



2015

ANNUAL REPORT



Pacific Islands
Trade & Invest

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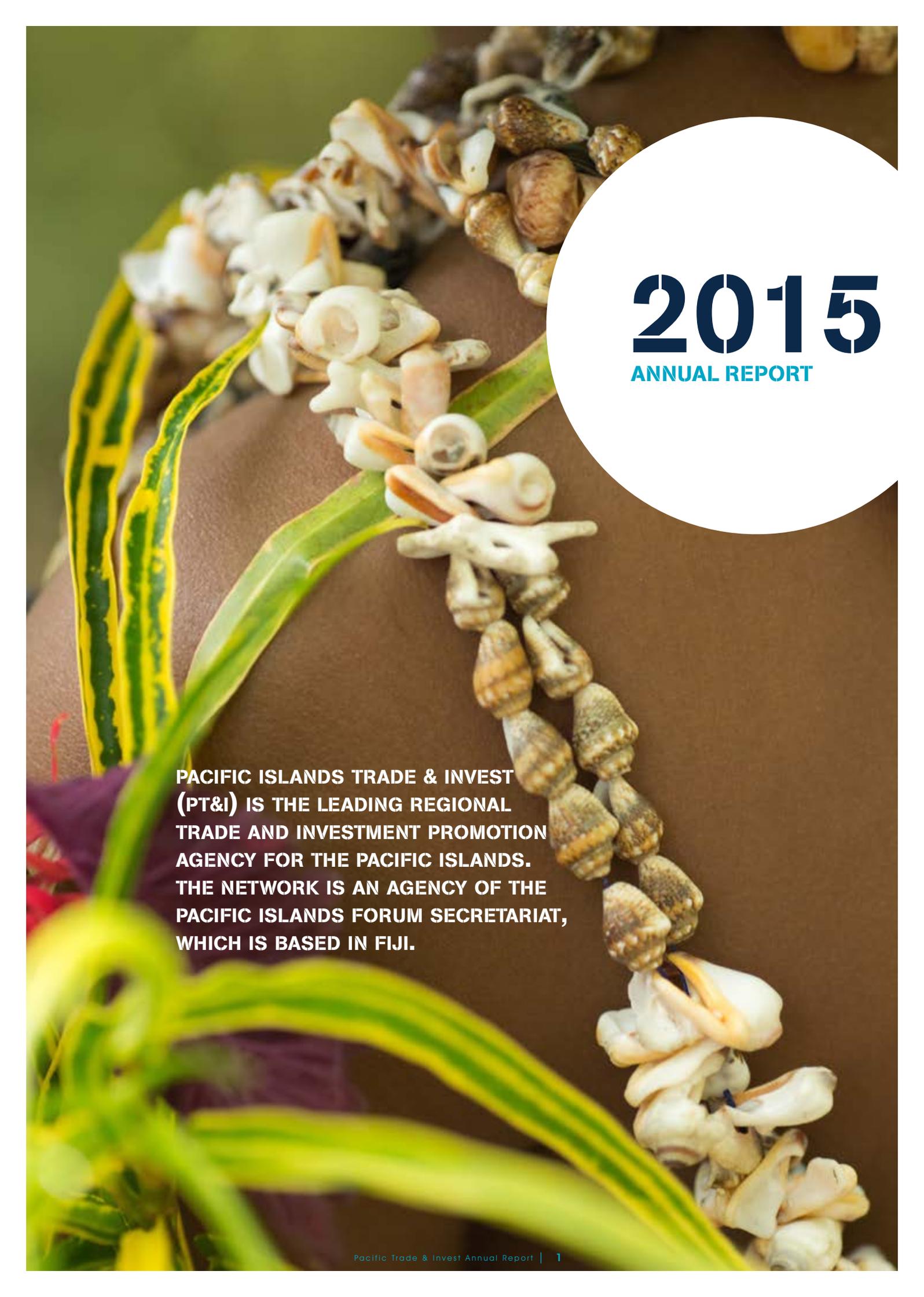
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2015

ANNUAL REPORT

PACIFIC ISLANDS TRADE & INVEST (PT&I) IS THE LEADING REGIONAL TRADE AND INVESTMENT PROMOTION AGENCY FOR THE PACIFIC ISLANDS. THE NETWORK IS AN AGENCY OF THE PACIFIC ISLANDS FORUM SECRETARIAT, WHICH IS BASED IN FIJI.



FOREWORD

Increased trade and investment is critical for stimulating economic growth in the Pacific islands in support of development objectives. The Pacific Islands Trade and Invest (PT&I) Network of offices in Australia, China, Europe, Japan and New Zealand exist to support Pacific economies increase their exports to targeted markets and generate investments for positive economic growth.

The year 2015 has been another remarkable year for the PT&I Network where we have supported an increased number of Pacific islands private sector entities in expanding their exports and establish new relationships for business growth.

A number of ongoing innovative initiatives delivered by the Network resulted in more effective and even better delivery. The Paths to Market events in the Pacific islands allowed us to reach out to new exporters and introduce new Pacific products in various markets. In partnership with technical partners, we have been able to assist businesses in overcoming several technical barriers to trade. PT&I has helped improve the profile of Pacific islands products and services, including entry into selected regional value chains and niche markets.

The Maketi Ples platform continues to expand, allowing for increased community level participation in the creation of commercial art. Support to small tourism operators in the Pacific to effectively utilise Information and Communications Technology to support business growth through an online presence provided positive results in 2015.

Inward investment missions to the Pacific islands have been extremely productive, with repeat participation of some investors in multiple Pacific island countries. Inroads were made with regard Pacific private sector linkages with counterparts in the Asian economies. The PT&I Desk in Europe has facilitated entry for a range of Pacific islands products in the European market, including Pacific islands' participation in the World Expo Milano 2015.



This 2015 Annual Report of the PT&I Network provides details of selected results achieved by the team of professionals working for the Pacific islands. Each of the PT&I Offices have ensured increased participation of the private sector in shaping their respective programmes of action as we work towards a more inclusive approach to the governance of the Network.

I thank the heads of the PT&I Offices and all staff for their ongoing efforts in ensuring that trade and investment continues to grow in our islands. The funding from the Governments of Australia, China, Japan, New Zealand and the European Union to support PT&I is acknowledged with much appreciation.

A handwritten signature in black ink, appearing to read 'Meg Taylor'.

Dame Meg Taylor
Secretary General
Pacific Islands Forum Secretariat

TRADE COMMISSIONERS' FOREWORD



2015 has been a busy year for Pacific Islands Trade & Invest Auckland Office. We successfully achieved our business objectives and delivered many programmes and targeted workshops to Forum Island Countries.

The Auckland Office's delivery of programmes was redesigned so that outcomes were consistent, focused and easy to measure. We now have four key programmes that are the core of our delivery mechanism; Path to Market programme, that we conducted in Fiji, Papua New Guinea, Samoa and Tonga; Small Island Developing States (SIDS) Programme where we introduced an Annual Programme for SIDS Food and Beverage Small and Medium Enterprises; Investment programme where we conducted Investment profiling workshops in the Federated States of Micronesia; and targeted workshops where we delivered Deal By Design (the value of design in areas of wholesale and retail packaging), Deal by Technology (Point of Sale Bar Code Technology for acceptance into the supply chain), Buy Local Programme (programme based on import substitution principles), Partnership Programme (where Memorandums of Understandings, Joint Ventures, Customised Contracted Programmes and Workshops were conducted) and the Food and Beverage Leverage Programme (we had three Ambassador Chefs - Aaron Freeman, Robert Oliver and Michael Meredith - deliver leverage opportunities in a number of our programmes).

In the New Year, we are replacing two staff members who have moved on and we wish to record here our thanks and best wishes to Mona Mato in the Sydney office.

Finally I would like to thank the support I have had from Shiu Raj and Glynis Miller at Pacific Islands Forum Secretariat, the team at the New Zealand Ministry of Foreign Affairs and Trade, John Crawford and the members of the Advisory Board, and of course the hard working staff at PT&I in Auckland.

Michael Greenslade
Trade Commissioner
Auckland, New Zealand



In 2015 we farewelled our long-serving Trade Commissioner, Sam Savou, and welcomed a new Trade Commissioner, David Morris to our Beijing Office.

This year PT&I Beijing built powerful new partnerships with government and chambers of commerce to conduct business matching, host delegations and to cooperate in trade, investment and tourism promotions. We generated a significantly increased level of new business leads in Southern China through partner events and activities throughout China. Our focus for 2015 with the South China Trade Mission generated trade, investment and tourism leads that promise strong outcomes for the future, through building stronger networks of buyers, investors and tourism industry partners.

We also began to develop partnerships with the China Development Bank, the major funding agency for outward investment; Beijing University, Sun Yat Sen University and Conservation International. We also continue to work closely with the embassies from member countries of the Pacific Islands Forum. We even leveraged our membership of the Australian Chamber of Commerce to strengthen business networks and to access a range of services.

China has continued to grow in importance for the Pacific region as a source of investment, financial and other assistance, such as training programmes and exchanges. Exports to China from the Pacific Islands region totalled \$2 billion in 2014. Strong opportunities are emerging for further investment, trade and tourism. China is seeing the emergence of a consumer society on a scale and at a speed not seen before. This is a transformation that can benefit the global economy as China saves less and spends more, invests in infrastructure and logistics chains and searches for a more diverse range of goods and services to import from the rest of the world.

David Morris
Trade Commissioner
Beijing, People's Republic of China



2015 was a year for consolidating strategic partnerships, expanding networks, building PT&I brand recognition and nurturing the commercial inroads achieved in the three years of PT&I Geneva operation.

Productive strategic partnerships provided exciting opportunities for Pacific promotion in 2015. We partnered with the Enhanced Integrated Framework, the World Trade Organisation and the Australian Department of Foreign Affairs and Trade to deliver 'Discovering Pacific Trade Potential', a promotional and profiling function that showcased Pacific creativity, culture and cuisine.

We continued the on-going establishment of Fine Artists from the Pacific Islands in the European Indigenous Fine Arts segment with Papua New Guinea's Omie Artists solo exhibitions curated by ARTKELCH in Freiburg, Stuttgart and Munich. The sales generated from these exhibitions exceeded AUD\$100,000 and have stimulated interest from a similarly prestigious Brussels gallery for an exhibition in 2016.

Among the various activities undertaken by PT&I Geneva was the facilitation of the Pacific Islands Forum regional Pavilion at World Expo Milano 2015, which featured six official participating countries (Kiribati, Nauru, Papua New Guinea, Samoa, Tonga and Tuvalu).

Increasing the visibility and recognition of the PT&I brand has proven to be an important element in the facilitation of opportunities and enhanced delivery of outcomes for Pacific Island businesses. Building on the recognisable profile, networks and successes of the Pacific Islands Trade booth at SIAL in 2014, the six Pacific Island Exporters featured in the ANUGA 2015 Pacific Islands Trade booth generated over 316 genuine sales contacts.

PT&I Geneva is looking forward to continuing to assist Pacific Islands' enterprises and exporters to achieve their goals and create and expand their visibility and sales networks in Europe in 2016.

Robyn Ekstrom
Trade Promotions Adviser
Geneva, Switzerland



Since the latter half of 2014 we had three long serving staff leave the organisation, so the Sydney Office kicked off 2015 with only three staff members. However, what we lacked in terms of people we made up for in enthusiasm and a well-devised work plan for 2015. By June we hired a new Investment & Tourism Manager so all functional areas were covered.

An important part of the Sydney Office's success for the year has been our strategic partnerships with multilateral and government agencies and private sector organisations, who like us are committed to building better futures for Pacific Island countries. Also during 2015, we built a closer working relationship with our Pacific Consulates and High Commissions that are based in Australia. We have been able to significantly multiply the impact of our work in the Pacific and Australian markets by actively developing and strengthening our partnerships.

Our 5th annual Maketi Ples event that showcases Pacific Art achieved opening night sales that exceeded all of our previous events. Maketi Ples provided a solid foundation and platform to promote the creative communities of the Pacific to the Australian market. Our e-commerce digital tourism strategy went from strength to strength building tourism operators' capacity to participate in the online travel space.

During 2015, the Sydney Office also attended the Leaders meeting in Port Moresby and The Trade Ministers Meeting in the Cook Islands.

I would like to thank the Australian Department of Foreign Affairs and Trade for the continued support of our office.

Jeremy Grennell
Acting Trade Commissioner
Sydney, Australia



2015 was one of the most fruitful years for the Pacific Islands Centre (PIC) in Tokyo. Particularly, the Seventh Pacific Islands Leaders' Meeting (PALM7) held in Iwaki City and the Fukushima Prefecture, which was the biggest national event between Japan and the Forum Island Countries (FICs).

During 2015 we also coordinated and attended many effective events that contributed to increasing Pacific Island tourism, trade and investment promotion. We acted as the main organiser for the successful 'Pacific Festa 2015', where we carried out tourism seminars, symposiums and product promotions for FICs attracting around 42,000 visitors. We organised a private sector delegation to Fiji together with Japanese government officials, participated in the Fiji-Japan Trade Investment Seminar and dispatched its promotion coordinator to Fiji, Samoa and Tuvalu to enhance trade further. We facilitated the Japan-PNG Business Forum that was held in Tokyo for Prime Minister Peter O'Neil's official visit to Japan, which was a valuable chance for the promotion of trade and investment for the future.

As part of our tourism promotion initiatives, the Pacific Island Tourism Ministers Meeting was opened in Tokyo with the broad assistance of PIC, including the Director's presentation about FICs' tourism promotion in Japan. We participated in the Marine Diving Fair 2015 and organised destination seminars for the Cook Islands, the Federated States of Micronesia and Palau.

As a result of our proactive engagements and the continuously steady efforts of PIC, trade between Japan and FICs has developed even further with new exports such as the Federated States of Micronesia's sea sponge, Republic of Marshall Island's handicrafts, Tonga's virgin coconut oil and Vanuatu's tamanu oil.

Based on our successful progress, the Pacific Islands Centre Tokyo, along with the new Director, would like to strengthen its activities in 2016 for the development of FICs, in coordination with PIFS and PT&I network.

Takehiro Kurosaki
Acting Director
Pacific Island Centre, Tokyo, Japan

WHO WE ARE



Pacific Islands Trade and Invest (PT&I) creates good jobs in the Pacific Islands. We do this by developing and promoting Pacific Islands export, investment, tourism and creative arts across international markets. We are the lead agency in the region promoting and supporting established enterprise of the Pacific Islands with a particular focus on women owned or managed business.

We are an arm of the Pacific Islands Forum Secretariat based in Fiji, tasked by leaders to develop, grow and promote industry and business in all 14 Forum Island Countries. These countries are Cook Islands, Fiji, Federated States of Micronesia, Kiribati, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

OUR WORK FOCUSES ON:

- Export Facilitation *All Offices
- Investment Facilitation *Excluding Geneva & Tokyo Offices
- Tourism Promotion *Excluding Auckland & Geneva Offices
- Creative Arts *Excluding Auckland & Tokyo Offices
- Communications, Knowledge and Information Facilitation *Only Auckland & Sydney Offices

OUR VISION

We work together to create greater international opportunities for Pacific Islands businesses in order to build a better future through more sustainable communities and greater prosperity.

OUR MISSION

To contribute to the sustainable economic development of the Pacific Islands countries by creating opportunities for successful connections for exporters, investors and stakeholder organisations.

OUR SERVICES

The services we provide to help Pacific Island businesses grow include:



EXPORT FACILITATION

- Connecting you with buyers
- Marketing information for Pacific Islands' exporters
- Packaging assistance
- Promotions and marketing services
- Branding development
- Exhibitions and events
- Labelling advice
- Logistics guidance and links
- Pricing advice and expertise
- Business planning advice for exporters



INVESTMENT FACILITATION *Excluding Geneva & Tokyo Offices

- Investor matching services
- Connecting investors to businesses and decision makers
- Promoting investment opportunities online
- Market information for international investors
- Marketing support and branding development
- Specialised business advice for investees
- Business documentation assistance



TOURISM PROMOTION FACILITATION *Excluding Auckland and Geneva Offices

- Connecting you with the travel industry
- Promoting you in your target markets
- Online marketing for your businesses
- Develop your bookings capability
- Workshops and special training
- Branding development
- Exhibitions and shows – links and expertise
- Tourism business advice



CREATIVE ARTS FACILITATION *Excluding Auckland and Tokyo Offices

- Exhibit at Maketi Ples
- Connect with buyers and galleries
- Promotion and marketing
- Facilitate commissioned work
- Introduce importers of niche products
- Introduce and facilitate niche product developers
- Research market information
- Research artisan home-ware market information
- Strengthen Cultural Industries in Fiji, Samoa and Solomon Islands



COMMUNICATION, KNOWLEDGE & INFORMATION FACILITATION

*Only Auckland and Sydney Offices

- Graphic design assistance
- Public Relations
- Pacific Periscope
- Website design assistance
- Marketing campaign services
- Market Intelligence Reports
- Customer Relationship Data Management
- Annual and Strategic Report Writing

PARTNERING FOR SUCCESS

Pacific Islands Trade & Invest develops successful partnerships that assist the delivery of our services and improves business outcomes for the Pacific Islands. Effective communication, capacity development and commitment to creating, strengthening and maintaining relationships are key attributes to our success.

We facilitate a range of partnerships between the private sector, government agencies and regional organisations, as well as between exporters and investors.

2015 PARTNERSHIP HIGHLIGHTS:

KEY DONORS:

- The Government of Australia
- The Government of New Zealand
- The Government of the People's Republic of China
- The Government of Japan
- Pacific Integration Technical Assistance Programme funded by the European Union
- Forum Island Countries

KEY PARTNERSHIPS:

- **AIR NEW ZEALAND (TOKYO OFFICE)**
As one of the key airlines for Japanese visitors to the Pacific region, PT&I Tokyo worked closely with Air New Zealand to promote the Pacific Islands as a great Japanese tourism destination.
- **AUSTRALIA BUSINESS VOLUNTEERS**
Partnered with PT&I Sydney to deliver the YES Programme in Papua New Guinea in collaboration with the PNG Women's Chamber of Commerce and Industry.
- **AUSTRALIAN MUSEUM**
The Australian Museum based in Sydney is the oldest collecting public institution in Australia. The museum supports the PT&I Sydney initiative by acquiring pieces created by Pacific Islands based producers who exhibit at *Maketi Ples* each year. These acquisitions are included in the Pacific Collection and confirm the importance of contemporary producers from the region. The Australian Museum Pacific Collection division works closely with the Creative Art Programme on areas including cultural protocols and producer community contacts and practices.
- **COOK ISLAND CHAMBER OF COMMERCE**
Provided support to the Cook Island Chamber of Commerce to deliver Pathways to Finance to Small, Medium and Micro-sized Enterprises to assist development of professional funding submissions (Business Plans).
- **ENHANCED INTEGRATED FRAMEWORK, WORLD TRADE ORGANISATION, AUSTRALIAN DEPARTMENT OF FOREIGN AFFAIRS AND TRADE**
Partnered with PT&I Geneva to deliver a promotional event and function that focused on promoting least developed countries, 'Discovering Pacific Trade Potential' was a side event to the 5th Global Review of Aid for Trade.
- **FIJI EXPORT COUNCIL AND INVESTMENT PROMOTION AUTHORITY**
Worked together with PT&I Auckland to deliver Path to Market Workshops in Fiji and Papua New Guinea that focused on understanding the market requirements for exporting to New Zealand.
- **GS1 NEW ZEALAND, SAMOA ASSOCIATION OF MANUFACTURERS AND EXPORTERS, MINISTRY OF COMMERCE AND LABOUR IN TONGA**
Partnered with PT&I Auckland to deliver barcode development and traceability workshops with global supply chain solutions in Samoa and Tonga. These were to help improve overall business performance in Samoan and Tongan private sector companies and exporters.
- **GUANGDONG DEPARTMENT OF COMMERCE AND CHAMBER OF COMMERCE**
Partnered with PT&I Beijing during the South China Mission to launch a Chinese language guide to investment in the Pacific Islands.
- **INCREASING AGRICULTURAL COMMODITY TRADE**
Signed a Memorandum of Understanding under which six Pacific exporters attended the 'Pacific Food and Beverage Trade Mission' to New Zealand. Co-funding support provided to two Pacific exporters enabling them to promote their products at PT&I's Allgemeine Nahrungs- und Genussmittel-Ausstellung (Anuga) 2015 Trade booth in Germany.
- **INVESTMENT FIJI, NEW ZEALAND FIJI BUSINESS COUNCIL, NEW ZEALAND MINISTRY OF FOREIGN AFFAIRS AND TRADE, NEW ZEALAND TRADE AND ENTERPRISE**
Partnered with PT&I Auckland to deliver a Trade and Investment mission to Fiji with several positive outcomes in both export and investment.
- **JAPAN INTERNATIONAL COOPERATION AGENCY**
Cooperated with PT&I Tokyo on various trade and industrial promotion projects, which led to the dispatch of an experienced biotechnology specialist to Samoa.

CREATING AND MAINTAINING PARTNERSHIPS HELPS US HELP THE PACIFIC REGION

- **JAPANESE BUSINESS ALLIANCE FOR SMART ENERGY WORLDWIDE**

PT&I Tokyo assisted with their idea of geothermal generation in the Pacific Islands and spoke as a guest speaker at the Geothermal Development Seminar in Tokyo.

- **PACIFIC HORTICULTURAL AND AGRICULTURAL MARKET ACCESS**

Collaborated on several projects to advance export opportunities in New Zealand for Pacific Island countries.

- **SCOPE GLOBAL**

PT&I Sydney signed a Memorandum Of Understanding (MOU) with Scope Global to establish a framework for a strategic alliance for the economic and sustainable development of the Pacific Islands people and communities. MOU included support of Impact Grant and Internships programme.

- **THE PACIFIC COMMUNITY (SPC)**

Collaborated with PT&I Suva, for a four-year partnership on 'Enhancing the Cultural Industries in Fiji, Samoa and Solomon Islands.

- **VANUATU INVESTMENT PROMOTION AUTHORITY**

Facilitated with PT&I Auckland, a group of investors from China to Vanuatu for prospecting investment projects and to meet local Vanuatu business people.

- **WORLD INTELLECTUAL PROPERTY ORGANISATION**

Partnered with PT&I Suva to deliver a practical workshop that focused on 'Intellectual Property, Traditional Knowledge, Traditional Cultural Expression and Genetic Resources,' in Apia, Samoa.

OTHER PARTNERSHIPS & STAKEHOLDERS:

Air Niugini, Allgemeine Nahrungs- und Genussmittel-Ausstellung (ANUGA), ANZ Bank, Australian Chamber of Commerce, Australian Permanent Mission to the World Trade Organization, Beijing University, Conservation International, Cook Islands Bureau of Trade & Investment Board, Cook Islands Tourism Corporation, Delta Airlines, Expo 2015 S.p.A., Federated States of Micronesia Department of Resource & Development, Fiera Milano, Fine Food Australia, Government of Italy, Guam Economic Development Authority, Guangdong Chamber of Commerce, Investment Promotion Authority of Papua New Guinea, Iwaki City Government, Japan Pacific Islands Association, Japan Tourism Agency, Korea Institute for Industrial Economic & Trade, Meiji University, Ministry of Commerce, Industry and Labour in Samoa, Ministry of Natural Resources (Marshall Islands), Miyagi Employers' Association, Multilateral and Government Agencies, New Zealand Pacific Islands Business Council, New Zealand Papua New Guinea Business Council, New Zealand Tonga

Business Council, New Zealand Samoa Trade & Investment Commission, Pacific Business Trust, Pacific Consulates and High Commissions, Pacific Cooperation Foundation, Pacific Heads of Missions in Wellington (Cook Islands, Fiji, Kiribati, Niue, Papua New Guinea, Samoa, Palau, Solomon Islands and Tuvalu), Palau Visitors Authority, Republic of Marshall Island's Office of Commerce & Investment, Samoa Business Network, Sasakawa Peace Foundation, Scientific Research Organization of Samoa, Sendai Association of Corporate Executives, Sendai Chamber of Commerce & Industry, Shenzhen Chamber of Commerce and Foreign Affairs, Small Business Development Centre Marshall Islands, Small Business Development Centre Palau Chamber of Commerce, Solomon Islands Ministry of Forestry & Research, Sun Yat Sen University, Tohoku Economic Federation, Trade & Industry Association of Singapore, United Nations Conference on Trade and Development, US Commercial Attaché's Office (Wellington) and Venture Taranaki.

COOK ISLANDS

FEDERATED STATES OF MICRONESIA

REPUBLIC OF MARSHALL ISLANDS

SAMOA

PAPUA NEW GUINEA

FIJI

SOLOMON ISLANDS

PALAU

TONGA

VANUATU

TUVALU

KIRIBATI

NIUE

NAURU



KEY ACHIEVEMENTS 2015

EXPORT

EXPORT DEVELOPMENT STRATEGIES AND NATIONAL DEVELOPMENT PLANS GUIDE PACIFIC ISLANDS TRADE & INVEST'S EXPORT FACILITATION SERVICES.

Through our export services, we are able to assist Pacific export-ready businesses grow, develop and enter international markets. We collaborate with local exporters, key government agencies, potential investors and national and private sector organisations to help Pacific Island countries expand and diversify their products and markets for potential export opportunities.

With our help, businesses contribute to sustainable economic growth by increasing trade and raising awareness of Pacific products in international markets, which improves the livelihoods of Pacific people.

In 2015, we successfully assisted many Pacific businesses form trade connections, raise international product awareness, improve and develop products and export capacity, acquire beneficial industry knowledge and international market information.

2015 KEY EXPORT HIGHLIGHTS:

- **ALLGEMEINE NAHRUNGS UND GENUßMITTEL AUSSTELLUNG (ANUGA) COLOGNE, GERMANY 2015**

PT&I Geneva facilitated and featured five Pacific Island exporters at the Pacific Trade booth, where they were able to access and consolidate links with European and global trade buyers. 316 new sales contacts were made, 107 sale leads were developed and 13 sale negotiations occurred. The event built on market entry and expansion activities that were

initiated at the first PT&I booth at the Salon International de l'Alimentation (SIAL) event in Paris 2014.

- **BAR CODE DEVELOPMENT WORKSHOPS IN SAMOA AND TONGA 2015**

PT&I Auckland partnered with GS1 New Zealand (NZ) under the Deal By Technology Programme to deliver Bar Code Development Workshops in Samoa and Tonga. The programme was conducted in partnership with the Ministry of Commerce and Labour in Tonga and the Samoa Association of Manufacturers and Exporters.

- **DISCOVERING PACIFIC TRADE POTENTIAL, GENEVA 2015**

PT&I Geneva partnered with the Enhanced Integrated Framework (EIF), World Trade Organisation (WTO) and the Australian Department of Foreign Affairs and Trade (ADFAT) to deliver a side event to the 5th Global Review of Aid for Trade, 'Discovering Pacific Trade Potential'. This event raised awareness on Pacific Small Islands States with limited trade capacity like Kiribati, Samoa, Solomon Islands, Tuvalu and Vanuatu. It provided the countries with a platform to showcase their products, services and culture, and also raised awareness of their trade challenges.

- **FIJI – JAPAN TRADE & INVESTMENT SEMINAR 2015**

Pacific Islands Centre (PIC) Tokyo contributed to the Fiji-Japan Trade & Investment Seminar held in Suva, Fiji on the 1st of December 2015. The Seminar was organised by the governments of both Fiji and Japan with PIC Tokyo and Investment Fiji's assistance. Over 100 participants from Fiji and Japan took part in vital discussions to enhance trade and investment.

- **FINE FOOD AUSTRALIA 2015**

PT&I Sydney facilitated the participation of Pacific Island businesses such as Fijiana Cacao, Foods Pacific Limited, Foundation

for Rural Integrated Enterprises & Development (FRIEND), Hilands Foods and Vaiwai from Fiji; Tropic Frond Oils Limited and Vitis Industries from Papua New Guinea (PNG); Nui International from Vanuatu; and UPF Wholesale, Women in Business Development Incorporated from Samoa at the Fine Food Australia event. The event attracted over 1,000 exhibitors and was chosen as a suitable platform to introduce Pacific Island sourced products to Australian and international markets.

- **PACIFIC FOOD & BEVERAGE TRADE MISSION 2015**

PT&I Auckland partnered with Increasing Agricultural Commodities Trade (IACT) to deliver a customised programme for six Pacific Island Food and Beverage businesses in Auckland, NZ. The Trade Mission provided a platform for participants to develop, showcase products and meet potential buyers.

- **PATH TO MARKET WORKSHOPS IN FIJI AND PAPUA NEW GUINEA 2015**

PT&I Auckland partnered with the Fiji Export Council and the Papua New Guinea (PNG) Investment Promotion Authority to deliver development workshops to export-ready businesses in Fiji and PNG. The workshops were delivered to a total of 80 companies and focused on understanding market requirements for exporting to NZ.

- **SMALL ISLAND DEVELOPING STATES (SIDS) TRADE MISSION 2015**

PT&I Auckland supported by the Pacific Integration Technical Assistance Programme under the European Union, delivered a SIDS exploratory Food and Beverage Trade Mission to New Zealand in November 2015. Six Pacific Island Food and Beverage businesses participated and attended workshops on market entry and niche product promotion and were introduced to potential importers.



- **SOLOMON ISLANDS TIMBER TRADE MISSION 2015**

PT&I Auckland coordinated the Timber Trade Mission to New Zealand on behalf of Pacific Horticultural and Agricultural Market Access (PHAMA) and the Pacific Community (SPC). Solomon Island Timber exporters were introduced to New Zealand Timber importers and other government agencies. With PT&I Auckland's assistance, a trade agreement was signed between the Solomon Islands Sawn Timber Industry and New Zealand Imported Tropical Timber Group.

- **WORLD TRADE EXPO MILANO 2015**

PT&I Geneva facilitated the participation of seven Pacific Island countries at the World Trade Expo event. Kiribati, Nauru, PNG, Samoa and Tonga were featured at the Pacific Pavilion and Vanuatu was featured at an independent National Pavilion. The event ran for six months and PT&I coordinated participant engagement and logistics, staffing, exhibits and administration. The event provided an awareness building platform and an opportunity for national profile enhancement, partnerships, tourism and investment promotion.

- PT&I Beijing promoted Pacific products at the world's largest trade expo, The Canton Fair.
- PT&I Suva partnered with Korea Institute for Industrial Economic and Trade on the 2015 knowledge-sharing Programme, which could potentially result in expanding the PT&I network to Korea.
- PT&I Suva facilitated the Trading Up! Supporting Pacific Niche Exports Meeting in Suva, Fiji.
- PT&I Sydney partnered with the Samoa Association of Manufacturers & Exporters to organise the Samoa Made Trade Expo in Sydney.

OTHER HIGHLIGHTS:

- PIC Tokyo assisted Vanuatu's Tamaru Oil product sales of AUD\$25,000 on a Japanese TV Shopping Channel in April 2015.
- PT&I Auckland's Deal By Design Programme helped export-ready businesses in countries such as Fiji and Samoa understand the value of design and packaging in a competitive market. As a result, a Fiji fresh produce cooperative and a Samoan agricultural exporter secured export deals to Australia.

316
NEW SALES CONTACTS,
ANUGA, GERMANY

INVESTMENT

PACIFIC ISLANDS TRADE & INVEST'S INVESTMENT SERVICES AIMS TO ATTRACT FOREIGN DIRECT INVESTMENT INTO THE PACIFIC REGION.

Our business network in key markets, our international market knowledge and years of hands-on experience allow us to effectively provide investment assistance and market the Pacific region as a credible investment destination.

This year, we successfully connected investors to businesses, promoted Pacific Islands investment opportunities on international platforms, increased our online Pacific Investment portfolio and built the capacity of national investment promotion profiling to generate investment.

2015 INVESTMENT HIGHLIGHTS:

- **FIJI INVESTMENT MISSION**
Two investors that attended the successful PT&I Auckland Fiji Investment Mission purchased land in Fiji worth a total of NZ\$3.3 million.
- **INVESTMENT PROFILING WORKSHOPS**
PT&I Auckland conducted the first-ever Investment Profiling Workshops in the Federated States of Micronesia and the Republic of the Marshall Islands, where around 100 participants attended. A number of investment-ready business opportunities were also identified across sectors such as tourism, fisheries, flour production and import substitution.

- **PATHWAYS TO FINANCE PROGRAMME**
PT&I Offices in Auckland and Sydney delivered two Pathways To Finance Programmes. PT&I Auckland delivered the programme in the Federated States of Micronesia and Republic of the Marshall Islands that resulted in the first loan disbursement to Small, Medium and Micro-sized Enterprises (SMME). With PT&I's assistance in preparing a business plan, a local entrepreneur from the Federated States of Micronesia secured a loan of AUD\$92,692. PT&I Sydney facilitated the Pathways to Finance Programme in the Cook Islands. In collaboration with the Cook Islands Chamber of Commerce, PT&I Sydney delivered the programme to SMMEs and businesses that were loan-ready and sought further capital to expand their business. Of the 109 people who participated, 69% were female. The largest group of participants was from the tourism sector, followed by the agricultural sector.
- **TRADE & INDUSTRY ASSOCIATION OF SINGAPORE (TIAS) SUMMIT MAY 2015**
PT&I Auckland signed a Memorandum Of Understanding (MOU) with TIAS to promote Pacific Island exports into Singapore and to attract investment projects in the Pacific Region. Following the MOU, PT&I Auckland led its first delegation of Pacific Island businesses from the Cook Islands, Fiji, Niue and Papua New Guinea to Singapore for the TIAS Summit.
- **YES PROGRAMME**
PT&I Sydney conducted the YES Programme, which was an extension of the Pathways to Finance programme. PT&I Sydney in collaboration with the Women's

Chamber of Commerce delivered the programme with volunteers to loan-ready SMMEs. The programme gave participants better access to capital, increased business growth, enhanced employment opportunities, increased capacity building and developed skills.

OTHER INVESTMENT HIGHLIGHTS:

- Pacific Islands Centre (PIC) Tokyo facilitated the Japan – Papua New Guinea Business Forum in Tokyo that had 40 selected companies and organisations from both countries discussing trade and investment opportunities.
- PT&I Auckland assisted Tanna Farm's rehabilitation in Vanuatu after Cyclone Pam.
- PT&I Beijing connected Pacific Island businesses with major Chinese investor partners at business matching events in Shenzhen, Guangzhou and Dongguan on the South China Mission in October 2015.
- PT&I Sydney partnered with the Fiji Consulate in Sydney to deliver the 4th Investment and Trade Exploratory Mission to Fiji in August 2015.
- PT&I Offices participated in the Forum Economic Ministers' Meeting and Private Sector Dialogue Meeting (Cook Islands) on 'Building the Capacities of Micro, Small and Medium Enterprises'. PT&I was involved with drafting the report submitted to FEMM.
- Over 70 investment-ready projects were submitted to PT&I Auckland from the Cook Islands, Federated States of Micronesia, Fiji, Marshall Islands, Nauru, Palau, Papua New Guinea, Samoa, Tonga and Vanuatu.

TOURISM PROMOTION

PACIFIC ISLANDS TRADE & INVEST AIDS THE REGIONAL TOURISM SECTOR BY PROVIDING SERVICES TO PROMOTE PACIFIC ISLAND TOURISM IN INTERNATIONAL MARKETS.

Tourism is a vital generator of economic growth and local employment in the Pacific communities. Our network advises, connects, develops, and promotes tourism-related businesses in the region to strengthen the tourism sector. It also links to the local economy with sectors supplying services to tourists such as recreational activities, cultural experiences, retail, handicrafts, transport, agriculture and hospitality.

The Network continues to work closely with airlines and multiple travel agents to increase tourism to the Pacific.

2015 TOURISM PROMOTION HIGHLIGHTS:

- **PACIFIC FESTA 2015 TOKYO, JAPAN**
Pacific Island Centre (PIC) Tokyo organised the Pacific Festa event that takes place every 3 years. The event brought together representatives from Pacific Island countries to showcase their country's tourism industry through seminars. The Cook Islands, Fiji, Niue, Palau, Papua New Guinea, Republic of the Marshall Islands and Vanuatu were all represented on the Festa's main stage.
- **PARTNERSHIP WITH SCOPE GLOBAL**
PT&I Sydney signed a Memorandum Of Understanding (MOU) with Scope Global. The partnership focused delivering two key programmes, Impact Grants and an Internship Programme. The impact

grant programme was available to Scope Global volunteers to apply for an AUD\$1,500 grant to assist with Tourism development projects. The internship programme was also available to Scope Global volunteers to undertake a 4-week internship in the PT&I Sydney Office.

- **SOUTH PACIFIC TOURISM ORGANISATION**
PT&I Beijing supported a Beijing-based outbound travel operator to establish a branch in Fiji and supported a delegation of Chinese tourism industry partners to the South Pacific Tourism Exchange.
- **TOURISM MINISTERS MEETING**
PIC Tokyo partnered with the Ministry of Foreign Affairs in Japan and Japan Tourism Agency to co-host the Pacific Island Countries Tourism Ministers Meeting in Tokyo. The PIC Tokyo Director, Ogawa, made a presentation at the meeting to report the activities and issues of PIC and tourism promotion in Japan.
- **TOURISM PROMOTION PROGRAMME**
PT&I Sydney delivered the Tourism Promotion Programme that focused on improving Small, Medium and Micro Enterprise (SMME) tourism operator businesses in Tonga and Samoa. The programme was delivered in partnership with SPTO and the World Hotel Link Group (WHL) and improved operators' capacity to participate in online travel sites and provided tools to make them more competitive in the tourism industry. 249 websites have been created for small and medium sized accommodations since the programme began in 2012.
- **TREASURES OF THE SOUTH PACIFIC**
PT&I Sydney partnered with SPTO to support Treasures of the South Pacific non-profit organisation. The organisation consists of tourist bureaus from the Cook Islands, New

Caledonia, Norfolk Islands, Papua New Guinea, Samoa, Solomon Islands, Tahiti and Vanuatu. They support the travel industry with information required for client services.

OTHER TOURISM PROMOTION HIGHLIGHTS:

- Cook Islands, Federated States of Micronesia, Fiji, Palau, Tuvalu and Vanuatu tourism were promoted at the Marine Diving Fair with PIC Tokyo's assistance.
- Palau Visitors Authority (Tokyo) received its first tourism award from the Japan Association of Travel Agents with PIC Tokyo's recommendation.
- PIC Tokyo organised a workshop and seminar for 13 officials from national tourism offices in the region.
- PIC Tokyo worked with the Air New Zealand's Tokyo office to promote the Pacific Islands as tourist destination for Japanese travellers.
- PT&I Beijing promoted the Pacific Islands at the 21st Century Maritime Silk Road Expo in Guangdong, People's Republic of China, which was led by the Deputy Prime Minister of Tonga.

CREATIVE ARTS

PACIFIC ISLANDS TRADE & INVEST'S CREATIVE ART PROGRAMME INCREASES AWARENESS AND PROMOTES PACIFIC ARTISTS' WORKS IN INTERNATIONAL MARKETS.

Our Network works together to create a commercial value on Pacific Island traditional knowledge and artistic cultural expressions. Since the programme's establishment in 2009, the growing demand for Pacific art in the international market has increased and contributed to the economic development of Pacific Island countries.

As part of our programme, we develop exhibitions (Maketi Ples), connect with buyers and galleries, assist in promotion and marketing, conduct workshops for product development, research market demands and facilitate commissioned work.

2015 CREATIVE ARTS HIGHLIGHTS:

- **FIJI, SAMOA & SOLOMON ISLANDS CULTURAL INDUSTRIES WORKSHOPS**
PT&I Suva partnered with the Pacific Community (SPC) to deliver training on Intellectual property rights and protection. Cultural Policy Frameworks were developed to improve the cultural industries in Fiji, Samoa and the Solomon Islands.

- **MAKETI PLES 2015**
PT&I Sydney delivered the fifth Maketi Ples in 2015. The event was a two-week Pacific Island Art exhibition, where the fine work of Pacific Island artists and artisans were promoted directly to Australian consumers, designers, retailers, importers and the media. Through Maketi Ples, Pacific Island artistic skills and the value of traditional knowledge and expressions of culture in the Pacific communities were promoted. The successful event generated sales of over AUD\$35,000, of which AUD\$7,000 was sales to the Australian Museum. 18 artists from the Federated States of Micronesia, Fiji, Niue, Papua New Guinea, Solomon Islands and Tonga were featured at the event.
- **PAPUA NEW GUINEA'S OMIE ARTISTS EXHIBITION AT MUSEUM FÜNF KONTINENTE**
PT&I Geneva facilitated a solo exhibition curated by ARTKELCH in Freiburg, Stuttgart and Munich, Germany, which generated sales that exceeded AUD\$100,000. The exhibition also stimulated interest from a prestigious Brussels gallery for a future exhibition.

- **PRACTICAL WORKSHOP ON INTELLECTUAL PROPERTY, TRADITIONAL KNOWLEDGE, TRADITIONAL CULTURAL EXPRESSIONS AND GENETIC RESOURCES**

PT&I Suva worked with the World Intellectual Property Organisation, Ministry of Commerce, Industry and Labour Samoa and the Pacific Community to deliver a workshop in Apia, Samoa. The workshop focused on the main principles of intellectual property and the benefit of promoting and protecting traditional knowledge, cultural expression and genetic resources.

OTHER CREATIVE INDUSTRIES HIGHLIGHTS:

- Pacific Islands Centre (PIC) Tokyo showcased Pacific Island culture through facilitation of dance performances and niche product stalls at the Pacific Festa 2015 (Tokyo).
- PT&I Suva sponsored three artisan companies from Fiji, Samoa and the Solomon Islands to attend the Artisan Resource Trade Promotion event, @ NYNOW in New York, USA.

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ARTISTS FROM 6
PACIFIC ISLAND
COUNTRIES

COMMUNICATIONS

OUR COMMUNICATIONS, KNOWLEDGE AND INFORMATION PROGRAMME ASSISTS OUR PACIFIC ISLAND CLIENTS AND ENHANCES OUR SERVICES.

Through this programme we provide our clients with proven and effective services such as Information Management, branding and marketing information. Our clients are kept up to date about potential opportunities, trade trends and other factors that affect their businesses.

These services are achieved by partnering the network with other trade support, development and private sector organisations to conduct research, facilitate forums and events and share information and experiences.

Communications, Knowledge and Information Management Programme can be broken down into:

- Graphic design assistance
- Public Relations
- Pacific Periscope
- Website Design assistance
- Marketing campaign services
- Market Intelligence Reports
- Customer Relationship Data Management.
- Annual and Strategic Report Writing

• PACIFIC ISLANDS TRADE & INVEST WEBSITE UPDATE

We updated our website to be user friendly and functional on all platforms (desktop, tablet, mobile phone) and created a Portal section to assist our clients with easier access to information. The new website will be launched in 2016.

• PACIFIC PERISCOPE

PT&I Auckland reconfigured our e-newsletter to have a client-centric approach, circulated fortnightly and integrated with social media and our website. 174 stories were published across 26 editions and more than 20 media outlets in the region and abroad republished or rebroadcast them. These included media in Australia, New Zealand, the Pacific Islands and even global television networks, besides online media like YouTube.

• SOCIAL MEDIA

PT&I Auckland frequently monitored and updated our social media pages and e-newsletters, which significantly increased the number of followers on Facebook and LinkedIn. PT&I Beijing also contributed to wider social media exposure by increasing followers on the Chinese WeChat account.

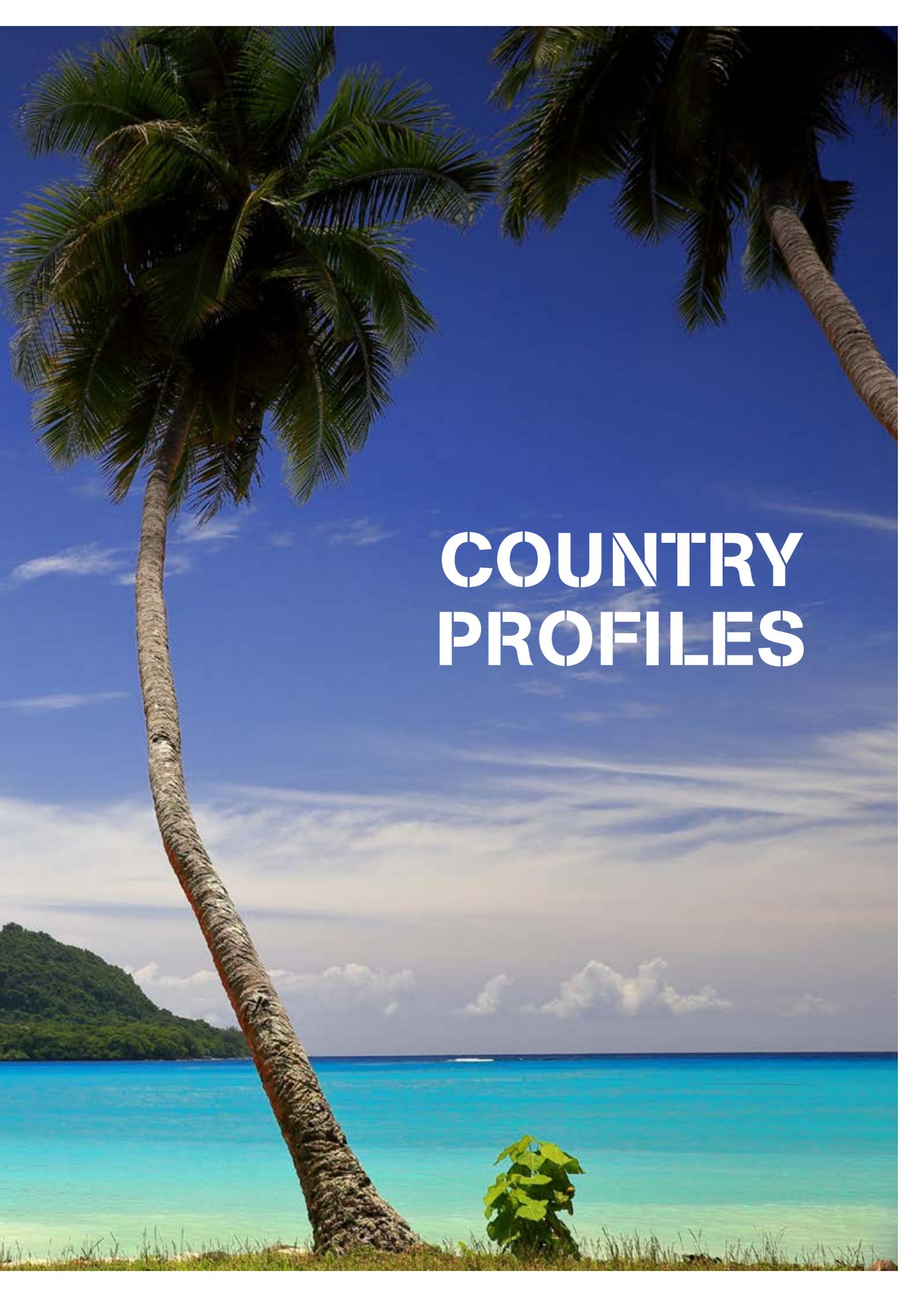
OTHER COMMUNICATIONS HIGHLIGHTS:

- PT&I Auckland produced five editions of our quarterly Trade Winds report for the New Zealand Ministry of Foreign Affairs & Trade.
- PT&I Auckland delivered eight market research reports.
- PT&I Beijing broad Chinese media coverage of our trade, investment and tourism promotion activities increased.
- PT&I Sydney supported all Pacific Islands Trade & Invest events and campaigns with our programme's marketing and design services.
- Received 60 positive client testimonials.
- Customer Relationship Management tool updated.



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COUNTRIES

Cook Islands	20
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Federated States Of Micronesia	24
Kiribati	26
Nauru	28
Niue	29
Palau	31
Papua New Guinea	32
Republic of the Marshall Islands	34
Samoa	36
Solomon Islands	38
Tonga	40
Tuvalu	41
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A tropical beach scene featuring a large palm tree on the left, a smaller one on the right, and a turquoise ocean under a blue sky with light clouds. The text 'COUNTRY PROFILES' is overlaid in the center.

COUNTRY PROFILES

COOK ISLANDS

Capital: Avarua

Area: 240 Km²

Population: 20,833

GDP Growth (% Per Year): 4.8%

Main Industries: Tourism, Pearls, Marine Industry, Offshore Banking And Fruit Exports

Tourism is a vital contributor to many Pacific Island economies. In the Cook Islands, tourism accounts for 60% of their gross domestic product, ahead of offshore banking, pearl farming, marine industry and fruit exports. This makes the Cook Islands economy extremely vulnerable to external economic shocks and natural disasters, which can have an adverse effect on the tourism sector. PT&I's network assisted the Cook Islands with tourism promotion as well as other endeavours to improve their economic diversity by developing other potential sectors for export and investment

2015 HIGHLIGHTS:

- Fashion apparel exporter TAV participated in a PT&I Auckland-led delegation to Trade & Industry Association of Singapore in May 2015.
- PT&I Auckland facilitated the Te Kai Maori Food Festival, Rarotonga, in December 2015, which was part of the celebrations of the Cook Islands' 50th anniversary of independence.
- PT&I Sydney provided support to the Cook Islands Chamber of Commerce to deliver Pathways to Finance workshops to Small Medium and Micro Enterprises to assist their development of professional funding submissions (Business Plans). (Highlighted Case Study)

- Te Winery Extractors & Distillers of the Cook Islands participated in PT&I Auckland's Pacific Small Island Developing States (SIDS) Food & Beverage Exploratory Mission to New Zealand in November 2015.

OTHER HIGHLIGHTS

- A Cook Islands dance group was promoted to participate in the 4th Pacific Dance Festival in Iwaki, Japan by PIC Tokyo.
- Cook Island's Honourable Prime Minister, Henry Puna, expressed appreciation of PIC Tokyo's role in the Pacific Island Countries Tourism Ministers Meeting in Tokyo on the 18th of October 2015.
- PIC Tokyo organised the Pacific Festa 2015 in Tokyo, Japan, where the Cook Islands Tourism Office in Japan delivered a tourism seminar.
- PIC Tokyo promoted Cook Islands tourism at the Marine Diving Fair 2015.
- PT&I Auckland attended the Forum Economic Ministers' Meeting and Private Sector Dialogue in Rarotonga, October 2015.
- PT&I Auckland provided marketing and promotional assistance in New Zealand to an exporter of fashion apparel from Rarotonga.
- PT&I Auckland worked with the Cook Islands Vanilla Association Incorporated in collaboration with the Cook Islands Chamber of Commerce to connect a reputable vanilla company in New Zealand to a local Cook Island vanilla company.
- PT&I's Auckland Trade Commissioner and staff met with High Commissioner of the Cook Islands as part of regular briefings to Pacific Heads of Mission in Wellington.
- Robert and Susan Wyllie from the Cook Islands spoke at the Trading Up! Supporting Pacific Niche Exports Meeting in Suva, Fiji, that was organised by PT&I Suva.
- Manihika Black Pearl and Cook Islands Tours were introduced to buyers and other industry contacts during the PT&I Beijing's South China Mission in October 2015.



CASE STUDY

PATHWAYS TO FINANCE TRAINING

Access to working capital is an issue that stunts the majority of Pacific Island Small, Medium and Micro Enterprises (SMME) development. Many SMME's in the Pacific Islands operate outside the formal economy and don't have access to banking services, which limits their economic impact.

PT&I's Pathways to Finance programme assists Pacific Island SMMEs to gain access to capital to enable business growth and increase employment opportunities in the community. The Cook Islands Chamber of Commerce partnered with PT&I Sydney to run the programme in the Cook Islands. President of the Cook Islands Chamber of Commerce, Mike Pynenburg, and Investment and Tourism Manager for PT&I, Chad Morris, signed a Memorandum Of Understanding (MOU) to deliver the workshops.

The Cook Islands Chamber of Commerce received funds from PT&I to leverage existing Chamber programmes. This allowed them to target those SMMEs or businesses that were loan-ready and seeking further capital to expand their businesses through the Mentor Services and the Cook Islands Tertiary Training Institute (CITTI), the training provider.

An experienced business advisor was hired by the Cook Islands Chamber of Commerce to assist in the development of professional business plans for funding submissions. The advisor's assistance enabled banks and other financial institutions to assess the credit worthiness of SMMEs and improve their chances of getting loan approvals from banks and other financial institutions.

The programme was divided into two groups - businesses wanting to develop and expand, and new start up enterprises. The Chamber of Commerce Business mentors carried out training sessions in November 2015. The courses included Level 1 business training, 'What is your business', level 2 business training, goal setting, your business plan, lending options and criteria, loan application details, Pathways to Success and Interpersonal Relationships in Business.

The largest participant group was from the tourism sector, closely followed by the agricultural sector. Other sectors included transport, crafts, food, retail, fashion, childcare, health and hairdressing.

It is hoped that the programme will also achieve business growth for participants, employment opportunities for the wider community, skill development and capacity building for the SMMEs.

“

PT&I values the vital work the Chamber does in the Cook Islands and looks forward to building this partnership.

Chad Morris, Investment Manager, PT&I Sydney.

”



FEDERATED STATES OF MICRONESIA

Capital: Palikir

Area: 702 Km²

Population: 104,460

GDP Growth (% Per Year): 1.4%

Main Industries: Subsistence Farming and Fisheries

Every year natural disasters severely affect many Pacific Island countries. In 2015, typhoons devastated parts of the Federated States of Micronesia (FSM) and greatly affected its economic development. The PT&I network delivered a range of services to FSM's private sector in investment training, export facilitation, tourism facilitation, and cultural and arts promotion.

2015 HIGHLIGHTS:

- FSM's first ever Investment Profiling workshops were organised and conducted by PT&I Auckland in August 2015. (Highlighted in case study)
- FSM artists participated in PT&I Sydney's Maketi Ples event. Through Maketi Ples their skills were promoted and consumers were able to learn and value the traditional knowledge and expressions of Micronesian culture.

- PIC Tokyo co-organised two seminars on the Federated States of Micronesia at the Liberty Academy with Meiji University in Tokyo. The first seminar was on the 4th of April and speaker Dr. Izumi Kobayashi spoke on the theme 'Japan and Micronesia Region', where he highlighted the historical ties between Japan and Micronesia. The second seminar was on the 24th of October, where Director Ogawa and guest speaker Masahiro Michishiro spoke about Micronesia.
- PT&I Auckland partnered with the Small Business Development Centre of Yap to deliver Pathway to Finance workshops in Yap, Kosrae, Chuuk and Pohnpei in August 2015. The workshops trained local entrepreneurs to prepare an effective business plan vital to obtaining a business loan from the bank. Through the training, local entrepreneurs were able to successfully secure bank loans for their businesses.

OTHER HIGHLIGHTS:

- PIC Tokyo delivered a quiz show on the Federated States of Micronesia at the Pacific Festa 2015 event.
- PIC Tokyo organised Kosrae Visitors Authority to deliver a destination seminar at the Marine Diving Fair 2015.
- PIC Tokyo provided cyclone relief funds to the Federated States of Micronesia.
- PIC Tokyo recommended a dance group from the Federated States of Micronesia to perform at the 4th Pacific Dance Festival in Iwaki (Japan), which also aided in tourism promotion.





CASE STUDY

FIRST EVER INVESTMENT PROFILING WORKSHOPS IN THE FEDERATED STATES OF MICRONESIA

Pacific Islands Trade & Invest's Auckland Office coordinated with key stakeholders from economic development agencies in FSM to deliver its' first-ever Investment Profiling Workshops. It aimed at helping Micronesian businesses attract investment and obtain business finance from banks and financial institutions. PT&I Auckland worked with the Small Business Development Centre and the Federated States of Micronesia's Department of Resources and Development to deliver a series of workshops in Chuuk, Kosrae, Pohnpei and Yap.

The objective of the workshops was to assist local investment-ready businesses, investment promotion agencies and other government investment officers to prepare professional investment profiles capable of attracting potential investors for joint business ventures and/or equity participation. It provided participants with an overview of the broader economic investment environment and presented useful information on how to attract prospective investment.



FJI

Capital: Suva

Area: 18,376 Km²

Population: 892,145

GDP Growth (% Per Year): 4.2%

Main Industries: Tourism, Subsistence Farming, Fisheries, Textiles and Timber

Inclusive economic growth and poverty reduction are essential for the development of all Pacific Island Countries. Countries like Fiji rely on this growth and reduction in poverty to improve sustainable economic development. In 2015, PT&I's Network sought to strengthen Fiji's economy by facilitating development in sectors such as trade, investment, tourism and cultural industries.

2015 HIGHLIGHTS:

- Bottled water exporter Pleass Beverages participated in the PT&I Auckland-led trade delegation to Singapore hosted by the Trade & Industry Association of Singapore in May 2015.
- Fiji Red Papaya packaging assistance under PT&I Auckland's Deal by Design initiative, which assists with graphic and packaging design for Pacific Island products, contributed to export sales to Australia.
- In partnership with Increasing Agricultural Commodity Trade, PT&I Auckland delivered a customised Trade Mission programme for six Food and Beverage companies from the Pacific Islands to meet potential buyers. Fiji's Kaiming Agro Processing and Nature's Way were participants on this mission.
- Organic Earth Fiji and Natural Fiji was assisted by PIC Tokyo's attachment programme to participate at Beauty World Japan 2015 in May.
- PT&I Geneva organised Foods Pacific Limited, Fijiana Cacao / Adi Chocolate and Tavulomo to participate at PT&I's Pacific Trade booth at the ANUGA 2015 event in Cologne, Germany.
- PT&I Sydney hosted Vaiwai, Hilands Foods, Foods Pacific, Fijiana Cacao and FRIEND (Foundation for Rural Integrated Enterprises & Development) at their Pacific Islands stand at Fine Food Australia 2015.

OTHER HIGHLIGHTS:

- Agro Marketing Authority's export of virgin coconut oil to New Zealand was facilitated by PT&I Auckland.
- A Fiji Tourism Seminar and Fiji Coffee was featured at PIC Tokyo's Pacific Festa 2015.
- Fiji Investment Mission was co-organised by PT&I Auckland in April 2015.

- Fiji's Rako Pasefika cultural group participated in PT&I Sydney's Maketi Ples 2015 event.
- Fiji was represented by Wing Lee Motors at PT&I Beijing's South China Mission in October 2015.
- Intellectual Property Protection Workshops - Fiji Cultural Industries Entrepreneurship Training was facilitated by PT&I Suva.
- Path to Market workshops were conducted by PT&I Auckland in November 2015 in Suva and Nadi.
- PIC Tokyo assisted with the Japan International Cooperation Agency Volunteer Familiarisation Tour to Fiji.
- PIC Tokyo contributed to the Fiji-Japan Trade and Investment Seminar in December.
- PIC Tokyo organised the Japan Private Sector Delegation to Fiji in November.
- PIC Tokyo recommended a dance group from Fiji to participate at the 4th Pacific Dance Festival in Iwaki, Japan.
- PIC Tokyo showcased Fiji at the Marine Diving Fair 2015.
- PT&I Auckland assisted Fijiana Cacao's participation at the Auckland Chocolate & Coffee Show in May 2015.
- PT&I Auckland facilitated an export deal for Fiji's Kings Kava.
- PT&I Auckland's Trade Commissioner and staff met with the High Commissioner of Fiji as part of regular briefings for Pacific Heads of Mission in Wellington.
- PT&I Beijing conducted the Tourism Road show to South China and the China International Travel Mart November 2015.
- PT&I Beijing supported a Beijing-based outbound travel operator to establish a branch in Fiji.
- PT&I Suva assisted Rise Beyond the Reef, an NGO based in the interior of Viti Levu who work with women in remote villages on sustainable livelihoods through handicraft. They also assisted Fiji artist Maria Rova of Sigavou Studio in Nadi, to exhibit at the Artisan Resource @NYNOW in New York, USA
- PT&I Suva facilitated the Trading Up! Supporting Pacific Niche Exports Meeting held in Suva, Fiji.
- PT&I Sydney partnered with the Fiji Consulate in Sydney on the 4th Investment and Trade Exploratory Mission to Fiji in August 2015.

CASE STUDY

INTELLECTUAL PROPERTY PROTECTION WORKSHOP AND AWARENESS CAMPAIGN, FIJI

Through the European Union - ACP Cultures + Programme, 'Enhancing the Pacific Cultural Industries: Fiji, Samoa and Solomon Islands', PT&I Suva partnered with the Pacific Community (SPC) to support the development of crafts, visual arts, fashion and performing arts sectors. The project aimed to improve the structure of the cultural industries, improve the regulatory environment and increase the business and marketing capacity of the producers.

The Intellectual Property Protection (IPP) Workshops was a specific intervention designed to improve the understanding of the economic value of traditional knowledge. Participants were taught how to effectively commercialise creative art forms for income generation. This knowledge enabled artists and producers learn how to benefit from their trade through proper intellectual property management.

The Fiji workshop was tailored to address key issues in its creative industry, like the need to increase awareness of existing intellectual property laws for artisans, producers and intellectual property law enforcement offices; demonstrate practical measures of intellectual property protection and traditional knowledge; explain cultural producers' economic rights; improve current copyright legislation knowledge; and introduce methods for improved applications and enforcement of current legislations.

The workshop brought together relevant stakeholders to address significant issues and to create a better understanding of IPP issues in the cultural industry. Stakeholders included producers, government officials, law enforcement and border control officials, regional security policy makers, customs and the judiciary. They identified the current state of IP, highlighted challenges and gaps, raised issues on lack of awareness and identified the need to increase enforcement levels to assist with IPP infringement prevention in Fiji.

CASE STUDY

FIJI'S FOODS PACIFIC LTD AT ANUGA 2015

Mr.Hoshedar Poonawalla, Mr. Nick Cartmel (UK Rep), Mr. Arfan Ali (UK Rep) of Foods Pacific Ltd exhibited their simmer sauce and 'heat and eat' products at PT&I Geneva's Pacific Islands Booth at ALLGEMEINE NAHRUNGS UND GENUßMITTEL AUSSTELLUNG (ANUGA) 2015, Cologne, Germany. By exhibiting at the event, the company made a total of 63 new trade contacts.

ANUGA is a biennial food exhibition held in alternate years with Salon International de l'Alimentation (SIAL). These events constitute the world's largest and most important commercial food and beverage trade show platform with each attracting over 6500 exhibitors and 155,000 verified trade visitors.

PT&I Geneva's objective for this trade promotion activity is to assist companies like Foods Pacific Ltd to establish sustainable on-going commercial trade relationships in the European market. It creates a global profile for the business, connects them directly with potential buyers and extends their scope of market penetration.

At the Pacific Islands Trade Booth, Foods Pacific Limited has proven to be a highly professional and consistently popular exhibitor. Their participation at the event was successful and trade discussions were initiated for supply of product to buyers in three new markets including Egypt and Dubai.



KIRIBATI

Capital: Tarawa

Area: 811 Km²

Population: 112,423

GDP Growth (% Per Year): 3.1%

Main Industries: Copra, Seaweed And Fisheries

Many Pacific Island nations like Kiribati are geographically isolated, which limits their access to international markets. Creation of economic opportunities in Kiribati is even more difficult because of the country's widely dispersed population and remoteness. PT&I's Network provided assistance to Kiribati in 2015 to increase economic opportunities in export, tourism and cultural industries. This involved facilitating platforms for local businesses to showcase their products, services and their country's culture. Network assistance has also helped raise awareness of the devastating effects of climate change in Kiribati.

2015 HIGHLIGHTS:

- Coconut oil and coconut sugar exporter K-Organics participated in PT&I Auckland's SIDS Trade Mission to New Zealand in November 2015. The SIDS Trade Mission was an exploratory food and beverage mission that conducted workshops focused on market entry and niche product promotion in New Zealand.
- PIC Tokyo recommended and facilitated a special interview of Kiribati's President with Yomiuri Shimbun Newspaper. The interview appeared as a one page special feature on the 2nd of June 2015 and was based on climate change effects on Kiribati. Yomiuri Shimbun is the largest newspaper in the world with a circulation of 9.56 million daily.

- PT&I Geneva partnered with the Enhanced Integrated Framework, World Trade Organisation and Australian Department of Foreign Affairs and Trade to deliver a side event to the 5th Global Review of Aid for Trade, 'Discovering Pacific Trade Potential'. This event raised awareness on Pacific Small Island States like Kiribati. It provided them with a platform to showcase their products, services and culture.
- PT&I Geneva provided targeted market intelligence and technical assistance to the participants from Kiribati at the World Expo Milano 2015. PT&I Geneva coordinated participant engagement and logistics, staffing, exhibits and administration of the Kiribati participation at the expo. The event provided an awareness building platform and an opportunity for national profile enhancement, partnerships, tourism and investment promotion.

OTHER HIGHLIGHTS:

- PIC Tokyo's presentation and tourism promotion services at the regional Tourism meeting of Ministers held in Tokyo, Japan, was appreciated by the Government of Kiribati.
- Sea salt from Kiribati was promoted at PIC Tokyo's Pacific Festa 2015.



CASE STUDY

PACIFIC ISLANDS SMALL ISLAND STATES (SIDS) EXPLORATORY FOOD & BEVERAGE TRADE MISSION

We are promoting the produce of small island states to the market place and small can be good... Some of the mission delegates are representing village based co-operative producer groups and have some great stories to tell that make the origins of the product unique and therefore marketable.

Mona Mato, Trade Development Manager, PT&I Auckland.

Agling Onorio, President of Kiribati's K-Organic Producers, showcased their unique products at the PT&I Auckland's Pacific SIDS exploratory food and beverage trade mission in Auckland, New Zealand. K-Organic Producers promoted their coconut sap sugar, syrup and virgin coconut oil.

The trade mission was the first PT&I Small Island States trade delegation to visit New Zealand for several years. The programme was tailor-made to be industry specific and focused on the food and beverage industry. The mission provided an opportunity for participants to enter the New Zealand market and promote their niche products.

The six SIDS exporters attended programme workshops that focused on product branding and marketing, New Zealand import regulations, technical barriers to trade and sanitary requirements. Site visits to government biosecurity, custom departments, and private sector importers and buyers were also

part of the programme. This gave delegate chefs and hospitality industry representatives key insights in to industry trends and perspectives from importers, distributors and retailers in New Zealand.

The trade mission gave delegates the chance to explore and understand the landscape of the New Zealand market and, as a bonus, they were given the opportunity to meet with some of New Zealand's top Pacific Island chefs. The chefs shared their experiences of sourcing and using ingredients to create unique Pacific menus and dishes.

"These groups are based on family values and are family oriented. Because they are small, the consumer can be assured that the owners are quite intimate with the production and know every stage of the supply chain and are aware they will need to produce a quality product," Mona Mato, Trade Development Manager, PT&I Auckland.



NAURU

Capital: Yaren

Area: 21 Km²

Population: 10,222

GDP Growth (% Per Year): -10%

Main Industries: Phosphate Mining, Offshore Banking, Coconut Products and Commercial Fishing Licenses

Many Pacific Island nations are small and very far from international markets, which makes economic development challenging. Nauru is the world's smallest island nation and faces many economic difficulties because of its small size. Economic and fiscal sustainability is a key concern for Nauru's government, since the country relies on uncertain sources of revenue, with limited private sector opportunities. Pacific Islands Trade & Invest (PT&I) provided services to Nauru to assist with improvements to their economic stature. This involved facilitating participation and awareness at international events, promotion of local products and arranging potential trade opportunities.

2015 HIGHLIGHTS:

- Assisted Nauru representatives to participate in the Pacific Pavilion at the World Expo Milano 2015. PT&I Geneva coordinated participant engagement, logistics, staffing, exhibits and the administration of Nauru participation. Two national representatives were in Milano for two months to take part in the Expo, which supported the central theme "Food For Life, Feeding the World". The event provided an awareness building platform and an opportunity to enhance the national profile, partnerships, tourism and investment promotion.
- Nauru sold phosphate necklaces at PIC Toyko's Pacific Festa 2015. (Highlighted case study)
- Nauru Airlines participated in PT&I Beijing's South China Mission in October 2015. Business matching, trade expos and meetings were facilitated to introduce businesses to opportunities in China and for participants to meet potential business partners.

CASE STUDY

NAURU FEATURES IN PACIFIC FESTA 2015 TOKYO, JAPAN

Pacific Festa 2015 was the first time for phosphate-made products from Nauru to be sold in Japan. Many of the 42,000 event visitors showed interest and purchased some of these unique and rare products.

Pacific Islands Centre (PIC) Tokyo organised the Pacific Festa 2015 event in collaboration with PALM 7. The triennial event ran from 21st to 24th May. PIC Tokyo took a new approach by introducing tourism seminars and product promotions at the stage and stalls. Instead of focusing on exhibition of potential importable products, the event focused on actual sales and retail business matching. The Festa displayed products more engagingly and displayed and sold products from all 14 Pacific island countries.

We were satisfied with the first sale of phosphate necklaces and have decided to continue trading these products with a focus on the trend of the Japanese market.

Mr. Tatsuya Haga, CEO Pacific Islands Product Company.

NIUE

Capital: Alofi

Area: 260 Km²

Population: 1,610

GDP Growth (% Per Year): 2%

Main Industries: Subsistence Farming, Fisheries and Handicrafts

In 2015, Pacific Islands Trade & Invest (PT&I) delivered a variety of services to local Niuean companies. This involved product development, trade and investment facilitation, cultural industry promotion and tourism advancement. These initiatives worked towards creating a more sustainable economy for the country.

2015 HIGHLIGHTS:

- Exporter Niue Vanilla participated in PT&I's Auckland-led trade visit to Singapore hosted by the Trade & Industry Association of Singapore in May 2015.
- Niue's Department of Agriculture, Forestry and Fisheries received assistance from PT&I Auckland to procure appropriate packaging for frozen taro exports and local product of frozen yoghurt. This was done under the Deal by Design initiative that provides assistance with design and packaging to Pacific Island exporters.
- Niue Tourism Authority presented a Tourism Seminar and a special message by Premier Talagi on a new era of cooperation between Niue and Japan during PIC Tokyo's Pacific Festa 2015.
- Niue Vanilla Company developed its nutritional information with renowned NZ laboratory, Assure Quality, with assistance from PT&I Auckland.
- Niue Vanilla joined PT&I Auckland's Small Island Developing States (SIDS) Exploratory Food and Beverage Trade Mission to Auckland, New Zealand, in November 2015. The Trade Mission consisted of constructive workshops and introduced exporters to Auckland importers.
- PT&I Auckland worked with export company Niue

Honey to help build its capacity for international exports and promoted the company through a crowd funding website.

- PT&I Auckland assisted with Niue Honey communications on Niue Bee Sanctuary and facilitated attendance of the promoters at the London Honey Show 2015 and appearances in San Francisco to promote Niue Honey and the sanctuary.
- PT&I Geneva represented Niue Vanilla International at their Pacific Island booth at the ANGUA 2015 event in Cologne, Germany. Six new viable export leads were made at the event.
- Two emerging artists, Susannah Simeamao and Kenneth Green, represented Niue for the first time at PT&I Sydney's Maketi Ples 2015 event. The Australian Museum purchased one of Mr. Green's pieces.

OTHER HIGHLIGHTS:

- Technical assistance was provided by PT&I Geneva to a Niue Honey business.
- PIC Tokyo published an investment guidebook and assisted a Japanese tour.



CASE STUDY

NIUE BEE SANCTUARY IN GLOBAL MEDIA SPOTLIGHT

Richard Duncan and Andy Cory of Niue Honey used a US based crowd funding website, Indiegogo, to create a campaign, "Save the Bee: Creating the Global Bee Sanctuary". Pacific Islands Trade & Invest (PT&I) Auckland's media team provided assistance with product design and promoted their project through PT&I media channels and social media platforms, which resulted in worldwide publicity for the campaign.

Niue Honey's aim was to raise funds to purchase the first round of "Save the Bee" honey bottles, from which the retail sales would be used to create a Global Bee Sanctuary. Funds from the campaign would assist with capacity building of Niue honey by upgrading hives, re-developing the factory site and new equipment purchases. Once established, the bee sanctuary would eventually export clean, healthy and gentle bee stock to other countries. When they started the project, the US had just reported a 42 per cent mortality rate in its bee colonies, known as Colony Collapse Disorder (CCD). This disorder affects hives and experts warned that the spread of bee mortality could have a global effect since bees were essential for the pollination of plants.

After Niue Honey began the campaign, news of the Niue bee sanctuary captured the attention of many, including online channels and media around the world. Al Jazeera, the Qatar based news channel, caught on to the story and went to Niue to film a 30-minute documentary on the Bee Sanctuary. Al Jazeera has an estimated audience of 270 million households worldwide.

“We are also hugely appreciative of PT&I Auckland's support, which has been instrumental in generating media awareness of our social venture.”

Richard Duncan,
Niue Honey Company.

Al Jazeera spent a week filming in Niue. They filmed the bees, hives, went out on site with Andy Cory and spoke with Government officials that were involved with the bee industry in Niue. The Al Jazeera crew also went to New Zealand with Richard Duncan to interview scientists and other bee industry experts to build a picture of the state of the bees and the bee industry in New Zealand.

“Developing an effective PR and communication strategy is vital in reaching mainstream markets and we're pleased that this documentary is another platform for Niue to place such a wonderful story on the bees but to also feature this small island nation in the middle of the Pacific Ocean as the Global Bee Sanctuary,” Moana Mato, Trade Development Manager, PT&I Auckland.

Despite the crowd funding campaign falling short of its financial targets, Niue Honey's Richard Duncan and PT&I Auckland were extremely pleased with the widespread interest generated by the creation of Niue's Bee Sanctuary.



PALAU

Capital: Ngerulmud

Area: 465.55 Km²

Population: 21,291

GDP Growth (% Per Year): 9.4%

Main Industries: Tourism, Subsistence Farming and Fisheries

Collaborative efforts by the PT&I network in tourism promotion, export and investment facilitation saw a number of businesses receiving targeted assistance for business growth.

2015 HIGHLIGHTS:

- Bernice Ngirkelau of Palau Aquatic participated in PT&I Auckland's Inward Small Island Developing States Exploratory Food and Beverage Trade Mission to New Zealand in November 2015. She introduced clamshell products to Auckland importers.
- Palau's aquaculture project was facilitated and endorsed by PT&I Auckland to the World Bank-International Finance Corporation (WB-IFC) for business expansion in August 2015.
- Palau Visitors Authority provided dancers and presented a tourism seminar at PIC Tokyo's Pacific Festa 2015.
- Palau Visitors Authority received its first tourism award from the Japan Association of Travel Agents (JATA) following strong recommendations from PIC Tokyo.

- PIC Tokyo coordinated a special TV programme on Palau by TBS TV 'Hiruobi'. (Highlighted case study)
- PT&I Auckland conducted an Investment Profiling Workshop in Palau in August 2015.
- PT&I Auckland visited the Japanese Ambassador in Guam, who is accredited to Palau, to express gratitude for Japan International Cooperation Agency (JICA) funding for workshops and future development of economic development programmes in the region in August 2015.

OTHER HIGHLIGHTS:

- Palau Visitors Authority participated in the Marine Diving Fair 2015. PIC Tokyo facilitated their participation and organised a destination seminar on Palau.
- Palau Visitors Authority and PIC Tokyo supported the effort for Delta Airlines to increase their direct flights between Narita, Japan and Palau.
- PIC Tokyo assisted a Palau dance group to attend the 4th Pacific Dance Festival in Iwaki, Japan.
- PIC Tokyo assisted the Sasakawa Peace Foundation's mission to promote eco-tourism in Palau.

CASE STUDY

SPECIAL TV PROGRAMME ON PALAU BY TBS TV 'Hiruobi'

Pacific Islands Centre (PIC) Tokyo received a lot of inquiries after an imperial visit to Palau in April 2015. The media wanted background information on Palau and the relationship between Palau and Japan.

This gave PIC Tokyo the perfect opportunity to enhance awareness on Palau, so they coordinated a special TV programme with TBS TV station in Japan. The Palau segment appeared on the station's 'Hiruobi' programme at lunchtime in Japan, which averages 8.4 million viewers.

Following the show, on the 4th of April, PIC organised a seminar at Liberty Academy in Meiji University. Dr. Izumi Kobayashi, Chairman of Japan Pacific Islands Association, spoke on the theme 'Japan and the Micronesia Region.' He explained how the Emperor had had strong interests in the Micronesia Region for a long time. Around 100 people participated in the seminar and learned about the historical ties between Japan and Micronesia.

PAPUA NEW GUINEA

Capital: Port Moresby

Area: 462,840 Km²

Population: 7,619,321

GDP Growth (% Per Year): 9%

Main Industries: Subsistence Farming, Copra, Mining, Crude Oil Production, Petroleum Refining, Fisheries, Forestry and Tourism

PNG's 10-Year Development Strategy is shaped by a number of objectives that will help shape the nation's efforts to become a prosperous, middle-income country by 2010. The PT&Is worked alongside the private sector and government agencies to deliver a number of initiatives to help drive economic growth in specific sectors.

2015 HIGHLIGHTS:

- Amruqa, an exporter of spices from PNG, was one of six Food and Beverage companies from the region who participated in the PT&I Auckland and Increasing Agricultural Commodity Trade (IACT) customised programme to the promotion of niche products in the NZ market.
- Carpenters Group & Tropic Frond Oils Ltd of PNG participated at the PT&I Sydney facilitated event, Fine Food Australia 2015.
- Exporter Theresa Arek of Amruqa exhibited her products at PT&I Geneva's Pacific Islands Trade Booth at the ANUGA 2015. Amruqa reported 58 new business contacts made at the event.
- ÖMIE Artists showcased their Bilum bags at PT&I Sydney's Maketi Ples 2015 event. PT&I Sydney also supported ÖMIE Artists in their successful bark cloth exhibition held in Darwin, Australia.
- Papua New Guinea Forest Products represented PNG at a PT&I Auckland-led delegation of Pacific Island exporters to Singapore for the Trade and Industry Association of Singapore (TIAS) conference.
- PNG participated in the Pacific Pavilion at the World Expo Milano 2015 with PT&I Geneva's assistance. PT&I Geneva coordinated participant engagement and logistics, staffing, exhibits and administration. PNG utilised this opportunity to develop direct networks with the Italian Chambers of Commerce and Industry.
- PNG representatives attended PT&I Suva's Trading Up! Supporting Pacific Niche Exports Meeting held in Suva, Fiji.
- PT&I Auckland partnered with the Investment Promotion Authority (IPA) to deliver Path to Market export capability workshops in Port Moresby and Lae.
- PT&I Auckland partnered with the New Zealand (NZ) PNG Business Council, NZ Trade and Enterprise and Venture Taranaki to deliver a road show meeting in New Plymouth. The road show in May 2015 presented the opportunities for doing business in PNG.

- PT&I Geneva facilitated a PNG Remote Women Artist Cooperative to the ÖMIE Artists Exhibition at Museum Fünf Kontinente in Munich, Germany. Sales generated were valued at AUD\$100,000 and 3 senior ÖMIE Artists' work were exhibited at Art Karlsruhe in Germany.
- PT&I Sydney supported the Australian Business Volunteers financially to deliver the Your Enterprise Scheme (YES) programme at the PNG Women's Chamber of Commerce & Industry.
- The PNG Embassy in Japan put on a talk show for PNG Coffee promotion and Air Niugini presented a tourism seminar at PIC Tokyo's Pacific Festa 2015 event.

OTHER HIGHLIGHTS:

- PIC Tokyo spoke at the Japan - PNG Parliamentarian League.
- PIC Tokyo assisted and advised strategies for the Japan - PNG Business Forum in Tokyo on the 14th October 2015.
- PIC Tokyo provided input, assistance and facilitated the printing of the JICA PNG Investment Guidebook.
- PNG participated in the PT&I Beijing South China Mission in October 2015.
- PT&I Auckland's Trade Commissioner attended the FAO 11th South West Pacific Agriculture Ministers' Meeting in PNG.
- PT&I Auckland's Trade Commissioner and staff met with the PNG High Commissioner as part of regular briefings to Pacific Heads of Mission in Wellington.
- PT&I Geneva provided assistance to PNG Pacific exporters to the European Union.
- PT&I Sydney provided design assistance to PNG Coffee Growers Federation Ltd.
- PT&I Sydney provided design services to PNG exporters for the events Maketi Ples, ANUGA and Fine Foods Australia.
- PIC Tokyo assisted with Air Niugini's decision to increase flights between Tokyo and Port Moresby in 2016.

CASE STUDY

PATH TO MARKET WORKSHOPS IN PAPUA NEW GUINEA

The key to this Path to Market programme is that the programme does not end with the internal workshop. In many ways, it just begins.

Michael Greenslade, Trade Commissioner, PT&I Auckland.

Exporters from Papua New Guinea who attended the Path to Market Workshops in Lae and Port Moresby were impressed by the new and innovative training methods that the PT&I Auckland team used to deliver information relating to the New Zealand market.

The workshops were quite specific as they targeted both existing and new exporters. The Path to Market workshop covered important topics such as 'Submitting to Export', 'Planning for Export' and 'Implementation of your Export Plan', amongst others.

New Zealand based consultant David Powell, who specialises in exporting, business growth, innovation and economic development, assisted with the delivery of the workshops. Mr. Powell's company provides services to a wide range of clients, trains groups of exporters in international marketing and is a sought after speaker and meeting facilitator. Many of the Pacific exporter's that participated in the workshops came from farmer and family based groups and cooperatives, so his expertise helped build their capabilities.

According to workshop organisers, the key to organising the national workshops was finding the right partner on the ground that understood and connected with the local businesses. For the Path to Market Workshops, PT&I Auckland was fortunate to partner with the Papua New Guinea Investment Promotion Authority.

Over 70 private sector businesses representatives attended the workshops, which were conducted over five days. The workshops will lead to developing a PNG Trade Mission to New Zealand in 2016.

"We will use this follow up workshop as an opportunity to send out expressions of interest to exporters who may want to be a part of this mission. It is important during this process that we identify exporters who are ready to export and will demonstrate consistency of supply and a quality product," Mona Mato, Trade Development Manager, PT&I Auckland



REPUBLIC OF THE MARSHALL ISLANDS

Capital: Majuro

Area: 181 Km²

Population: 52,993

GDP Growth (% Per Year): 1.6%

Main Industries: Coconuts, Breadfruit, Fisheries and Small-Scale Industry Handicrafts

The fisheries industry is a vital resource for many Pacific Island nations. Their exclusive economic zones are vast ocean areas with abundant marine life, whose yields greatly contribute to their economies, like the Republic of the Marshall Islands (RMI). Pacific Islands Trade & Invest (PT&I) sought to increase economic diversity in the RMI by providing a range of opportunities and services to non-fisheries industries. This involved a range of services such as marketing assistance for a 'buy local' campaign, increasing local investment, creating potential export opportunities and other activities.

2015 HIGHLIGHTS:

- Assistance continued with the "Be Marshallese, Buy Marshallese" programme that was initiated in 2014 under PT&I Auckland's Deal by Design initiative supported by intern Hatty Kabua who continued to work on the programme in Majuro. (Highlighted case study)

- Honda Co. Ltd launched their solar car in Majuro, RMI, on 19th October. PIC Tokyo assisted Honda Co. Ltd. and the RMI Government in the initial stages of their joint solar car project. It included an invitation for Honda to the PALM7 Economic Forum, an exhibit at Pacific Festa 2015 and a series of briefings to Honda on RMI's economic situation.
- RMI juice exporter, Iva Reimer Roberts, joined PT&I Auckland's inward SIDS Trade Mission to New Zealand, where exotic pandanus juice was introduced to Auckland Food and Beverage importers. Assistance was also provided for the product to be tested and analysed at the Nelson Cawthron Institute in November 2015. (Highlighted case study)
- RMI participants took part in PT&I Suva's Trading Up! Supporting Pacific Niche Exports Meeting in Suva, Fiji.
- PIC Tokyo assisted a Japanese trading company, Story Design House Co. Ltd., to establish import of RMI handicrafts. They established a new brand 'amimonogatarī' and sold RMI handicraft amimono online.
- PT&I Auckland conducted Investment Profiling Workshops in Majuro in August 2015.

OTHER HIGHLIGHTS:

- A Tourism Seminar on RMI was presented at PIC Tokyo's Pacific Festa 2015.
- PT&I Sydney provided website and design assistance to the Government of RMI.



CASE STUDY

PANDANUS JUICE AT SIDS TRADE MISSION

The Republic of the Marshall Islands' (RMI) pandanus juice producer, Iva Reimer Roberts of Robert Reimers Associates, was in Auckland to promote her product at Pacific Islands Trade & Invest Auckland's inward Small Island Developing States (SIDS) Food and Beverage Exploratory Trade Mission. Ms Roberts was one of six exporters from the smallest island states of the Pacific that attended the November Trade Mission.

“Despite the many challenges for small island states with rising sea levels from climate change, shipping costs and distances to market, they have not stopped trying. International buyers are keen to know the unique stories behind the products,”
Moana Mato, Trade Development Manager, PT&I Auckland.

Pandanus from RMI is one of the edible varieties found in a number of Pacific Island countries. Its fruit is rich in Vitamin A and provides an important source of vitamins that prevents immune system deficiencies, susceptibility to disease and higher risk to blindness and anemia. Although the availability and abundance of the pandanus tree has gradually declined over the years, replaced by imported foods, scientists worked with Marshallese communities to promote the health values of the fruit. The pandanus tree is a hardy plant that can adapt to growing in sandy, salty and dry atoll conditions. To the people in RMI, the tree is revered for its non-food uses such as construction, soil erosion, fuel and medicine.

“The mission was crucial for RMI as a small island state and as part of the Government endorsed “Be Marshallese, Buy Marshallese campaign” to promote Marshallese made goods and services,”
Radika Kumar, RMI National Trade Advisor.

The pandanus tree is unique to RMI and its juice is exclusive to the Pacific Islands. Ms Robert-Reimers had bottled her pandanus juice without preservatives, so PT&I Auckland assisted her to investigate ways to prolong its short shelf life. The product was tested and analysed at the Cawthron Institute in Nelson in November 2015 and promotion and assistance was also provided to improve product standards that increased its' potential to reach international markets.

The Trade Mission was put together by PT&I Auckland and was supported by the Pacific Integration Technical Assistance Programme (PITAP) under the European Union.

CASE STUDY

BE MARSHALLESE, BUY MARSHALLESE CAMPAIGN

As a follow up to its 2014 internship programme, Pacific Islands Trade & Invest offices in Auckland and Sydney worked with the Republic of the Marshall Island's (RMI) Ministry of Resources and Development, Ms Hatty Kabua to develop a national buy local campaign called “Be Marshallese Buy Marshallese.” RMI was interested in developing a niche market for its products that encouraged consumers to buy locally made products, so the campaign was an effective tool to establish this initiative. The campaign promoted import substitution and the establishment of industry standards.

“Understanding a country's export strategy is important as it gives us a platform to work from in targeting market opportunities and market access for trade. For us, it's essentially the key to helping countries enhance their competitiveness in the international market and to maximise the development benefits for our Pacific people,”
Moana Mato, Trade Development Manager, PT&I Auckland.

The RMI internship was an endorsement of the RMI's Government trade policy framework that focused on the “Be Marshallese, Buy Marshallese” national campaign. It was an opportunity to determine international export market opportunities that would lead to a national export strategy. Ms Hatty Kabua was an intern for three weeks at the PT&I Auckland's office. She was given an opportunity to grow in her role, understand the dynamics of the international market and build relationships with a range of buyers and importers. She worked with the Auckland team, visited potential importers of Pacific Island products in New Zealand and developed suggestions for export marketing strategies to RMI's Government and export promotion agencies.

“The...experience with PT&I has aided in achieving a better understanding of the New Zealand market and consumers and broad knowledge of the country's rules and regulations in regards to importing. I have also developed new ideas, better understanding, and components of a promotional campaign which will aid in the development of RMI's ‘Be Marshallese, Buy Marshallese’ campaign,”
stated Ms Hatty Kabua, Trade Facilitation Officer, RMI Ministry of Resource and Development.

Ms Kabua's internship provided her with brand and marketing designs that gave her the technical capability to create the RMI “Be Marshallese, Buy Marshallese” marketing material that focused on the local level with a view to develop an export strategy. She also met with a Pacific fashion house in New Zealand who expressed interest in buying RMI handicrafts, specifically coconut frond baskets and fans.

PT&I Auckland continue to work with Ms Kabua and the RMI Government's initiative to develop branding and collateral for the “Be Marshallese, Buy Marshallese” campaign.

SAMOA

Capital: Apia

Area: 2,842 Km²

Population: 193,228

GDP Growth (% Per Year): 1.6%

Main Industries: Subsistence Farming, Forestry, Fisheries, Food Processing and Tourism

Private enterprise growth plays an essential role in creating sustainable economic development in all Pacific Island countries. Creating attractive business environments helped promote growth for private enterprises in countries like Samoa. Pacific Islands Trade & Invest (PT&I) assisted local businesses in Samoa in 2015 by providing opportunities for development and growth. This involved facilitating trade and investment, promoting products and design assistance. The Network also provided assistance in developing the Samoan cultural industry and promoting tourism.

2015 HIGHLIGHTS:

- Exporter of organic products, Samoa's Women In Business Development Inc., participated in a customised Food and Beverage Programme organised by PT&I Auckland in partnership with the Increasing Agricultural Commodity Trade (IACT) Programme of the Pacific Community (SPC). The programme brought together six food and beverage companies from the Smaller Island States (SIS) of the Forum, to meet with potential buyers in New Zealand. PT&I Auckland assisted taro exporter, K Bone Enterprises, to enter the New Zealand market and secure an export deal.
- PT&I Auckland assisted taro exporter, K Bone Enterprises, to enter the New Zealand market and secure an export deal.
- PT&I Auckland's Deal by Design Programme provided technical assistance to two Samoan exporters. Samoa AgroMarketing received branding and packaging assistance, which led to export sales in Australia. Mailelani Ltd received retail promotion strategy and packaging assistance, which boosted sales and created brand awareness in the New Zealand (NZ) market.
- PT&I Auckland partnered with GS1 NZ through the Deal by Technology Programme to deliver two Bar Code Development Workshops in Samoa in November 2015. The programme was delivered in partnership with the Samoa Association of Manufacturers and Exporters (SAME).
- PT&I Auckland worked with Scientific Research Organisation of Samoa (SROS) and Pacific Horticultural and Agricultural Market Access (PHAMA) to examine the market potential for a new product, frozen breadfruit French fries from Samoa. Through its networks, PT&I Auckland obtained market feedback to help examine the commercial viability of this new product.

- PT&I Suva facilitated Plantation House's participation at the Artisan Resource @NYNOW in New York, USA.
- PT&I Suva organised a practical workshop on Intellectual Property, Traditional Knowledge, Traditional Cultural Expressions and Genetic Resources in Apia, Samoa.
- PT&I Sydney partnered with SAME to deliver the Samoan Made Trade Expo in Australia. Sales reported from the tradeshow reached AUD\$15 million.
- Samoan artist, Lalovai Peseta, exhibited three paintings at the PT&I Geneva facilitated event, 'Discovering Pacific Trade Potential'. PT&I Geneva collaborated with the Enhanced Integrated Framework, World Trade Organisation and Australian Department of Foreign Affairs and Trade to convene the event.
- Samoa representatives attended PT&I Suva's Trading Up! Supporting Pacific Niche Exports Meeting held in Suva, Fiji.
- Samoa participated in PT&I Beijing's Tourism Road show South China and China International Travel Mart in November 2015.
- UPF Wholesale and Women In Business Development Inc. participated in the PT&I Sydney facilitated event, Fine Food Australia 2015.

OTHER HIGHLIGHTS:

- PIC Tokyo assisted with the Samoan Breadfruit Promotional Seminar in Osaka, Japan, in November 2015.
- PIC Tokyo conducted a Trade Discussion in Samoa in August 2015 to further enhance trade between Japan and Samoa.
- PIC Tokyo organised the Japan International Cooperation Agency's Volunteer Familiarisation Tour to Samoa.
- PIC Tokyo recommended a Samoan dance group to participate in the 4th Pacific Dance Festival in Iwaki, Japan.
- PT&I Auckland collaborated with the NZ Ministry of Foreign Affairs and Trade, NZ Samoa Trade & Investment Commission (NZSTIC), Pacific Cooperation Foundation (PCF), Samoa Business Network (SBN) and the Pacific Business Trust to host a joint meeting with the winner of the New Zealand Prime Minister's Fellowship Award for Samoa, Mrs Fiti Leung Wai, Managing Director of Samoa Stationery and Books (SAAB).

- PT&I Auckland introduced Grey Investments to an investor in Singapore for possible inward investment in Samoa and Tahiti with potential for tourism and aviation investments.
- PT&I Auckland's Trade Commissioner and staff met with the Samoa High Commissioner as part of regular briefings to Pacific Heads of Mission in Wellington.
- PT&I Sydney facilitated the Samoa Business Network Social Media Workshop.
- PT&I Sydney facilitated the delivery of a website development workshop for the hotel and tourism sector in Samoa.
- Samoa Embassy in Japan organised a Samoan Dance group to perform at PIC Tokyo's Pacific Festa 2015 event.
- Three Samoan musicians performed at PT&I Sydney's Maketi Ples 2015 event.

CASE STUDY

“SAMOA MADE” TRADE EXPO, LIVERPOOL, SYDNEY

“It’s exciting to have so many exporters from Samoa committed to this event, which will maximise the impact they will have in the Australian market,” Tagaloa Eddie Wilson, Samoa Association of Manufacturers & Exporters (SAME) President.

Pacific Islands Trade & Invest (PT&I) Sydney partnered with SAME to promote and encourage interested distributors and importers to attend the three-day trade event at the Mercure Hotel in Liverpool, Sydney. Around 50 Samoan export companies took part in the event and their products ranged from beer, fashion, coconut cream, chip, noni juice and avocado oil to handicrafts.

The event’s key objectives were to create awareness of Samoan Made goods and services to the Australian market; establish a permanent presence of samples and information at the Samoa Consulate General Office in Sydney; facilitate market contacts; and increase Samoan exports and investment in the Australian market.

Leading up to the Buy Samoa Made event, Samoans in Australia were approached to act as ambassadors of Samoan made products. They were the best ambassadors for the event because they know Samoan made products best and could promote

the products to their families, friends and Australian businesses. Another incentive for them was to help their home country, since all the benefits from the tradeshow would go directly to Samoan families, villages and people in Samoa.

“PT&I Sydney was honoured to promote the Buy Samoa Made Expo to the Australian business community and our network. To have buyers from as far as Queensland attending the event highlights the power of the Samoan export community joining together to make an impact in the Australian market,” Jeremy Grennell, Export Services Manager, PT&I Sydney.

PT&I Sydney actively marketed the event to its database, developed a promotional poster for the event and went out into the market to encourage key retailers and distributors to attend the event. Distributors from Sydney & Interstate attended as well as supermarket buyers. After the tradeshow, SAME reported sales of AUD\$15 million.



SOLOMON ISLANDS

Capital: Honiara

Area: 28,400 Km²

Population: 642,000

GDP Growth (% Per Year): 3.3%

Main Industries: Subsistence Farming, Commercial Farming, Manufacturing, Fishing, Forestry and Mining

Primary commodities are the economic bedrock for many Pacific Island countries, including the Solomon Islands. Alternative opportunities to generate other sources of revenue are scarce. PT&I's Network sought to improve Solomon Islands' economy by developing other potential sectors in the export and culture industries. This involved facilitating investment and exports, developing entrepreneurship and promoting cultural works. These efforts have greatly improved the prospects for economic growth.

2015 HIGHLIGHTS:

- Carvings from the Solomon Islands were exhibited at PT&I Sydney's Maketi Ples 2015 event.
- Coffee and Kava exporter, Varivao Holdings Limited, participated at PT&I Auckland's customised Food and Beverage Trade Mission to NZ. The programme was delivered in partnership with Increasing Agricultural Commodity Trade (IACT) and introduced six Pacific Islands Food and Beverage companies to potential buyers.
- PT&I Auckland assisted promotion of Solomon's Gold chocolate at the Auckland Coffee and Chocolate Show in May 2015.

- PT&I Auckland coordinated the inward Timber Mission to New Zealand (NZ) on behalf of Pacific Horticultural and Agricultural Market Access (PHAMA) and Pacific Community (SPC) to visit and meet with NZ timber importers and other government agencies.
- PT&I Auckland's investment staff introduced a virgin coconut oil supplier and equipment exporter from Honiara to a Vanuatu business.
- PT&I Suva delivered Intellectual Property Protection Workshops and Awareness Campaigns in the Solomon Islands.
- PT&I Suva facilitated Nautilus Books and Gifts participation at the Artisan Resource @NYNOW event in New York, USA.
- Student intern, Angeline Bataánisa of the Solomon Islands, was hosted at the PT&I Auckland office as part of the NZ Ministry of Foreign Affairs and Trade (MFAT) Pacific summer internship programme in partnership with Pacific Cooperation Foundation (PCF).
- Two Solomon Island Artists exhibited and sold seven art pieces at PT&I Geneva's Discovering Pacific Trade Potential event. The event was delivered in collaboration with the Enhanced Integrated Framework, World Trade Organisation and Australian Department of Foreign Affairs and Trade.

OTHER HIGHLIGHTS:

- PT&I Auckland attended an investment event in the Solomon Islands and gathered investment-ready opportunities for PT&I investment brochure and website.
- PT&I Auckland's Trade Commissioner and staff met with the Solomon Island's High Commissioner as part of regular briefings to Pacific Heads of Mission in Wellington.
- PT&I Geneva provided technical assistance and strategic market intelligence on the European Union market to Solomon Islands Tuna.



CASE STUDY

SOLOMON ISLANDS TIMBER TRADE MISSION

“Many people only cut down one or two trees every now and then to pay for school fees. That said, we all need to recognise changing consumer demands and the need to demonstrate compliance with market requirements for legality and sustainability,” Solomon Islands sawn timber exporter.

Pacific Islands Trade & Invest (PT&I) Auckland’s Trade Commissioner Michael Greenslade and Chief Operating Officer Manuel Valdez signed a generic three year Memorandum of Understanding (MOU) with the Pacific Horticultural and Agricultural Market Access (PHAMA) to work together on developing projects and activities toward export opportunities in New Zealand for PHAMA countries like the Solomon Islands.

New Zealand and Australia are major export markets for Solomon Islands’ timber products. They account for around 60 per cent of its AUD\$13 million annual export profits and employ around 1000 Solomon Islanders in communities scattered throughout the country.

In partnership with PHAMA, PT&I Auckland facilitated a Solomon Islands Timber Trade Mission to Australia and New Zealand (NZ) in March 2015. The two-week mission consisted of a delegation of eight Solomon Islands’ timber exporters who visited timber companies, relevant associations and attended meetings with government officials and private sector companies. The mission was a great opportunity for delegates to get first-hand experience of their major export markets, customer feedback and development tips from trade bodies.

During the mission, important issues were addressed and findings were compiled and shared with the Solomon Islands Timber industry to improve and develop exports. The trade mission shed light on their market requirements for important export policies such as timber legality, quality control, certification, supply consistency and processing.

With PT&I Auckland’s assistance, the Solomon Islands Sawn Timber Industry and New Zealand Imported Tropical Timber Group (NZ ITTG) signed a trade agreement. Under the agreement, a number of industry initiatives were implemented to improve the Solomon Islands Timber exports, which would also assist with building sustainable communities. They have collaborated and developed a system of third

party legality assurance and will continue to improve and develop the system over the next two years. This initiative will help the Solomon Islands and NZ improve their trade relationship and also help adhering to Australia and NZ’s strong rules and regulations on sustainable forestry, legal importation of timber and quality control.

“It’s great to see that the discussions in Auckland have transpired into the signing of this agreement. The agreement is a testament to the NZ tropical timber buyer’s commitment to the Solomon Islands as a key supplier of timber in the world market today,” Moana Mato, Trade Development Manger, PT&I Auckland.

CASE STUDY

STRENGTHENING THE CULTURAL INDUSTRIES IN THE SOLOMON ISLANDS

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) reported that the global market for the cultural and creative industries is worth millions of dollars. In the Pacific region, the potential of the cultural industries remains untapped because of the absence of sound policies and an enabling environment that recognises its contributions to Gross Domestic Profits through job creation.

PT&I Suva recognised the need to support the cultural industry in the region and partnered with the Pacific Community (SPC) to launch a pilot project in Fiji, Samoa and the Solomon Islands. This project resulted in a number of initiatives that will be delivered over a four-year period, with funding support from the ACP Culture+, through the European Union. In partnership with the Solomon Islands Department for Arts, Culture and Tourism, a number of workshops and trainings were delivered in Honiara and other centres.

PT&I Suva worked alongside SPC to deliver a practical Entrepreneurship Workshop, which was attended by around 65 artisans, producers, carvers, musicians, association representatives and representatives from support agencies. The workshop sessions included topics on Value Chains, Supplier Contracts, Quality Control including the importance of having Quality Control Systems, Inventory Management, Inventory Processes and Stocktaking, Marketing and Distribution, Branding and Brand Development, Packaging and Labelling and more.

TONGA

Capital: Nuku'alofa

Area: 748 Km²

Population: 106,170

GDP Growth (% Per Year): 3.4%

Main Industries: Subsistence Farming, Fisheries, Forestry, and Tourism

Tonga's narrow based economy is largely depended on agricultural exports, foreign aid and remittances from abroad as sources of revenue. The PT&I network made concerted efforts to assist the private sector in Tonga improve their competitiveness and exportability to the New Zealand markets.

2015 HIGHLIGHTS:

- Coconut fibre products from Tonga were exhibited at PT&I Sydney's Maketi Ples 2015 event.
- Heilala Vanilla participated at PT&I Auckland's customised Food and Beverage programme. It was facilitated in partnership with Increasing Agricultural Commodities Trade for six Pacific Islands Food and Beverage companies to meet potential buyers.
- Kristoffer Drachmann of Heilala Vanilla participated in PT&I Geneva's Pacific Islands Trade Booth at the ANUGA 2015 event.
- PIC Tokyo promoted marketing of Virgin Coconut Oil produced by Heilala Vanilla.
- PT&I Auckland collaborated with the Ministry of Commerce and Labour (Tonga) to increase agricultural exporters from Tonga through the Hahake District Council. This resulted in an export deal with a large NZ company.
- PT&I Auckland's Deal By Design Programme assisted with the development of retail barcodes and packaging solutions for Lotopoha Export Trading to secure a deal with a New Zealand (NZ) distributor.
- PT&I Auckland partnered with the Ministry of Commerce and Labour in Tonga to facilitate the participation of a group of handicraft producers from Tonga at the Pasifika Festival and Polyfest 2015.
- PT&I Auckland provided assistance to local Tongan businesses through the Deal By Technology Programme. Partnered with GS1 NZ, PT&I Auckland delivered Bar Code Development Workshops in Tonga in November. The programme was delivered in partnership with the Ministry of Commerce and Labour in Tonga and traceability system improvements were provided to Pacific Paints to increase exports.

- PT&I Geneva facilitated Tonga's participation at the Pacific Pavilion at the World Expo Milano 2015. PT&I Geneva coordinated participant engagement and logistics, staffing, exhibits and administration.
- Tongan export businesses attended PT&I Suva's Trading Up! Supporting Pacific Niche Exports Meeting held in Suva, Fiji.

CASE STUDY

GS1 BAR CODE AND TRACEABILITY WORKSHOPS

Pacific Islands Trade & Invest (PT&I) Auckland conducted bar code and traceability workshops in Tonga in partnership with GS1 New Zealand, Samoa Association of Manufacturers & Exporters (SAME) and the Ministry of Commerce and Labour in Tonga. The workshops introduced the fundamentals of barcode technology, the underlying standards and how businesses in the Pacific could use these technologies to improve their overall business performance.

The growing complexity of global supply chains meant that companies needed to develop efficient and effective solutions to manage their products. These workshops aimed to decrease the number of challenges exporters face around traceability and quality standards, which would increase exports to potential buyers.

GS1 New Zealand structured the workshops around their supply chain standards and technologies. This allowed participants to gain a better understanding and knowledge of export market requirements. GS1 NZ explained the importance of international standards and traceability for exports and how information should be captured to share internally and with trading partners.

As a follow up to the export development workshops, PT&I Auckland aimed to run a trade mission in 2016 for companies to participate in the Pasifika Festival and explore opportunities in the New Zealand market.

TUVALU

Capital: Funafuti

Area: 26 Km²

Population: 9,916

GDP Growth (% Per Year): 3.5%

Main Industries: Fisheries, Commercial Fishing Licenses and Seafaring

Small Island Developing States in the Pacific like Tuvalu generate very few exports that contribute to their economies. Besides external aid, highly variable revenue from fishing licences was a key economic contributor in Tuvalu. In 2015, Pacific Islands Trade & Invest (PT&I) assisted with diversifying Tuvalu's economic potential by providing a range of new opportunities. This involved trade and investment facilitation as well as culture and tourism promotions. These developments assisted Tuvalu's economic growth in the short and hopefully long term.

2015 HIGHLIGHTS:

- PIC Tokyo promoted and delivered a seminar on Tuvalu at the Marine Diving Fair 2015, the biggest diving fair in Asia. The event attracts over 50,000 visitors each year.
- PIC Tokyo made a presentation on Tuvalu at the Japan - Fiji Association to position Tuvalu as a potential side trip destination for Japanese visitors to Fiji. (Highlighted case study)
- Tuvalu Coconut Traders Cooperative Limited participated in PT&I Auckland's Small Island Developing States Food and Beverage (F&B) Exploratory Trade Mission to New Zealand in November 2015. Six F&B companies from the Pacific Islands attended the mission and introduced their products to potential New Zealand F&B importers. The programme was delivered with funding from the Pacific Integration Technical Assistance Programme funded by the European Union.
- PT&I Geneva facilitated Tuvalu's participation at the Pacific Pavilion at the World Expo Milano 2015. The Expo supported the theme 'Food for Life Feeding the World' and provided an awareness building platform and opportunity for enhancement of national profile, partnerships, tourism and investment promotion. PT&I Geneva coordinated participant engagement and logistics, staffing, exhibits and administration of Tuvalu's participation for the two month long event.

OTHER HIGHLIGHTS:

- A Live Talk Show on Tuvalu was presented on stage at PIC Tokyo's Pacific Festa 2015 event.
- PIC Tokyo provided Cyclone Relief Funding to Tuvalu in September 2015.
- PT&I Auckland's Trade Commissioner and staff met with the Tuvalu High Commissioner as part of regular briefings to Pacific Heads of Mission in Wellington.
- Tuvalu participated in PT&I Beijing's Tourism Roadshow South China and China International Travel Mart in November 2015.

CASE STUDY

PRESENTATION ON TUVALU AT JAPAN-FIJI ASSOCIATION

Many Japanese people have developed an interest in Pacific Island Countries in response to a news article on Climate Change effects on the Pacific Islands. Pacific Islands Centre (PIC) Tokyo, received many enquiries on the current situation of the Pacific Islands, as well as the situation of tourism in Tuvalu.

On February 2015, PIC Tokyo's Promotion Coordinator, Reiko Takada, visited Fiji and Tuvalu to strengthen trade and tourism with Japan. In her two days in Tuvalu, she met with government officials and tourism private sector agencies.

After her return to Japan, Ms. Takada made a presentation on the 9th of April at the Japan-Fiji Association with a focus on Tuvalu. Her presentation positioned Tuvalu to be a great potential side trip destination for Japanese tourists to Fiji. Participants at the meeting were from leading Japanese tour agencies and responded positively to her proposition. Some of the agents even considered developing Japanese tourist tours to Tuvalu.

On 24th May 2015, the first day of the Pacific Festa, PIC organised the 17th PIC Meeting at the Karajan Plaza in Tokyo, which focused solely on increasing tourism for Tuvalu. In an interview, Tuvaluan interpreter, Natsuyo Monden, talked about her life in Tuvalu, which increased the potential of Tuvalu becoming a Japanese tourist destination. PIC Tokyo also conducted a survey on the potential of Japanese tourists tours in Tuvalu and of the 150 participants, 80% were satisfied or very satisfied with this meeting.

OVER
200
SERVICES
PROVIDED

VANUATU

Capital: Port Vila

Area: 12,189 Km²

Population: 264,652

GDP Growth (% Per Year): -1.0%

Main Industries: Cattle Farming, Commercial Farming, Subsistence Farming, Fisheries, Offshore Financial Services and Tourism

Pacific Island countries such as Vanuatu face steep challenges every year to increase and improve their economic performances. In Vanuatu economic performance has been primarily driven by the tourism industry, despite key constraints like remoteness, small market size, underdeveloped institutions and limited absorptive capacity. Pacific Islands Trade & Invest (PT&I) sought to improve Vanuatu's economy in 2015 by providing services in export facilitation and to better promote their tourism products.

2015 HIGHLIGHTS:

- PIC Tokyo assisted Tamanu Oil to sell their products on a Japanese TV Shopping Channel in April 2015. More than 600 bottles worth AUD\$25,000 were sold.
- PIC Tokyo, in partnership with the Japan-Vanuatu Friendship Association, conducted a seminar at the biggest diving fair in Asia, the Marine Diving Fair 2015.
- PT&I Auckland initiated a fund-raising campaign for Vanuatu's Cyclone Pam project with the Pacific Islands Business Council and worked with Tanna Farms to revive their virgin coconut oil factory that was damaged in the cyclone. This helped restart exports to NZ.
- PT&I Auckland sourced and funded container pails to assist a Vanuatu co-operative group, Tanna Farms, to ship virgin coconut oil to a New Zealand (NZ) buyer. PT&I Auckland also facilitated equipment improvements to expand their business.
- PT&I Geneva facilitated Vanuatu national representation and participation at the World Expo Milano 2015 event. Administrative assistance of funds was provided to support the Vanuatu national representatives that operated an independent Vanuatu pavilion at the event.
- African Pacific with their Nui Coconut oil brand showcased their product range at Fine Food Australia 2015, a PT&I Sydney facilitated event.

- PT&I Sydney attended the Carnival Cruise Lines Procurement Workshop for food producers as well as the Mama's workshop for handicrafts in Port Vila.
- Vanuatu export businesses attended PT&I Suva's Trading Up! Supporting Pacific Niche Exports Meeting held in Suva, Fiji.
- Vanuatu Goodwill Ambassador presented a tourism seminar at PIC Tokyo's Pacific Festa 2015. Tamanu oil also held a promotional seminar on stage and Vanuatu coffee was sold at the event.
- Vanuatu participated in PT&I Beijing's South China Mission in October 2015.
- World Vision and Mojo Coffee promoted Vanuatu coffee growers on Tanna Island that were greatly affected by Cyclone Pam at a joint venture project that PT&I Auckland attended. Mojo Coffee transferred coffee technology to the joint venture project

OTHER HIGHLIGHTS:

- PIC Tokyo provided Cyclone Relief Funding to Vanuatu.
- PIC Tokyo provided Vanuatu market information to a Japanese trading company, who sent a representative to Vanuatu to facilitate product imports into the Japanese market.
- PT&I Geneva provided European Union export assistance to Vanuatu.
- PT&I Geneva delivered technical assistance to a Vanuatu Honey company.
- PT&I Sydney provided financial assistance to Vanuatu for a Global Tourism Interface.
- Vanuatu participated at PT&I Beijing's Tourism Roadshow South China and China International Travel Mart in November 2015.

CASE STUDY

TANNA FARMS BACK ON THEIR FEET AFTER CYCLONE PAM

“PT&I will particularly focus on working alongside Vanuatu’s exporters in their efforts to build their markets in New Zealand as the long rebuilding process begins”

Michael Greenslade, Trade Commissioner, PT&I Auckland.

In early 2015, Jono Bushell, Director of Tanna Farms, exported his first shipment of virgin coconut oil from Tanna Island to New Zealand with assistance from Pacific Islands Trade & Invest (PT&I) Auckland. Container pallets were sourced and financed to deliver their trial shipment. A few months later Cyclone Pam hit Vanuatu and critically damaged Tanna Farms’ facilities.

Cyclone Pam claimed around 24 lives, brought down power and telecommunication lines and destroyed many homes. Communities throughout the archipelago were left without power and some were nearly devastated. Gale force winds, incessant downpours and several meter-high swells conspired to damage 90 per cent of the dwellings in the capital Port Vila, according to aid agency estimates.

After the disaster, Mr Bushell and his team worked diligently towards rebuilding their virgin coconut oil facility. They sought advice from PT&I about how they could rehabilitate their damaged facilities. PT&I endorsed them to various funding institutions. The rebuilding cost around NZ\$500,000 and Mr Bushell had to travel often between New Zealand and Vanuatu to meet with consultants during the rebuilding process. The facility was eventually rebuilt with this financial assistance and is now much stronger and a more cyclone-proof facility.

PT&I’s Network also provided Cyclone relief funding to Vanuatu to aid other companies and communities that needed to rebuild after the disaster.



FINANCIAL STATEMENTS

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IN THE INTERESTS OF OUR STAKEHOLDERS AND DEVELOPMENT PARTNERS, PACIFIC ISLANDS TRADE & INVEST PROVIDES AUDITED FINANCIAL STATEMENTS FROM EACH OF OUR OFFICES. THIS ENSURES THE CREDIBILITY AND TRANSPARENCY OF OUR FINANCIAL MANAGEMENT AND ACCOUNTING SYSTEMS. INDEPENDENT AUDITS HAVE BEEN PERFORMED ON THE FINANCIAL PERFORMANCE OF EACH OFFICE, AS DISCLOSED IN THIS DOCUMENT.

AUDITOR'S REPORT

AUCKLAND

To the Pacific Islands Forum Secretariat of the Pacific Islands Trade and Invest.

Report on Special Purpose Financial Statements

We have audited the special purpose financial statements of Pacific Island Trade and Invest on pages 2 to 9, which comprise the statement of financial position as at 31 December 2015, and the statement of financial performance, statement of movements in equity for the year then ended, and a summary of significant accounting policies and other explanatory information.

This report is made solely to the Pacific Islands Forum Secretariat, as a body. Our audit has been undertaken so that we might state to the Pacific Islands Forum Secretariat those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assure responsibility to anyone other than the Pacific Islands Forum Secretariat as a body, for our audit work, for this report, or for the opinions we have formed.

Trade Commissioner's Responsibility for the Special Purpose Financial Statements

The Trade Commissioner is responsible for the preparation and fair presentation of these special purpose financial statements in accordance with generally accepted accounting practice in New Zealand and for such internal control as the Trade Commissioner determines is necessary to enable the preparation of special purpose financial statements that are free from material misstatements, whether due to fraud or error.

Auditors Responsibility

Our responsibility is to express an opinion on these special purpose financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing (New Zealand).

Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the special purpose financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the special purpose financial statements. The procedures selected depends on the auditor's judgement, including the assessment of the risks of material misstatement of the special purpose financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers the internal control relevant to the entity's preparation and fair presentation of the special purpose financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates, as well as evaluating the overall presentation of the special purpose financial statements.

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Other than in our capacity as auditor we have no relationship with or interests in Pacific Trade and Invest.

Opinion

In our opinion the special purpose financial statements on pages 2 to 9 present fairly, in all material respects the financial position of Pacific Trade and Invest as at 31 December 2015 and its financial performance for the year then ended in accordance with general accepted accounting practice in New Zealand.

JSA Audit Ltd

May 2016
Parnell
AUCKLAND

BALANCE SHEET AUCKLAND

CURRENT ASSETS	2015	2014
Cash	38,412	33,832
Term Deposits	479,084	367,537
Receivables	13,368	71,892
Prepayments	6,599	-
Accrued Income	23,819	-
TOTAL CURRENT ASSETS	561,282	473,261
NON- CURRENT ASSETS		
Property, Plant & Equipment	74,716	78,405
Other Assets -		
TOTAL NON- CURRENT ASSETS	74,716	78,405
TOTAL ASSETS	635,998	551,666
CURRENT LIABILITIES		
Creditors and Accruals	38,037	27,312
Deposits Received	-	-
Deferred Income	-	-
Employee Benefits- Accruals & Provisions	33,512	35,464
Other Provisions	-	-
TOTAL CURRENT LIABILITIES	71,549	62,776
TOTAL LIABILITIES		
NET ASSETS	564,449	488,890
ACCUMULATED FUNDS		
Opening Retained Profits/ Surplus	488,892	502,439
Current Retained Profits/ Surplus	75,558	13,648
Other Movements in Accumulated Funds		
TOTAL ACCUMULATED FUNDS	564,450	488,791

STATEMENT OF INCOME AND EXPENDITURE AUCKLAND

	Approved 2014 Budget	Over/(Under) Expenditure	2015 Actual	2014 Actual
OPERATING REVENUE				
Government Grants & Funding			890,000	890,000
Interest			21,486	17,834
Other Grants			36,280	-
Other Income			11,084	-
TOTAL OPERATING REVENUE			958,850	907,834
PERSONNEL EMOLUMENTS			341,424	341,771
Personnel Emoluments			341,424	341,771
Subtotal				
ADMINISTRATION				
Computer Expenses			5,621	20,189
Consulting			21,598	-
Depreciation & Loss on Disposal of Assets			22,539	34,291
Insurances			4,159	3,769
Legal Costs			5,487	-
Motor Vehicle Expenses			9,032	16,895
Office Expenses			4,498	6,510
Postage & Freight			1,647	2,261
Printing & Stationery			18,964	5,025
Promotion Expenses			-	-
Rent			86,454	101,877
Staff Training & Education			-	2,184
Telecommunications			16,159	27,736
Travel, Workshops & Conferences			234,330	23,764
Utilities			2,977	3,081
Miscellaneous			73,077	15,789
Subtotal			506,542	263,371
AUDITING & FINANCIAL CHARGES				
Audit & Accounting			34,941	27,906
Bank Charges			384	798
Subtotal			35,325	28,704
WORK PROGRAMME				
Investment Promotion			-	114,529
Tourism Promotion			-	5,318
Trade Promotion			-	154,350
Special Projects			-	13,437
Others			-	-
Subtotal			-	287,634
TOTAL OPERATING EXPENDITURE			883,291	921,480
OPERATING PROFIT			75,558	13,646

AUDITOR'S REPORT

BEIJING

I. The Management's Responsibility to Financial Statements Preparation

The Office's management is responsible for preparation of the financial statements according to "Accounting Standards for Business Enterprises", which includes (1) to design, implement and maintain the internal control relevant to the financial statements, so that the financial statements are free from material misstatement due to frauds or mistakes; (2) to choose and adopt suitable accounting policies; (3) to make reasonable accounting estimates.

II. The CPAs' Responsibilities

Our responsibility is to express audit opinion about the financial statements on the base of our audit work, which we conducted in accordance with the Auditing Standards for Chinese Certified Public Accountants. The Auditing Standards for Chinese Certified Public Accountants require CPAs to abide by professional ethics, to plan and perform audit to acquire a reasonable basis for audit opinion.

Our audit work is to implement audit procedures to collect audit evidence about the amounts and disclosures of the financial statements. We choose audit procedures with our own professional judgment, including evaluating material misstatement risks caused by frauds and mistakes. When we were evaluating risks to design suitable audit procedures, we considered the Company's internal control relevant to the financial statements preparation, while we did not intend to express opinion on the validity of the Company's internal control. Our audit procedures also included assessing the accounting policies' suitability adopted by the management and reasonability of accounting estimate made by the management, and assessing the financial statements' general display.

We believe that we have acquired sufficient and appropriate audit evidence, which provide a reasonable basis for our opinion.

III. Office Profile

The office was established by the South Pacific Forum Secretariat (the Forum) and the People's Republic of China government in accordance with the agreement between the two parties signed in Tarawa Island on October 31, 2000 for the purpose of strengthening and developing the friendly cooperative relationship between the Forum and China. In July 2012 the office was upgraded and re-branded from the "Pacific Islands Forum Trade Office in China" to "Pacific Islands Trade and Investment, Beijing".

IV. Results of Audit

The accounting year of the Office coincides with the calendar year, i.e., from January 1 to December 31 of the Gregorian calendar. The Office adopts Renminbi as the standard currency for accounting. We have accepted your appointment to perform audits on the balance sheet of the Office as of December 31, 2015 and the status of related income, expenditure and balance for the year then ended. The result of our audit is as follows:

1. Income

In the current year, the total income of the Office is RMB 4,117,259.12.

- (1) Operating fund income: Received in 2015 amounting to RMB 4,115,202.01 received from headquarters.
- (2) The interest income from Cash in Bank in 2015 is RMB 1,653.58.
- (3) The tax refund income is RMB 403.53.

2. Expenditures

The total expenditure incurred by the Office in 2015 is RMB 1,642,414.62, which including -RMB -4,261.06 of financial expenses, RMB 0.00 incurred as prepayments for Trade commissioner's allowance and RMB 1,646,675.68 of operating expenses incurred by the Office.

(1) Financial Expenses

The financial expenses incurred by the Office in the current year is -RMB -4,261.06 which is composed of -RMB -21,178.14 of exchange gain and RMB 16,917.08 of bank service charge.

(2) Allowance remuneration incurred by Trade commissioner

The allowance remuneration by Trade commissioner in the current year is RMB 0.00.

(3) The office expenditure incurred by the Office in the current year is RMB 1,646,675.68, including:

- a. RMB 6,7500.00 of fixed asset incurred for purchasing one digital voice recorder RMB 1,549.00, one HP printer RMB 1,780.00, office furniture RMB 2,170.00, and office supplies RMB 1,256.00.
- b. RMB 5,210.00 of furnitures and electronic product, incurred for purchasing One Nikon camera RMB 4,262.00, and office supplies RMB 948.00.
- c. RMB 240,000.00 of office rental, mainly incurred for paying the rent of the Office.

- d. RMB 455,715.06 for work programmes expenses, RMB 115,506.03 for Investment department ; RMB 69,148.34 for Tourism department; RMB 27,825.67 for Trade department; RMB 223,370.60 for Special projects RMB 0.00 for other expenses.
- e. RMB 784,966.94 of payroll, incurred for the payment of wages to Office employees.
- f. RMB 10,764.60 remaining please check the breakdown from "Statement of Income and expenditure" as below.

3. Balance of Income and Expenditure

(1) Opening Balance

The opening balance is RMB 87,684.82, including RMB 21,619.95 of cash on hand, RMB 1,070,777.31 of cash in bank, RMB 55,500.00 of loans receivable (including: RMB 23,000.00 of housing deposit for former Trade Commissioner Sam, RMB 10,000.00 of education deposit for Trade Commissioner, RMB 21,500.00 of housing deposit for Deputy Trade Commissioner Louisa, RMB 1,000.00 of deposit for DHL); RMB 1,000,000.00 of Other payables(SPTO fund holding); RMB 60,212.44 of prepayments; The ending balance is RMB 87,684.82.

(2) Balance of Current Year

The balance of the current year is RMB 4,117,259.12, which derived by subtracting current year expenditure RMB 1,642,414.62 from current year income -RMB 2,474,844.50.

(3) Ending Balance

The ending balance is RMB 2,562,529.32, including RMB 28,352.36 of cash on hand, RMB 3,121,050.25 of cash in bank, RMB 83,500.00 of loans receivable (including: RMB 23,000.00 of housing deposit for former Trade Commissioner Sam, RMB 38,000.00 of housing deposit for Trade Commissioner David Morris, RMB 21,500.00 of housing deposit for Deputy Trade Commissioner Louisa, RMB 1,000.00 of deposit for DHL); RMB 670,373.29 of Other payables(SPTO fund holding); The ending balance is RMB 2,562,529.32.

We believe this report reflects in all material respects the financial position of the Office on December 31, 2015 and the condition of its fund income and expenditures of 2015.

Beijing Shengmingcheng Certified Public Accountants Co., Ltd.

January 27, 2016

BALANCE SHEET BEIJING

CURRENT ASSETS	2015	2014
Cash	3,149,403	1,092,397
Term Deposits	-	-
Receivables	62,000	91,778
Prepayments	36,278	-
Accrued Income	-	-
TOTAL CURRENT ASSETS	3,247,681	1,184,175
NON- CURRENT ASSETS		
Property, Plant & Equipment	75,950	131,965
Other Assets -		
TOTAL NON- CURRENT ASSETS	75,950	131,965
TOTAL ASSETS	3,323,630	1,316,140
CURRENT LIABILITIES		
Creditors and Accruals	670,373	1,060,212
Deposits Received -		
Deferred Income -		
Employee Benefits- Accruals & Provisions -		
Other Provisions -		
TOTAL CURRENT LIABILITIES	670,373	1,060,212
TOTAL LIABILITIES		
NET ASSETS	2,653,257	255,928
ACCUMULATED FUNDS		
Opening Retained Profits/ Surplus	87,685	94,914
Current Retained Profits/ Surplus	2,474,845	7,229
Other Movements in Accumulated Funds	90,728	168,242
TOTAL ACCUMULATED FUNDS	2,653,257	255,927

STATEMENT OF INCOME AND EXPENDITURE BEIJING

	Approved 2014 Budget	Over/(Under) Expenditure	2015 Actual	2014 Actual
OPERATING REVENUE				
Government Grants & Funding			4,115,202	1,532,047
Interest			1,654	3,475
Other Grants			-	-
Other Income			4,04	8,216
TOTAL OPERATING REVENUE			4,117,259	1,543,737
PERSONNEL EMOLUMENTS			784,967	733,394
Personnel Emoluments			784,967	733,394
Subtotal				
ADMINISTRATION				
Computer Expenses			-	-
Consulting			-	-
Depreciation & Loss on Disposal of Assets			-	-
Insurances			-	-
Legal Costs			-	-
Motor Vehicle Expenses			19,579	33,508
Office Expenses			10,765	15,970
Postage & Freight			8,279	2,604
Printing & Stationery			-	-
Promotion Expenses			19,665	15,283
Rent			240,000	237,000
Staff Training & Education			-	-
Telecommunications			70,040	79,452
Travel, Workshops & Conferences			12,454	22,397
Utilities			3,753	2,310
Miscellaneous			5,210	7,560
Subtotal			389,746	416,084
AUDITING & FINANCIAL CHARGES				
Audit & Accounting				
Bank Charges			4,261	5,7504
Subtotal			4,261	5,7504
WORK PROGRAMME				
Investment Promotion			115,506	124,790
Tourism Promotion			69,148	139,784
Trade Promotion			27,826	9,9741
Special Projects			223,371	9,4,678
Others			19,864	-
Subtotal			455,715	458,993
TOTAL OPERATING EXPENDITURE			1,626,167	1,550,967
OPERATING PROFIT			2,491,093	7,229

AUDITOR'S REPORT

SYDNEY

Independent auditor's report to the Secretary General, Pacific Islands Forum Secretariat

Scope

We have audited the accompanying financial report, being a special purpose financial report, of Pacific Islands Trade & Investment Commission, which comprises the statement of financial position as at 31 December 2015, and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, accompanying notes and the Commissioner's and Secretary General's Statement, set out on pages 3 to 12.

The Commissioner's management is responsible for the preparation and fair presentation of the financial report and also designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatements, whether due to fraud or error; selecting and applying appropriate accounting policies; making accounting estimates that are reasonable in the circumstances. The Forum Secretariat and the Government of Australia have determined that the accounting policies used and described in Note 1 (a) to the financial statements, which form part of the financial report, are appropriate to meet the requirements of the needs of the Secretary General. We have conducted an independent audit of the financial statements in order to express an opinion on them to the Secretary General of the Pacific Islands Forum Secretariat on their preparation and presentation.

The financial report has been prepared for distribution to the Secretary General for the purpose of fulfilling the requirements of the financial regulations of the Commission. We disclaim any assumption of responsibility for any reliance on this report, or on the financial report to which it relates to any person other than the Secretary General, or for any purpose than that for which it was prepared.

Our audit has been conducted in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosure in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Commission, as well as evaluating the overall presentation of the financial report. The procedures have been undertaken to form an opinion whether, in all material respects, the financial report is presented fairly in accordance with the basis of accounting described in Note 1 (a), to the financial report. These policies do not require the application of all Accounting Standards and other mandatory professional reporting requirements in Australia.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide basis for our audit opinion.

Audit opinion

In our opinion, the financial report of Pacific Islands Trade & Investment Communications are properly drawn up:

- a) So as to give a true and fair view, in accordance with accounting policies described in Note 1 (a) to the financial statements;
- b) In accordance with applicable Accounting Standards. Other Accounting Standards have only been applied to the extent described in Note 1 (a) to the financial statement; and
- c) In accordance with the provisions of the financial regulations, dated 31 October 1994.

A D Danieli
Chartered Accountants

BALANCE SHEET SYDNEY

CURRENT ASSETS	2015	2014
Cash	683,905	1,206,381
Term Deposits	4 0,022	250
Receivables	3,880	-
Prepayments	3,961	5,025
Accrued Income	-	-
TOTAL CURRENT ASSETS	731,768	1,211,656
NON- CURRENT ASSETS		
Property, Plant & Equipment	4 6,359	15,615
Other Assets	16,863	5 8,297
TOTAL NON- CURRENT ASSETS	6 3,222	7 3,912
TOTAL ASSETS	794,990	1,285,568
CURRENT LIABILITIES		
Creditors and Accruals	4 9,572	3 1,764
Deposits Received	-	-
Deferred Income	-	1,000,000
Employee Benefits- Accruals & Provisions	3 7,963	19,822
Other Provisions	4 2,701	-
TOTAL CURRENT LIABILITIES	130,236	1,051,586
TOTAL LIABILITIES		
NET ASSETS	664,754	233,982
ACCUMULATED FUNDS		
Opening Retained Profits/ Surplus	233,982	117,006
Current Retained Profits/ Surplus	430,772	116,976
Other Movements in Accumulated Funds		
TOTAL ACCUMULATED FUNDS	664,754	233,982

STATEMENT OF INCOME AND EXPENDITURE SYDNEY

	Approved 2014 Budget	Over/(Under) Expenditure	2015 Actual	2014 Actual
OPERATING REVENUE				
Government Grants & Funding			1,452,000	1,452,000
Interest			13,941	7,505
Other Grants			-	-
Other Income			-	3,154
TOTAL OPERATING REVENUE			1,465,941	1,472,659
PERSONNEL EMOLUMENTS			496,003	718,869
Personnel Emoluments			496,003	718,869
Subtotal				
ADMINISTRATION				
Computer Expenses			16,634	15,823
Consulting			5,000	4,851
Depreciation & Loss on Disposal of Assets			9,335	17,762
Insurances			6,444	11,650
Legal Costs			17,627	-
Motor Vehicle Expenses			103,938	20,305
Office Expenses			15,468	16,906
Postage & Freight			5,880	5,935
Printing & Stationery			7,278	12,094
Promotion Expenses			-	-
Rent			167,377	201,592
Staff Training & Education			-	-
Telecommunications			14,944	20,614
Travel, Workshops & Conferences			10,658	109,411
Utilities			4,701	7,276
Miscellaneous			8,359	11,676
Subtotal			393,643	455,895
AUDITING & FINANCIAL CHARGES				
Audit & Accounting			20,697	14,908
Bank Charges			2,869	4,075
Subtotal			23,566	18,983
WORK PROGRAMME				
Investment Promotion			44,735	40,629
Tourism Promotion			6,000	37,526
Trade Promotion			47,576	39,495
Special Projects			-	-
Others			23,646	44,287
Subtotal			121,957	161,937
TOTAL OPERATING EXPENDITURE			1,035,169	1,355,684
OPERATING PROFIT			430,772	116,975

AUDITOR'S REPORT

TOKYO

Report of Independent Auditor

We have verified the accompanying balance sheets of The South Pacific Economic Exchange Support Centre (the "Centre") as of March 31, 2015 and the statement of changes in the fund balances for the year then ended. These financial statements are the responsibility of the compliance with accounting policies described in Article 9 of the Financial Rules of the Centre.

We conducted our verifications in accordance with auditing standards generally accepted in Japan and the Auditing and Assurance Practices Committee Statement No. 20 "Research Report on the Assurance Engagement provided by CPAs and others" (published by the JICPA on July, 2009). A verification includes examining, on a test basis, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation

of the balance sheets and the statements of changes in fund balances. We believe that our verification provide a reasonable basis for reporting our conclusion.

In our opinion, the financial statements referred to above are presented in all material respects, in conformity with accounting policies described in Article 9 of the Financial Rules of the Centre.

Neither we nor any of our executive members have any interest in the Centre which should be disclosed in compliance with the Certified Public Accountants Act.

Seiwa Audit Corporation

June 10, 2015

BALANCE SHEET TOKYO

CURRENT ASSETS	2015	2014
Cash	8 4,596	2 7,247
Term Deposits	10,120,801	14,744,724
Receivables	1,687,200	-
Prepayments	785,829	764,000
Accrued Income	-	-
TOTAL CURRENT ASSETS	12,678,426	15,535,971
NON- CURRENT ASSETS		
Property, Plant & Equipment	-	-
Other Assets	-	-
TOTAL NON- CURRENT ASSETS	-	-
TOTAL ASSETS	12,678,426	15,535,971
CURRENT LIABILITIES		
Creditors and Accruals	279,475	813,309
Deposits Received	470,228	528,576
Deferred Income	-	-
Employee Benefits- Accruals & Provisions	4,599,518	3,876,070
Other Provisions	-	-
TOTAL CURRENT LIABILITIES	5,349,221	5,217,955
TOTAL LIABILITIES	5,349,221	5,217,955
NET ASSETS	7,329,205	10,318,016
ACCUMULATED FUNDS		
Opening Retained Profits/ Surplus	10,323,569	10,313,075
Current Retained Profits/ Surplus -	2,994,364	4,941
Other Movements in Accumulated Funds -	-	-
TOTAL ACCUMULATED FUNDS	7,329,205	10,318,016

STATEMENT OF INCOME AND EXPENDITURE TOKYO

	Approved 2014 Budget	Over/(Under) Expenditure	2015 Actual	2014 Actual
OPERATING REVENUE				
Government Grants & Funding			48,440,000	54,015,000
Interest			5,636	4,941
Other Grants			4,218,000	4,218,000
Other Income			-	-
TOTAL OPERATING REVENUE			52,663,636	58,237,941
PERSONNEL EMOLUMENTS				
Personnel Emoluments			27,524,265	27,663,371
Subtotal			27,524,265	27,663,371
ADMINISTRATION				
Computer Expenses			-	-
Consulting			-	-
Depreciation & Loss on Disposal of Assets			-	-
Insurances			-	-
Legal Costs			-	-
Motor Vehicle Expenses			-	-
Office Expenses			132,839	697,079
Postage & Freight			-	-
Printing & Stationery			-	54,643
Promotion Expenses			-	-
Rent			9,917,702	9,168,000
Staff Training & Education			-	-
Telecommunications			267,971	416,290
Travel, Workshops & Conferences			7,496,103	2,331,489
Utilities			1,549,044	-
Miscellaneous			846,443	998,628
Subtotal			20,210,102	13,666,129
AUDITING & FINANCIAL CHARGES				
Audit & Accounting			871,876	850,500
Bank Charges			-	-
Subtotal			871,876	850,500
WORK PROGRAMME				
Investment Promotion			-	5,374,440
Tourism Promotion			4,529,667	-
Trade Promotion			-	1,724,454
Special Projects			-	-
Others			2,522,090	8,954,106
Subtotal			7,051,757	16,053,000
TOTAL OPERATING EXPENDITURE			55,658,000	58,233,000
OPERATING PROFIT -			2,994,364	4,941



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