



Pacific Trade Invest
NEW ZEALAND

2022
ANNUAL REPORT

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Annual Report 2022

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Letter from the Secretary General

In the new normal of a world economy and new international geopolitical structure emerging in the post-Covid world, the Blue Pacific Continent has taken centre stage.

Heads of States and senior government officials from the world's superpowers have come calling, courting the extraordinary resources that the Blue Pacific Continent offers. The Pacific Islands Forum have shown their worth by being at the forefront of many important developments, such as the UN Conference on Biodiversity Conservation in Montreal, Canada; the extensive negotiations leading to the adoption of the historic UN treaty on the conservation of biological diversity in areas beyond national jurisdiction; the ongoing and important discussion and policy setting about climate change; and the welcome return of full-scale international trade and tourism to our vast region.

Through this all we have been faced with great challenges - and responded with a vision of equally significant potentialities.

New Zealand holds a special place in the Forum family. The Government of New Zealand as one of the founding members and a donor of the Forum has supported the Forum Secretariat over several decades across a number of key issues. I would like to take this opportunity to thank the Government and people of New Zealand as a donor of Pacific Trade Invest New Zealand.

An organisation like Pacific Trade Invest New Zealand, is a pivotal partner of the Forum in all of this: telling the stories of the Blue Pacific, the endeavours by our people to live free and healthy lives in a region so rich not only in natural resources but more so, in terms of cultures and traditions that form the fabric of our unique societies; of entrepreneurial accomplishments and of new partnership forged to uncover investment opportunities in the Blue Pacific economies.

I had the immense pleasure of serving the first four months of my tenure as Secretary General in the PTI office in Newmarket, Auckland before I took up residence in Suva. During my short time spent at PTI NZ, I was found it profoundly fulfilling being part of their team who worked tirelessly on behalf of our SMEs in the Pacific, fronting product samples to Auckland shops and supermarket chains. For such a small team, assisting 643 businesses with over 500 services ranging from business advice on merchandising, product development, market access, import requirements, packaging and others makes this a unique regional public good (service) that the Forum offers to its members.

It gives me great pleasure to introduce the 2022 Annual Report from Pacific Trade Invest New Zealand.

Meitaki Ma'ata
Henry Puna
Secretary General



Trade Commissioner's Foreword

Pacific Trade Invest NZ had an outstanding year, facilitating over NZD20 million in exports and investment deals in 2022 and performed over 150 services which included export facilitation and investment promotion. This was no mean feat, given the ongoing challenges we faced.

PTI NZ performs a Trade & Investment Promotion Organisation (TIPO) role for Forum Island Countries on behalf of the Pacific Islands Forum Secretariat. As a TIPO we function to promote and stimulate trade and investment primarily by providing market intelligence, links to the export market, investment advisory service, technical advice, marketing and trade facilitation services.

The business support interventions by PTI NZ which are directed at small and medium enterprises were intended to contribute to their own efforts in export and investment readiness to achieve broader socio-economic outcomes such employment creation, exports, value chains, investment, productivity and others. Such interventions synthesize with channels of support from national governments, donors, international agencies, regional organisations and impact investors.

In 2022 PTI NZ performed this function through several activities viz-viz trade promotion activities including industry events; trade information services including data sharing and market insights; and Kai Pasifika; product development and market identification; investment facilitation and promotion.

The first KAI PASIFIKA event was a highlight. The event brought attention to the culinary industry; showcased unique flavours found in ingredients from the Pacific and used as a platform to support food security, import substitution, culinary tourism, promote exportable Pacific products and more.

In 2022 PTI NZ's trade and investment teams visited Cook Islands, Fiji and Vanuatu after a five-year hiatus. Country visits are an integral part of PTI NZ's work as enables us to reconnect with our clients, strengthens our network further afield and exposes more opportunities for specialist services. PTI NZ's visits revealed new clients, new products, new investment opportunities and invaluable insights into their businesses which in turn, shaped our responses in real time.

PTI NZ took on a bold project to support indigenous SMEs gain e-commerce scholarships for free online tutorials. This was a first for the Pacific with many lessons learned from the project. 384 business owners registered; 18 scholarships were awarded; recipients came from 12 FICs, represented in 9 industries.

As we reflect on this year, we know there is much work ahead, but this will benefit from successes achieved in 2022. My thanks go to the hard-working PTI NZ team. And to all our many stakeholders and partners without whose support none of this would be possible.

Glynis Miller
Trade Commissioner



OUR VISION

To improve the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific Continent.

About Pacific Trade Invest NZ

Who we are....

PTI NZ was established in 1994 under mutual Agreement between the Government of New Zealand and the Pacific Islands Forum Secretariat. Known then as the South Pacific Trade Commission, it had as its purpose to assist Forum Island countries, and such other territories as may be determined by the Committee on Regional Economic Issues and Trade (CREIT), with the development of exports, the promotion of foreign investment and tourism, and cost-effective import procurement.

PTI NZ has gone through several name changes since its establishment. In 2012 the Pacific Trade Invest brand was launched, signifying a bold, more united PTI network.

Our role.....

PTI NZ performs a Trade & Investment Promotion Organisation (TIPO) role for Forum Island Countries on behalf of the Pacific Islands Forum Secretariat. As a TIPO we function to promote and

stimulate trade and investment primarily by providing market intelligence, links to the export market, investment advisory service, technical advice, marketing and trade facilitation services.

PTI NZ works to improve the livelihoods of Pacific peoples through decent work and economic growth in the Blue Pacific continent. Our vision is aligned with SDG 5: Gender Equality SDG: decent work and economic growth.

We help Pacific businesses access the New Zealand export market. We do this by providing market information about New Zealand to help inform exporters, growers, producers, governments and other agencies. Providing business advice on market competitiveness, trend and how to meet the opportunities which present itself is the mainstay of our services. We promote investment opportunities in the Pacific island countries to foreign investors and provide investment advisory services to SMEs.

PTI NZ is part of the PTI global network with offices in Geneva, Switzerland; Beijing, China; and Sydney, Australia, we serve all member countries of the Pacific Islands Forum including Cook Islands, Federated States of Micronesia, Fiji, French Polynesia, Kiribati, Republic of Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

Our clients and customers.....

We work with businesses in the Pacific island countries to facilitate export and investment deals. Our export clients are businesses in the Pacific looking to grow their exports in the New Zealand market. Our investment clients are businesses and state-owned-enterprises in the Pacific seeking investment opportunities with New Zealand or international investors and financiers. Our customers are New Zealand based importers, distributors and wholesalers doing business with the region.

PTI New Zealand Monitoring and Evaluation

An Intervention logic model and outcomes framework

Pacific Trade Invest's (PTI) Strategic Plan 2023-2026 embraces the collective strength of the global network and the nations of the Blue Pacific. The PTI Strategic Plan clearly articulates a network-wide vision of enabling decent work and economic growth in the Pacific and positively impacting the livelihoods of those who call the Pacific their home. PTI New Zealand's 2021-2023 Strategic Plan translates the global PTI Strategic Plan into what it means for New Zealand and PTI NZ.

PTI NZ seeks to be at the forefront of monitoring and evaluation (M&E) for the network. In its development of M&E framework the intent is to articulate the measures of importance (in alignment with global PTI) and provide a line of sight from the activities delivered to the intended outcomes.

The M&E framework was developed with reference to:

- Workshops with the PTI NZ team
- Research on what appropriate indicators and measures might be
- PTI NZ's Strategic Plan
- PTI Strategic Plan for 2023-2026
- PTI NZ Marketing and Communications Strategy
- PTI NZ Budget and Workplan
- PTI NZ quarterly reporting

The pathway involved:

- A high-level M&E plan, and a schematic for how all the M&E documents and functions fit together.
- An intervention logic model. What PTI NZ is seeking to achieve, underlying assumptions, and the drivers and opportunities that are being addressed.
- An outcomes framework. PTI NZ's outputs and outcomes, including how they will be measured, how the data will be sourced, and how they will be used.

Intervention logic

To focus monitoring, evaluation, and outcomes measurement in the right areas, it is important to understand how PTI NZ intends to create change. The intervention logic model diagram (see overlay) sets out what PTI NZ is doing to lead to long-term changes in the Pacific's decent work and economic growth.

- Drivers and opportunities – articulation of the problem and opportunity. It is a succinct description of what is wrong (or an opportunity) that needs attention or change. It is important that the problem definition is not influenced by perceived solutions.
- What we do – description of what the intervention or activity is, the key actions, or components.
- Outputs – the things that are produced or caused. They are things that can be counted. Often in terms of quantity, quality, and cost. These are often reported on quarterly to funders. But some may be tracked for internal purposes to better understand performance and to guide continuous improvement.
- Short-term outcomes – Outcomes or changes that are expected or intended to flow from the outputs. Often described in terms of changes in knowledge, skills, attitudes, and access.
- Medium-term outcomes – changes expected or intended to follow from short-term outcomes. Usually described as changes in behaviour and decision-making.
- Long-term outcomes – Changes which follow from medium-term outcomes. Changes in status, life conditions, or business outcomes and the business environment.
- Impact – high-level benefits or ultimate change that PTI NZ contributes to. Economy wide.
- As the outcomes move toward the right, it is expected that PTI NZ will have less control over those outcomes, and would not be held accountable for achievement of those outcomes. There are many partners, and conditions, that will have a larger role.
- There are exclusions stated in the box at the bottom left – areas where PTI NZ is not active in.



Monitoring and evaluation plan

We recommend the following monitoring and evaluation products, and timelines:

1. Report on outputs quarterly to funders, with a narrative to accompany results. As PTI NZ matures this should move to exceptions reporting.
2. Reporting on the performance of short-, medium- and long-term outcomes annually, with a PTI NZ lens on level of attribution and narrative.
3. Three to five-year cycle of evaluation activity focusing on specific programmes, initiatives and/or cross-cutting themes.

For example:

- Process and early outcomes evaluation of export capability assessments and subsequent projects
- Process and early outcomes evaluation of investment services
- The influence of culture in trade and investment

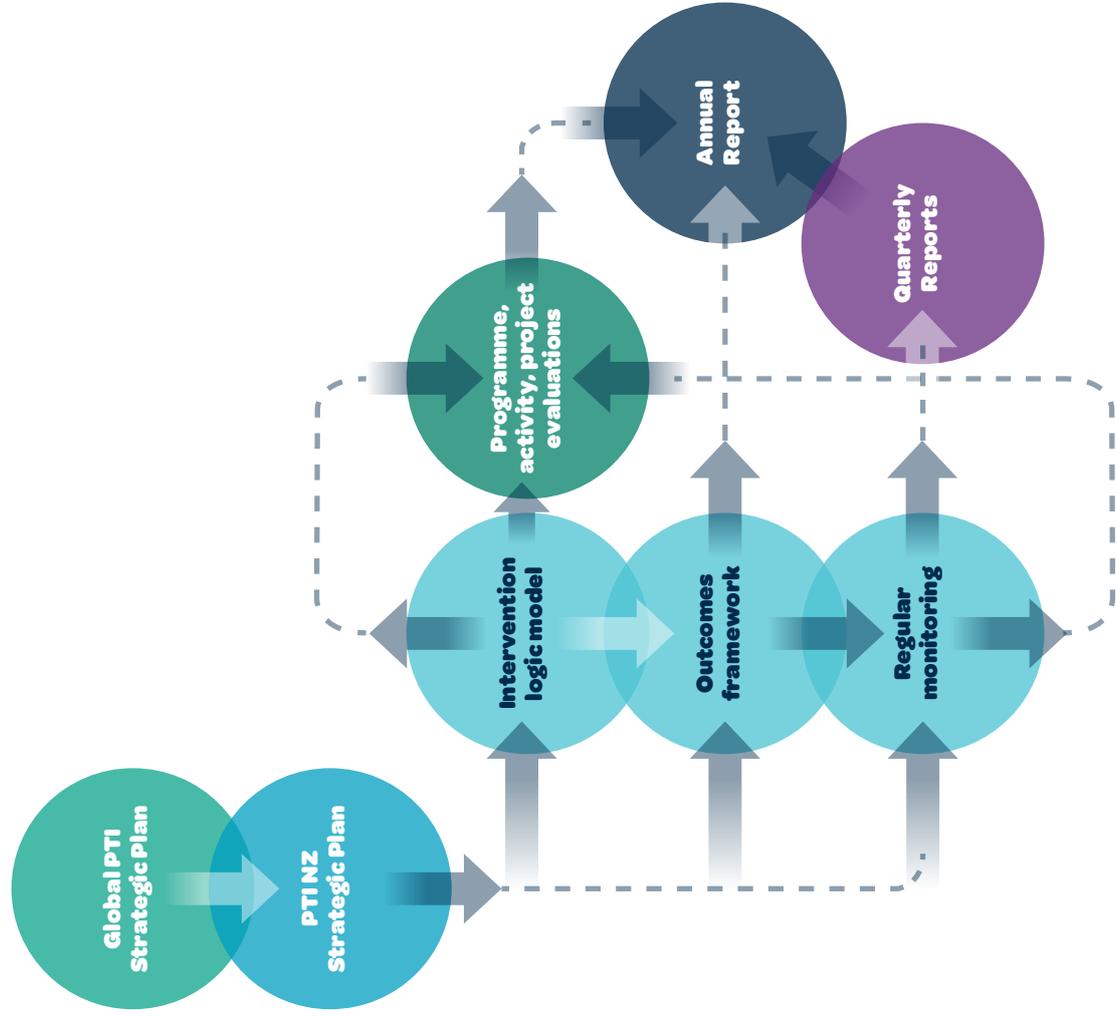
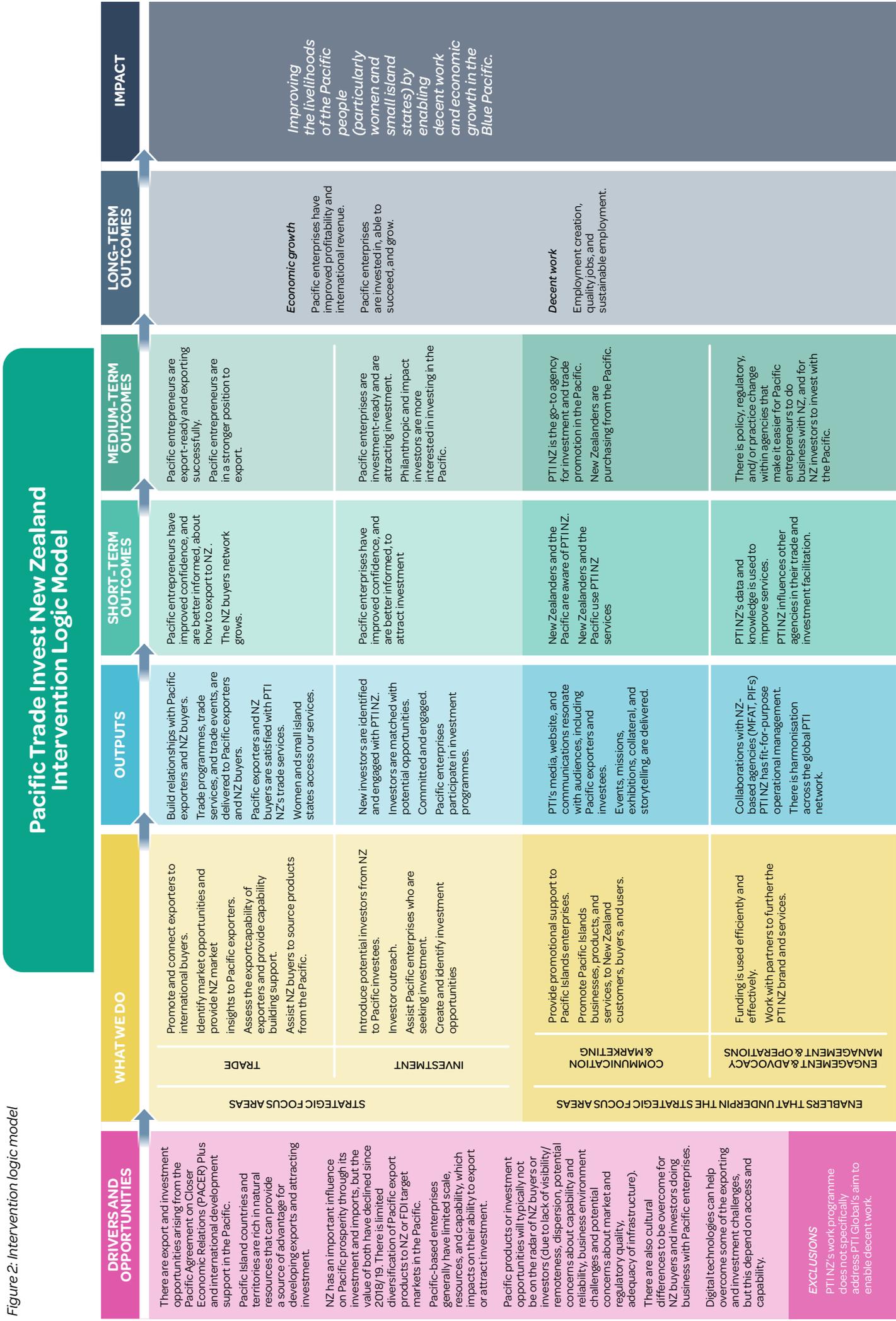


Figure 1: The link between strategy, monitoring and evaluation, and reporting requirements

Figure 2: Intervention logic model



Trade Overview

Regional trade and foreign direct investment have been the cornerstones in the economic development of the Blue Pacific continent. Over the five-year period from 2017 – 2021, the Pacific's merchandise exports grew by 14% and merchandise imports increased by 6.6% (ESCAP 2022) with Australia, New Zealand, Papua New Guinea and New Caledonia accounting for much of the Pacific region's merchandise trade.

The economic landscape of the Blue Pacific continent has been shaped more recently by the global impacts of the COVID-19 pandemic, the Ukraine-Russian war, severe weather conditions, rising fuel costs, global value chains and the digital economy presenting constraints but opportunities such as tourism as well for marginalized segments of our economies including SMEs and women in business.

Central to PTI NZ's trade programme is facilitating connections for Pacific exporters to enter the New Zealand market and for new exporters to gain an understanding of the competitive New Zealand market. In 2022 our trade services were dedicated to working alongside export-ready businesses to grow their exportability and helped to create new value propositions for their business and for their exportable products. Recognising the importance of partnerships, our engagements with New Zealand and regional based agencies, academic institutions, policy entities, national governments, State Owned Enterprises, industry leaders and Business Councils, lead to a remarkable outlay of achievements to year end. Some of our achievements would not have been possible without the support of inter-agency collaboration.

The PTI global Strategic Plan was endorsed in 2022. With it, followed the Intervention Logic Model and Outcomes Framework – a first for PTI NZ – which is aligned to both the Strategic Plan and the Annual Workplan as a monitoring and evaluation tool.

As borders began to open, PTI NZ took advantage of the situation to reconnect with clients and stakeholders given the time-lapse since the last rounds of face-to-face interactions occurred pre-COVID. Our teams travelled to the Cook Islands, Fiji and Vanuatu to reconnect with clients, discovered new product lines and pursued investment interests.

PTI NZ partnered with Ka Hao I Te Ao to support Pacific businesses with free online scholarships for e-commerce knowledge learning to create their own online business.

Key Trade Outcomes in 2022

- We provided 542 services to businesses in the Blue Pacific; 63 of them to women-owned and women led businesses.
- Supported 30 SMEs with free scholarships for e-commerce.
- We sponsored 5 chefs from the Pacific, supported 20 chefs and 14 food writers from New Zealand to Kai Pasifika, a culinary event hosted by Homeland Restaurant, to promote Pacific food and beverages.
- We secured 82 new business introductions.
- We partnered with CONVATEC NZ and SPC to distribute over 300kg of medical devices gifted by Health NZ to Kiribati, Solomon Islands, Fiji, Samoa, Tonga and Vanuatu.
- Sponsored a delegate from Samoa to participate in the Pacific Cacao & Chocolate Show in Auckland.
- Provided \$35,00 in funding to support 11 producers with packaging, labelling, website support and equipment.
- Awarded \$46,000 to 21 exporters under the Freight Subsidy Support to assist companies with high freight costs. Ten of the companies were women owned or led, and for were from the Smaller Island States.
- Over 400 persons/agencies registered to attend the online Path2Market webinar on Fresh Produce exports.
- PTI NZ was represented at the Forum Trade Ministers Meeting in Vanuatu. The Trade Commissioner addressed the Ministers as part of the Private Sector Dialogue organised by the Forum Secretariat on the theme Towards a Resilient Economic Recovery and Stability.
- Provided support to Solomon Island Tuna for design of new labels for the New Zealand market.
- We sourced over 10kg of product samples from New Caledonia, French Polynesia, Fiji, Niue, Vanuatu, Solomon Islands to introduce to New Zealand buyers.

Case Study:

E-Commerce, A different kind of business resilience

The PTI network’s Business Monitor Survey of Small and Medium Enterprises (SMEs) across the Blue Pacific during and post the COVID-19 pandemic reported that one of the top three initiatives they wanted most to support their business was access to technology and skills to improve digital trade readiness. SMEs called for more training in e-commerce; more awareness on how to transition their business online and how to use e-commerce to extend their reach beyond the domestic market.

Responding to these challenges to empower our people with new skills training in digital trade, support indigenous SMEs reach new markets, expand their customer bases, and generally achieve prosperity, PTI NZ partnered with Ka Hao Indigenous eCommerce (Ka Hao) to sponsor a number of scholarships for selected SMEs.

The Ka Hao e-Commerce online training courses involved 12 weeks of workshops; peer learning through a systems-based approach to website build, maintenance, marketing, driving traffic, managing customer base, reaching new markets, managing online sales, and much more, all led by Ka Hao’s network of e-Commerce experts.

Reflecting on the Regional E-commerce Strategy, PTI NZ Trade Commissioner, Glynis Miller said, “Opportunities such as this don’t come often, and when they do, the onus is on us as an agency of the Pacific Islands Forum Secretariat to align ourselves with partners who bring solutions to the region – solutions such as e-Commerce skills development is so needed.

Ka Hao is an Indigenous not-for-profit enterprise with a successful track record of providing e-Commerce education to Indigenous entrepreneurs. Their vision is to improve the lives of 10 million Indigenous people worldwide through e-Commerce.

Daryl Ikbal, Tuvalu Department of Trade:

“Ecommerce opens massive opportunities to small businesses in #Pacific Indigenous communities”.

“I was able to hear how the programme works and is tailored for Pacific Island businesses to be part of an interactive training opportunity to help boost their online activities and use e-commerce to drive sales. The Ka Hao Program also goes beyond E-Commerce education, it is also heavy on implementation and support so students can graduate well-informed about entering the digital space. It is built on a system with students step by step, so they’re fully equipped with everything needed to run their online eCommerce store.

“What’s amazing about this programme is they give this education all for free to Indigenous businesses”.

Facilitating foreign direct investment

2022 Highlights

- Given the drive by Pacific Island governments to transition to sustainable energy efficiency solutions PTI NZ actively helped to identify reputable companies for governments to consider as investment partners.
- Established relations with impact investors, investor networking groups across a range of sectors to promote the Blue Pacific as an investable region.
- PTI NZ facilitated a series of meetings between a UK-based firm and the Government of Niue on an investment proposal in the renewable energy sector.
- PTI NZ introduced an Australian company who is a leading developer of battery cell technology, delivering innovative energy storage and e-mobility solutions worldwide to authorities in New Caledonia.
- PTI NZ assisted a resort owner in Samoa with investment proposal and pitch deck as part of investment proposal to potential investor.
- Assisted IPA Tuvalu with presentation to showcase investment opportunities in climate resilience.
- Connected a NZ enterprise in mushroom farming to a Fiji based mushroom farm to consider investment possibilities.
- Conducted investment webinar ‘Investing in Resilient, Renewable Energy Systems (RRES) for the Forum Island Countries (FICs)’.
- PTI NZ established relations with IDH (Netherlands and Indonesia) and worked with them to design a pilot project in the pacific through a PP impact fund for smallholder farmers. Discussions with IDH Indonesia and Fiji Ministry of Agriculture were on-going throughout the year.
- Following the Trade Commissioner’s visit to a start-up farming enterprise in Taveuni, Fiji, the farm managers reached out to PTI NZ for introductions to interested parties who could invest in their business. PTI NZ recommended them to PHAMA Plus who took them on as a pilot project with resources to support a seed bank.
- Visited Fiji to introduce PTI NZ’s investment portfolio; had meetings with SMEs, government departments and Investment Fiji to learn about their business/investment opportunities and to follow up with developers on the state of their dealing with pacific island countries, introduced by PTI NZ.
- PTI NZ was introduced to a developer in Vanuatu. Provided feedback on the green-field investment proposal. Introduced the company to financiers. Negotiations were on-going throughout the year.
- Spearheaded discussions with an NZ Charitable Trust looking for business opportunities in the Pacific Island countries. PTI NZ made introductions to PNG, RMI, Tuvalu and Palau. PTI NZ worked with the Charitable Trust on their investment proposals and facilitated meetings with the IPAs to progress.
- PTI NZ launched a Pacific SMEs Investment Readiness Project in Pacer Plus countries with the objective of building a pipeline of investable projects which PTI NZ would front to investors. The project started in October 2022 and will end in June 2023.
- Online investment directory developed inhouse as a reference guide for foreign investors.
- PTI NZ worked with the Department of Trade and Investment in New Caledonia to present on investment to companies and start-ups organized by the Department.
- PTI NZ presented on “Facilitating investment in SMEs” at an online webinar organized by Pacer Plus Implementation Unit.



Case Study:

Timely social impact investment in critical healthcare

Health care is ranked in the top 3 most critical priorities by Blue Pacific economies. Development partners and donors work closely with Government authorities to necessitate solutions to address such priorities through soft and hard infrastructure, mostly policies and technical assistance.

Looking at health care through an investment lens is a role Pacific Trade Invest New Zealand has been working on since 2022 specially to bridge the gap where investment in critical areas can make the difference for countries.

Enter Ayus Charitable Trust, based in Auckland, New Zealand. Founded in 2019 to provide healthcare related services to the marginalised societies in the Pacific and globally, the Trust is registered as an International Charity and Accredited with DONEE status. The trust is run by Mr. Manu Munibhargav and his son Mr. Durdamya Munibhargav.

Throughout 2022 PTI NZ introduced Ayus to senior health officials in several Pacific Island countries to work together on a long-term strategy involving medical services, infrastructure, education and training and most importantly, turnkey projects especially expertise in Hemodialysis, Cardiology and Radiology.

Notable contributions to the Pacific Islands included:

- 2022: Conducted a medical camp for diabetes testing in Port Moresby valued at US\$26,000.
- 2021: Donated medical equipment including ventilators, medicines, to Papua New Guinea valued at US\$240,000.
- 2021: Donated cancer drugs to Ministry of Health, Government of Fiji valued at US\$ 22,000.

- 2020: Donated much needed drugs for treatment of breast, cervical and lung cancer to the Ministry of Health, Fiji valued at US\$70,000.

Looking back on the Ayus's relationship with PTI NZ, Durdamya Munibhargav was quick to add "PTI NZ has been providing exceptional services in promoting investment opportunities in the Pacific Countries and at the same time protecting the interest of the investor. They are a great asset and have helped us in many introductions to ministries and to key stakeholders and have always been there to resolve any difficulties faced."

Giving back to societies is a value-based approach embraced by Ayus. The Charitable Trust travels to the Pacific regularly conducting medical camps for medical diagnosis and treatment for patients.

Country Profiles

Papua New Guinea

With help from PNG Investment Promotion Authority, PTI NZ introduced an established business owner in Fiji to contacts in Bouganville with a view to carry out a scoping mission to set up a business operation in Bouganville.

Palau

Reached out to Palau Small Business Development Centre and Palau Chamber of Commerce to re-establish relations with PTI NZ and offer trade and investment advisory services to established businesses in Palau.

FSM

Connected a local enterprise in the aquaculture sector to a small international investment facility to discuss capital investment.

Tuvalu

Awarded E-Commerce Scholarship to Tuvalu SME.

Solomon Islands

Promoted the E-Commerce Scholarship Programme for indigenous businesses and pushed for applications from Solomon Is SMEs.

New Caledonia

PTI NZ connected four companies to NZ investors and capital venture funds to discuss business expansion plans involving new technology.

Vanuatu

Sponsored local chef to participate in KAI PASIFIKA, a culinary event for New Zealand and Pacific chefs to experience ingredients from the Blue Pacific

Tonga

Provided New Zealand market insights for fresh and frozen root crops and kava for the Ministry of Trade and Economic Development.

Fiji

Supported a women-owned business in premium skin care with branding, marketing, labels for New Zealand retail distribution.

OUR BLUE PACIFIC REACH

PTI New Zealand works across 16 unique and diverse Blue Pacific countries.

Nauru

Promoted the E-Commerce Scholarship Programme for indigenous businesses and pushed for applications from Nauru SMEs.

Republic of Marshall Islands

Campaigned with RMI Chamber of Commerce and key contacts on the ground to participate in the 2022 Business Monitor Survey series.

Kiribati

Promoted the E-Commerce Scholarship Programme for indigenous businesses and pushed for applications from Kiribati SMEs.

French Polynesia

Promoted fine food F&B product lines to a New Zealand buyer. Arranged product samples for market tests, pricing.

Samoa

Provided resources under the Freight Support Programme to Samoan SMEs who qualified under the scheme.

Niue

Introduced a UK based firm to Niue Government to present an investment option on Niue's Energy Efficiency, Decarbonisation efforts.

Cook Islands

Sponsored local chef to participate in KAI PASIFIKA, a culinary event for New Zealand and Pacific chefs to experience ingredients from the Blue Pacific.

Case Study:

Sustainable Commodities & Nature-based solutions in the Pacific and Southeast Asia: A Pilot

IDH, The Sustainable Trade Initiative works with farming collectives, financiers, and governments to achieve sustainable production and trade to transform markets and livelihoods.

The IDH Farmfit Fund is the world’s largest public-private impact fund for smallholder farmers. Its innovative financing model makes investments in smallholder farmers attractive by de-risking investments in smallholder farming, driving sustainable impact and lowering risks and costs for both farmers and investors. Starting with EUR 100

million, the Fund is expected to raise billions of Euros to address the USD 170 billion financing gap in smallholder farming finance.

PTI NZ’s discussions with IDH Indonesia began in early in 2022 to explore the possibilities of setting up a pilot project in the Pacific given that IDH were at the time, looking for a foothold in the Pacific region. PTI NZ saw a gap in green investments and what could be achieved in the agriculture sector through a global value chain model suited to the Pacific.

Production, Protection, Inclusion (PPI) model agreements supported by green growth policies and budgetary support, responsible agri-practices would support the kinds of interventions needed to achieve the outcomes we thought was doable.

De-risking Smallholder Financing

The Fund de-risks investments into smallholder value chains by using a

number of de-risking tools. As a result, it catalyses commercial investors to invest into smallholders and other actors in the value chain. In addition the IDH Farmfit Fund draws on the integrated approach of IDH Farmfit Business Support and IDH Farmfit Intelligence. The EUR 100 million IDH Farmfit Fund takes the highest risk positions in an investment, taking responsibility for the first losses incurred. The Fund is supported by a second loss guarantee facility from USAID (up to USD 250 million) which provides a significant element of reassurance for investors.

After several rounds of discussions with the Ministry of Agriculture in Fiji, IDH and the Fiji Cane Growers Council to pilot a project in Fiji, the Ministry put forward a proposed list of commodities in line with the government’s food security priorities with the intention of supplying fresh produce to targeted markets in SE Asia for value-adding. Discussions with the parties continued into 2023.



Market Research by Industry



Export Capability Assessments

41 clients received export capability assessments.
Industry breakdown:



Webinars

POLL:



Invest – 48 attendees
P2M (kava and agriculture) – 77 attendees

TOP 5 CHALLENGES

- 1 **High cost of freight and logistics**
- 2 **Labour issues**
- 3 **Quality and consistency of supply**
- 4 **Understanding market entry requirements**
- 5 **Communication**

New Global Connections



No. of Pacific Businesses assisted

273

Export Facilitation

20.8m

Investment Facilitation (NZD)

58.5k

No. of Women-Led Businesses assisted

35

Stakeholder Engagement

Part of PTI NZ's success is due to the partnerships, collaborations, and advocacy efforts it undertook in 2022. PTI NZ made quite a bit of effort to engage with agencies including economic development organizations in New Zealand and the Pacific who share similar objectives.

- Through such partnerships, PTI NZ was able to optimize its performance through shared resources. By advocating for shared goals PTI NZ was in a better position to deliver bespoke projects for SMEs.
- Inter-agency engagement took the form of quarterly roundtable talanoa which were represented by PTI NZ, MFAT Pacific Connections, Pacific Corporation Foundation, Business Link Pacific, New Zealand Trade & Enterprise, and Pacific Business Link. The quarterly meetings were designed for cross pollination of information regarding workplans, highlight intersections on private sector development in New Zealand and in the pacific region; and to encourage cross-agency collaboration.
- PTI NZ represented the PTI network on a private sector panel at the Forum

Economic Ministers meeting in Vanuatu and presented a paper on key market insights when developing sustainable growth policy measures and regional initiatives.

- Collaborated with Pacer Plus Implementation Unit to fund a pacific-first project on investment readiness to upskill SMEs and build a pipeline of investment ready projects.
- PTI NZ worked with CONVATEC, Health NZ and the Suva-based Pacific Community (SPC) to organise the distribution of around 300 tonnes of assorted medical devices, gifted by Health NZ to Solomon Islands, Kiribati, Tonga, Fiji, Samoa and Vanuatu.
- PTI NZ partnered with MFAT NZ, Peter Gordon and Homeland Restaurant to organise the inaugural Kai Pasifika foodie event featuring 25 chefs from both New Zealand and the pacific plus 14 food writers from NZ. Products from Vanuatu, New Caledonia, Fiji, Solomon Islands and Tahiti were featured.
- A third collaboration was cemented with the signing of a partnership contract between PTI NZ and Ka Hao I Te Ao to support indigenous business with free e-commerce scholarships.



Case Study:

A timely donation of medical devices to Pacific Island Countries

In December 2022, Pacific Trade Invest New Zealand entered into an agreement with Convatec New Zealand Limited to receive a donation of excess medical inventory to support patient care and treatment, for distribution to selected Pacific island countries in the Blue Pacific.

The donation of medical device products had a total market value of just under NZ\$70,000.

With the help of Convatec and DHL NZ, pallets of medical devices were inventorized, palletted, and documented for uplift.

Nassau International, an Auckland-based freight forwarder company was engaged to book freight with shippers, document and arrange shipment to health focal points in Samoa, Tonga, Fiji, Kiribati, Solomon Islands and Vanuatu.

The Pacific Community (SPC) was instrumental in coordinating country needs through the national focal points. The cost of shipment from New Zealand was funded by the Pacific Islands Forum Secretariat (PIFS).

The items, surplus to stock, were very much welcomed by health authorities in the receiving countries.

Trade Commissioner, Glynis Miller said “the coordination and ease in which this all came together came down to our networks and contacts both in-country as well as at the regional level. The Council of Regional Organisations in the Pacific (CROP) architecture which includes SPC and PIFS had a role to play and is a good example of intra-CROP coordination to deliver on a regional public good”.

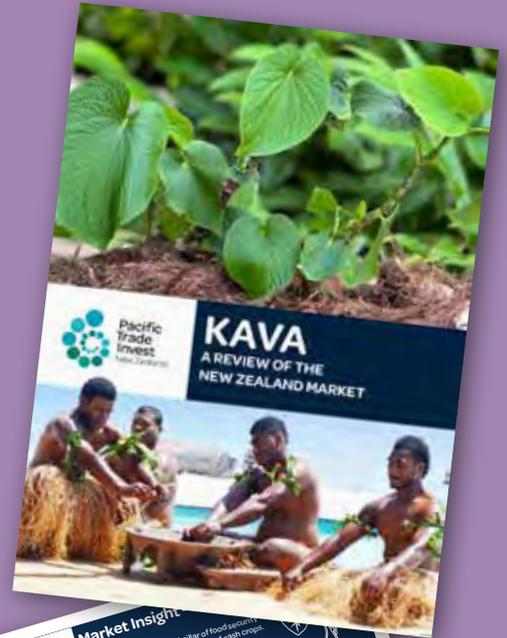
The Trade Commissioner went on to say that the donation by New Zealand was very much appreciated by the receiving countries.



Marketing & Communications

- PTI NZ’s marketing and communication is an enabling function that supports the Programmes side of the business. Its purpose is to promote our work through media channels to give attention to who we are and what we do. Building our profile and that of our clients in the Blue Pacific remained a constant throughout 2022. In today’s digital age, traditional media outlets, such as industry and trade publications, continued to provide a valuable channel to reach target markets. PTI NZ recognized this and leveraged mainstream media coverage to promote Kai Pasifika and Path2Market, two flagship events in 2022.
- As part of its ongoing efforts to promote the Blue Pacific Continent, PTI NZ created and had editorials on the topic accepted for publication in prominent magazines such as NZ Listener, NZ Farmer, Cuisine, NZ Rugby World, Verve, and Informed Investor magazine, and the New Zealand Herald.
- Through the Business Monitor Surveys results we were able to contribute to public policy based on evidence-based data from the surveys which also informed our service offerings to clients in the pacific island countries. PTI NZ wrote over 20 articles and Opinion pieces for Pacific Focus, the PTI network newsletter brought in, in 2021 to replace Pacific Periscope and TradeWinds. The newsletter has over 3000 subscribers.

- In 2022, PTI NZ launched the Freight Subsidy project to assist SME exporters deal with high freight costs which, during the COVID-19 pandemic, weighed heavily on exporters who faced losing international orders. Post-COVID and into the COVID-recovery period, cost of air and sea-freight remained at their highest levels for pacific companies exporting to New Zealand, Australia, Europe, the Americas and Japan. PTI NZ’s communication tools design to market the project to ensure it reached the desired audience was complimented by a new in-house designed, quick and efficient online application process.
- A new, revamped website and upgrades to the CRM was finalised in 2022 as part of the PTI network digital transformation. This required PTI NZ to transition to the PTI global site which brought changes to internet hosting, a PTI global CRM and to email addresses.
- Market intelligence reports, data collection, designs and illustration all helped PTI NZ’s efforts to build our own branded resources for use by our clients. The NZ Kava Market Insights report was published in 2022 along with NZ Market Insights – Root Crops, Vanilla, Coffee, Cacao, Tahitian Limes, Breadfruit, Pineapples, etc. offering exporters with a quick-reference guide to exporting to New Zealand.



Case Study:

Kai Pasifika

In the Pacific islands, it is not uncommon to associate the word kai with food or more formally, cuisine, either directly or by association. It is also not uncommon to pronounce one's national identity through kai. But more than that, the preparation, production, consumption of food in a formal or informal setting involving groups of people gives way to a level of diplomacy that for generations has been used to settle arguments; forge alliances, mend feuds and to build trust.

Culinary diplomacy forged to create cross-cultural understanding can be expanded to encourage critical thinking about food related issues which impact people's lives especially in the Pacific context where food is the thread of our societies.

For four days in October, Kai Pasifika had spotlight status on Auckland's culinary stage. Promoting more than 25 products from 8 Pacific Islands countries, the event far exceeded its expectations. Kai Pasifika could not have had a more deserving food ambassador than renowned chef Peter Gordon of Homeland fame, the Food Embassy.

A celebration of Blue Pacific cuisine resonated well with all that Kai Pasifika was intended to represent, with food being at the centre of Pacific people's livelihoods, of food security; encouraging Pacific chefs to use more local ingredients in their menus; to

encourage healthy eating habits; promote healthy lifestyles, etc. All that and more, providing a vital source of income for women and youth in communities across the Blue Pacific.

Notwithstanding the regional and global response measures to COVID-19 recovery while recognising the socio-economic impacts on Pacific communities with its devastating effects on the tourism sector in particular, Kai Pasifika was a refreshing yet noble effort to heighten awareness in New Zealand of the exquisiteness of Pacific products. In addition to increasing the awareness of premium Pacific food in New Zealand, Kai Pasifika has the potential to foster people-to-people exchange between Pacific chefs and their counterparts in the 5 participating countries through a twinning programme involving the national tourism authorities. Funding of the project broadened the scope of the project with the inclusion of five chefs from selected PICs. The partnership with MFAT was key to the success of the project.

Kai Pasifika was designed to bring awareness about niche food items the available to New Zealand's culinary industry; to engage with chefs from the Pacific; exchange ideas and tips about food preparation; and to create a platform to encourage New Zealand to think about the importance of food security; import

substitution and what it means in a Pacific context.

Hayden Stewart a New Zealand chef who participated in the event said "Kai Pasifika was a great opportunity to discover new high-quality products from the Pacific. I loved all the products showcased and used most of them in the dishes I served at the event. I look forward to finding them on the NZ market and hope they can be available soon."

The selection of 'star products' included Bora Bora Sea Salt, Cacao Butter & Cacao Nibs from the Cacao Ambassador, Albacore Tuna from Golden Ocean, New Caledonian Blue Prawns, Niue Honey, Snap Frozen Taro and Cassava from Tukai Fiji, Vanilla from French Polynesia and Tonga and Koko Samoa from Auntie Tommy's.





Cook Islands

The Cook Islands is a self-governing island country in the Pacific in free association with New Zealand. The island is volcanic, with an area of 67.39 km² and is home to 75% of the country's population.

Capital: Rarotonga
 Currency: NZ dollar
 Population: 17,434 (2021 census)
 Industries: Finance, Tourism, Retail, Art & Culture, Fishing, Garment, Fruit processing

NZ\$123,500 exports
 3 export deals

In February 2022, New Zealand opened its borders for passenger travel to/from the Cook Islands. PTI NZ took advantage of this by sending a small team to Cook Islands led by Trade Commissioner, Glynis Miller. A New Zealand importer of frozen crops and a leading logistic company with deep connections to the Cook Islands complimented the PTI NZ team.

2022 Highlights

- Ran a half-day Path2Market workshop in collaboration with the Cook Islands Chamber of Commerce, Business Trade & Investment Board with the support of the Cook Islands Government and the New Zealand High Commission. The workshop drew 32 participants from the private sector as well as Government officials.
- Supported a Cook Islands company improve their label designs and marketing strategy to raise product profile for New Zealand health drink market.
- Supported a Cook Islands business obtain organic certification.
- Awarded two scholarships to SMEs for e-commerce training.
- 4 companies received freight subsidy towards export costs.
- Engaged with New Zealand and international impact investors and stakeholders to understand their interest towards Cook Islands.
- Engaged with Government officials about COVID recovery efforts through public private engagements for investment opportunities in fisheries, climate adaptation, energy efficiency and primary industries.
- Provided New Zealand market research for a small business operating in the Cook Islands F&B sector to understand price comparisons, source market and market demand.
- Serviced 13 women-led-owned businesses in the Cook Islands with New Zealand market intel, business advisory service, connections with New Zealand distributors.
- Sponsored a chef to participate in Kai Pasifika, a culinary event organised by PTI NZ and MFAT with support from Chef Peter Gordon and the Homeland Restaurant team.

Case Study:

Cook Islands country visit

In February 2022, Pacific Trade Invest took advantage of the re-opening of borders between New Zealand and the Cook Islands, to plan a dedicated country visit to Cook Islands. Led by Trade Commissioner, Glynis Miller, and supported by Trade Development Manager, Rohan Lord, the objective of the country visit was to re-establish relations with the Government and key stakeholders; to present PTI NZ as a key ally in trade and investment – both in goods and services (including fisheries and tourism investment) and to better understand the Government's efforts to reset the economy from the effects of the COVID-19 pandemic. A key component of the visit was to hear from business owners, operators in all sectors as well

as to meet with the Chamber of Commerce and the Business Trade and Investment Board (BTIB). A courtesy call was paid to the New Zealand High Commission.

Accompanying the PTI NZ team was Mr Les Marshall, Cibus Imports and Jackie Nassau, Nassau International.

A Path2Market workshop on Export Readiness was convened with insights from Cibus on importing frozen agricultural produce from Pacific island countries. The Cook Islands Biosecurity Division presented on biosecurity measures. Kauvai Customs Agency and Nassau International presented on Customs Procedures. All sessions drew large interest from the participants. The

Path2Market workshop was opened by H.E. Tui Dewes, High Commissioner, New Zealand High Commission.

A survey of participants who attended the workshop found that some sessions were relevant whilst others provided suggestions on other topics for future workshops including the NZ market for value added fruits and vegetables. As one participant commented "I didn't realise Cook Islands has approved market pathways for produce other than taro, papaya and chillies". There are business opportunities to be made".



Federated States of Micronesia

FSM sits in the western Pacific Ocean region and is part of the collective referred to as the Micronesian sub-region. The country is made up of four states, Yap, Chuuk, Pohnpei and Kosrae.

Population: 105,987
 Capital: Palikir, Pohnpei
 Currency: United States dollars
 Industries: Fisheries, Tourism and Agriculture.

Increased awareness as an investment destination

The PTI Pacific Business Monitor – Recovery Series Q2 2022 report was generated from responses gathered from 96 businesses across the Pacific region, including 56 female-led/owned businesses. A low number of survey respondents from FSM, nevertheless those who responded provided valuable information on the state of the country’s COVID-19 management efforts.

2022 Highlights

- In December, PTI NZ supported PIFS Planning session for SIS Desk Officers including from FSM.
- Promoted investment opportunities in FSM to New Zealand businesses who were interested to learn about the ease of doing business in Micronesia.
- Connected a local enterprise in the aquaculture sector to a small investment facility in the United Kingdom to discuss capital investment. PTI NZ assisted with the compilation of a pitch deck.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in the NZ Investor magazine.
- PTI NZ supported the Business Monitor Survey series which was designed to track the ongoing impacts of COVID-19 on businesses in FSM and other PICs.
- Promoted the E-Commerce Scholarship Programme for Indigenous businesses in FSM and pushed for applications from SMEs.

Case Study:

Freight Support Programme

For the most part international trade volumes in the Blue Pacific compared to other regions is very small being that trade is heavily skewed to imports. This places a heavy reliance on international shipping. Containers that arrive full of goods, leave empty although admittedly some countries exports are both FCLs and LCLs. It is a recognised fact that there are high volumes of empty containers exiting from the region. It is unavoidable. Such is the characteristic of Pacific trade.

The Pacific's low trade volumes and small market size is a direct consequence of the limited number of shipping vessels serving the region, vessel size and configuration, service levels and rates. Less number of vessels means limited competition.

Pacific Island economies with larger export capabilities have specific containerisation needs and sizes to accommodate the bulk exports. For some, they include temperature-controlled containers for food items, fish included, and consumer goods such as water, molasses whereas bulk commodities, phosphate, and other minerals, natural and liquified gas, timber, sugar etc are shipped in bulk carriers. Such bulk exports do not help reduce the number of empty exported containers because these are in separate supply chains, transported in dedicated, specialised vessels. Different carrier types require different and sometimes specialised port services, payloads, road networks, technology, and a more integrated supply chain to service them. Hence, special carriers with specific bulk holds come in empty and go out full. A small number of multipurpose vessels containers are utilized to export high-value niche products such as coffee, cacao, kava, coconut oil, vanilla, squash, beef or frozen and canned tuna.

Small volumes, long distances, high empty container returns, and inefficient ports make shipping costs relatively high for pacific island countries coupled with sudden price shocks such as global fuel prices, new shipping regulations, etc.

Against this background, pacific exporters are compounded with the high cost of freight. Freight costs which include not only ocean volume rates but surcharges, fuel, port congestion fees, terminal handling fees, biosecurity fees, maritime security fees, all passed on to the exporter and eventually the consumers.

Running and maintaining a business in the Pacific takes grit which is why Pacific Trade Invest New Zealand set up a small grants scheme to cushion the high costs of freight faced by exporters. The grant was administered on a cost share arrangement up to NZ\$2,500 per applicant for NZ\$5,000 or more freight costs. Under the eligibility criteria, the Freight Support Programme received a total of 47 applications; 21 were approved; 10 applications approved for women-owned businesses.

Pacific Trade Invest New Zealand

FREIGHT SUPPORT PROGRAMME

ABOUT THE SUBSIDY

Pacific Trade Invest New Zealand (PTI NZ) recognises the ongoing, enormous strain faced by exporters in the Blue Pacific due to COVID-19.

The now multi-year pandemic has exposed the risks and vulnerabilities associated with global supply chains and the flow-on effect to Forum Island countries has been strongly felt.

Respondents to the monthly PTI Network Business Monitor Survey indicate that access to finance remains the #1 constant, whereby enterprises need financial injection to keep their businesses afloat.

The Freight Support Programme (FSP) aims to:

- Strengthen business resilience
- Support businesses affected by supply chain constraints
- Enhance business competitiveness in international markets.

PTI NZ's COVID-19 Freight Support Programme offers eligible businesses funding assistance for freight costs for the current year.

Grants of up to a maximum of **NZ\$2,500** per enterprise on a 50/50 cost-share basis will be awarded to successful applicants.

ELIGIBILITY

- Have a registered business and export licence in one of the Pacific Islands Forum Member Countries* and actively exporting in 2022, or have forward export orders for 2022.
- Operating for a minimum of one year.
- Provide documentary evidence of freight costs over the past 12 months (eg, bill of lading, air waybills, freight company invoices and/or statements).
- Provide documentary evidence of the applicant/business listed in the application form is the name of the company applying for the subsidy.
- Complete application submitted, partial applications must be completed within two weeks of PTI NZ requesting remaining information.

* Cook Islands, Fiji, French Polynesia, FSM, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu.

APPLY NOW Please apply for the 2022 Pacific Freight Assistance Programme. To qualify you should have been in business for at least one year.

APPLICATIONS CLOSE 19 SEPTEMBER 2022

Successful applicants will be contacted by a PTI NZ representative once all applications have been received and assessed.

COMMERCIAL IN CONFIDENCE ACKNOWLEDGEMENT:
Please note: PTI New Zealand is required to report periodically on the impact of its work plans. PTI New Zealand E-Commerce Scholarship recipients may be required to provide information on their businesses and sales generated. No commercially sensitive information will be released without express permission.

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NZ\$10.5 Million exports facilitated



Fiji

The Republic of Fiji is an island country in Melanesia. It lies about 2,000 km NNE of New Zealand.

Population: 936,375
 Capital: Suva
 Currency: Fijian Dollar
 Industries: Tourism, Agriculture, Manufacturing, Fisheries, Mining

In 2022, the Fiji economy emerged from the impacts of COVID-19 pandemic, bruised. The economy had declined by 4.1% the previous year and was predicted to rebound by 11.3% in 2022. Economic recovery commenced in 2022, instigated by the tourism sector which rebounded quite quickly following the stagnant re-opening of borders the year prior. The spillover effects on other sectors of the economy invigorated investor confidence which saw three major acquisitions in telecommunications, energy and tourism sectors. As the country rode out 2022, retail sales made a quick comeback, employment figures rose, and remittance transactions were reported.

Of all the Pacific Island economies, Fiji is by far New Zealand’s largest Pacific trading partner. Fiji’s exports to New Zealand over 2000 – 2022 were reported as follows (COMTRADE).

2000	NZD\$60m
2021	NZD\$72m
2022	NZD\$106m

2022 Highlights

- Travelled to Fiji in June as part of the New Zealand-Fiji Business Council delegation to attend the annual conference of its sister council in Fiji – the Fiji-New Zealand Business Council. Met with around 25 SMEs, Government agencies,

- industry heads and others in Lautoka, Nadi, Sigatoka, Navua, Pacific Harbour and Suva.
- Delivered 183 services for export and investment facilitation which included introductions to brand experts for assistance with branding and marketing strategy development; made introductions with New Zealand importers of fresh produce, kava, seafood and Fijian-made crafts.
- PTI NZ undertook desk research on Health Drinks for a start-up company as part of their growth strategy.
- Travelled to Taveuni to meet with Farm Well Fiji, an agricultural social enterprise start-up. Visited four farms, inspected organic farming practices, crop planning, provided business advice, contacts and other information relating to access to finance, packaging, New Zealand market or Organics, export, certification, supply chain.
- Provided investment advice including an introduction for a green energy developer with green energy development proposal to foreign investors.
- Assessed multiple companies for export readiness and provided feedback.
- Introduced numerous investment opportunities to foreign investors.
- Sponsored a chef to attend Kai Pasifika, a culinary event organised by PTI NZ and MFAT with support from Homeland Restaurant.
- Organised a multitude of product samples to showcase at Kai Pasifika including coffee, chilli sauces, chocolates, chilled tuna, frozen cassava, mature coconuts. The products were used as ingredients by the cohort of New Zealand and Pacific chefs in their signature dishes.
- Provided a regional service to Convatec NZ to organise the delivery of around 50kg of medical devices to the Ministry of Health which was gifted by Health NZ.
- Met with a women-led social enterprise and agreed to offer a trade facilitation service involving a joint marketing campaign to gain better attention for their products in the New Zealand market. The project aimed to re-brand their product range beginning with new label designs.
- PTI NZ was introduced to agro-rugby programme run by a retired professional rugby player who played professional rugby for 15 years and set up a programme for young men involving agriculture, rugby training and business foundation. After a farm visit, PTI NZ reached out to the Department of Cooperatives to lend assistance to help set up a cooperative so that the rugby players could find financial benefits from the agriculture cooperative.
- Over six companies received subsidies for freight costs to help cushion the impacts of high cargo freight rates.
- Introduced NZ buyers to exporters of assorted seasonal vegetables.
- Developed export plans for selected SMEs.
- In April, 53 Fiji-based businesses participated in PTI NZ’s Path2Market webinar on Market Access and Food Safety Standards for Agricultural communities including Kava. The webinar was designed to inform businesses about New Zealand’s Food Safety Standards, import requirements and shared insights into trends in the consumer market for kava.

Case Study:

Nama Fiji Farmers Exclusive

Locally made premium Fiji brand, Nama Fiji, launched its skincare products in an exclusive distribution deal with New Zealand retail chain, Farmers. Nama Fiji met the requisite high standards for skincare category of products and were required to optimise sales levels through a vigorous marketing campaign. Essence of Fiji Group Managing Director Debra Sadranu said the partnership with Farmers was a great opportunity for its premium Nama Fiji skincare brand to be selected by the New Zealand chain as one of its in-house brands.

Farmers New Zealand representative

Kylie Pistorius expressed great support for the partnership between the renowned New Zealand retail chain and Essence Group Fiji. ".....we announced the launch of the Nama Fiji Skincare range to 23 key Farmers stores nationwide. With its unique ingredients and sustainable harvesting programme in Nama Fiji supporting local Fijian Island community generates a powerful story" Kylie said.

The Nama Fiji skincare product is an antiaging hydration range catering to women aged 30 years and over. Nama is a species of edible green alga, a seaweed (*Caulerpa racemose*) commonly known as sea grapes. It is found in mostly in shallow waters around the globe. The variety used by Nama Fiji

grows in abundance in the pristine blue lagoon waters in the Yasawa chain of islands. The company is a source of income for a growing number of women villagers who harvest the sea grapes.

The company is founded on social impact, is environmentally and ethically conscious and makes efforts to impact livelihoods for women and their families.

Trade commissioner Glynis Miller said "it's so great that we get to play a role in their success, that by our actions we inevitably contribute to the sustainability of the company and for the values they believe are important".





French Polynesia

7 women-led businesses assisted

In 2016 French Polynesia was admitted to the Pacific Islands Forum with full membership rights. The country is an “overseas country” of France.

Population: 285,000
 Capital: Papeete
 Currency: French Pacific Franc, CFP
 Industries: Tourism, Acqua culture, Retail, Mining, Art and culture.

2022 Highlights

- Promoted French Polynesia as an investment destination to pacific island countries who were interested to explore trade and investment opportunities in retail, manufacturing and garments.
- Responded to a request from a local company to assess their export project for a cosmetic range targeting the New Zealand market.
- Promoted French Polynesian-made products in PTI NZ Product Catalogue for New Zealand buyers and distributors.
- PTI NZ supported the Business Monitor Survey series which was designed to track the ongoing impacts of COVID-19 on businesses in French Polynesia and other PICs.
- PTI NZ delivered 25 trade services to SMEs including connections with New Zealand buyers.
- Promoted fine food F&B product lines to a New Zealand buyer. A sample pallet was sent to New Zealand for product testing, sampling and pricing. PTI NZ approached other distributors in Auckland on behalf of the company.



Kiribati

Increased awareness as an investment destination

The Republic of Kiribati is in the central Pacific Ocean. The country comprises 32 atolls which covers three major island groups, Gilbert, Pheonix and Line Islands and has a total land area of 811 km2 dispersed over 3.5 million km2 of ocean. All the islands of Kiribati are low-lying coral atolls built on a submerged volcanic chain and encircled by reefs. Only about 20 of the islands are inhabited.

Population: 124,700
 Capital: Betio
 Currency: Australian Dollar
 Industries: Subsistence farming and Fisheries

The Kiribati economy made a slow, cautious come-back after borders re-opened with a stronger focus on economic growth and the ongoing threats to the country posed by climate change. Kiribati faces a narrow economic base; high dependence on foreign exchange flows through aid, fishing licences and remittances. In June 2022 the Government of Kiribati declared a state of disaster in response to the severe drought, caused by La Niña-induced below normal rainfall.

2022 Highlights

- PTI NZ connected with Kiribati Chamber of Commerce, Department of Commerce and Industry as well as with the SIS Desk Officer at PIFS to establish relations for PTI NZ services where relevant. Issued invitations to attend
- PTI NZ supported the Business Monitor Survey series which was designed to track the ongoing impacts of COVID-19 on businesses in Kiribati and other PICs.
- Promoted the E-Commerce Scholarship Programme for Indigenous businesses in Kiribati and pushed for applications from SMEs.
- PTI NZ webinars; to apply for freight support and impact support grants.

Case Study:

Photography Masterclass

At the end of 2022, Pacific Trade Invest New Zealand called on the expertise of renowned international travel and commercial photographer David Kirkland, to execute a Photography Masterclass that would be both useful and relevant to participants in their business enterprise. Photography seemed a good idea. A Photography Masterclass-type workshop seemed the best option for communications professionals in export, tourism and other industries to help them make the best use of visual language through photography in the marketing of their enterprises.

Under David's expert guidance the workshop took the mystery out of photography and taught participants what they needed to know about using a camera to make their business more successful. Whether participants were just using a smart phone or a larger camera, whether they were amateurs or serious photographers wanting

to become professional, the Masterclass fast-tracked their abilities. David was able to tailor the hands-on learning to suit – and supplement – each participant's previous photographic experience, using whatever cameras they had.

Astrid Boulekone, General Manager of the Vanuatu Chamber of Commerce said, "This course was a great help to Port Vila businesses seeking to create stunning imagery for their online and print marketing and communications."

"Learning how to use color as a backdrop for your subjects is something I'm eager to practice after this workshop," said Karl Phillip, one of the participants.

David Kirkland said of the course, "I couldn't have been more impressed with the enthusiasm of everyone who attended. I expected participation to wane after day

one, but even more people turned up for the second day. Most participants just needed a bit of guidance, others clearly grew with the opportunity to step outside of their comfort zone. And there were several photographers who I think have tremendous potential to make a living from their camera."

"Understanding the importance of having a message behind your photo was the most important lesson for me," said Rosina Lawak, a participant in a Photography Masterclass workshop held in Port Vila, Vanuatu recently.

Twenty-five people from local businesses, NGOs and government departments attended the course, hosted at the conference room at the Chamber of Commerce.





Nauru

Nauru is part of the Micronesian sub-region of the Blue Pacific. The island is largely composed of rock phosphate. Nauruan is the national language while English is largely used in daily life. Nauru's EEZ extends 320km offshore. The Australian currency is the country's legal tender.

Population: 14,400
 Capital: Yaren
 Currency: Australian dollar
 Industries: Offshore banking, Retail, Phosphate mining.

Increased awareness as an investment destination

2022 Highlights

- With its new team on board, PTI New Zealand conducted a light touch desk review of its historical relationship with Nauru to ascertain the types of PTI New Zealand services would be most beneficial; have the greatest impact. The desk review which lasted five months found the appetite on the part of the public and private sector was rated high however many whom we interviewed, knew little about PTI NZ. Key contacts on the ground had changed; the country, like everyone

else was dealing with COVID-19 recovery; priorities had shifted, and the most pressing need seemed to be transport connectivity to allow the flow of imports of basic goods; health and well-being of the local population.

- PTI NZ made efforts to open a discussion with New Zealand industry leaders to give some consideration to investigating Nauru's retail and wholesale market opportunities in FMCG goods noting the growing number of visitors to the islands for work purposes.
- PTI NZ reached out to Nauru's Health

Ministry to offer an opportunity to consider investment in Nauru's health sector.

- A small number of respondents from Nauru contributed to the 2022 PTI Business Monitor Survey, indicating that they were confident that their business would build back stronger.
- In 2022, PTI New Zealand reached out to the Department of Health to establish long-term relations on the investment front beginning with a concept for new health facilities in Nauru.



New Caledonia

New Caledonia's archipelago includes the main island of Grande Terre, the Loyalty Islands, the Chesterfield Islands, the Belep Archipelago, the Isle of Pines, and a few remote islets. It has a land area of 18,576 km².

Population: 289,590
 Capital: Noumea
 Currency: French Pacific Franc, CFP
 Industries: Tourism, Nickel mining.

NZ\$1.15m exports facilitated

2022 Highlights

- PTI New Zealand organised TV interview with New Caledonia journalists and chef Peter Gordon to promote New Caledonia and New Zealand trade through Kai Pasifika.
 - PTI New Zealand analysed export opportunities for fresh cut flowers into New Zealand which was found to be quite limited unless treatment measures improve.
 - Hon. Minister Muliava and his delegation visited PTI New Zealand's office to discuss trade and investment opportunities. PTI New Zealand offered short term internship for an investment officer.
 - Promoted New Caledonia products especially Blue Prawns, Beers and
- Liquors, natural extracts at Kai Pasifika 2022.
 - PTI New Zealand visited a state-of-the-art sandalwood oil facility. Following the visit, PTI New Zealand connected the company with a New Zealand importer of cosmetic ingredients to trial online distribution.
 - Connected New Zealand restaurants to fisheries sector in New Caledonia as a possible source market for fresh and frozen seafood.
 - Connected a garment manufacturer from Fiji in response to a request to source factory made garments.
 - Delivered 38 export and investment services.
 - PTI New Zealand actively pursued
- investment opportunities in New Caledonia, with focus on companies involved in renewable energy, startups and others.
 - PTI NZ identified and supported a tech startup with two funding applications.
 - Three companies received support for freight costs – supporting intra-regional trade; New Caledonia-New Zealand trade.
 - Supported the PTI Business Monitor Survey series which tracked the state of SMEs in new Caledonia during and post COVID-19 pandemic and helped to deliver a country focus report.
 - PTI NZ presented at a webinar organised by the Department of Investments aimed at SMEs and start ups in New Caledonia.



Niue

Niue is a self-governing state in free association with New Zealand and is considered, along with Cook Islands, Realm of New Zealand which recognises Niuean as New Zealand citizens. Niue is one of the world's largest coral islands.

Population: 1600
 Currency: NZ dollar
 Capital: Alofi

Niue Natural Grid Investment facilitated

2022 Highlights

- PTI New Zealand reached out to Niue to re-establish relations with the Government and with the Chamber of Commerce. Several discussions were convened to decide the types of services PTI New Zealand could offer.
- Introduced a UK-based firm with experience in renewable energy technology and finance to accelerate a smart transition to affordable, renewable energy solutions to the Government of Niue.
- PTI New Zealand hosted Hon. Minister Crossley Tatui and his delegation to discuss the investment proposal. Official approval from Niue Government received.
- Delivered 17 services to Vanilla, Honey, tuna jerky, taro producers with their exports to New Zealand as well as to the Chamber of Commerce.
- Provided freight subsidy to a Niuen company to assist with exports to New Zealand.
- Provided support to a Niuen company to assist with new packaging and new labels for the New Zealand market.
- Provided market intel, introduction to lab test and certification to a Niuen company for tuna jerky to inform the company's business plan for export to New Zealand.
- Engaged with the Chamber of Commerce on the Business Monitor Survey series to encourage Niuen businesses to respond to the survey.

Case Study:

Pacific Business Monitor Survey

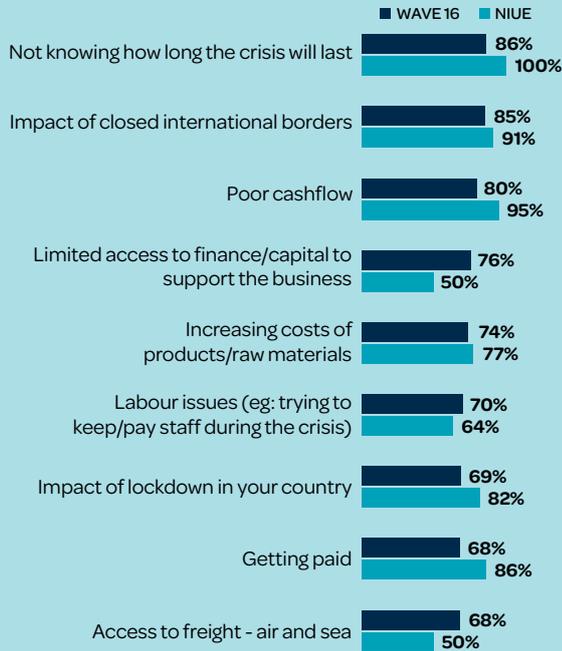
The Pacific Trade Invest Business Monitor Survey tracked responses from businesses across the Pacific region on the impacts of the COVID-19 pandemic on their businesses. The surveys ran consistently from 2020 – 2022. Raw data when analysed provided rich insights into the nuances between different Pacific countries and the effect COVID-19 was having on the private sector.

In the case of Niue with its small population of business operators, the tentacles of COVID-19 took hold, yet the business community remained positive despite a large proportion (95%) who reported a negative impact due to COVID-19 with a further 57% reported a very negative impact on their mental health. As the months wore on, the proportion of businesses in Niue reporting a very negative impact on

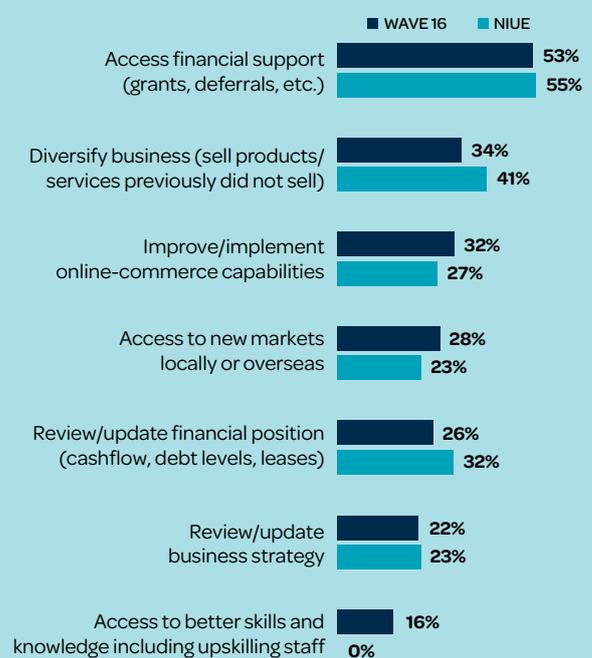
community wellbeing decreased to nil impact, lowest since tracking began.

The vast majority of businesses (82%) registered confidence that their businesses would survive the pandemic despite not knowing how long the crises would last. The stimulus package by the Niue Government was a welcomed reprieve.

Top Challenges



Top initiatives needed to action now





Palau

The Republic of Palau is located in the western Pacific Ocean and is part of the Micronesian sub-region of the broader Blue Pacific region. Palau has one of the world's largest marine protected areas, covering 80% of its EEZ.

Population: 18,055
 Capital: Koror
 Currency: US dollar
 Industries: Tourism and Fisheries

Promoted Palau as an investable destination

2022 Highlights

- In February, PTI New Zealand reached out to Palau Small Business Development Centre to re-establish relations and offer trade and investment advisory services to established businesses in Palau.
- PTI New Zealand helped to promote the Business Monitor Survey through the Palau Chamber of Commerce and the Palau Small Business Development Centre to track the on-going impacts of COVID-19 on small businesses in Palau.
- Engaged with New Zealand and international investors to understand their interest in Palau.
- Promoted PTI New Zealand's freight subsidy support scheme and encouraged SMEs to apply.
- Promoted PTI New Zealand's E-Commerce scholarship programme and encouraged SMEs to apply.
- Increased awareness of the Pacific an investment destination through an article and advertorial in Pacific Focus and The New Zealand Listener.
- Reached out to the Ministry of Agriculture, Fisheries and the Environment as well as to the Ministry of Health and Human Services to introduce investor interest in the health sector as well as in the aquaculture sector.



Papua New Guinea

The country of Papua Guinea occupies the eastern half of the island of New Guinea and its offshore islands in Melanesia, north of Australia. Papua New Guinea is the world's third largest island country. The country boasts a rugged terrain, a diverse geography spread over an area of 462,840km². Papua New Guinea's coastline stretches 5,152km and has an EEZ of 2.7m square km.

Capital: Port Moresby
 Currency: Kina dollar
 Population: approx. 17m
 Industries: Agriculture, Mining, Fisheries, Tourism and Manufacturing.

NZ\$100,000 exports facilitated

2022 Highlights

- In May, PTI New Zealand re-established relations with PNG Investment Promotion Agency, introduced new staff members and made strong connections with the IPA team.
- With the help of PNG IPA, PTI New Zealand introduced an interested party from Fiji looking for business opportunities in Bougainville. PNG IPA officials provided good support including introductions to a key contact in Bougainville.
- PTI New Zealand promoted the E-Commerce scholarships for indigenous business owners to the business community in PNG.
- Promoted business opportunities in PNG to Fiji companies who were looking for new markets.
- Introduced import opportunities for manufactured goods to New Zealand importers and distributors.
- Supported women in business with specific services including e-commerce workshop training.
- Introduced a New Zealand investor to PNG Investment Promotion Agency who provided in-country support and set up appointments with appropriate senior officials in the Department of Health.
- Engaged with New Zealand and international capital investors, financiers, impact investors to proactively support investment opportunities.
- Introduced a Papua New Guinea-based manufacturer of canned tuna to a New Zealand-based importer.
- Supported a New Zealand based importer of coffee beans from Papua New Guinea through the Freight Support Package.
- Supported a Papua New Guinea-based cacao exporter from Papua New Guinea through the Freight Support Package.
- Introduced an Australian power energy company to PNG IPA who was interested in deploying wind farm technology.
- Introduced a New Zealand based developer who was working on a green and smart housing pilot project for residential and light industrial allotments.



Republic of Marshall Islands

The Republic of the Marshall Islands is an independent island country and a member of the Pacific Islands Forum. The island nation is made up of 29 low-lying coral atolls and 5 individual islands in the Western North Pacific Ocean, scattered over 750,000 sq miles.

Population: 54,000
 Currency: US dollar
 Capital: Majuro
 Industries: Copra, Tuna processing, Tourism, Craft items from seashells, Wood, and Pearls.

Increased awareness as an investment destination

2022 Highlights

Marshall Islands is considered one of the most vulnerable countries to natural disasters. This continued to present insurmountable challenges for the economy in 2022. Dependency on commodity trade with emphasis on high import dependence for food products required heightened attention at its borders against the COVID-19 pandemic.

- PTI New Zealand reached out to re-establish relations with the Marshall Islands public and private sector officials to offer its services to promote investment opportunities in

telecommunications, health and renewable energy sectors.

- Facilitated introductions between investors and the RMI Government.
- Reached out to the Investment Promotion Authority of the Marshall Islands to obtain a list of investment projects. PTI New Zealand lent assistance in the preparation of investment proposals.
- Promoted RMI investment opportunities to New Zealand social impact investors and investors looking to get involved in new start-ups.
- Reached out to contacts in Marshall Islands to participate in the Business Monitor Survey series to help track

business performance during the pandemic of 2022.

- Promoted PTI NZ Freight Subsidy programme and E-Commerce Scholarship programme to business contacts in RMI.
- Increased awareness of the Blue Pacific Continent and the 2050 Blue Pacific Strategy to New Zealand in The NZ Listener.
- In June, PTI New Zealand organised an investment webinar to Pacific stakeholders, networks in development finance, to promote the importance of impact investment in the renewable energy sector with emphasis on gender inclusion.



Samoa

NZD2.7m exports facilitated

Samoa is located in the central Pacific as is part of the Polynesian sub-region of Pacific. Samoa gain political independence from New Zealand in 1962.

Population: 205,577
 Capital: Apia
 Currency: Samoan tala
 Industries: Agriculture, Tourism, Fisheries

Global uncertainties persisted in 2022 due to the COVID-19 pandemic as well as the Russia-Ukraine war neither of which spared the region. Domestic economic activities picked up in Samoa with the re-opening of international borders in August which provided much need stimulus despite the increase in costs for imported goods including fuel and gas.

2022 Highlights

- Supported a Samoa-based exporter of vanilla to New Zealand through the Freight Support Programme.
- Provided resources to a Samoa-based business for marketing and website design through the Impact Support fund.
- Supported nine women owned-led businesses in Samoa to gain better understanding of the New Zealand export market through market intel, data and business development.
- Pacific Trade Invest New Zealand introduced investment opportunities in Samoa to international investors.
- Engaged with New Zealand and foreign investors, impact investors and other stakeholders to promote Pacific investments.
- Facilitated seven export deals for Samoa exporters.
- Promoted the PTI NZ – Ka Hao E-Commerce Scholarship Programme in Samoa through the Samoa Chamber of Commerce and through local media. Nine businesses participated.
- Scoped business advisory firms and accounting firms in Samoa for capability assessment as part of the PTI NZ Investment Readiness project.



Solomon Islands

The archipelagic state that is the Solomon Islands covers an area of approximately 29,000 square km. The Solomon Islands is a sovereign state in the Melanesia subregion of the Blue Pacific Continent.

Population: 700,000 approx.
 Capital: Honiara
 Currency: Solomon Island dollar
 Industries: Forestry, Fisheries, Agriculture, Arts & Crafts, Manufacturing

NZ\$481,000 exports facilitated

2022 Highlights

- Pacific Trade Invest New Zealand conducted an export capability assessment on a Solomon Island client who wanted to expand their export market reach. PTI NZ connected them with a New Caledonian importer for coconut cooking oil.
- Promoted the PTI NZ-Ka Hao E-Commerce Scholarship programme for indigenous businesses in the Solomon Islands through the Chamber of Commerce and local media.
- Pacific Trade Invest New Zealand enabled New Zealand market compliance for a Solomon Islands manufacturer which helped with the design of new labels.
- Supported two Solomon Islands businesses through the Freight Support Programme which helped to absorb some of the high freight costs for the companies.
- Supported two Solomon Island businesses through the Impact Support Fund.
- Engaged with New Zealand buyers on the impacts of COVID-19 to businesses in the Solomon Islands and across the Blue Pacific.
- Pacific Trade Invest New Zealand made attempts to connect with Solomon Islands Investment Promotion Agency and the Solomon Islands Chamber of Commerce to build a relationship, promote PTI NZ investment services and to promote Solomon Islands investment opportunities in New Zealand.
- PTI New Zealand promoted the E-Commerce scholarships for indigenous business owners to the business community in Solomon Islands.
- Introduced import opportunities for manufactured goods to New Zealand importers and distributors.



Tonga

NZ\$72,000 exports facilitated

The Kingdom of Tonga consists of 170 islands scattered across 700,000km² in the Pacific. The largest island is Tongatapu where the capital, Nuku'alofa is located.

Capital: Nuku'alofa
 Population: 100,209
 Currency: Tongan Pa'anga
 Industries: Fisheries, Agriculture

The 2021/2022 national business survey initiated by Tonga's Ministry of Trade and Economic Development provided valuable insights into how informal business conduct themselves. Amongst its many insights, respondents felt strongly about the need for more information on how to access finance, training for business start-ups and product development.

2022 Highlights

- At the request of the Ministry of Trade and Economic Development (MTED) Pacific Trade Invest New Zealand provided market insights for fresh and frozen root crops including pricing, packaging.
- Connected MTED to two buyers in New Zealand for fresh and frozen root crops.
- Obtained New Zealand retail and wholesale market opportunities for Tonga exportable commodities.
- Pacific Trade Invest New Zealand introduced investment opportunities in Tonga to international investors.
- Promoted investment opportunities in Tonga through PTI NZ website and through Pacific Focus.
- Delivered 16 services to Tonga public and private sectors.
- Provided support to women led enterprises in Tonga.
- Scoped business advisory firms and accounting firms in Tonga for capability assessment as part of the PTI NZ Investment Readiness project.
- Sponsored a chef to participate in Kai Pasifika, a culinary event organised by PTI NZ and MFAT with support from Chef Peter Gordon and the Homeland Restaurant team.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in the NZ Investor magazine.
- Developed tailored business case for a potential investor into Tonga.
- Engaged with New Zealand buyers and distributors to understand the impacts of COVID-19 on businesses in Tonga.
- Promoted PTI NZ E-Commerce programme in Tonga for indigenous businesses to take the online courses.



Tuvalu

Tuvalu's reef islands and atolls are spread over an ocean area of 370sq km. Its waters are one of the most pristine in the region due to natural lagoons formed within and around its reef fringes. The local economy generates revenue from coastal commercial and subsistence fishing, offshore fishing, freshwater fishing and aquaculture.

Capital: Funafuti
 Population: 11,900
 Currency: Australian dollar
 Industries: Fisheries

Increased awareness as an investment destination

Tuvalu's largest exports is in the services sector through labour schemes for agriculture, horticulture, tourism and fisheries. The Government's Trade Policy Framework sets out the priority sectors within agriculture, fisheries including licences, tourism and labour mobility (seamen working on merchant ships, RSE and SWLP), to encourage sustainable economic growth especially in the absence of local domestic production.

2022 Highlights

- Established relations with Tuvalu Trade and Chamber of Commerce post COVID-19 to offer Pacific Trade Invest New Zealand services for trade and investment.
- Facilitated intra-regional trade between Tuvalu and Tonga pre-COVID for the supply of fresh agricultural produce.
- E-commerce scholarship awarded to a business owner in Tuvalu.
- Promoted Tuvalu as an export market to other pacific island countries including Fiji, Tonga and New Caledonia.
- Promoted investment opportunities in Tuvalu's aquaculture and marine sectors to French Polynesia and New Zealand.
- Introduced an investment proposal to the Ministry of Health and WHO in Tuvalu's health sector.
- Engaged with New Zealand and international impact investors and stakeholders to proactively promote Tuvalu investment opportunities.
- Engaged with Government officials about COVID recovery efforts through public private engagements for investment opportunities in fisheries and aquaculture.
- Pacific Trade Invest New Zealand supported the Business Monitor Survey series which was designed to track the ongoing impacts of COVID-19 on businesses in Tuvalu and other PICs.
- Responded to a request from the Department of Trade to investigate the export value chain for red toddy.



Vanuatu

Vanuatu's volcanic mountainous archipelago of 83 islands stretches over 1,300km of water. It is home to 300,000 citizens the majority of whom reside on the main island of Éfaté where the capital, Port Vila is located. Vanuatu's economic sectors are relatively small and depends on small scale industrial sector, services sector and agriculture sector.

Population: 300,000
 Capital: Port Vila
 Currency: Vanuatu Vatu
 Industries: Agriculture, Fisheries

12 women-led enterprises received direct business support

Vanuatu's economy, like most Blue Pacific economies contracted during COVID-19. Closed borders meant the demise of the tourism industry and trade in general along with restrictions associated with the country's dependency on imports. Post COVID-19, economic recovery efforts focussed on strengthening institutions to improve infrastructure and essential service delivery in social sectors.

2022 Highlights

- Helped a kava producer to test product suitability for the New Zealand market.
- Pacific Trade Invest New Zealand's Path2Market Webinar, New Zealand Import Requirements for the Agriculture Sector in April drew strong representation from the private and public sectors in Vanuatu.
- Pacific Trade Invest New Zealand introduced investment opportunities in Vanuatu to international investors.
- Delivered 42 services to Vanuatu public and private sectors.
- Provided direct business support to women led enterprises in Vanuatu.
- Scoped business advisory firms and accounting firms in Vanuatu for capability assessment as part of the PTI NZ Investment Readiness project.
- Sponsored a Ni-Vanuatu chef to participate in Kai Pasifika, a culinary event organised by PTI NZ and MFAT with support from Chef Peter Gordon and the Homeland Restaurant team.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in the NZ Investor magazine.
- Engaged with New Zealand buyers and distributors to understand the impacts of COVID-19 on businesses in Vanuatu.
- Promoted PTI NZ E-Commerce programme in Vanuatu for indigenous businesses to take the online courses.
- Pacific Trade Invest New Zealand introduced a business in Vanuatu with a well-established importer / distributor in New Zealand to supply pepper, Tahitian limes, and other agriculture commodities for Tier 1 supermarket listing.
- Pacific Trade Invest New Zealand supported the Business Monitor Survey series which was designed to track the ongoing impacts of COVID-19 on businesses in Tuvalu and other PICs.



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