



**Pacific Trade Invest**  
NEW ZEALAND

**ANNUAL REPORT**  
2024

# Contents

<b>Trade Commissioner Foreword . . . . .</b>	<b>3</b>
<b>Introduction . . . . .</b>	<b>4</b>
<b>About Pacific Trade Invest NZ . . . . .</b>	<b>5</b>
<b>Trade facilitation and promotion. . . . .</b>	<b>7</b>
<b>Investment facilitation and promotion . . . . .</b>	<b>12</b>
<b>Marketing and communications . . . . .</b>	<b>17</b>
<b>Network advocacy and engagement . . . . .</b>	<b>22</b>
<b>Performance measures . . . . .</b>	<b>24</b>

Cover photo: Pixels.com | Zukiman Mohamad | French Polynesia

# Trade Commissioner Foreword



2024 has been a remarkable year of partnerships, perseverance, and progress. It has been a year where Pacific entrepreneurs, fuelled by creativity, resilience, and pride, stepped boldly into new markets, built new alliances, and embraced new opportunities. It has been a year where PTI NZ stood proudly alongside them, opening doors, breaking barriers, and helping turn potential into prosperity.

In this report, you will see the strength of partnerships built, the new initiatives launched to support women entrepreneurs, and the strategic focus on sectors vital for a sustainable future –from ethical cocoa and agriculture to renewable energy and impact investment. PTI NZ’s work is helping Pacific enterprises meet the demands of new markets, embrace digital opportunities, and navigate a more dynamic and competitive trading environment.

Importantly, these efforts are anchored firmly in the long-term priorities of our region, as articulated in the 2050 Strategy for the Blue Pacific. Our pathways complement the collective efforts as shown by the Pacific Islands Forum Secretariat toward building a resilient, inclusive, and sustainable economic future for all Pacific peoples.

I would like to take this opportunity to acknowledge the unwavering support of the New Zealand Government’s Ministry of Foreign Affairs and Trade (MFAT). The significant increase in donor funding granted to PTI NZ for the period 2024-2027 represents MFAT’s trust in PTI NZ’s vision and strategic efforts to facilitate trade and investment between Aotearoa and the Blue Pacific economies. This profound trust has translated into outstanding results as PTI NZ supported 466 businesses across 16 Forum Island Countries in 2024 resulting in a record-breaking 2857% increase in investment deals

from NZD63,232 in 2023 to NZD1.87m in 2024 and a 114% increase in exports deals from NZD9.88m in 2023 to NZD21.1m in 2024. These numbers are important, but even more important are the people behind them: the farmers, artisans, manufacturers, tech innovators, and business owners.

Our journey this year has shown that while distance can separate islands, it cannot separate ambition. Whether through pioneering digital campaigns, investment missions, women-led business initiatives, or deepened buyer relationships in New Zealand, PTI NZ has been proud to be a bridge, helping Pacific businesses not only to participate in the global economy, but to lead with authenticity and strength. We know challenges remain –challenges of scale, of logistics, of market access– but what 2024 has reaffirmed is that with the right support, Pacific enterprises are not just competitive; they are exceptional.

As we look ahead, our vision remains clear: a Blue Pacific that is connected, thriving, and proud. A Pacific where every farmer, maker, entrepreneur, and innovator can dream bigger because the pathways to markets and investment are open and accessible. A Pacific that stands tall on the global stage, telling its own story, trading its own way, and lifting all its people.

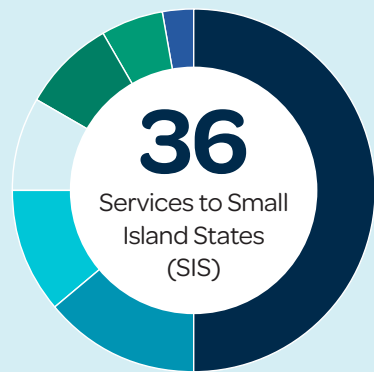
To our Pacific enterprises, our partners, and our champions: thank you. You inspire us. You are the heart of everything we do. Together, we are creating a legacy of opportunity and resilience that will endure for generations.

**GLYNIS MILLER**  
Trade Commissioner

# Introduction

Pacific Trade Invest New Zealand (PTI NZ) committed itself to fulfilling its role in facilitating trade and investment outcomes in the Blue Pacific. Much of our effort went into strengthening relations with Pacific exporters and visiting New Zealand importers and distributors to build awareness of PTI NZ services.

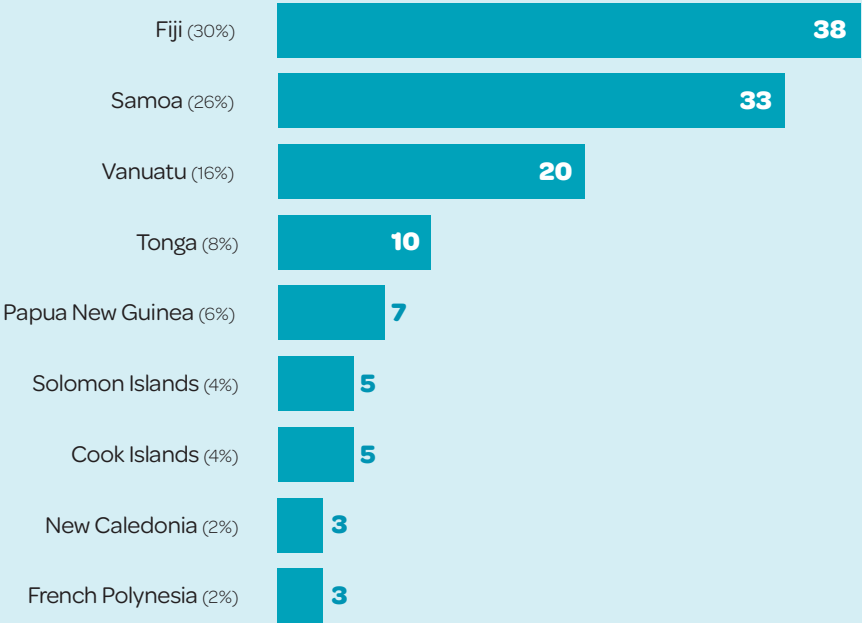
A major milestone was achieved in Quarter Two (Q2) of 2024 when the New Zealand Government committed to a multi-year agreement to fund the operations of PTI NZ until 2027, totalling NZ\$10.8 million. The funding will have a positive impact on PTI NZ’s abilities to facilitate connections for commercial outcomes, support gender initiatives, support Smaller Island States, help create jobs, and strengthen our partnerships across the private sector, while encouraging entrepreneurial innovation and foreign investment.



- Cook Islands: 18 (50%)
- Federated States of Micronesia: 5 (14%)
- Kiribati: 4 (11%)
- Niue: 3 (8%)
- Palau: 3 (8%)
- Republic of Marshall Islands: 2 (6%)
- Tuvalu: 1 (3%)

126

Female owned businesses assisted by country





# 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.

## Our vision

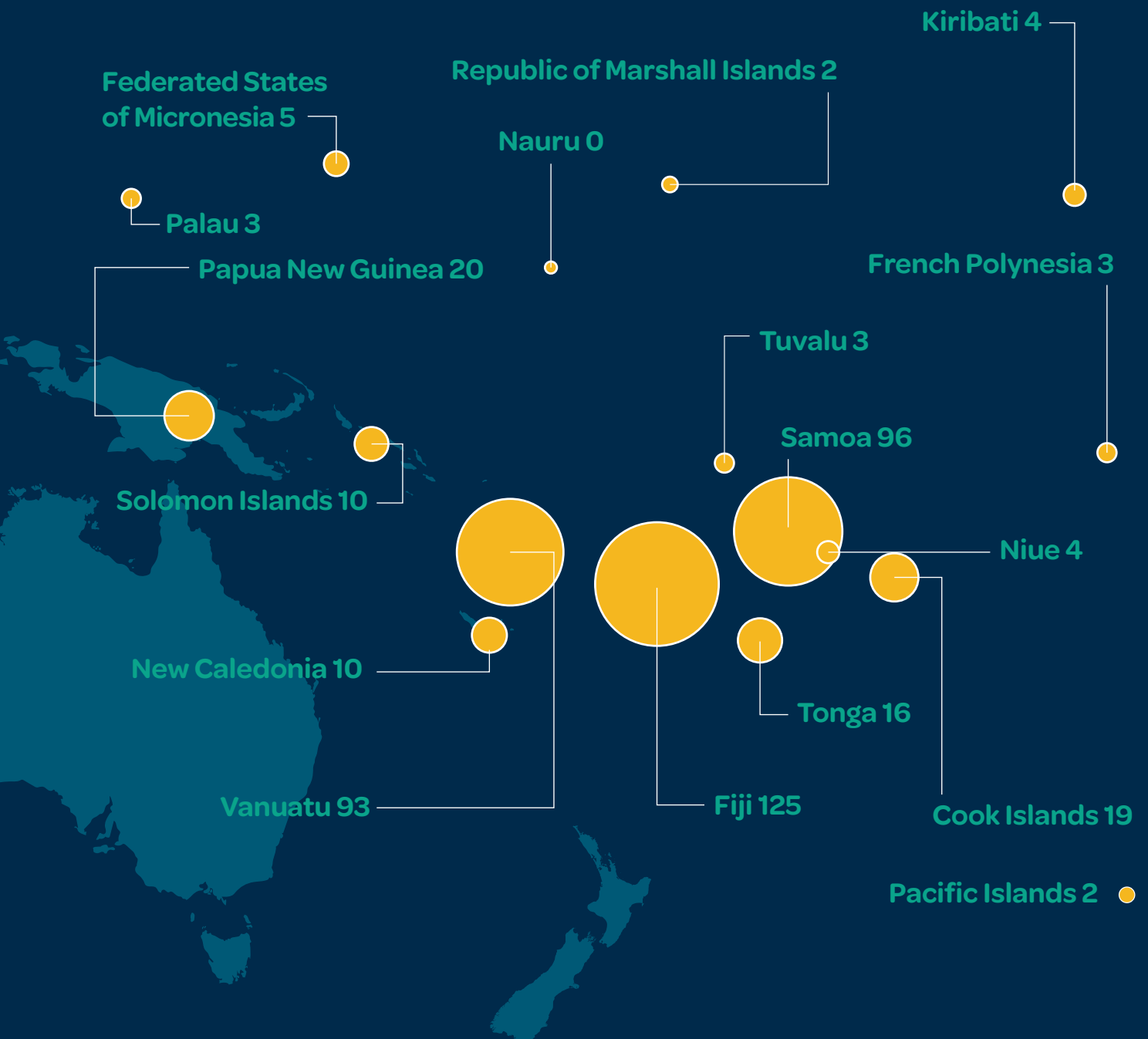
To improve the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific Continent.



Total services

422

Services provided by country





# Trade facilitation and promotion

PTI NZ's trade facilitation and promotion strategic activities are focused on creating commercial opportunities for export-capable businesses in the Pacific Island Countries (PICs). We work to improve the export readiness of Pacific entrepreneurs and enterprises and to better inform our clients about how to export to New Zealand. We also provide support to grow the number of purchasing relationships between New Zealand buyers and Pacific enterprises.

New Zealand's trade with Pacific Island countries has continued to be an essential component of its regional economic relations, with deep-rooted ties covering a range of sectors. Trade promotion between the island nations and New Zealand is channelled through multiple initiatives, with a key role played by PTI NZ, which has been facilitating connections between Pacific

enterprises and the New Zealand market for close to four decades.

Two-way trade continues to be driven by a mix of travel, agriculture, meat, wood, ICT, machinery and equipment, and metals. Beyond travel, major Pacific country exports to New Zealand include vegetables, wood, coffee, electrical machinery and equipment, apparel, food ingredients, business services, fruit and beverages.

New Zealand's total trade with the Pacific Island countries, including those under the PACER Plus agreement, were approximately NZD \$4.1 billion in 2024 with NZD\$1.4 billion of that comprising imports from the Pacific and NZD\$2.7 billion comprising exports from New Zealand to Pacific countries.

## What we delivered in trade:

108

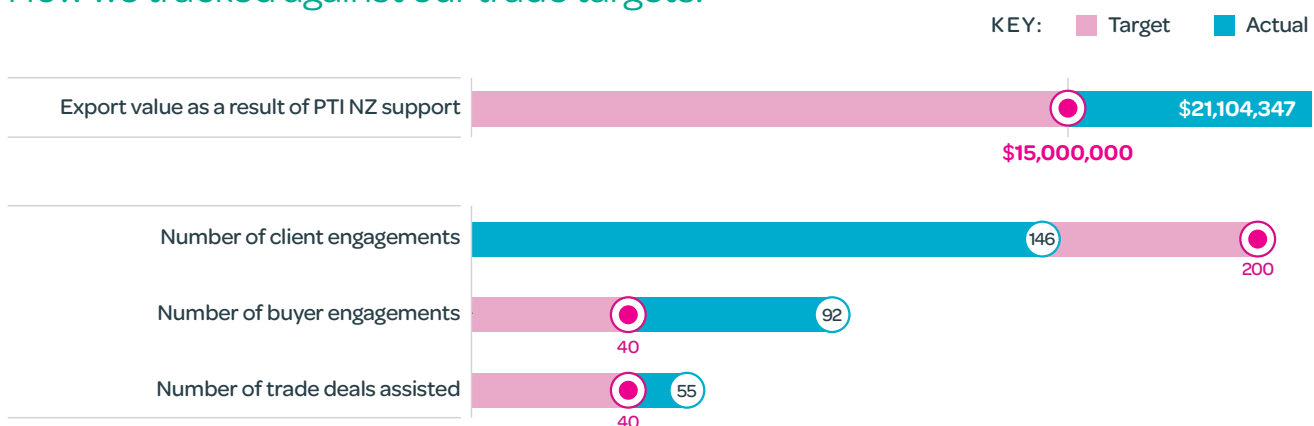
Support, referrals and specialised trade advice

158  
TOTAL SERVICES PROVIDED

50

Trade introductions made

## How we tracked against our trade targets:





## Key achievements and services

The following summary highlights the key achievements and services provided throughout the year, showcasing our role in driving sustainable economic progress through trade and export promotion and facilitation in the region.

### CONNECTING WITH TRADE CLIENTS ACROSS THE PACIFIC AND NEW ZEALAND

92

PTI NZ met with 92 New Zealand-based importers and wholesalers to reconnect and profile PTI NZ services. This allowed us to interface with retailers and wholesalers who have influence in the supermarket trade.

146

PTI NZ reached out to a total of 146 clients in the Pacific and customers in New Zealand to make introductions, and discuss current business conditions, export deals, and challenges they are facing to get product to market. This is an important role as it enables PTI NZ to gain valuable insights about our clients in the PICs.

### TRADE RELATIONSHIPS

▲ Agriculture plays a vital role in Fiji's economy, contributing 7.8% to the GDP in 2023 and employing about 30% of the workforce, primarily in rural areas.

▲ Fiji is an important trading partner with New Zealand. The trade relationship between Fiji and New Zealand plays a significant role in the economic relationship between the two countries. Agricultural produce is a significant component of Fiji's exports to New Zealand. PTI NZ's trade team visited Fiji in June. The visit was primarily to engage with and sign up

new clients, promote PTI NZ's service offerings, and sign up new clients for our grant schemes.

▲ Strong relationships with a Fiji-based exporter of fresh and frozen produce to New Zealand were established following the visit to Fiji in June. The company, which works with more than 50 farmers supplying fresh produce, vegetables, and seafood for export, was a recipient of the Freight Support Programme. In Q4, PTI NZ introduced the company to five buyers, including a grower, importer, and distributor.

▲ PTI NZ formalised cooperation with the New Zealand Ministry for Primary Industries on the trade component of the broader enhanced Pacific market access programme (EPMAP) to enhance export capability in the six priority countries. Focus areas include biosecurity treatments, including alternatives to High Temperature Forced Air, training and trade. PTI NZ will lead the trade component of the five-year programme.

### BRAND DRIVEN EXPORTS

▲ PTI NZ provided support for a new Brand Guide for a manufacturer which was launched in Q4. In Q3, PTI NZ introduced the company to a leading importer and distributor of FMCG lines to explore co-branding opportunities. This initiative resulted in an increase in

exports of canned goods, growing from one container to three by December.

### EXPORT PRODUCTION SUPPORT

▲ Seven companies received a small grant under PTI NZ's Impact Support Fund. The Impact Support Fund assists businesses to overcome marketing, branding, and product development challenges, and supports trade exhibition.

▲ A craft sauce manufacturer, with PTI NZ's assistance, was able to procure bottles from China and secure a 40ft container for storage.

### BUYER OPPORTUNITIES

▲ PTI NZ provided resources to a chocolatier from Vanuatu to attend the Chocstock festival in Wellington, along with new branded merchandise material for the event. The marketing material and new brand imagery, accompanied by new chocolate bar formats, responded to local and international market preferences. The packaging and marketing material reflects the company's social and environmental advancements, being B Corp certified since 2021. The company employs eight people, including five female employees. The company took advantage of B2B and B2C meetings with distributors.

We also responded to a request from the Wellington Chocolate Factory to



source ingredients from the PICs as ingredients for their Pacific Chocolate Bar, which featured at Chocstock festival in Wellington. The introduction to the Wellington Chocolate Factory team was made by Peter Gordon of Homeland, whom we had collaborated with on a successful project in 2022.

▲ PTI NZ hosted a delegation of senior government officials from the Ministry of Trade and Economic Development (MTED) Tonga, who visited New Zealand to secure new buyers for root crops, pineapples, and watermelons. PTI NZ facilitated introductions to three large wholesale importers and distributors.

▲ The PTI NZ Trade Team travelled to Tauranga and Hamilton to explore collaboration opportunities with New Zealand importers, manufacturers, and farms. The scoping mission highlighted promising opportunities for Pacific exporters to engage with New Zealand businesses, with key insights and takeaways from the meetings forming the basis for future strategic engagements.

▲ We supported a New Zealand distributor with resources for an

in-store promotion campaign, including merchandise, for Fiji Turmeric Paste. The product is distributed nationwide in 170 Woolworths New Zealand stores. Ginger is sourced from small holder farmers located in farming communities across Fiji. Ginger farming provides the only source of income for many of the farmers whose livelihoods depend on the surety of markets.

### NEW EXPORT CONTRACTS

▲ Two new contracts were signed for a chocolatier in Vanuatu for the supply of cacao beans. PTI NZ supported the company's participation in Chocstock in Wellington, including booth design and marketing materials.

### EXPORT CAPABILITY DEVELOPMENT

▲ As part of a Path2Market Workshop for Fijian taro growers, PTI NZ was accompanied by a New Zealand importer who presented to growers at the PHAMA Plus workshop on the NZ wholesale and retail demand for fresh crops, taro in particular.

▲ Earlier in the year, PTI NZ formalised cooperation with the New Zealand Ministry for Primary Industries on the trade component of the broader enhanced Pacific market access programme, to enhance export capability in the six priority countries.

### MARKET RESEARCH

▲ The NZ Market Insights Series is a quick reference guide for Pacific farmers and exporters. The first release for the Series was on 'Root crops, Turmeric and Ginger'. A second series was developed for Coconut, Tahitian Lime, Pineapple and Mango.

▲ A feasibility study on fresh Pineapple farming and export began in Q4 with the appointment of a consulting firm.

▲ Agriculture plays a vital role in Fiji's economy, contributing 7.8% to the GDP in 2023 and employing about 30% of the workforce, primarily in rural areas.

### FREIGHT SUPPORT

▲ A NZ\$60,000 freight support programme was launched to support Pacific exporters by subsidising the cost of freight to New Zealand. Non-trade barriers such as freight costs, including high documentation costs, remains a challenge for exporters.

37

37 companies from six Pacific Island Countries received small grants to assist with freight

costs for their exports to New Zealand. 25 were women-owned or led. 24 were new FSP recipients. There were NZ\$13,618,505 exports to NZ by FSP recipients. 90% of applicants are export ready businesses.



# Building Business Partnerships in the NZ Retail market

For Pacific businesses seeking to establish strong business partnerships within New Zealand retail channels, a comprehensive understanding of the market is essential. This includes insights into market composition, knowing who the key players are, and the specific requirements for successful collaboration.

The FMCG sector in New Zealand, dominated by major supermarket chains and shaped by evolving consumer preferences, presents both opportunities and challenges for Pacific exporters. Exporting FMCG products from the Pacific to New Zealand and retailing them through the large supermarket chains is no small feat. Meeting their strict listing requirements and competing with other products present Pacific exporters with a range of challenges.

In October, PTI NZ launched a medium-term programme to build business partnerships in the NZ retail market beginning with a webinar about the FMCG sector. PTI NZ engaged the services of Ms Sherrelle Smith, a seasoned professional with a wealth of knowledge and connections, including having 29+ years as a supermarket retailer and supplier to lead this work. Sherelle hosted a webinar in November to guide Pacific food and beverage exporters in navigating supermarket requirements, understanding consumer preferences, and overcoming logistical constraints.

The webinar provided tailored guidance to over 50 participants from across the Pacific, including exporters from Fiji, Vanuatu, and Papua New Guinea. The sessions combined presentations, Q&A, and case studies.



Join us in our upcoming webinar on the NZ FMCG Industry

**Call out to Pacific exporters**

## Optimising opportunities for Pacific F&B Products in New Zealand

SESSION 1 REGISTER HERE	SESSION 2 REGISTER HERE
<b>Navigating the FMCG Industry</b> <b>Wednesday 20 November 2024</b> 11am - 1pm NZST <ul style="list-style-type: none"> <li>- Understand NZ Distribution Channel Structures</li> <li>- Hear about the latest news about the FMCG industry in NZ</li> <li>- Discover the latest trends and potential for Pacific F&amp;B products</li> </ul>	<b>How to list your products</b> <b>Thursday 21 November 2024</b> 11am - 1pm NZST <ul style="list-style-type: none"> <li>- Navigate the product listing process in NZ supermarkets</li> <li>- Master communication, negotiation, and pricing with NZ category managers</li> <li>- Learn practical solutions for common hurdles faced by new exporters</li> </ul>

**MEET YOUR EXPERT:**  
**Sherrelle Smith**

Sherelle, a proud NZ Māori from Auckland, brings over 25 years of FMCG experience, having worked with companies like Goodman Fielder and Pfizer. As a former Senior Category Manager at Foodstuffs North Island, she has valuable insight into the NZ supermarket landscape. Now, as the founder of her own company, she empowers NZ suppliers and manufacturers to thrive!

**Pacific Trade Invest New Zealand**

Proudly brought to you by PTI NZ

Feedback highlighted the webinar's impact, with attendees praising its practical value and expert-led content. One participant remarked, "The preparatory work required to sell in mainstream supermarkets in NZ was very informative." Another attendee highlighted the value of the expert guidance, stating, "The overall process, its complexity and the need for expert assistance for the beginning stage was great. Loved in particular the example with the exotic product." Several other participants said how the webinar had contributed to their knowledge.

## From Pacific farms to Kiwi shelves

Pacific cocoa producers made a lasting impression at the 2024 Chocstock Festival in Wellington, showcasing their ethically sourced chocolate to a growing market of conscious consumers.

PTI NZ supported Gaston Chocolate, Vanuatu with promotional material for its stand at the show. Other exhibitors from the Pacific included Vanuatu's Aelan, Papua New Guinea's Weave Cacao, and Solomon Islands' The Cacao Ambassador. Exhibitors reported good outcomes through sales and new connections.

Weave Cacao, representing Papua New Guinea, demonstrated its commitment to ethical sourcing and quality. Smallholder farmer Sperian Kapia shared how collaboration with Weave improved farming practices, increased yields, and ensured fair compensation. Profits from chocolate sales directly uplift communities, transitioning many farmers from subsistence to commercial farming.

The future of Pacific cocoa is bright, with growing interest in ethically sourced and premium chocolate. Brands like Weave Cacao, The Cacao Ambassador, and Gaston Chocolat are leading the way, demonstrating that Pacific cocoa is not only competitive in the global market but also a force for good.

"With the current global shortage of cocoa from major producers, there is a real opportunity now for PNG cocoa products to be supplied into the Australia and NZ markets. We are so much closer, with a speed to market advantage," said Karina Makori, General Manager at Paradise Foods, which is PNG's leading food company.

Karina went on to add, "PNG cocoa can create beautiful, flavoured chocolate. The challenge we need to address and eliminate is having zero smoke taint in cocoa beans. We are excited about our partnership with Weave Cacao and expanding with creating more products to supply the NZ market."

Chocstock not only showcased the exceptional quality of Pacific cocoa but also its potential to drive economic growth and social progress, proving the Pacific's value in the global chocolate industry.







# Investment facilitation and promotion

New Zealand's total investment in Pacific Island Countries continued to grow in 2024. PTI NZ plays a key role in fostering sustainable investments that are aligned with the economic goals of the region, focusing on renewable energy, agribusiness, and impact investment.

Our investment promotion and facilitation strategic activities are focused on:

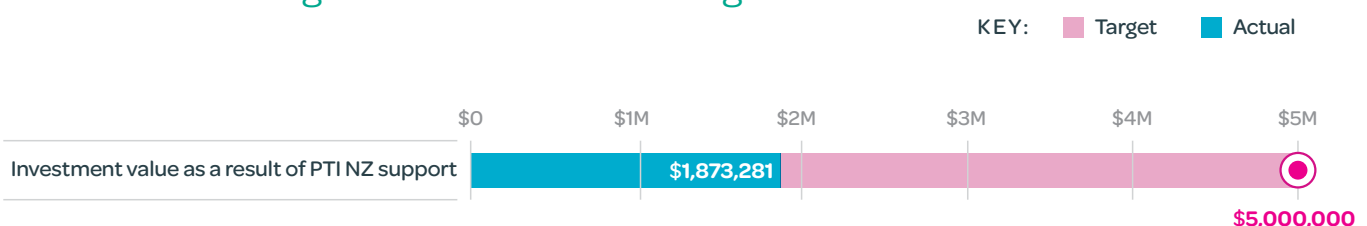
- ✓ supporting enterprise investment readiness
- ✓ promoting investment opportunities in the Pacific Island Countries and Territories (PICTs),
- ✓ introducing potential investors to Pacific enterprises
- ✓ conducting research studies on industry-specific investment opportunities.



## What we delivered in investment:



## How we tracked against our investment targets:





## Key achievements and services

During the year, PTI NZ undertook the following investment promotion and facilitation activities:

### INVESTOR REFERRALS MADE

132

PTI NZ made 132 investor referrals and introductions during the reporting period.

109

109 follow-ups with in-country focal points, businesses, and governments to check in on the status of introductions were made by PTI NZ, as well as to present new bankable projects to investors.

### INVESTMENT MISSIONS

Three significant investment missions were completed.

▲ PTI NZ carried out an investment mission to Vanuatu and introduced investors to local agencies. We conducted an investment readiness workshop for SMEs in collaboration with the Vanuatu Investment Promotion Agency and other local agencies. The mission involved 52 meetings with local enterprises, banks, and government entities, including 11 women-led businesses. Twelve investor introductions were facilitated, and three investment presentations were

delivered at the request of VCCI and VIPA.

▲ We also facilitated an investor mission to Papua New Guinea to connect with health authorities in Port Moresby.

▲ The New Zealand-based investor received the requisite Foreign Investor Certificate (FIC) through VIPA with the assistance of PTI NZ, which enabled the establishment of an accounting practice in Port Vila. The new business venture created four new jobs.

▲ Our mission to Samoa included two investors accompanying the Investment Manager, and 42 meetings with local enterprises, banks, and government representatives, including eight women-led businesses. Two investment presentations were conducted on separate occasions at the request of SCCI and MCIL.

### INVESTMENT PROMOTION AND FACILITATION

▲ We promoted investment opportunities in the Pacific Island Countries to international parties looking for investments in the region.

We also actively pursued investment discussions with French Polynesia, Kiribati, Nauru, and Palau.

- Several deals were facilitated, including:
- an investment deal (valued at NZ\$121,556) in the Cook Islands with a telecommunications company
- an investment deal in Samoa for a woman-led agribusiness in vanilla farming (valued at WS\$1.4 million)
- a social impact investment deal in Vanuatu for equipment for water bore hole extraction in villages (valued at US\$124,000)

▲ PTI NZ have been involved with on-going plans by the Ministry of Health, Republic of the Marshall Islands, to take delivery of medical equipment and facilitate work permits for medical doctors and technicians as part of a PPP agreement to provide in-country medical services to the local population. The new medical facility is expected to open in 2025.

▲ An investment proposal for alternative energy sources is under consideration by the RMI Government following months of discussions and introductions by PTI NZ to a UK company.





**IDENTIFICATION OF INVESTMENT OPPORTUNITIES**

- ▲ We commissioned a Waste Management Study to investigate investment opportunities in Vanuatu and Solomon Islands.
- ▲ New activities in 2024 included two new studies in the Waste Management sector and Gender, specifically the nexuses between gender and investment. Both studies were completed in Q4.
- ▲ The Women in Tech Webinar held in Q4 was led by a small cohort of women leaders in technology. Speakers shared their insights in the Tech Sector to expose career pathways for women as well as investment opportunities in the sector.

**INVESTMENT READINESS**

▲ The Investment Readiness programme ran its course with exceptional outcomes. The key objective of this project is to build a pipeline of at least five investable projects in priority sectors, including: health, telco, and renewable energy. The project targets women-led business and SIS countries.

11

NZ\$19M  
bankable projects

11 companies from Samoa, Vanuatu and Fiji received PTI NZ assistance under the Investment Readiness Programme, which resulted in 11 new bankable projects in agriculture, manufacturing, tourism, aquaculture and renewable energy for PTI NZ promotion to investors.

**INTERACTIVE INVESTMENT READINESS TOOLKIT**

▲ To bridge the investment readiness gap among Pacific SMEs, PTI NZ engaged Baker & York to develop a Pacific-focused Investment Readiness Toolkit. While global investment readiness frameworks exist, they do not fully address the region’s unique cultural, economic, and geographical contexts. The Toolkit addresses this gap while supporting PTI NZ to promote the Pacific market to global investors. To do this, extensive research and consultations across the Pacific and globally were undertaken to draw on best practices while tailoring the content and delivery to Pacific needs. The investment readiness toolkit was designed to equip SMEs with the knowledge and skills to attract investment. It also includes an Investor Hub that equips potential investors with knowledge about the social, economic and government contexts across the region.

# Investment readiness project

In 2024, PTI NZ advanced its Investment Readiness Project, building on the strong and positive response received in 2023. The initiative was designed to equip small and medium enterprises (SMEs) in the Pacific Island Countries with investment credentials in order to attract new investor opportunities for their businesses.

At the close of applications, 11 applications were received from Samoa, Fiji and Vanuatu. Local accounting firms were engaged by PTI NZ to develop bankable, investment-ready proposals for each of the selected companies. The investment proposals represented a diverse range of sectors, such as agriculture, tourism, manufacturing, aquaculture and renewable energy.

PTI NZ leveraged its extensive network of investors, cultivated over years of engagement in the region, to connect the applicants with potential funders. By creating a pipeline of well-prepared projects, PTI NZ significantly enhanced the visibility and credibility of these businesses among investors. This initiative reflects PTI NZ's commitment to fostering economic development by bridging the gap between opportunity and investment readiness in PICs.

This program not only empowered SMEs but also demonstrated its vital role in driving sustainable growth in the Pacific region, enabling well-prepared businesses to unlock transformative opportunities for the local economy.



# Unlocking investment opportunities in Pacific waste management

Transforming Waste into Value – a study on the waste sector in the Pacific island countries through an investment lens – was commissioned in Q4 to identify the types of investment models that could be considered by those in the sector. This effort involved meticulous research and consultation with stakeholders, both online and on-site in the Solomon Islands and Vanuatu, ensuring a robust understanding of regional nuances.

The study provided an overview of the waste management landscape in PICs, shaped by unique geographic, economic, and environmental factors. Challenges such as limited land availability, remoteness, and vulnerability to natural disasters underscore the complexity of managing waste effectively in these regions. Despite these hurdles, the study highlights interesting investment opportunities that can drive sustainable development.

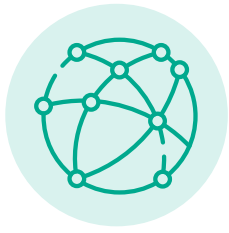
Key opportunities identified include recycling initiatives, waste-to-energy projects, integrated waste management systems, and innovative public-private partnerships (PPPs). These approaches not only address

local waste management constraints but also align with global best practices and emerging technologies. The study also examines potential financial models, offering strategies for attracting investment and fostering sustainability within the sector.

In addition to mapping out opportunities, the study provides a candid assessment of the risks and barriers hindering investments, equipping investors with actionable insights to navigate challenges effectively. It emphasises how improved waste management systems contribute to achieving Sustainable Development Goals (SDGs), creating both economic and environmental benefits for the region.

Importantly, the study captures investor sentiment towards the sector, offering a realistic roadmap for impactful and profitable investments. This initiative sets the stage for transforming waste into a valuable resource, unlocking significant opportunities for investors while addressing critical environmental challenges in the Pacific Islands.





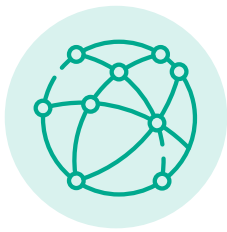
# Marketing and communications

Through our marketing and communications strategic activities, we want to ensure that more Pacific and New Zealand enterprises and stakeholders are aware of what we do and access our services. We do this by using social media and mainstream media to promote our services; drive attention to Pacific businesses by promoting Pacific enterprises, products, services and success stories; and produce and disseminate insights on Pacific trade and investment issues.

## OUR MULTI-CHANNEL ENGAGEMENT<sup>1</sup>

Touchpoints/channels	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Digital reports	-	2	2	3	-	-	3	2	2	1	-	1	16
Events	-	1	-	-	-	-	-	1	-	2	3	2	9
Media Releases	-	1	-	1	1	2	2	3	-	2	4	3	19
Instagram posts	1	7	6	3	8	6	4	14	13	16	12	5	95
Facebook posts	1	7	6	3	8	6	5	9	13	16	16	16	106
LinkedIn posts	1	7	6	3	8	6	6	9	13	16	6	6	97
YouTube/Vimeo	-	-	18	12	11	11	-	-	-	-	-	-	52
Print media	-	1	-	2	-	1	2	5	-	-	-	-	11
Website updates	-	2	2	5	2	2	3	21	2	2	-	3	44
Tik Tok Posts	-	-	-	-	-	-	-	-	13	16	4	20	53





## Key achievements and services

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

### CELEBRATING WOMEN ENTREPRENEURSHIP THROUGH 'SHE LEADS' CAMPAIGN

▲ SHE LEADS is a project filming inspirational women entrepreneurs and leaders across businesses and NGOs throughout the Blue Pacific. These videos document the stories and journeys of remarkable women from in New Caledonia, Cook Islands, Tonga, and Samoa.

SHE LEADS in New Caledonia: We filmed 18 video interviews, 12 of these have been fully edited and is ready for distribution. Word transcripts have also been completed for all videos.

SHE LEADS in the Cook Islands: We filmed 11 video interviews, all of which have been fully edited and are ready for distribution. Word transcripts have also been completed for all videos.

SHE LEADS in Tonga: We filmed 11 video interviews and all have been fully edited for distribution. Word transcripts are also available for all videos.

SHE LEADS in Samoa. We filmed 11 video interviews with women-led business owners from hospitality,

apiculture, business development, agriculture, SWAG, skin care, creative industry, sports and handicraft. Editing, word transcripts completed ready for social media release.

▲ The She Leads video series, released in October and November, featured prominent women entrepreneurs and business leaders. Among them were:

- Davina Hosking-Ashford, Managing Director of SCO Rarotonga and Cook Islands Business Hub;
- Eiko Ahokava, founder of Eiko-San Clothing in Tonga;
- Sarona Ponifasio, a lawyer, entrepreneur, cattle rancher, and Chair of the Samoan Women's Association of Growers;
- Mégane Savary from Atoflow, New Caledonia;
- Kate Vallabh of Cowley's Bakery, Tonga;
- Rosie Vaai, owner of Island Grill, a beachfront resort and cacao farm in Samoa;
- Lydiane Mathiot and Laura, PhD holders in algal science and partners in a start-up seaweed aquaculture venture in New Caledonia;

- Liz Cowley-Sullivan, an entrepreneur known for founding Billfish Bar and Restaurant and Davina House in Tonga;
- Ellena Tavioni, founder of the TAV clothing design brand in the Cook Islands; and
- Audrey Dang, a photographer from New Caledonia.

Overall, we have created 44 She Leads profile films, and amassed over 200 still photographs and aerial footage for future promotion and use. These short films/interviews are being released through social media.

### 'SHE SPEAKS' WE LISTEN SURVEY

▲ During the year we also launched SHE SPEAKS, a women in business online survey. The survey was designed to gather insights about what matter most to women in business leadership as agents of change across the Blue Pacific. The survey was sent to over 1,300 businesses in the Pacific and is being promoted on social media and the PTI NZ website. 224 responses were received.





## SOCIAL MEDIA

▲ The TikTok platform, opened in Q3, saw significant growth, peaking at 2,407 viewers over two months, compared to 832 in the previous two-month period. To enhance communication reach, a media company was outsourced to boost the social media campaign, with the initiative launching in December.

**2,407**

**TikTok viewers**

▲ PTI NZ's YouTube channel reached 1,025,248 reactions with 358,194 impressions recorded in December alone.

**1.025M**

**YouTube reactions**

▲ We developed promotional material and social media posts for The NZ FMCG Industry webinar. Efforts included arranging voice coaching, rehearsals, and video recording of the presenter for social media. The final production included a full video recording along with eight highlight clips, each lasting four minutes.

## MEDIA CONTENT AND MARKETING

▲ Our contribution to the May issue of NZ Grower magazine featured an article on Trading with our Blue Pacific neighbours.

▲ We contributed to Pacific Focus, a PTI network online newsletter, with 9 featured articles. PTI NZ's contributions throughout the year to Pacific Focus featured stories about some of key undertakings as well as an Op-Ed pieces on the Circular Economy. With a large and diverse readership across the globe, writing stories about our work is a

good way to keep our clients and customers informed about our work.

▲ We profiled the Investment Readiness Programme to attract applications through EDM via mailchimp. We distributed 1,200 mail outs.

▲ We connected the Ministry of Trade and Economic Development of Tonga to a New Zealand supplier to source branded merchandise for Pacific Islands Forum (PIF) Leaders Meetings.

# Empowering women-led businesses in the Blue Pacific

She Speaks is a research piece which surveyed 224 women business leaders across the Blue Pacific to capture their insights into what it means as women in leading roles running their businesses. The objectives of the research were to:

- Identify the challenges women face running businesses in the Pacific region
- Identify factors that have helped women overcome these challenges
- Identify support that women would like to have access to
- Develop a profile of women-led businesses in the Pacific.

Conducted across 16 Pacific countries, the research surveyed 224 women business leaders for their insights into their experiences and needs.

The findings revealed that 70% of respondents face significant difficulties running businesses, with limited access to capital identified as the most pressing challenge. Other key hurdles include the rising costs of raw materials, cashflow management, labour issues, and a lack of business connections. Additionally, over half of the women reported gender-specific challenges, such as bias, discrimination, and the struggle to gain respect in male-dominated environments.

Despite these obstacles, Pacific women entrepreneurs have shown remarkable resilience, adopting strategies such as improved financial management, networking, and business restructuring. The survey highlighted that access to financial support, new markets,

skilled staff, training, and mentorship are critical for overcoming barriers and achieving sustainable growth.

The research also underscored the entrepreneurial spirit of Pacific women, with 86% of respondents being business owners and 42% engaged in exports. Increasing digital adoption and innovative financial models have further enhanced their growth prospects. However, systemic challenges like work-life balance and limited access to skilled labour require targeted interventions.

PTI NZ's study recommends a combination of financial, educational, and policy-driven solutions, such as grants, loans, and advocacy for gender equality. Enhanced digital infrastructure and programs promoting market access, skills development, and leadership training are vital to fostering an inclusive business ecosystem.



# Shining a light on Pacific women entrepreneurs

PTI NZ's She Leads initiative documents the contributions of women entrepreneurs across the Pacific Islands region through a series of video stories. Guided by the 2050 Strategy for the Blue Pacific Continent, the project highlights the role of women-led businesses in supporting economic and social development in the region.

After beginning in New Caledonia, the initiative expanded to the Cook Islands, Tonga, and Samoa. A professional film crew produced the video stories, capturing the diversity of industries in which women are making an impact.

In the Cook Islands, the team documented women working in cultural tourism, showcasing efforts to preserve and share local traditions through immersive visitor experiences.

In Tonga, the stories featured entrepreneurs engaged in traditional crafts, sustainable agriculture, and food production. The team also highlighted women entering emerging industries such as renewable energy and aquaculture, where they are addressing local environmental and economic challenges.

In Samoa, the focus included women in the health and education sectors, as well as those leading grassroots social enterprises. The video

stories also captured entrepreneurs producing goods for export, such as organic skincare products and artisanal food, demonstrating efforts to reach global markets.

Through these stories, the She Leads initiative has documented the range of industries in which women entrepreneurs operate across the Pacific.

While showcasing their achievements, She Leads also brings attention to the challenges they face, such as access to resources and navigating local market conditions. These stories continue to provide insight into the roles of women in driving development and fostering innovation across the region. The project continues to explore women's entrepreneurial activities in the region, helping to create a better understanding of their roles in economic and community development.



**Pacific Trade Invest**  
New Zealand





# Network advocacy and engagement

Our network engagement and advocacy strategic activities aim to influence policy and practice changes within other Pacific-facing agencies to improve the targeting and delivery of services to Pacific enterprises, and to improve the services we offer. This involves collaborating and maintaining relationships with key stakeholders in the Pacific and in New Zealand, and informing Pacific and New Zealand audiences through thought leadership.

During the reporting period, PTI NZ undertook the following engagement and advocacy activities:

## ENGAGEMENT

▲ The newly appointed NZ Consular General for New Caledonia, Ms Mary Thurston, paid a courtesy call to introduce her office and gain insights into PTI NZ's work in supporting New Caledonia. Similarly, the NZ High Commissioner to Vanuatu, Ms Nicci Simmonds, visited PTI NZ to discuss New Zealand's trade and business engagement with Vanuatu through PTI services.

▲ Completed PTI network harmonisation of Policies and Regulations.

▲ Engagement with key regional business councils continued, with PTI NZ attending NZ Pacific, Fiji, Tonga, and PNG Business Council meetings, where updates were provided on PTI NZ's services in the Pacific Island Countries

(PICs). Council members were also connected with focal points in Niue, RMI, and Palau.

▲ PTI NZ attended the PHAMA Plus Coordinating Committee meeting in Pacific Harbour and participated in a panel discussion on inter-agency collaboration along with representatives from BLP, PTI Aus, PPIU.

▲ PTI NZ participated in the final Roundtable Talanoa meeting with PCF, MFAT, NZTE, and BLP.

▲ PTI NZ also welcomed 35 trade officials from Pacific Island Countries as part of Auckland University's Pacific Scholars Trade Policy Training Course, where officials were briefed on PTI NZ's services in the region.

▲ PTI NZ attended the Fiji-New Zealand Annual Business Conference in Nadi. We were invited to moderate a session on Elevating Economic Resilience through our Infrastructure. Speakers and panelists comprised:

- Nirajwan Chettair—Director of Projects, Airports Fiji
- Vikash Prasad—CTO, Vodafone
- Brent Hill—CEO, Tourism Fiji
- James Pridgeon—Senior Manager Tourism and Customer Operations, Fiji Airways
- Lisa Apted—KPMG.

## RESEARCH AND PUBLICATIONS

▲ We published an opinion piece on Plastics and undertook research to inform a leadership article on the Circular Economy.

▲ PTI NZ commissioned a feasibility study for the development of a commercial scale pineapple export industry in Fiji for the New Zealand supermarket trade.

# Enhancing export readiness for Vanuatu's agricultural sector

In September 2024, PTI NZ participated in the Enhanced Pacific Market Access Partnership (EPMAP) Mini Trade Forum in Vanuatu, collaborating with local stakeholders to strengthen the nation's agricultural export capabilities. The forum, organised by the New Zealand Ministry of Primary Industries, focused on overcoming challenges and maximising opportunities in exporting fresh produce to New Zealand.

Vanuatu's agriculture sector, driven by commodities like kava, taro, and Tahitian limes, holds significant export potential. However, the country faces substantial barriers, including limited infrastructure, inconsistent product quality, logistical challenges, and gaps in technical knowledge among farmers. These issues are compounded by natural disasters and competition from better-resourced producers in the region.

During the forum, PTI NZ provided critical insights into New Zealand's market requirements and facilitated knowledge-sharing on export readiness. Key areas of focus included improving supply chain consistency, enhancing post-harvest handling, and meeting stringent quality standards. Specific export opportunities were highlighted, such as root crops, tropical fruits, and ginger, which show promise for market expansion.

Field visits underscored the importance of coordinated industry efforts. For example, Bella Export showcased its efforts to scale root crop exports, supported by PTI NZ's connections to New Zealand buyers. Similarly, Pacific Direct, a lime grower, demonstrated the potential for growth but faced challenges in meeting volume and cost expectations.

PTI NZ emphasised the need for systemic improvements, including infrastructure upgrades, robust farming strategies, and industry-wide collaboration. By aligning growers, exporters, and government agencies, Vanuatu can build a resilient and competitive agricultural export sector.

The forum concluded with actionable outcomes, including the identification of new exporters, development of farming plans, and exploration of innovative solutions such as value-added processing.





# Performance measures



## Trade

### OUTPUTS:

- |  |   |
|--|---|
| <p>① <i>PTI NZ builds relationships with Pacific exporters and NZ buyers</i></p>                                   | <p>✓ 146 exporting client engagements (Target: 200)</p> <p>✓ 92 buyer engagements (Target: 40)</p>  |
| <p>② <i>Trade programmes, trade services and trade events are delivered to Pacific exporters and NZ buyers</i></p> | <p>✓ 158 trade services delivered over 2024</p>   |
| <p>③ <i>Pacific exporters and NZ buyers are satisfied with PTI NZ's trade services</i></p>                         | <p>✓ 98% of PTI NZ clients rate PTI NZ at least 3 out of 5 on their satisfaction with the engagement or services (Target: 70%)</p>            |
| <p>④ <i>Women and small island states access PTI NZ's services</i></p>   | <p>✓ 126 services delivered to women-owned/led businesses (Target: 75)</p> <p>✓ 36 services delivered to small island states (Target: 40)</p> |

### OUTCOMES:

- |  |   |
|--|---|
| <p>📍 <i>Pacific entrepreneurs have improved confidence, and are better informed, about how to export to NZ</i></p> | <p>✓ 4 clients moved from being assessed as tier 2 to tier 1 (highest export capability)</p>  |
| <p>📍 <i>The NZ buyer network grows</i></p>   | <p>✓ 92 purchasing relationships were in place in 2024</p>  |
| <p>📍 <i>Pacific entrepreneurs are export-ready and exporting successfully</i></p>                                  | <p>✓ NZ\$21.1m in export deals facilitated by PTI NZ (Target: \$15m)</p> <p>✓ 55 export deals facilitated by PTI NZ (Target: 40)</p>    |
| <p>📍 <i>Pacific entrepreneurs are in a stronger position to export</i></p>   | <p>✓ 60% of client contacts assessed as being export ready (Target: 60%)</p> <p>✓ 37% of client contacts referred to other agencies</p> |



## Investment

OUTPUTS:	① <i>Investors are matched with potential opportunities</i>	✓ 132 investor introductions made (Target: 40)
	② <i>Committed and engaged participants attend investment programmes</i>	✓ 88% of participants are committed and engaged (Target: 60%)
OUTCOMES:	📍 <i>Pacific enterprises have improved confidence, and are better informed, to attract investment</i>	✓ 17 tier 1 and tier 2 investment clients (with high investment potential) in 2024.
	📍 <i>Value of investment facilitated</i>	✓ \$1.87m in investment deals facilitated by PTINZ (Target: \$5m)
	📍 <i>Number of investments facilitated</i>	✓ 6 investment deals facilitated by PTINZ (Target: 5)
	📍 <i>Value of investment deals in the pipeline</i>	✓ \$200m of investment propositions in the pipeline (Target: \$10m)
	📍 <i>Number of deals in the pipeline</i>	✓ 34 investment deals in the pipeline (Target: 12)
	📍 <i>Number of investment deals that will interest philanthropic and impact investors</i>	✓ 9 investment deals of interest to philanthropic and impact investors (Target: 5)



## Marketing & Communications

OUTPUTS:	① <i>PTI's media, website, and communications resonate with audiences, including Pacific exporters and investors</i>	✓ 61,097 LinkedIn, Facebook, Instagram, TikTok & Youtube followers in 2024 (8.1% increase on 2023)
	② <i>Events, missions, exhibitions are delivered</i>	✓ 12 Pacific and NZ missions, seminars, webinars, and board events delivered (Target: 5)
OUTCOMES:	📍 <i>More Zealand and Pacific enterprises and stakeholders are aware of PTINZ</i>	✓ 638,808 LinkedIn, Facebook, Instagram, TikTok & Youtube impressions in 2024 (270% increase on 2023)
	📍 <i>More enterprises use PTINZ services</i>	✓ 40 new export clients in 2024 (135% increase on 2023) ✓ 117 new investment clients (3% increase on 2023)
	📍 <i>PTINZ is the go-to agency for investment and trade promotion in the Pacific</i>	✓ 466 clients and businesses assisted in 2024 (Target: 300)
	📍 <i>New Zealanders are purchasing from the Pacific</i>	✓ \$1.4b in PIF imports to New Zealand (7% increase on 2023)



## Advocacy & Engagement

### OUTPUTS:

- ① ***PTI NZ collaborates with New Zealand and Pacific based agencies***

✓ PTI NZ had 17 collaborations with NZ and Pacific based agencies on events, missions and exhibitions during 2024 (Target: 15). This included collaborations with NZ-Fiji Business Council, NZ Tonga Business Council, Auckland University, Oceania Renewable Energy Summit, UNESCAP, Heads of IPAs, Pacific Chamber of Commerce, New Zealand Pacific Business Council, MTED Tonga, Pharma-Plus and Ministry of Agriculture, MPI, French NZ Chamber of Commerce, New Caledonia High Commission, French Polynesia Business Association.

- ② ***PTI NZ has fit-for-purpose operational management***

✓ 100% of reports were delivered to funders in full and on-time (Target: 100%)

- ③ ***There is harmonisation across the global PTI network***

✓ PTI NZ had 23 engagements with organisations across the global PTI network during 2024. This included the PTI Network Trade Commissioner, PTI Network with PIFS Director, PTI Board Meetings, PTI Network Policy Review, PTI Trade and Investment Committee meetings.

### OUTCOMES:

- 📍 ***PTI NZ's data and knowledge is used to improve services***

✓ 10 new or modified services were delivered by PTI NZ during 2024

- 📍 ***PTI NZ influences other agencies in their trade and investment facilitation***

✓ PTI NZ had 98 meetings with other agencies on trade and investment facilitation during 2024. This included NZ-based Business Councils, Business Council Networking events, Auckland University collab, Oceania Renewable Energy Summit, UNESCAP, Inter-agency Talanoa, PPIU, PHARMA Plus, MPI, Pacific Chamber of Commerce, IPAs.

- 📍 ***There is policy, regulatory, and/or practice change within agencies that make it easier for Pacific entrepreneurs to do business with NZ, and for NZ investors to invest in the Pacific***

✓ 5 policy or practice changes were undertaken by other agencies during 2024





**Pacific Trade Invest**  
NEW ZEALAND

[www.pacifictradeinvest.com](http://www.pacifictradeinvest.com)

Level 3, 5 Short Street, Newmarket, Auckland 1023  
PO Box 109 395, Newmarket, Auckland 1149  
Ph +64 9 529 5165

With support  
from:



**PACIFIC ISLANDS  
FORUM SECRETARIAT**



**NEW ZEALAND  
FOREIGN AFFAIRS & TRADE**  
MANATŪ AORERE

© Copyright Pacific Trade Invest New Zealand 2025  
All rights for commercial/profit reproduction in any  
form are reserved. Pacific Trade Invest New Zealand  
authorises the partial reproduction or translation of  
this material for scientific, educational or research  
purposes, provided that Pacific Trade Invest New  
Zealand and the source of the document are  
properly acknowledged. Permission to reproduce  
the document in any form, whether for commercial/  
profit or non-profit purposes, must be requested in  
writing. Original text: English