

Pacific Trade Invest
NEW ZEALAND

Six-Month Report
JANUARY TO JUNE 2025

Introduction

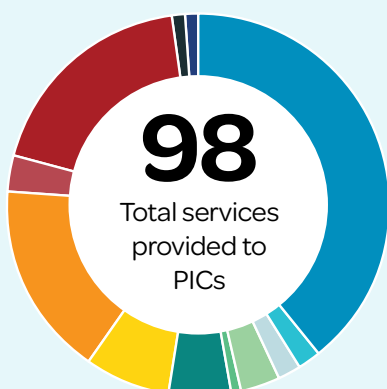
Throughout the reporting period of January to June 2025, Pacific Trade Invest New Zealand (PTI NZ) continued to facilitate trade and investment outcomes in the Blue Pacific.

Throughout the reporting period of January to June 2025, Pacific Trade Invest New Zealand (PTI NZ) continued to facilitate trade and investment outcomes in the Blue Pacific. The first half of the year marked a strong start for PTI NZ as it continued to drive sustainable economic growth and regional connectivity across the Pacific. Through targeted trade promotion, investment facilitation, and tourism development initiatives, PTI NZ worked closely with Pacific Island countries (PICs) to unlock new opportunities and strengthen partnerships in key markets while making steady progress towards the Network's overall strategic goals and priorities. The team remained focused and responsive to emerging opportunities and challenges, focused on delivering measurable outcomes and deepened stakeholder engagement, ensuring that activities remain aligned with overall program objectives.

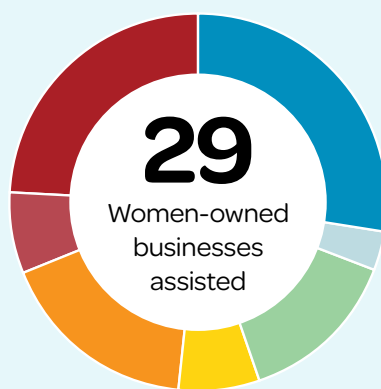
Investing in relationship building with clients and stakeholders in New Zealand and in the Pacific was a useful exercise during the reporting as it reinforced the importance of having good relations with key stakeholders and partners on the ground. The NZ Heads of Missions (HOMs) in Tonga, Fiji, Solomon Island and PNG found the sessions very useful and welcomed the information about our work in the region. PTI NZ plans to roll out similar catch ups with HOMs in other PICs. As well, PTI NZ held regular catch ups with Pacific Trade and High Commissions in Auckland and Wellington to share information about our services.

As a collective, the PTI Network was represented at the Forum Trade Officials meeting at the Forum Secretariat in February, while preparations for the Forum Trade Ministers Meeting scheduled in July was well underway by the end of

June. The PTI Network held its ninth Independent Advisory Board meeting on 12 February 2025. The meeting was held virtually and chaired by the PIFS Secretary General and focused on key issues impacting the Network. The meeting highlighted the significant progress PTI has made in addressing regional challenges affecting the ease of business in the Pacific.



- Federated States of Micronesia: 1 (1.0%)
- Fiji: 38 (38.4%)
- French Polynesia: 2 (2.0%)
- Kiribati: 3 (3.0%)
- New Caledonia: 3 (3.0%)
- Niue: 1 (1.0%)
- Papua New Guinea: 5 (5.1%)
- Samoa: 7 (7.1%)
- Solomon Islands: 16 (16.2%)
- Tonga: 3 (3.0%)
- Vanuatu: 18 (18.2%)
- Pacific: 1 (1.0%)



- Fiji: 8 (27.6%)
- New Caledonia: 1 (3.4%)
- Papua New Guinea: 4 (13.8%)
- Samoa: 2 (6.9%)
- Solomon Islands: 5 (17.2%)
- Tonga: 2 (6.9%)
- Vanuatu: 7 (24.1%)



- Kiribati: 3 (60%)
- Federated States of Micronesia: 1 (20%)
- Niue: 1 (20%)



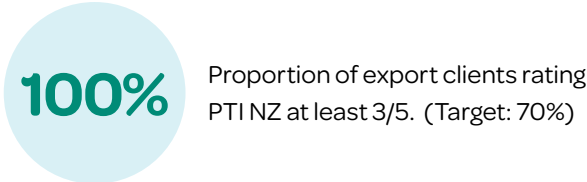
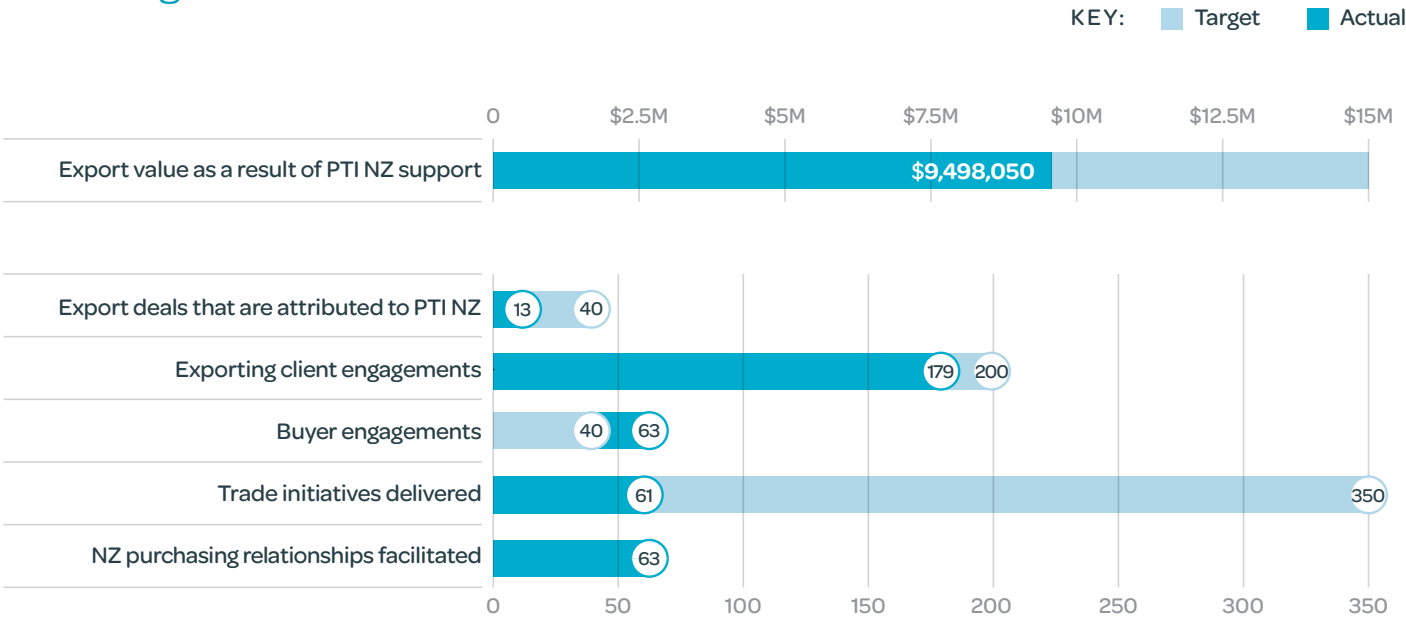
Trade facilitation and promotion

What we delivered in trade:



Our trade and facilitation 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.

How we tracked against our trade targets:





During the reporting period, PTI NZ undertook the following activities:

RETAIL ENGAGEMENT

▲ We delivered the Retail Engagement Programme. The programme is designed to provide training and mentoring for star performing pacific clients in the areas of product development, market research and commercial preparation. Four clients created and updated their commercial proposals, engaged with retailer category specialists, participated in a planogram session to support the introduction of a dedicated PI product bay in-store, and submitted final pricing and documentation to spot product onboarding for approval by the client.

▲ We connected a company to a New Zealand (NZ) marketing specialist to assist in the development of a new marketing and brand strategy. Discussions and planning are in place for a range in Foodstuffs and Gilmores.

TRADE FACILITATION

We connected:

▲ A supplier of fresh vegetables to a NZ importer looking to source fresh ginger.

▲ A NZ based juice company with a grower and exporter of agricultural produce and spices to source fresh ginger for their juice range, which is exported globally.

▲ A Noni producer in Vanuatu to a business in the Cook Islands. The latter

is trying to source Noni Juice from other PI countries to help boost his volumes to be able to meet his export market orders.

▲ A NZ distributor to a brewery in French Polynesia and arranged samples of canned beverages for sampling in New Zealand.

▲ We reached out to companies in Samoa to seek a supply of mature coconuts and taro on behalf of a NZ importer. Samoa was unable to meet the volume.

▲ We facilitated the export of mixed container of produce from Fiji.

We participated in:

▲ 14 separate meetings / discussions with NZ based companies who are involved in pacific F&B either as importers, distributors, buyers or as service providers to exchange information about doing business with Pacific Island countries. Valuable insights were gained from the NZ companies.

▲ Several rounds of meetings with the Kiribati Ministry of Tourism, Commerce, Industry & Cooperatives and senior officials from the Ministry of Fisheries regarding their plans to upscale export capacity for pet fish and that they are ready to re-enter the NZ market for pet fish. This followed a referral from the Pacer Plus Implementation Unit. The

discussions provided useful insights about the pet fish industry in Kiribati, species, volumes, current export markets, certification, regulations, licensing, challenges, and TBT and SPS issues with NZ. PTI NZ shared information on NZ Import Regulations and Tariffs for fisheries including aquarium fish. PTI NZ undertook to research the matter in more detail. Exchanges during the reporting period included pricing, fish species, and packaging.

▲ We convened the Mini Trade Forum, including Path2Market, in Tonga over two days with MPI NZ. Two NZ importers and distributors accompanied the PTI NZ team as presenters at the Path2Market workshop. Field visits were organised by MTED and Biosecurity in Nuku'alofa and Va'vau. The event was held in the margins of the Agriculture Week hosted by the Government of Tonga, SPC and FAO. Fruitful one-on-one discussions were held with growers, cooperatives, private companies, and government officials, including the Minister of Trade & Economic Development, Hon. Kapelieli Laumata.

EVENTS

▲ Seven companies were shortlisted for the Fine Food Show 2025. Three companies met the eligibility criteria. An Events Manager was contracted to manage the pacific stand. Cooking demonstration by Derick the Chef was a hit drawing good crowds to the stands.



▲ As part of the French Business Forum in Auckland – organised by the NZ France Chamber of Commerce – 20 companies from New Caledonia and French Polynesia arrived in New Zealand for a one day workshop to hear from NZ agencies about banking, company set up, brand/IP protection, trade, transport and logistics, Māori business, etc. PTI NZ was well promoted throughout the event by the organiser (comms platforms, speeches, publications post event) and presented during the workshop on trade between NZ and the French Pacific, highlighting key services to the benefit of French Pacific exporters. PTI NZ organised site visits for companies at their request. A post-event meeting with the organisers and PTI NZ was held at the office to provide our feedback.

▲ We were one of five agencies included in the MFAT stand at the Pasifika Festival in March. The public event showcased the Pacific island countries culture through food, beverage, handicraft, performances, and other entertainment. PTI NZ showcased products from the Pacific.

COUNTRY MISSIONS

▲ We completed a trade scoping mission to Solomon Islands to meet exporters and other stakeholders, including Government Miniseries, PHAMA Plus, businesses, SI Chamber of Commerce, Strongim Bisnis, and SI Timber Processors & Exporters Association to understand sustainable export opportunities. Good leads were made and we gained valuable insights about the coconut sector, timber industry and secured new interest in the Freight Support Programme.

▲ We travelled to Vanuatu as part of the NZ Pacific Business Council mission. We worked with Biosecurity Vanuatu, the Department of Trade, and the NZ High Commission to organise and deliver Path2Market workshop and field visits. Around 35 participants attended. A NZ importer and distributor of fresh and frozen root crops accompanied PTI NZ. PTI NZ is following up on two possible contracts.

IMPACT SUPPORT

Through the Impact Support programme, we supported:

▲ Tongan pineapple farmers with farming equipment to boost their harvests. In the short to medium term PTI NZ is in discussion with a NZ importer to trial fresh pineapples from the same farmers in Va'vau.

▲ A manufacturer of skin beauty products in Fiji to attend a Hair and Beauty Expo in NZ.

▲ A food processing company to engage a professional marketing company to develop their marketing strategy and brand guidelines for the NZ market.

▲ The Natures Way Cooperative to help increase the production of fruit and vegetables in the HTFA for exports to NZ.

▲ A Fiji agribusiness with NZ imports and the distribution of fresh vegetables to install a blast freezer for exports of root crops to NZ.

Fine Food Show 2025

PTI NZ sponsored three Pacific exporters at the Fine Food Show New Zealand 2025. The Fine Food Show is New Zealand's leading trade-only food and beverage event.

With more than 6,000 visitors and around 220 exhibitors, the Fine Food Show is the biggest event in New Zealand in the food and beverage industry and presents an excellent opportunity to showcase Pacific products to industry players.

The show was held over five days from 27 June to 1 July and brought together major distributors, retailers, foodservice buyers, and category managers from various industries across New Zealand. The majority of the visitors were restaurant/bar/café and foodservice providers – up to 50%.



The three Pacific businesses supported by PTI NZ included:

- Inu Cook Islands Limited – exports natural fruit juices and beverages from the Cook Islands
- Foods Pacific Pte Ltd – exports sauces, ready-to-eat meals, and tropical condiments from Fiji
- Cibus Foods Limited – distributor of healthy, clean-label snack foods based in New Zealand and sourcing from the Pacific.

A crucial component of PTI NZ's trade and facilitation role is promoting and connecting Pacific-based exporters to NZ and international buyers. The Pacific

“Thank you for the opportunity. We had high engagement and have already started following up with several buyers.”

—Shelley Christine Burich
FOODS PACIFIC PTE LTD

exhibitors experienced first-hand the value of showcasing their products at the event, resulting in a good level of engagement and opportunities that aligned with their expectations.

“We thoroughly enjoyed our experience. The event gave us the platform to showcase our new range and meet a highly targeted audience.”

—Qiujing Wong
CIBUS FOODS

The Pacific companies who exhibited reported positive outcomes with a couple confirming positive leads. The companies also reported that they were able to gather good feedback about their products, including improvements to product-market fit as well as the need to raise brand awareness in the New Zealand market.

Post event, PTI NZ is following up with the exhibitors on their leads.

PTI NZ's role extends beyond Trade Shows such as the Fine Food Show to include on-going support to Pacific businesses throughout their export journey to New Zealand. Through trade facilitation and promotion, we are committed to see more New Zealanders purchasing from the Pacific and grow the value of New Zealand's imports from Pacific Islands Countries and Territories.



“Absolutely love these shows – great for market testing and finding niche buyers interested in natural and Pacific-made products.”

—Fiona Hailes
INU COOK ISLANDS



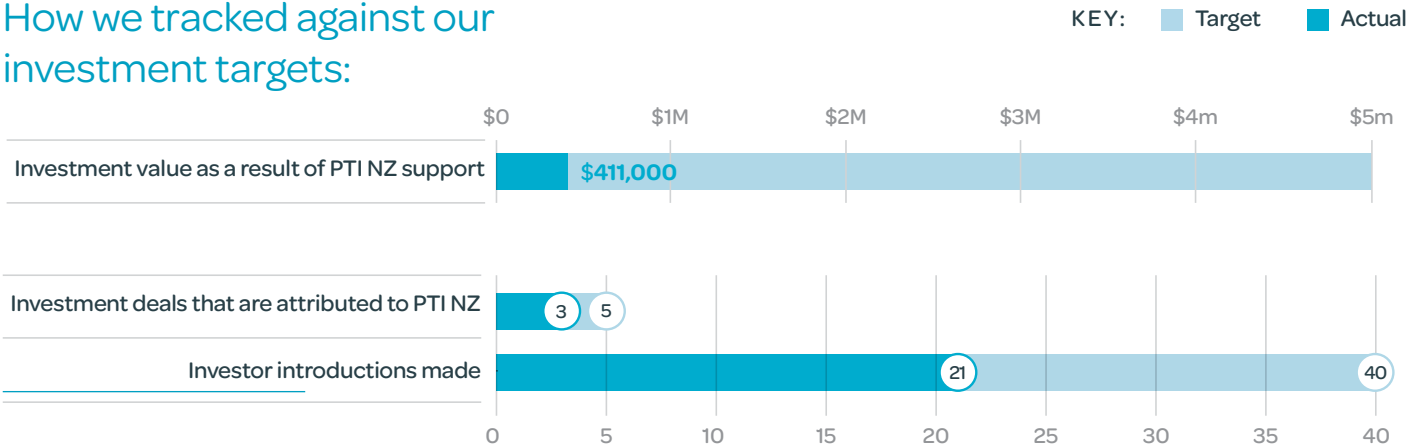
Investment facilitation and promotion

What we delivered in investment:



Our investment 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, and conducting research studies on industry-specific investment opportunities.

How we tracked against our investment targets:



Proportion of investment programme participants that are committed and engaged. (Target 60%)



Growth in the proportion of tier 1 and tier 2 investment clients. (no target for 6 months as target is based on annual growth)



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

INVESTMENT FACILITATION

▲ A bottled water company in Samoa was a 2024 recipient of PTI NZ's Investment Readiness programme, which resulted in a bankable investment project with accompanying documents, pitch deck, etc. During the reporting period, PTI NZ pitched the investment proposal to investors and the company's application to the Samoa Development Bank was successful, which will serve the company's expansion plans into technology and other assets.

▲ We connected company executives in PNG to a Teleco company seeking to expand connectivity, off-grid, solar powered deployment, eCommerce and digital payments in rural areas. An NDA was signed to start sharing documents.

▲ Since making introductions in 2024, PTI NZ and a NZ based company with solar solutions for small grid development has been building a good working relationship with SOEs and institutions in Samoa on a couple of

renewable energy projects. During the reporting period the NZ company, in partnership with Greenology, conducted a workshop in Samoa on Solar System Awareness.

▲ RMI Healthcare investment – The new Dialysis Centre in Majoro Hospital was formally opened by the President of RMI on 30th April. Reno specialists, technical crew and others are on the ground to work alongside the Ministry of Health.

▲ Introductions made in 2024 between parties interested in pursuing RE investment projects in the region has resulted in a firm partnership between Fiji based and CKI based companies who have joined up under a formal MOU to bid for projects, beginning with one in CKI Northern Group.

▲ Introductions made by PTI NZ earlier this year to a Hotel Brand and a list of hoteliers in CKI has resulted in a LOI signed with a Resort. Discussions between the parties are on-going.

▲ We introduced a NZ based company that specialises in small grid



solar solutions to Tonga Fisheries to explore options for cost saving measures to run a fisheries processing facility.

INVESTMENT READINESS PROGRAMME

▲ 115 applications were received for the Investment Readiness Programme and 11 applications were approved.

RESEARCH

▲ The Transforming Waste into Value report was finalised and printed for distribution. The report received excellent reviews.

▲ The Gender Lens Investing Report was completed and printed for distribution. The report received excellent reviews.

▲ The Interactive Investment Readiness Toolkit Framework report was completed. Consultations are underway with the PTI Network to investigate this as a PTI global project.

Solomon In-country Mission

PTI NZ Investment Manager, Rohan Parekh, went on his first ever Investment Mission to the Solomon Islands in April this year.

The Solomon Islands has an abundance of natural resources that offers unique and diverse investment opportunities. PTI NZ's investment facilitation and promotion role centres around promoting investment opportunities in the Pacific to potential investors as well as supporting Pacific enterprises to become investment ready.

Two companies accompanied PTI NZ and spent two-weeks in meetings with stakeholders from government and the private sector. The companies were on a mission to understand Solomon Islands' investment readiness in sectors with promising opportunities for foreign investment. These included Renewable Energy, noting there is huge opportunity for investments in technology to improve energy efficiencies in the country. The companies also noted that the Telco/FIN-TECH sector is a fast-growing sector. Meetings with the authorities proved worthwhile but there are challenges which the authorities agreed could be a deterrent for foreign investors.

Over the two-week period, PTI NZ held several meetings to establish connections and in the process offered PTI NZ investment services.

The Investment Mission provided an important platform for the potential investors to engage in person with stakeholders on the ground and learn more about the investment opportunities in the Solomon Islands.

The Investment Manager met with recipients of PTI NZ's flagship Investment Readiness Programme. These include start-ups, SMEs and the Young Entrepreneurs Council Solomon Islands. These engagements reaffirmed the need for a dedicated Investment Readiness Toolkit for the Pacific. During the mission, a Solomon Islands' business founder reported that his company was able to secure a grant thanks to his company's Investment Proposal developed through the Programme.

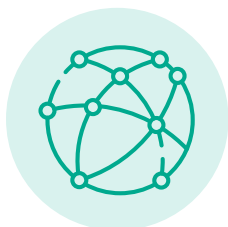
From the meetings and discussions held there is strong evidence to suggest that there are investors, developers and solution providers willing to invest in the Solomon Islands. PTI NZ estimates NZD1.5million of potential investments from this mission alone.

PTI NZ is committed to capitalising on the key findings from the Investment Mission to support the development of investment ready projects and Pacific businesses while building investor relations with NZ investors and international parties in NZ.



“ This achievement marks a significant milestone for us and reflects the strength of the analysis and data embedded in the proposal”

—Founder



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.

▲ PTI NZ's marketing communications in the first half of 2025 saw significant success driven largely by the SHE LEADS video series, which boosted impressions across multiple social media platforms to over 2 million. PTI NZ is focusing on cost-effective content production and expanding its outreach, especially through emerging platforms like TikTok, while maintaining strong engagement on Facebook and LinkedIn.

▲ SHE LEADS videos drive growth: These human interest videos have been the most successful content across Facebook, Instagram, LinkedIn, TikTok, and YouTube, significantly increasing impressions and followers, particularly on YouTube.

▲ Social media platform insights: Facebook and LinkedIn benefit from event and industry visits, especially in Pacific Island countries, while TikTok growth was fuelled by short reels created with intern support. Instagram relies heavily on strong imagery. Pinterest was discontinued due to low impact.

▲ Electronic Direct Mail and website performance: Mailchimp campaigns achieved high open rates averaging

45%, aided by reminder emails. The PTI global website had 31,000 users with steady growth, showing spikes in interest when videos and galleries were added. Papua New Guinea users are the largest group by country. The new 'send reminder emails if they are un-opened after a week' function in Mailchimp has been successful, especially in promoting the Freight Support Programme.

PLATFORM INSIGHTS:

Platform	Impressions	New followers
Facebook	85,061	314
Instagram	3,310	30
LinkedIn	17,311	202
TikTok	6,775	42,937
YouTube	2,003,984	589
Combined	2,111,451	43,950

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

- Released five EDMs to promote the Investment Readiness Programme.
- Arranged special marketing and comms for the Pasifika Festival, including About Us flyers.
- Marketed an online survey on Pineapples for NZ consumers.
- Produced promotional material for Trade & Investment teams.
- Completed and uploaded a compilation of 45 short reel videos on She Leads.
- Published an advert in the Restaurant & Café June edition to promote the Fine Food Show exhibitors.
- Published a social media post to promote the Investment outcome in Solomon Islands, which drew

21,700 impressions on Facebook.

- Through the social media boosting campaign, a She Leads post recorded a remarkable 226,442 impressions. PTI NZ's social media platforms continue to record the highest rates of the PTI network.

GOVERNANCE AND COMMUNICATION

- The Q4 2024 Risk Register & Fraud Risk Assessment report was completed for PIFS.
- The 2024 MERL report was completed and sent to MFAT to meet reporting requirements.
- The 2024 Financial audit was completed. Reports were sent to PIFs for signature.

- The Q2 Risk Register was completed and submitted to the Forum Secretariat. The Risk assessment tracker was completed and Project Risk profiles updated.
- PTI NZ visited PTI Australia to socialise the PTI NZ MERL report template and reporting processes. Good feedback was received.



OUR MULTI-CHANNEL ENGAGEMENT:

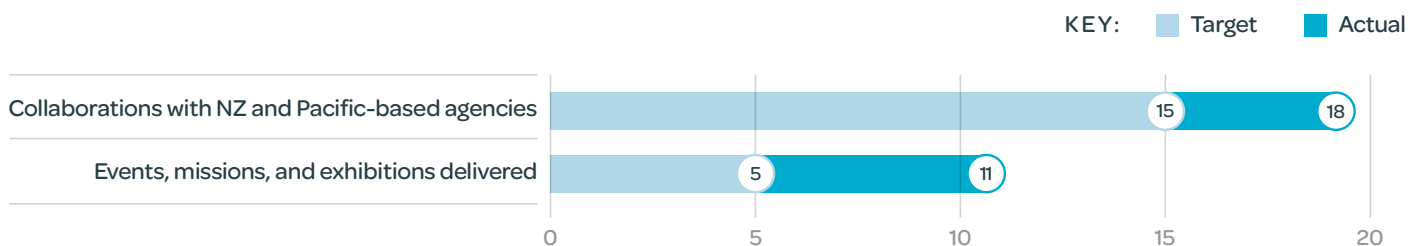
Touchpoints/channels	Jan	Feb	Mar	Apr	May	Jun	YTD
Reports	1	-	2	3	2	2	9
Events	-	-	-	-	4	1	5
Media Releases	1	1	2	1	1	1	7
Instagram feed	1	8	8	3	10	14	44
Facebook feed	1	8	8	3	12	18	50
LinkedIn feed	1	8	8	3	13	13	46
TikTok feed	-	3	-	-	-	-	3
YouTube / Vimeo	3	4	1	3	1	9	21
EDMs (Mailchimp newsletters)	3	5	5	3	2	-	18
Traditional (Print) Media	-	-	1	-	-	1	2
Website Updates / <i>Pacific Focus</i> stories	-	1	-	2	2	40	45
Image Gallery	-	20	20	25	35	85	185



NETWORK ENGAGEMENT & ADVOCACY

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.

How we tracked against our network engagement and advocacy targets:



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



ADVOCACY & STAKEHOLDER ENGAGEMENT

Along with PTI Australia, we reconnected with the Chambre de Commerce, d'Industrie, des Services et des Métiers (French Polynesia Chamber of Commerce & Industry), to learn more about their export industry and to receive an update about their containerisation assistance programme to exporters, a model that could be adopted in other Pacific Island countries.

We met with:

The New Zealand High Commission in PNG to share PTI NZ services with a view to supporting PNG exporters looking to NZ as an export market and to grow new market opportunities for existing exporters.

The PHAMA Plus Team Leader Solomon Islands, Samantha Maeke, to discuss timber and the work of PP in the industry, including certification, small scale processing etc. PTI NZ to gauge where to add value in the industry aside from connections to new buyers in NZ.

Development partners, fund managers and others through nine meetings to share PTI NZ investment services and to discuss possible synergies.

The Fiji Commerce and Employers Federation Chief Executive Officer, through an online meeting, to introduce PTI NZ services and to learn more about FCEF's Member Councils and their missions. The intention is to onboard FCEF as a stakeholder and partner.

We connected the Investment Promotion Division, Ministry of Tourism, Commerce, Industry & Cooperatives with a NZ based charitable trust organisation with an offer for investment in medical services. Discussions between the parties are on-going.

We made efforts to build relations with NZHC Posts in PNG, Fiji, Samoa, Tonga and Sol Is, commencing with 1hr meetings with each. Parties found the exchanges very useful and have agreed to make these 6-weekly.

We convened a roundtable meeting with NZ agencies BLP, NZTE, MFAT Pacific Division, PCF and Innovation Hub to share insights into programmes and initiatives for 2025.

We were invited to address the team at the Secretariat for Pacific Auditors Generals in Parnell, Auckland about stakeholder engagement.

We attended:

The PHAMA Plus Coordinating Committee meeting to receive updates from country managers on the remaining projects in the Pacer Plus countries.

The inter-agency Roundtable Meeting with NZTE, MFAT, BLP and the Pacific Innovation Hub for updates on our programmes and other initiatives planned in the region.

An MFAT engagement to meet members of the Pacific Diplomatic Corps. Met with High Commissioners for Kiribati, Tonga, RMI and others to

brief them on our work with local partners.

Monthly meetings with PIFS for updates on the work of the Secretariat and to provide updates on PTI NZ workstreams.

A networking event organised by the NZ Fiji Business Council. Two new leads were generated.

We travelled with the MFAT team, as part of the MFAT Pacific Update, to Tauranga, Wellington and Whangarei to present to the local communities about PTI NZ services.

We travelled to Tonga for the Mini Trade Forum as part of the Agriculture Week. PTI NZ was accompanied by two NZ importers and distributors to present at the Path2Market seminar. Meetings were held with growers and exporters of coconut, pineapple, taro, watermelon. Travelled to Va'vau for field visits to see pineapple farms, visit the government's pack house, fumigation centre and post-harvest handling facilities.

We joined the Forum Secretariat's HLC team in Wellington for meetings with Senior Government officials.

PARTNERSHIPS

Preparatory work was undertaken to engage VSA and PCF services in selected PICs to build private sector capacity.



Performance measures



Trade Facilitation and Promotion

OUTPUTS:

- | | |
|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>① <i>PTI NZ builds relationships with Pacific exporters and NZ buyers</i></p> | <ul style="list-style-type: none"> ✓ 179 exporting client engagements (Target: 200) ✓ 63 buyer engagements (Target: 40) |
| <p>② <i>Trade programmes, trade services and trade events are delivered to Pacific exporters and NZ buyers</i></p> | <ul style="list-style-type: none"> ✓ 61 trade services delivered each year (Target 350) |
| <p>③ <i>Pacific exporters and NZ buyers are satisfied with PTI NZ's trade services</i></p> | <ul style="list-style-type: none"> ✓ 100% of export clients rate PTI NZ at least 3 out of 5 on feedback form (Target: 70%) ✓ 100% of export clients rate 3 out of 5 on recommending PTI NZ to others (Target: 50%) |
| <p>④ <i>Women and small island states access PTI NZ's services</i></p> | <ul style="list-style-type: none"> ✓ 29 services delivered to women-owned/led businesses (Target: 75) ✓ 5 services delivered to small island states (Target: 40) |

OUTCOMES:

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p> <i>Short-term Outcome:
The New Zealand buyers network grows</i></p> | <ul style="list-style-type: none"> ✓ 63 buyer purchasing relationships by NZ buyers each year |
| <p> <i>Medium-term Outcome:
Pacific entrepreneurs are export-ready and exporting successfully</i></p> | <ul style="list-style-type: none"> ✓ 13 export deals per year attributed to PTI NZ support (Target: 40) ✓ \$9,498,050 in export deals per year attributed to PTI NZ support (Target: \$15m) |
| <p> <i>Medium-term Outcome:
New Zealanders are purchasing from the Pacific</i></p> | <ul style="list-style-type: none"> ✓ \$75.54m in trade value with PIF economies (excluding Australia) |



Investment Facilitation and Promotion

OUTPUTS:

⑤ *Investors are matched with potential opportunities*

✓ 21 investor introductions made (Target: 40)

⑥ *Committed and engaged participants attend investment programmes*

✓ 55% of participants are committed and engaged (Target: 60%)

OUTCOMES:

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

✓ 30 tier 1 and tier 2 investment clients.

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

✓ 3 investment deals per year attributed to PTI NZ support (Target: 5)

✓ \$411,000 investment deals per year attributed to PTI NZ support (Target: \$5m)



Marketing & Communications

OUTPUTS:

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

✓ 2,111,451 impressions,

✓ 43,950 new followers on social media platforms

OUTCOMES:

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

✓ 8,453 - number of media mentions and engagements

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

✓ 97 clients and businesses assisted each year (Target: 300)



Network Engagement & Advocacy

OUTPUTS:

⑧ *Events, missions, exhibitions are delivered*

✓ 11 events/ missions delivered per year (Target: 5)

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

✓ 18 collaborations per year (Target: 15)

OUTCOMES:

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

✓ Meetings held with NZ High Commissions in PNG, Fiji, Samoa, Tonga and Solomon Islands; PHAMA Plus; Fiji Commerce and Employers Federation; French Polynesia Chamber of Commerce & Industry; BLP, NZTE, MFAT, PDF, Pacific Innovation Hub

© 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



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