXPORT



TOURISM

IMPACTS



DEALS



SIS

SDGs



SDG 5



SDG 8



SDG 10



SDG 12

### EXPORT

Throughout the year, the Export team provided avenues for capacity and financial support, introducing Pacific businesses to importers, distributors and buyers across Australia. PTI Australia supported exporters through the Impact Support Program, which provided targeted grant funding to businesses – enabling equipment upgrades that directly increased production capacity and export revenue. To ease freight-related cost barriers, PTI Australia also delivered the Freight Assistance Package, awarding A\$46,360 in cost-shared support to 26 exporters across the region.

The team fostered capacity growth for Pacific business professionals through digital capability workshops, including a Smarter Social Media AI webinar in July that drew over 300 participants from across the Pacific. In September, PTI Australia brought its largest ever Pacific Showcase to Fine Food Australia – the southern hemisphere's leading trade exhibition for the food, hospitality and retail sectors – with 14 exporters from Fiji, French Polynesia, Niue, Papua New Guinea, Solomon Islands and Vanuatu showcasing premium Pacific products to buyers and distributors across the Australian market.

The Export team strengthened regional partnerships and collaboration throughout the year, participating in Vanuatu Australia Business Week, the PNG–Australia Business Forum, the 14th Australia–Solomon Islands Business Forum, the 29th Australia–Fiji Business Forum, and DFAT's International Trade Network forum. A cacao buyer mission to the Solomon Islands connected Australian artisan chocolatiers directly with local producers, building commercial relationships with long-term export potential.

By providing targeted support and expertise, PTI Australia's export work in 2025 played a vital role in helping Pacific businesses access and expand in the Australian market – underscoring PTI's commitment to fostering sustainable economic growth across the region.

### TOURISM

The Tourism program continued to go from strength to strength in 2025, generating A\$72,881,019 in tourism outcomes across the region. The program boosts the visibility and performance of Pacific tourism operators by equipping them with the skills and technology to market their products effectively to international travellers – enabling small operators to reduce overheads through direct sales while gaining presence on major global distribution platforms that provide the international visibility required to reach a worldwide audience and secure bookings that support local jobs and industry development.

Small Island States remained a central focus. PTI Australia delivered Advanced Digital Tourism Workshops in Tonga, Papua New Guinea and Vanuatu, and worked with the Tourism Authority of Kiribati to develop a new official tourism website, strengthening Kiribati's online presence and global visibility. In Vanuatu, five operators were onboarded to the program in partnership with the Vanuatu Tourism Office, extending PTI Australia's digital reach to additional communities following the 2024 earthquake recovery.

The year also saw PTI Australia launch a Northern Pacific Social Media Influencer Campaign, partnering with two adventure travel content creators to visit Palau, Kiribati and the Federated States of Micronesia. One video alone reached 9.5 million views, generating significant awareness for destinations that the Australian travel market has historically underserved. PTI Australia and the Pacific Tourism Organisation co-sponsored the Treasures of the South Pacific Roadshow across Brisbane, Melbourne, Adelaide, Sydney and Newcastle, drawing more than 700 Australian travel agents and championing Hidden Treasures destinations across the Northern Pacific.

Throughout the year, PTI Australia's tourism work also focused on building connections and capacity across tourism industry bodies and stakeholders, including attending Fiji's Tourism Super Week, the South Pacific Tourism Exchange, AHICE Fiji, and supporting the launch of the DFAT-subsidised Qantas Palau Paradise Express – a key development in improving air connectivity and visitor access to the Northern Pacific.

## CASE STUDY



### LARGEST PACIFIC SHOWCASE AT FINE FOOD AUSTRALIA

Fine Food Australia is the southern hemisphere's leading trade exhibition for the food, hospitality and retail sectors – and in 2025, PTI Australia brought its largest ever Pacific Showcase to the event. With 14 exporting businesses from Fiji, French Polynesia, Niue, Papua New Guinea (PNG), the Solomon Islands and Vanuatu, the Showcase existed to do one thing: ensure Pacific businesses are effectively represented and competitively positioned in a global market that, without deliberate intervention, tends to overlook them. It drove meaningful commercial connections across the Australian food and beverage market, putting Pacific products directly in front of the buyers, distributors and food service partners who matter.

Among the participants were Down to Earth Fiji, Food Pacific Group, Marama Vanilla Fiji, La Vanille du Pacifique, Niue Honey, Niue Vanilla, Federice Estates, Banz Kofi, PNG Kava, Solomons Gold, Tanna Coffee, 83 Distillery, Vanuatu Brewing and The Cocoa Provider. The Showcase delivered tangible results: Niue Vanilla secured a deal with a Sydney-based boutique chocolate factory and online retail store, and further commercial relationships between featured exporters and Australia-based buyers and distributors were established through the event.

Sarah Frydman, Director of Solomons Gold, said PTI Australia's presence at the event was instrumental to their market access.

*"PTI Australia's support is invaluable. It opens doors, amplifies our visibility, and helps Pacific businesses like ours engage international markets with more confidence. Their presence at Fine Food Australia ensures our products and stories are seen, heard, and celebrated in front of retail buyers and food service partners in Australia."*

Gauthier Mescam, Director of Down to Earth Fiji, said events of this scale would otherwise be out of reach for many Pacific businesses.

*"Events such as Fine Food Australia are mostly out of budget and could seem unreachable for Pacific Islands SMEs if PTI were not taking initiatives. We are very grateful and clearly wouldn't be where we are now without PTI."*

Richard Duncan, CEO of Niue Honey Company, said PTI Australia's support helped level the playing field in a competitive market.

*"PTI Australia's support is incredibly valuable for Pacific businesses at events like Fine Food Australia because it gives us a platform we couldn't achieve on our own. They help level the playing field, offering guidance, visibility, and connections in a highly competitive environment."*

Jeremy Grennell, General Manager of Exports at PTI Australia, said Fine Food Australia remains one of the most commercially productive events on PTI's annual calendar.

*"Pacific exporters have world-class products, but breaking into the Australian market takes more than a great product – it takes market knowledge, the right relationships, and the kind of face-to-face engagement that turns interest into orders. PTI Australia works with our clients year-round to build that foundation: understanding what Australian buyers are looking for, preparing businesses to meet those expectations, and then putting them in the room where those conversations can happen. Fine Food Australia is one of the most valuable settings we have for that work, and the Niue Vanilla deal this year reflects what it can deliver."*

Image: Kiribati

## CASE STUDY



### PACIFIC WOMEN MAKING CHOCOLATE HISTORY

In July, PTI Australia facilitated Delwin Ketsian – award-winning entrepreneur and owner of DJ Organic Produce, a Bougainville-based agribusiness specialising in primary produce – to attend the Australian Chocolate Festival in Melbourne. Run by Debbie Makin, founder of Ratio Cocoa Roasters, the event featured over 40 'bean to bar' exhibitors from ten different countries, including PNG, Samoa, Vanuatu and the Solomon Islands.

With chocolate prices reaching an all-time high and unprecedented global demand for cocoa in 2025, PTI Australia was actively supporting Pacific cacao farmers to meet growing international demand and ensure equitable market access for farmers, traders and chocolate makers across the industry.



Delwin Ketsian  
owner of DJ Organic Produce

Delwin produces her own chocolate brand, Gigiova Chocolate, which was featured at the festival, as well as supplying beans to Cocoa Sisters, an ethical chocolate brand based in England that launched a dedicated line of 'Delwin' chocolate bars early last year. In 2022, Delwin received the Autonomous Region of Bougainville (AROB) Women of Influence Award, highlighting her impact in the local agricultural sector.

Delwin said the event was a powerful platform for Pacific women working across the cocoa value chain.

*"Thank you so much to PTI Australia for providing Gigiova exposure on an international level. My gratitude goes out to the team for their sponsorship and for organising the logistics surrounding the trip. The Australian Chocolate Festival was a fantastic way to showcase our emerging women chocolate makers in Papua New Guinea, and I look forward to furthering opportunities for us all. I have so much appreciation for the hard work of our female farmers and staff at DJ Organic Produce and am immensely proud to bring our unique products to the world."*

Maeva O'Donnell, Export Services Manager at PTI Australia, said Delwin's story reflects the broader commercial opportunity that exists for Pacific women across the cocoa value chain.

*"The demand for ethically sourced, single-origin Pacific cacao is real and growing – and women like Delwin are at the centre of that supply chain, not just as farmers but as producers, exporters and brand builders in their own right. PTI Australia's role is to make sure they have access to the markets and networks where that work gets recognised and rewarded commercially."*

## CASE STUDY



### FROM PROCESSING FLOOR TO GLOBAL MARKET: KAIMING AGRO'S GINGER EXPORT GROWTH

Kaiming Agro Processing is one of Fiji's most established agricultural exporters. The Navua-based company has spent two decades building a portfolio of over 38 ginger and turmeric products sold into markets across Australia, New Zealand, North America and Europe. Founded by local entrepreneur Calvin Qiu, the company sources raw ginger and turmeric from more than 750 registered smallholder growers across Fiji, turning primary produce into value-added products including crystallised ginger, sushi ginger, ginger juice and turmeric powder.

In 2025, PTI Australia's Impact Support Program provided grant funding to support Kaiming Agro's purchase of two steam-jacketed kettles and a lobe pump – industrial processing equipment designed to increase production efficiency, improve working conditions for staff and meet the operational standards required by international buyers. The equipment investment, co-funded by Kaiming Agro, was focused in intent: remove a production bottleneck and let the company's established market relationships do the rest.

The results of this were clear, with 2025 seeing Kaiming Agro generate A\$4.9 million in export sales – a result reflecting both the strength of the business and the direct commercial value of investing in its capacity to produce.

With a workforce of 162 employees, 131 of whom are women – many from remote rural communities across Fiji – Kaiming Agro's growth carries through to livelihoods well beyond the factory floor.

Calvin Qiu, Director of Kaiming Agro Processing, said the equipment upgrade had made a tangible difference to the company's ability to meet growing international demand.

*"We have been building our export business for over two decades, and the support from PTI Australia came at exactly the right moment. The new equipment has improved our processing efficiency and our operating standards, which matters to the buyers we work with in Australia, North America and beyond. It has given us the platform to grow with confidence."*

Jeremy Grennell, General Manager of Exports at PTI Australia, said the Kaiming Agro result demonstrates what targeted capacity support can deliver.

*"Kaiming Agro is exactly the type of business PTI Australia's Impact Support Program exists to back - export-ready, commercially credible, and operating in a market where increased production capacity translates directly into increased export revenue – a reflection of what happens when a capable Pacific business gets the right support at the right time."*

## CASE STUDY



### 9.5 MILLION VIEWS: OPENING THE NORTHERN PACIFIC TO AUSTRALIAN TRAVELLERS

In 2025, PTI Australia set out to strengthen connections between the international tourism market and remote destinations in the Northern Pacific – including destinations that, despite



their remarkable appeal, remain largely off the radar for Australian travellers. The approach was deliberate: build consumer demand, and ensure the travel trade had the tools to meet it.

Working with GTI Tourism, an

integrated tourism marketing and public relations agency, PTI Australia facilitated photographers and content creators Blaze Erin Lopes and Ross Long to travel to Palau, Kiribati and the Federated States of Micronesia (FSM). The pair spent over a week in the region, with itineraries curated by the Palau Visitors Authority, FSM Tourism Division within the Department of Resources & Development, and the Tourism Authority of Kiribati, visiting key



local attractions, restaurants and immersive cultural experiences.

The results spoke for themselves. Ross Long shared footage of Palau with his nearly 300,000 followers, with one video alone reaching 9.5 million

views. Blaze's content on Palau earned nearly 100,000 views, with around 300 commenters actively requesting a travel guide and her personal recommendations. Together, the content generated substantial awareness and engagement for three destinations that the Australian market has historically underserved.

That demand, however, only converts into arrivals if the travel trade can confidently sell the destination. To that end, PTI Australia commissioned Fijian filmmaker Alipate Laveti and his studio Vaka Tara Collective to produce a dedicated suite of video and image assets across seven Hidden Treasures destinations. The resulting content – destination reels, a hero reel, and curated still imagery – was built specifically for the Treasures of the South Pacific (ToSP) Roadshow, where PTI Australia



represents the Hidden Treasures to the Australian travel trade.

For many agents attending the five-city Roadshow, it was the first time they had access to high-quality, destination-specific visual material for

these markets – content they could draw on with clients well beyond the events themselves. The Roadshow drew over 700 registered travel professionals across Brisbane, Melbourne, Adelaide, Sydney and Newcastle, with the assets designed to support PTI Australia's ongoing representation of the Hidden Treasures at future events.

Onorina Fugawai, Tourism Manager at PTI Australia, said the initiative demonstrated that the Northern Pacific is a market-ready opportunity.

*"The Northern Pacific represents a significant and largely untapped opportunity for the Australian travel market. This initiative demonstrated that demand is there – strong viewership and travellers actively seeking guidance on how to visit these destinations tells us the market is ready. PTI Australia will continue to work with industry partners to convert that awareness into bookings, arrivals, and real economic returns for Northern Pacific communities."*

## CASE STUDY



### PTI AUSTRALIA AND UNLEASHED GRAD TRIPS: CONNECTING AUSTRALIAN YOUTH TO FIJI

In 2025, PTI Australia's Tourism team supported Unleashed Grad Trips to expand the market reach of their Fiji-based high school graduate travel programs through PTI's Impact Support Program. For PTI Australia, the rationale is twofold: these programs deliver direct economic value to Fiji through tourism bookings that flow through to local suppliers, operators and communities – and they build genuine people-to-people connections between young Australians and Fiji that carry long-term

program's engagement with a diverse range of local suppliers, including transport providers, activity operators, cultural performers and local businesses.

Matty Hill, General Manager of Unleashed Grad Trips, said Fiji's values, infrastructure and people make it the ideal destination for the program.

*"Our commitment to Fiji is long-term, and PTI's support continues to be an important part of that journey. Fiji's reputation for warm,*

*community-driven hospitality aligns perfectly with our mission. The country offers beautiful, controlled island environments that allow us to deliver a safe, all-inclusive, highly supervised experience. The Fijian people play a central role in our programs – their care, generosity, and professionalism are consistently highlighted by our travellers as a highlight of the trip."*

*"From a practical perspective, Fiji also provides reliable flight connectivity from Australia, a well-established tourism infrastructure, high-quality resorts that*

*can accommodate large groups and a stable and supportive government and regulatory environment."*

Unleashed Grad Trips plans to continue investing in its Fiji programs in 2026 and beyond – including training and professional development for Fijian staff, long-term multi-year partnerships with key resorts and operators, and new program elements centred on wellbeing, cultural connection and sustainability.



value for the bilateral relationship. Founded in 2008, Unleashed Grad Trips is a Sydney-based travel company dedicated to delivering safe, memorable and rewarding experiences for Australian and New Zealand youth, with programs designed to encourage connection, independence and cultural enrichment.

PTI Australia's support for Unleashed Grad Trips is designed to deliver benefits beyond the company itself – generating flow-on value for the wider Fiji tourism industry through the

## CASE STUDY



### THE DIGITAL TOURISM PROGRAM: BUILDING PACIFIC TOURISM'S ONLINE INFRASTRUCTURE

PTI Australia's Digital Tourism Program boosts the visibility and performance of Pacific tourism operators by equipping them with the skills and technology to market their products effectively to international travellers. The program enables small operators to reduce overheads through direct sales while gaining presence on major global distribution platforms – providing the international visibility required to reach a worldwide audience and secure bookings that support local jobs and industry development. In 2025, websites supported through the program generated **A\$54.1 million** in tourism outcomes across the region.

Two businesses supported in 2025 illustrate what that infrastructure means in practice: Nanumi Au, a micro eco-village in Ra Province, Fiji, and 501 Tours, a Papua New Guinea-based adventure company offering Kokoda hikes, mountain summits, cultural festivals and event-based travel experiences.

Both businesses received professional websites complete with booking engines and payment gateways.

For Nanumi Au, owners Kolinio and Jen Samuta had identified the need to move away from Airbnb and develop a direct booking mechanism – but found the costs prohibitive as a start-up. The Digital Tourism Program made it feasible. Kolinio said Nanumi Au was on a Zoom call with PTI Australia's Tourism Manager Onorina Fugawai within days of reaching out.

*"Since taking part in the program and building our website, we have more direct bookings, as opposed to platforms like Airbnb who take*

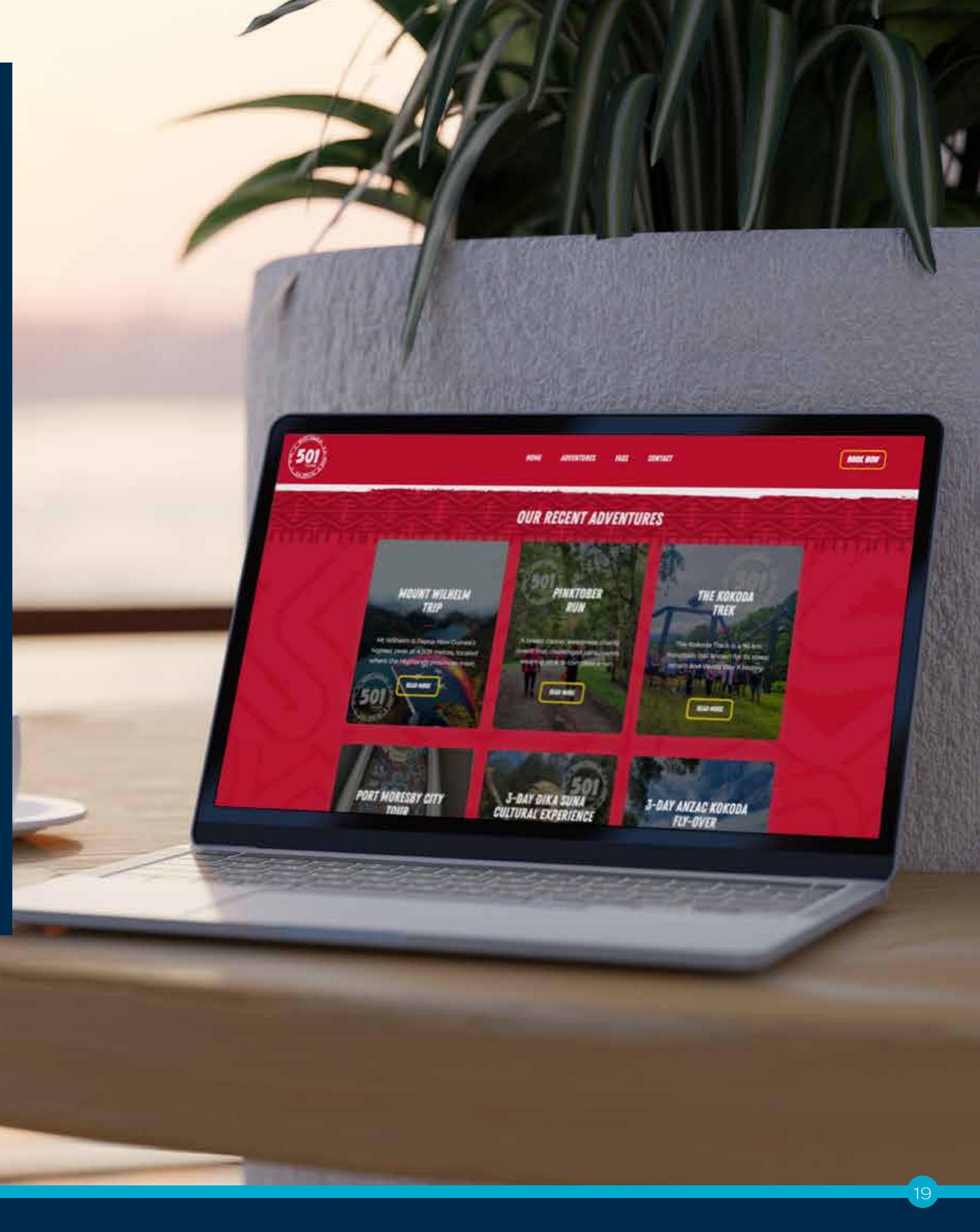
*significant commissions. So this means money in our pockets! It's also unexpectedly given us some autonomy and creativity with how we can develop and sell our products, which was restricted previously on platforms such as Airbnb. This has opened up different market opportunities for us."*

Kevin Rau, owner and operator of 501 Tours, said the program gave his company the tools and confidence to operate effectively in the digital space.

*"The most valuable part has been the hands-on guidance and clear communication throughout the website development process. The PTI Australia team has offered practical advice, prompt responses, and structured support that helped me understand digital systems better. This has not only improved our website but also shaped long-term thinking for how 501 Tours can grow sustainably."*

Onorina Fugawai, Tourism Manager at PTI Australia, said a directly bookable website is a fundamental market-entry tool for Pacific tourism operators.

*"The Pacific's tourism sector has significant untapped commercial potential, and operators like 501 Tours and Au Nanumi are well placed to capture a growing share of the adventure and cultural travel market. A professionally built, directly bookable website signals credibility to international travellers and removes friction from the booking process. PTI Australia's Digital Tourism Program is focused on ensuring Pacific tourism businesses have the infrastructure they need to compete and grow in an increasingly digital marketplace."*





## INVESTMENT

### IMPACTS

DEALS

SIS

### SDGs

SDG 5

SDG 8

SDG 10

SDG 12

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

In 2025, the PTI Australia investment team facilitated A\$7,479,450 of foreign investment into Pacific businesses.

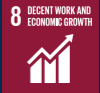
PTI Australia's Investment services focus on identifying and facilitating high-quality investment opportunities for Pacific businesses that create long-term positive impacts for the businesses and their communities. In 2025, this investment contributed to economic growth and employment opportunities across the region.

The Investment team provided bespoke and confidential services to Pacific businesses, including the provision of resources, capacity and financial support, to best connect potential investees with intentional and committed foreign investors. PTI Australia also worked with Australian investors looking to explore and pursue business opportunities in the Pacific region – including through the **Pacific Commercial Real Estate Program**, working to improve visibility and enquiry pathways for Pacific-based commercial and industrial properties.

A significant milestone in 2025 was PTI Australia's participation in the **Impact Investment Summit Asia Pacific** for the first time, bringing Papua New Guinea-based ed-tech business Reelae to the region's premier impact investment event in Sydney. The team also attended the Climate Investor Forum, AHICE Adelaide, AHICE Fiji and the Pacific Infrastructure Conference, maintaining a strong presence at forums where capital meets Pacific opportunity.

Throughout the year, PTI Australia focused on system strengthening and pipeline development – advancing a Pacific Contractor Database concept to improve the visibility of Pacific engineering and construction firms, commencing a refresh of the PTI Investment Directory, and selecting **seven investment-ready Pacific enterprises** to form PTI Australia's showcase delegation at the 2026 Impact Investment Summit Asia Pacific. The team collaborated closely with industry bodies, national Investment Promotion Authorities, business councils and forums to maximise cooperative efforts across the Blue Pacific.

## CASE STUDY



### MAPPING THE MARKET FOR PLASTIC CREDITS IN FIJI

In 2025, PTI Australia commissioned an independent feasibility assessment of a Plastic Credit System (PCS) in Fiji. Plastic credits are an innovative finance mechanism that enable companies to make downstream investments in new or expanded plastic waste collection and recycling infrastructure – particularly in geographies disproportionately impacted by plastic pollution.

Much like carbon credits, plastic credits enable businesses to offset their plastic footprint by financing the removal, recycling or prevention of an equivalent volume of plastic waste – supporting sustainability commitments, enhancing environmental credentials, and meeting voluntary or regulatory targets. PTI Australia commissioned SecondMuse, an innovation firm with demonstrated experience in plastic credit systems and circular economy financing across Asia and the Pacific, to undertake the assessment.

The findings reflect a broader truth about PTI Australia's approach to investment facilitation in the Pacific: novel financing mechanisms are worth testing, even when the conditions aren't yet right. The Pacific faces challenges that established models were not designed to solve, and identifying where emerging tools fall short is itself valuable work – it sharpens the focus on

where PTI Australia and partner agencies can add the most immediate value.

This work reflects PTI Australia's broader commitment to ensuring the private sector contributes to outcomes that are both commercially viable and environmentally positive for the region.

Samuel Sutton, Investment Manager at PTI Australia, said PTI Australia will continue to explore investment structures that bring private capital into the Pacific in ways that deliver both commercial returns and lasting impact for Pacific communities.

*"Plastic credits represent exactly the kind of mechanism we want to be across – innovative, market-based, and with real potential to direct private capital toward environmental outcomes in our region. What this report taught us was that the conditions in Fiji aren't there yet, but that research sharpened our thinking and pointed us toward where we can add the most value right now. Rather than building another program layer, we've focused our energy on directly supporting local recycling operators, connecting them to serious investors and financiers, including at the Impact Investment Summit APAC in Sydney. That's where PTI's strengths lie, bringing the right capital to the right opportunities across the Pacific."*



Image: Impact Investment Summit Asia Pacific

## CASE STUDY

### PACIFIC BUSINESSES ON THE IMPACT INVESTMENT STAGE

In March 2025, PTI Australia participated in the Impact Investment Summit Asia Pacific for the first time – bringing a Pacific business to the region's premier impact investment event. Held over two days at the International Convention Centre in Sydney, the Summit drew more than 650 delegates, including institutional investors, family offices, foundations and government representatives, all focused on investments that deliver both financial returns and positive social and environmental outcomes.

For Pacific businesses like Reelae, access to the impact investment community represents a meaningful commercial pathway: one where the social and economic dimensions of their work are understood as features, not footnotes. PTI Australia's participation in the Summit reflects its broader investment facilitation mandate – identifying investment-ready Pacific businesses, strengthening their investor readiness, and connecting them with capital where that capital is most active.



Samson Korawali  
Founder and CEO of Reelae

PTI Australia supported Samson Korawali, Founder and CEO of Reelae, to attend the Summit. A Papua New Guinea-based ed-tech start-up, Reelae is built to make digital education more accessible and scalable across PNG and the broader Pacific. The business had already achieved significant traction – including

Samuel Sutton, Founder and CEO of Reelae, said PTI Australia's support made a tangible difference to how the business was able to engage at the Summit.

*"Being at the Impact Investment Summit was a significant step for Reelae. It put us in the room with serious investors who understand that businesses building solutions for underserved communities can also deliver strong commercial returns. The support from PTI Australia in getting us there – and presenting us in the right context – made a real difference to how we were able to engage."*

Samuel Sutton, Investment Manager at PTI Australia, said the Summit marked an important step in PTI Australia's investment facilitation work.

*"The impact investment market in Australia is sophisticated and growing – and it's increasingly interested in the Pacific. What PTI Australia brings is the ability to identify businesses in our region that are investment-ready and get them in front of the right capital at the right time. Reelae is a strong business with a proven model and real traction. Our job was to make sure that story landed. Events like the Impact Investment Summit Asia Pacific are where deals get started, and Pacific businesses deserve to be in that room."*

a government partnership to roll out its School and Learning Management System across PNG's largest school network, and was actively seeking investment to accelerate its growth.

In the lead-up to the Summit, PTI Australia worked directly with Samson to strengthen Reelae's investment readiness – providing pitch coaching, refining how the business opportunity was framed for an impact investor audience, and facilitating introductions to relevant investors and stakeholders ahead of and during the event.



BEE

IMPACTS



SDGs



SDG 5



SDG 8



SDG 10



SDG 12

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

PTI Australia's Business Enabling Environment (BEE) work continued to grow in 2025, with the team publishing new research, deepening regional partnerships and contributing to conversations that shape the conditions under which Pacific businesses trade and attract investment.

PTI Australia launched the **Pacific Kava Exports to Australia: A Kava Pilot Program Update** series – quarterly snapshots of trade data tracking volumes, countries of export and number of suppliers. The reports quickly became a reference point for exporters, importers and industry stakeholders, filling a meaningful gap in accessible, Pacific-focused trade intelligence. The 2025 data reflects a market gaining genuine momentum: Australia imported **170,309 kg of Pacific kava** across the year – with Q4 the strongest quarter on record – bringing cumulative volumes since the program's inception to over 635,000 kg.

PTI Australia also published **Australia's Imports from the Pacific: A Review** – the first consolidated analysis of Australian import activity from the Pacific across a five-year period. Drawing on data from DAFF, the Australian Bureau of Statistics, UN Comtrade and the FAO, the report tracked the value, volume and source of 14 key Pacific commodities imported into Australia from 2020 to 2024. The findings

documented a **1.5-fold increase** in Australian imports from the Pacific over the period, with the Pacific emerging as Australia's largest supplier of both taro and cassava, and a growing force in vanilla, yam, ginger, cocoa beans and coconut oil. For Pacific exporters, governments and industry bodies, the report provided what had until now been difficult to access: a single, reliable evidence base for understanding Pacific agricultural commodity performance in one of the region's most important markets.

In parallel, PTI Australia finalised the **Plastic Credit Scheme Feasibility Study** for Fiji – a high-level investigation into whether plastic credits represent a viable financing mechanism for the Pacific. While the study found conditions were not yet in place for a traditional scheme, its findings sharpened PTI Australia's thinking on where private capital can be most effectively directed, and informed ongoing work to connect Pacific recycling operators with investors and alternative financing pathways.

Across the year, PTI Australia regularly met with and shared insights with partner organisations, government officials, tourism authorities, regional bodies, academics and journalists – reinforcing PTI Australia's role as a trusted source of trade and investment knowledge for the Blue Pacific.

## CASE STUDY



### BUILDING THE KAVA TRADE CORRIDOR BETWEEN THE PACIFIC AND AUSTRALIA



A functioning trade market doesn't emerge on its own – it requires the right regulatory conditions, credible market intelligence, and industry confidence that the opportunity is real and the pathway is clear. PTI Australia's kava work is fundamentally about building and reinforcing those conditions, contributing to the Business Enabling Environment that allows Pacific kava exporters to compete sustainably in international markets.

the strongest quarter on record – bringing cumulative volumes since inception to over 635,000 kg, well beyond the program's pilot origins.

The commercial momentum is reinforced by a maturing regulatory environment at the regional level, with standards and compliance frameworks increasingly supporting the credibility of Pacific kava in international markets. With the regulatory environment strengthening and the market demonstrating consistent growth, attention turns to what is driving demand – and whether that demand is durable.

Zane Yoshida, Founder and CEO of The Calmer Co and President of the Australia Fiji Business Council, highlights the structural drivers at play.

*"Clinical evidence [...] has contributed to the growing acceptance of kava among consumers. This presents a significant opportunity for our farmers and exporters alike – but we must act swiftly to seize it before it eludes us."*

Michaela Long, Communications and Investment Manager at PTI Australia, said accessible data is central to how the kava market develops.

*"For a market like kava – still establishing itself within Australian trade channels – accessible, reliable data is foundational. Without it, exporters lack visibility, importers lack confidence, and market development stalls. These reports are designed to close that gap: providing the Pacific kava sector with the shared intelligence it needs to operate with greater certainty and continue to grow."*

In 2025, PTI Australia launched the Pacific Kava Exports to Australia: A Kava Pilot Program Update series – quarterly snapshots of trade data by country of export, volume and number of suppliers. The reports quickly became a reference point for exporters, importers and industry stakeholders tracking the program's commercial trajectory, filling a gap in accessible, Pacific-focused trade intelligence for one of the region's most commercially significant agricultural exports. In a market still finding its shape, a shared evidence base matters: it reduces uncertainty, builds importer confidence, and gives exporters a clearer picture of where opportunity lies.

The 2025 data reflects a market gaining genuine momentum. Australia imported 170,309 kg of Pacific kava across the year – with Q4

Image: Kava Piper Methysticum



# CASE STUDY



## AUSTRALIA'S IMPORTS FROM THE PACIFIC: A REVIEW

In 2025, PTI Australia published Australia's Imports from the Pacific: A Review – the first consolidated analysis of Australian import activity from the Pacific across a five-year period. Using data from the Australian Government's Department of Agriculture, Fisheries and Forestry (DAFF), the Australian Bureau of Statistics (ABS), United Nations (UN) Comtrade and the Food and Agriculture Organisation (FAO), the report tracks the value, volume and source of 14 key Pacific commodities imported into Australia from 2020 to 2024.

Those commodities – cassava, cocoa beans, whole coconut, coconut oil, coffee beans, ginger, papaya, prawns, sweet potato, taro, tuna, turmeric, yam and vanilla – tell a story of growing Pacific presence in the Australian market. Over the five years examined, Australian imports from the Pacific saw a 1.5-fold increase. The Pacific was Australia's largest supplier of both taro and cassava, and a significant supplier of vanilla, yam, ginger, cocoa beans and coconut oil.

The data on individual commodities points to where momentum is building. Pacific coconut oil grew from 3.7% of Australia's total coconut oil import value in 2020 to 10.5% in 2024. The Pacific's share of Australia's cassava imports grew from 37.6% to 55% over the same period

– a near-doubling that signals the Pacific is not only competing in this market, but consolidating its position.

For businesses, governments and industry bodies, the report provides what has until now been difficult to access: a single, reliable picture of how Pacific agricultural commodities are performing in one of the region's most important export markets, and where the space for growth remains.

Michaela Long, Communications and Investment Manager at PTI Australia, said the report gives the industry an evidence base it has long needed.

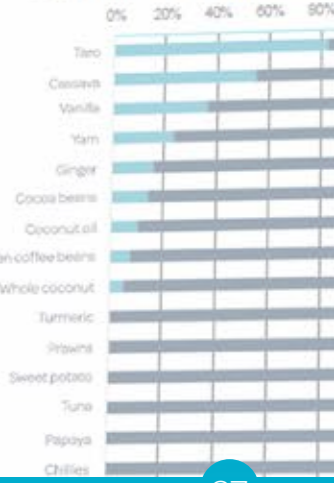
*"For the first time, Pacific exporters and governments have a clear, consolidated picture of how Pacific agricultural commodities are performing in the Australian market across a five-year period. The findings – particularly the Pacific's growing dominance in taro and cassava, and the trajectory of coconut oil and vanilla – point to where real commercial momentum exists. This data is so important for the region as it provides exporters, investors, and industry bodies a common evidence base to work from, and it creates healthy competitive tension that ultimately drives more Pacific product into the Australian market."*

### SHARE OF IMPORTS

The Pacific was Australia's largest supplier of taro and cassava, representing 83% and 55% (by value) of Australia's total imports, respectively.

Australia also sourced a significant proportion (by value) of its vanilla (36.6%), yams (23.6%), ginger (15.8%), cocoa beans (14.2%) and coconut oil (10.5%) imports from the Pacific.

### PER CENT OF AUSTRALIA'S IMPORTS SUPPLIED BY THE PACIFIC (BY VALUE)



### WHOLE COCONUT

KEY	Value (\$B)	Volume (kg)	2020	2021	2022	2023	2024
<b>PARTNER</b>							
Fiji	0	0	3,237	0	0	0	6
Samoa	498,348	568,455	543,991	430,850	430,478	414,257	
Salomon Islands	28,242	29,352	21,297	0	0	0	
Tonga	226,366	206,529	152,340	194,683	68,364		
Vanuatu	0	20,572	0	0	0	0	
Total from the Pacific	752,957	825,145	717,627	625,534	499,442		
Global Total	7,821,800	8,534,796	9,681,102	8,539,828	9,910,971		
% Pacific	9.60%	9.70%	7.40%	7.30%	5.00%		

### WHOLE COCONUT

**FROM 2020 TO 2024**

Value – Pacific whole coconuts dropped by 4.6 percentage points in the Australian market, representing a 47.9% relative decrease.

Volume – Pacific whole coconuts dropped by 7.7 percentage points in the Australian market, representing a 47.5% relative decrease.

*Note: According to the FAO in 2021, Australia was the largest importer of the Pacific's coconut reports.*

Australia sources a moderate proportion of its whole coconuts from the Pacific. In 2024, Pacific whole coconuts represented 5% of Australia's total import value and 8.5% of total import volume. Samoa supplied 4.3% of Australia's whole coconut imports (by value), followed by Tonga.

### COCONUT OIL

KEY	Value (\$B)	Volume (kg)	2020	2021	2022	2023	2024
<b>PARTNER</b>							
Don't know	0	0	27,370	19,680	0	0	0
Fiji	205,193	363,495	1,057,474	2,709,639	2,709,639	2,709,639	2,709,639
French Polynesia	1,729	0	0	0	0	0	0
Papua New Guinea	282,221	298,636	341,059	381,791	381,791	381,791	381,791
Samoa	0	2,520	0	0	0	0	0
Salomon Islands	285,089	382,040	754,903	286,913	286,913	286,913	286,913
Tonga	1,024	0	0	0	0	0	0
Vanuatu	151,476	131,209	454,729	486,700	486,700	486,700	486,700
Total from the Pacific	976,633	1,806,594	2,607,956	3,683,567	3,683,567	3,683,567	3,683,567
Global Total	26,496,030	39,252,919	41,747,376	41,821,987	41,821,987	41,821,987	41,821,987
% Pacific	3.70%	4.50%	6.30%	11.80%	11.80%	11.80%	11.80%

**FROM 2020 TO 2024**

Value – Pacific coconut oil grew by 15.7 percentage points in the Australian market, representing a 448.5% relative increase.

Volume – Pacific coconut oil grew by 15.7 percentage points in the Australian market, representing a 448.5% relative increase.

*Note: According to the FAO in 2021, Australia imported 52% of the Pacific's total coconut oil exports, which included 88% of its total coconut oil exports.*

Australia sources a significant proportion of its coconut oil from the Pacific. In 2024, Pacific coconut oil represented 10.5% of Australia's total import value and 19.2% of total import volume. Fiji supplied 7.2% of Australia's coconut oil imports (by value), followed by PNG, Vanuatu and the Solomon Islands.

**PAPAYA**

Value – Pacific papaya dropped by 10.2 percentage points in the Australian market, representing a 100% relative decrease.

Volume – Pacific papaya dropped by 99.2 percentage points in the Australian market, representing a 100% relative decrease.

*Note: According to the FAO in 2021, the Pacific supplied 100% of Australia's papaya imports.*

Australia sourced the majority of its papayas from the Pacific up until 2023. In 2023 onwards, Australia did not import any papayas from the Pacific. In 2021 and 2022, Pacific papaya represented 97.6%, 99% and 75.2% of Australia's total import value and 97.2% and 97.1% of total import volume respectively. Fiji supplied all of Australia's Pacific papaya during those years.

### PAPAYA

2020	2021	2022	2023	2024
Value	156,635	18,036	0	0
Volume	156,635	18,036	0	0
% Pacific	100%	100%	0%	0%

### GREEN COFFEE BEANS

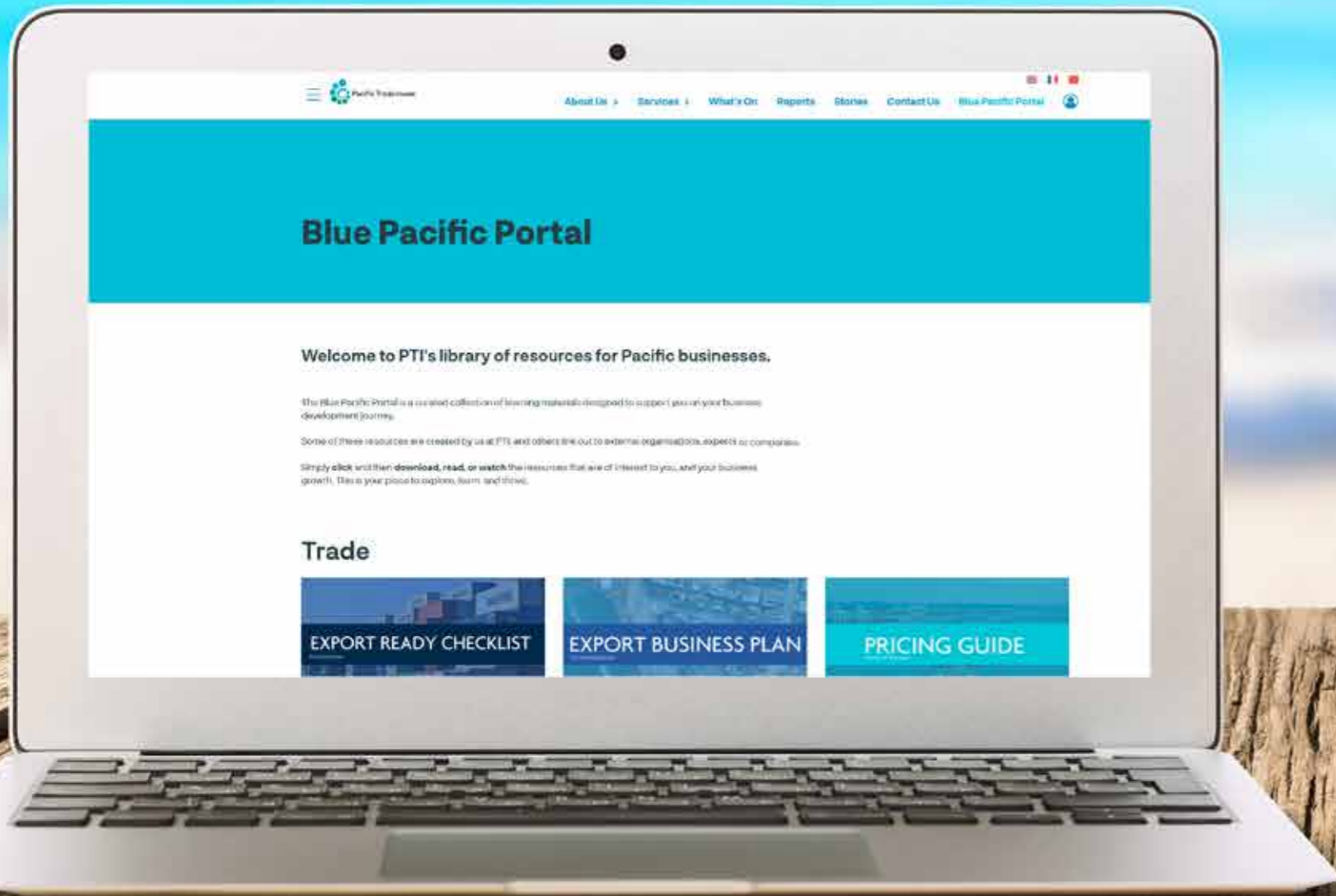
2023	2024	
Value	51,455,659	53,836,139
Volume	51,455,659	53,836,139
% Pacific	8.10%	7.80%

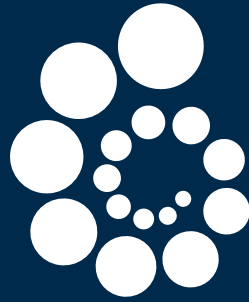
**FROM 2020 TO 2024**

Value – Pacific green coffee beans grew by 1.3 percentage points in the Australian market, representing a 20% relative increase.

Volume – Pacific green coffee beans grew by 1.4 percentage points in the Australian market, representing a 21.2% relative increase.

*Note: According to the FAO in 2021, Australia imported 11% of the Pacific's total coffee exports. The largest importer of the Pacific region's green coffee beans was Germany.*





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AUSTRALIA

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