



# Auckland

## New Zealand

**ANNUAL ACTIVITIES STATEMENT 2012**

# 2012



**PACIFIC ISLANDS TRADE & INVEST  
NEW ZEALAND**

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## ABOUT US

Pacific Trade & Invest (PT&I) is the international trade and investment promotion arm of the Fiji headquartered Pacific Islands Forum Secretariat.

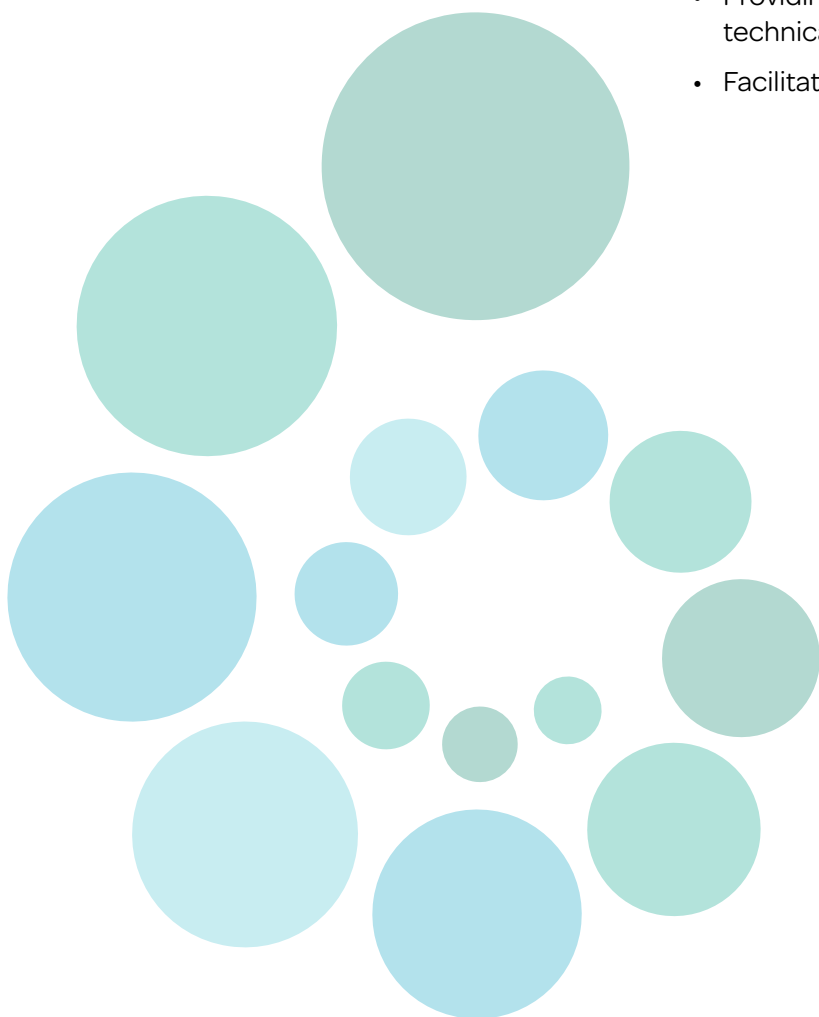
PT&I's work focuses on investment facilitation, trade facilitation and tourism promotion.

### WHAT WE DO

PT&I offices in Auckland, Sydney, Beijing and Tokyo work with exporters from the Pacific Islands to promote their products and services as well as attract investment to Pacific island businesses.

### WE DO THIS BY:

- Developing export-capable businesses
- Promoting and connecting export-ready businesses
- Connecting exporters with international buyers
- Facilitating the marketing of niche Pacific Island tourism services and products
- Introducing potential investors to the Pacific Islands
- Providing promotional support, networks and technical expertise
- Facilitating shared understanding between markets



## LETTER FROM THE TRADE COMMISSIONER

The Trade Commission (PT&I) has had another very busy year. The strongly integrated PT&I offices of Geneva, Sydney, Tokyo, Beijing and Auckland work together in a unified drive towards building a better Pacific Islands future through trade facilitation, investment, creative arts and tourism promotion.

2012 was a year of high gear engagement in which many of our Pacific Island clients achieved fantastic outcomes, growing not only their businesses, but the economic stability of their communities, countries, and the region as a whole.

With nearly 10,000 contacts now filling our international database, PT&I has the reach and influence to make the right connections at the right time - and this is evident in the 425 companies that this year alone received over 830 PT&I services, (doubling the output of 2011). This resulted in over 330 reported cases of genuine corporate growth in the areas of export, investment, tourism and creative arts.

For the New Zealand Office it has been a year of high profile projects and successes. Through these programs and success the office has developed and strengthened relationships with key partners such as NZ Aid, FAO, New Zealand Trade and Enterprise, the Pacific private sector, the IPAs of the Forum countries, Local chambers of commerce, The Pacific Co-operation Foundation and many others.

In addition to the rising number of services and support we provide on a daily basis to a growing number of Companies some significant results to recognized this year are,

- The Cook Islands Aquaponics Pilot – funded by NZ Aid and in Partnership with Cook Islands Government.
- 6 New Comprehensive Market Export guides developed in conjunction with FAO (available on our website)
- 12 Platinum Milestones being achieved with our core clients.
- The Weekly Newsletter Pacific Periscope reaching an audience of nearly 8000 signed up readers.
- Attendance on over 20 events.
- Over 160 independent appointments made with key distributors and clients and 256 services provided to 74 individual companies.

The New Zealand Office is generously supported by the New Zealand Government and runs as an efficient service oriented program specifically tasked to assist the private sector within the Forum Islands countries. It is a high performing office with only 6 staff and yet strong outcomes. We have enjoyed our year and look forward to working with our partners and stakeholders in the future.

Thank you for your support.

Best wishes

Adam Denniss

Trade Commissioner



## EXPORT

### **PACIFIC ISLANDS TRADE & INVEST WORKS WITH EXPORT-READY BUSINESS IN BOTH THEIR HOME AND EXPORT MARKETS TO BUILD THEIR EXPORT CAPACITY AND INVESTMENT POTENTIAL.**

Export facilitation services were provided to exporters/ organizations from the Cook Islands, Fiji, Kiribati, Niue, Papua New Guinea, Samoa, Solomon Islands, Tonga and Vanuatu across a range of growth industries including Agriculture, Marine Resources, Food Products, Fashion, Handicrafts and Giftware. The provision of these services created commercial opportunities for a number of exporters with some who have fostered long term buying contracts with buyers.

The services rendered include matching the exporters with potential buyers; the provision of business advice and market intelligence, customized in-market support programmes and developing international networks to grow Pacific Islands businesses. The Trade Commission in its facilitation role ensures supply capacity from exporters meet the market opportunities to build export development goals in the member countries. Teremoana Mato from the Cook Islands started as the new Export Services Manager for the PT&I office in Auckland. Also this year marked the Trade Commission's formal establishment of a research programme to contribute to export market development initiatives and in-market support for exporters.

## KEY LEARINGS

- The export facilitation role is guided by the export development strategies of countries derived from its national development plans
- Strengthening of domestic product brands provides a quality assurance standard for a country's exports
- Pacific exports compete relatively well against SE Asia Exports
- Collaboration with key government agencies and national private sector organizations are essentially pathways to building stronger partnerships
- The domestic costs of doing business are high
- Constraints in domestic infrastructure to sustain export supply capacity highlighting a large percentage of exports fail to reach their third or fourth shipment
- Access to smartphones is changing the way the Pacific Islands do business.
- Lack of domestic systems and structures fragmenting supply chain of exports
- Market access issues and stringent quarantine regulations create set backs for export growth industries

NZ\$1.9m  
EXPORT SALES



## EXAMPLES OF KEY EXPORT SERVICES IN 2012\*

1. The Trade Commission partnered with the Samoa Trade Commission in Auckland, to reestablish the exports of taro from Samoa to New Zealand. An exporter from Samoa was successfully matched to a New Zealand importer. The range of services provided included introductions to potential buyers, tailored advice to support the client and financial assistance for marketing. Export sales achieved: NZ\$120,000.
2. A working partnership between PHAMA, the Ministry of Commerce, Tourism & Labour (Tonga) and the Trade Commission to establish the national exports of fresh watermelons and squash from Tonga to South Korea and Japan under Tonga's new national agriculture export brand – Kingdom of Tonga: The True South Pacific. In close collaboration with PHAMA and MLCT, the Trade Commission provided in-market project support to develop fresh produce stickers for export with design skill input from PT&I Sydney. This collaboration successfully facilitated exports worth approx. NZ\$1.7 million. This partnership is working on the development of products from Tonga for the retail market.
3. The Trade Commission matched an exporter of beverage products from Samoa with a New Zealand importer. Negotiations in progress.
4. The Trade Commission matched a Samoan producer of high quality crafts and giftware with a buyer in New Zealand. The initial orders have been in small quantities however there is potential for this trade to develop further.
5. The Trade Commission accessed key decision makers to facilitate the participation of an incoming delegation from Tonga led by Ministry of Labour, Commerce & Tourism (Tonga) at the Pasifika Festival. The delegation achieved export sales worth approximately NZ\$45,000.
6. In 2011, the Trade Commission matched an exporter of frozen yams from Tonga with a New Zealand buyer in 2011, export. Additional exports to New Zealand were successful this year.
7. The Trade Commission matched an exporter of food products from Fiji and a New Zealand importer, negotiations for an order are in progress.
8. An outcome of a 2010 project where the Trade Commission sponsored the participation of an artist from Fiji at an art exhibition in New Zealand. Export sales realized worth approx NZ\$4,000.
9. Business advisory services were provided to a fashion company in the Cook Islands to improve retail management systems.
10. The Trade Commission is working with an exporter of beauty products from the Cook Islands on the development and execution of market entry strategies into New Zealand.
11. The Government of the Cook Islands and the Trade Commission are working closely to develop national branding for its products.
12. The Trade Commission is working with a New Zealand company to develop markets for coconut products and spices from Papua New Guinea.
13. The Trade Commission is working with an established exporter of coffee from Papua New Guinea expand into the New Zealand market.
14. Introductions to New Zealand buyers of vanilla were facilitated by the Trade Commission for a vanilla exporter from Niue.
15. The Trade Commission worked closely with PHAMA in the Solomon Islands to identify potential suppliers of coconuts for a New Zealand importer.
16. Six new exporting guides for Pacific Islands agriculture exporters were produced and delivered this year. The guides are the result of a joint project between the Trade & Markets Division of the Food & Agriculture Organisation of the United Nations (FAO) based in Rome, and the Trade Commission. PT&I offices in Auckland and Sydney collaborated closely to deliver these market guides.
17. In collaboration with PHAMA, the Trade Commission provided in-market support and data to assist the researcher examine the potential for exporting fresh pineapples, lemons, and floriculture from Samoa to New Zealand.
18. A research partnership between PARDI, the Scientific Research Organisation of Samoa (SROS) and the Trade Commission to conduct consumer taste tests of selected varieties of taro from Samoa in 2013.
19. A research partnership with the Ministry of Agriculture (Cook Islands) to examine the viability of re-establishing the Cook Islands pawpaw export industry is under way. Market research is in progress.
20. Market research conducted to examine the export potential of canned tuna products from the Cook Islands.
21. The Trade Commission worked with 11 Pacific island food and beverage sector companies to exhibit their products at the region's largest food and beverage show – Fine Foods Australia. The Trade Commission helped establish contacts with importers and distributors of food products in Australia as well as other parts of the world.

*\* Commercial sensitivity and contractual obligations with clients do not permit the Trade Commission to divulge the identities of the companies and in some cases countries in this report.*



## KEY ACTIVITIES

**10 customized in-market programs created** to support clients from the Pacific Islands in New Zealand.

**160 appointments completed** to support exporters from the Pacific Islands.

**10 country visits** to the Cook Islands, Fiji, Niue, Samoa, Solomon Islands, Tonga and Vanuatu

**5 conferences/workshops** attended.

**5 trade shows/exhibitions** attended.

**1.5 staff members**



## INVESTMENT

**PT&I CONTINUALLY WORKS TOWARD CHANNELING INWARD INVESTMENT INTO ENTERPRISES IN MEMBER NATIONS. IT ACHIEVES THESE GOALS USING DIFFERENT STRATEGIES INCLUDING LONG TERM PROGRAMS AND INDIVIDUAL, PROJECT BASED INITIATIVES. PT&I'S WORKS CLOSELY WITH MEMBER NATIONS' INVESTMENT PROMOTION AGENCIES IN ASSISTING POTENTIAL INVESTORS. AS WELL AS MONETARY INVESTMENT, PT&I IS INCREASINGLY WORKING ON PROJECTS INVOLVING KNOWLEDGE TRANSFER INTO PACIFIC BUSINESSES.**

Return to Roots (encouraging New Zealanders of Pacific island origins to invest back in their home countries and facilitating the investment process) is an ongoing program that the Trade Commission has successfully run for several years, resulting in several investment projects in five countries.

Working with RSE scheme workers (helping Pacific island seasonal workers in New Zealand manage their money and facilitating investment in small and micro enterprises back home) is another ongoing program that the Trade Commission has been involved with. It has also worked with several other potential investors both from New Zealand and around the world in identifying and assessing investment options in several business sectors in island member countries.

## KEY LEARNINGS

- Issues relating to land ownership are a major impediment in the way of large investment projects. Hence the Trade Commission's emphasis on the Return to Roots Missions since this involves individuals with strong family and clan links that are important influences in investment in the islands.
- Stakeholder relationships with the people and organizations involved in the project are essential factors to make things happen.
- Projects that tick multiple boxes (inward investment, economic viability, employment generation, sustainability) such as aquaponics bring major and multiple benefits to communities in quick turnaround times.
- Training in financial literacy is a good strategy to help improve the financial discipline of money savings for the RSE workers, who are better equipped to start up business in the Pacific primarily because they have adapted the NZ work habits.
- Readyng businesses to take advantage of new technologies in time for the commissioning of upgraded infrastructure (Tongan contact centre) is key to realizing early the commercial benefits that new technologies bring.
- Upgrading and upskilling island manufacturers' infrastructure with minimal investment can open new avenues for sales and exports (Fiji food manufacturer)
- Demand is increasing for service-based businesses





NZ\$495k  
INVESTMENT  
FACILITATED

## KEY ACTIVITIES

**91 appointments completed** to promote investment opportunities in the Pacific Islands.

**5 country visits** to the Cook Island (4) and Australia (1)

**3 conferences** attended

**2 workshops** conducted

**1.5 staff members**

### SOME EXAMPLES OF KEY PROJECTS IN INVESTMENT IN 2012\*

#### 1. INVESTING IN NIUE'S HEALTHCARE, HOSPITALITY

A short visit to her native Niue in 2009 as a delegate of PT&I's Return to Roots programme opened Dahlia Naepi's eyes to the possibility of investing in an enterprise that had to do with her area of expertise – healthcare. The New Zealand-based Managing Director of Pasifika Integrated Healthcare (PIHC) will work together with the Niue Government's Department of Health to meet the Niue Health Department's workforce needs.

PIHC will assist in the coordination of Niue's health staff to access training and education conforming to New Zealand certification standards. This will help Niue's residents access better healthcare without having to fly out to New Zealand for ailments that can be treated on the island, saving hundreds of thousands of dollars.

Ms Naepi is a trained New Zealand nurse with 30 years experience in the field as well as running three healthcare service centres in Auckland. Ms Naepi also went on to invest in new constructions – both residential and commercial – in Niue. She sees PIHC's involvement as an ongoing project involved in healthcare in the immediate term expanding to medical and rehabilitation tourism in the not to distant future. Her engagement with her little island homeland is growing quite rapidly to encompass a whole range of inward investment projects.

#### 2. UPGRADING A PACIFIC ISLAND BUSINESS WITH KNOWHOW AND TECHNOLOGY RESULTING IN INCREASED EXPORTS AND LOCAL SALES

The Trade Commission facilitated a New Zealand manufacturer and exporter of food packaging solutions to work together with a Fijian food products manufacturer to upgrade the Fijian company's technology and know how.

The company ended up selling its food packaging equipment that packages pastries in large volumes. The productivity increases threefold and causes lesser contact between hands and the food products, boosting hygienic standards.

This has led the local company in Fiji to not only offer an improved product in Fiji but also to export to other neighbouring Pacific countries.

#### 3. TURNING SEASONAL WORKERS' EARNINGS INTO INWARD INVESTMENT

This year too, as in previous years, the Trade Commission organised financial literacy workshops for the RSE (Recognised Seasonal Employers scheme) workers in the Napier and Hastings area of New Zealand's North Island. Training sessions covered transferring money across borders cost effectively, saving while working in New Zealand and investing in small enterprises back home. Vanuatu and Tongan workers attended.

Returned workers from Vanuatu have invested in fishing boats and buildings and a band of Samoan workers have invested in a bus to serve a hitherto unserved route on the island of Upolu. PT&I is now planning workshops for the returning workers introducing them to small entrepreneurial activity that addresses both social and economic development issues such as food security.

An introductory presentation on Aquaponics raised interest among the workers. 150 Vanuatu and Tongan workers attended.

#### 4. HELPING SET UP A MAJOR BPO BUSINESS IN THE ISLANDS

The Trade Commission helped a New Zealand-Pacific island enterprise, to design and write the business plan about a new contact centre that paved the way for obtaining funding amounting to NZ\$20,000 to do the



# 150 RSE WORKERS ATTENDED PT&I'S FINANCIAL LITERACY AND SMALL BUSINESS INVESTMENT WORKSHOP

full feasibility study. The detailed feasibility study is a requirement to avail for the New Zealand Partnership Development Fund to finance the establishment of the first ever Contact Centre in that island nation.

This contact centre is in preparation for the completion of the on-going undersea fiber optic project of the World Bank/ADB and the concerned island Government. The Fiber Optic project is expected to be completed in March 2013.

## 5. SAMOA INVESTMENT CONFERENCE

The Trade Commission worked closely with Samoan government to host the investSamoa 2012 Summit in Auckland, putting together an investment dossier of ready-for-investment projects in Samoa.

## 6. AQUAPONICS - SUSTAINABLE INWARD INVESTMENT AND IMPORT SUBSTITUTION AVENUE

The Trade Commission helped design, conceive and build the first scientific aquaponics system in the Pacific islands region that has been hailed as a success.

The successful demonstration of the technology resulting in a commercially run farm in Cook Islands is proof of a viable inward investment avenue that promotes import substitution while also boosting the local economy with employment and trade, not to mention the health benefits.

Auckland University economics graduates have assessed the Cook Islands project to be an economically viable and sustainable business activity. The business involves two businesswomen in Rarotonga who have been technically trained by the Trade Commission to commercially run the aquaponics facility. Their company has already begun harvesting the produce and supplying it to local customers including the hospitality sector. Some 21 varieties of vegetables,

herbs and even tomatoes and strawberries are growing at the facility.

As well as being commercially viable, the technique addresses soil erosion, freshwater shortage, productivity issues, environmental impact and tackles many of the existing biohazard issues within the Pacific's agricultural export industry related to soil. It uses no herbicides, pesticides or hormones and it utilises 100% of the nutrients added, which makes it exceptionally efficient.

## 7. INVESTMENT GUIDES FOR THE PACIFIC ISLANDS 2012

- Produced a couple of publications on investment projects in the islands region:
- Worked with the London headquartered Commonwealth Business Forum to produce a comprehensive investment guide for Pacific islands projects meant for an international business audience.
- Produced the second annual investment opportunities publication for the region after the success of the first that was published in 2011
- The electronic versions of all these publications are available for download from the PT&I website.

## 8. INTERNSHIP

Provided a month's internship to a Pacific islands tertiary student originally from Vanuatu who is studying in New Caledonia during her stint in New Zealand. Murielle Kalsakau worked at the Trade Commission's offices as a trainee executive assistant. She also worked on some news stories for the weekly Pacific Periscope newsletter.

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# 10-1 RETURN ON TOURISM INVESTMENT

## TOURISM

**PT&I'S TOURISM STRATEGIES COMPLEMENT THOSE OF NATIONAL TOURISM ORGANIZATIONS OF MEMBER COUNTRIES. PT&I'S INITIATIVES HAVE HELPED DEVELOP NICHE TOURISM ACTIVITIES SUCH AS SAILING AND RECREATIONAL FISHING IN THE ISLANDS, PROMOTION OF ARTS AND CRAFTS AND COMMUNITY OUTREACH INITIATIVES.**

Among the Trade Commission's innovative initiatives are the sailing project in Aitutaki, Cook Islands and the game fishing activities in Niue. This involves identifying NZ niche and specialist tourist operators, developing programmes and partnering them with local tourism operators to implement new concepts aimed at increasing tourist numbers. These initiatives have both been widely reported in national and international media with a demand to scale up these activities in the near to medium terms.

### KEY LEARNINGS

- Interactive tourism is a nascent industry, with windsurfing seeing growing interest. This could be built into a lucrative sector. There are definitely more opportunities to continue to develop interactive tourism in watersports in 2013.
- More potential exists to develop fishing tourism in the Pacific. The relationship with Dive Fish Snow continues to be productive with more awareness of the fishing opportunities so close to home.
- Setting up a suitable project in creative arts to suit the market and the budget with a view to having long-term impact is a worthwhile pursuit.

### 1. NICHE TOURISM – FISHING

The Trade Commission began working with a specialist niche tourism operator in 2011 to increase the number of people booking fishing holidays to the selected Pacific Islands of Tonga, Niue, Vanuatu, Solomon Islands and Fiji. This year, the company reported 2012 has been its best year ever, with sales figures estimated to be up some 15% on last year. The company introduced new initiatives to boost the online profile of selected fishing destinations.

A Corporate Fishing programme was introduced this year and attracted four group bookings and an advance future booking for 2013. The company also reported their online fishing e-books and web chat have been an important resource for online visitors, with the addition of Samoa to the e-books this continues to be a well-used resource.

Tonga is the top selling destination for fishing holidays. However, Niue is making good inroads through its proactive marketing programmes. Vanuatu and Solomon Islands continue to maintain its popularity with a new fishing boat in Munda in the Solomon Islands considering a roadshow event in New Zealand.

The initial \$10,000 investment took tourist numbers in this sector from zero to more than 100, netting more than \$250,000 worth of spends in the island market, that went into supporting local businesses. The sector is expected to grow 20 to 30% according to the company's estimates.



## 2. INTERACTIVE TOURISM – WINDSURFING IN THE COOK ISLANDS

The Trade Commission conducted an exploratory visit to Rarotonga and Aitutaki in July 2012 PT&I with Auckland's Madloop Windsurf Centre. The objective was to explore the possibility of initiating niche tourism opportunities in windsurfing; to seek suitable locations and potential business partners.

As a result of this exploratory visit, a small group of windsurfers took the initial tour in July/August. The next windsurfing/kitesurfers tour is planned for 2013.

## 3. UPSKILLING A YOUNG NIUEAN CHEF

The Trade Commission facilitated a three-month training attachment for Chef Robert (BJ) Rex from Niue. The objective was to expose local chefs to a high end, recognized and reputable establishment for further training and experience and build capacity.

As a result, culinary skills were updated and it is envisioned that this knowledge will be passed on to other local chefs via workshops and attachments. The upmarket establishment Euro was impressed with BJ's skills and commitment and indicated it would be willing to consider future work attachments for suitable candidates.

## 4. TAKING PACIFIC ART TO THE WORLD

The Trade Commission participated in the Maketi Ples 2012 event in Sydney, showcasing Pacific art to a wider audience with a view to building its popularity as well as its commercial value. A representative also visited the Festival of Pacific Arts in the Solomon Islands this year.

The possibility of promoting Melanesian art from Papua New Guinea as well as other countries in New Zealand is being seriously explored with other potential partners in the country.

## 5. FOOD TOURISM

The Trade Commission played a major facilitation role in the first ever high profile compilation of Pacific island recipes authored by celebrity chef Robert Oliver. The book was adjudged the world's best recipe book in Paris in 2010. The Trade Commission is in talks with other interested parties to expand the appeal of food tourism in the islands.

## 6. FILM RARO – PACIFIC PARADISE FILM CHALLENGE.

Drum Production Cook Islands Limited was developed with a core objective to aid the social and economic development of the Cook Islands through a global strategy by becoming a significant player in the multi-million dollar film industry. This is by engagement with filmmakers and audiences around the world to bring post production assignments into the Cook Islands while selling the destination and its locales globally. The company approached the Trade Commission for funds to be used in the pre-production sales and marketing promotions and global campaign -- specifically for the project's website. The Trade Commission funded up to \$NZ10,000.00 toward the development of the website and its launch.

## MEDIA & PUBLICATIONS

**FEEDBACK FROM EARLIER REVIEWS OF PT&I REVEALED THAT THE AWARENESS ABOUT THE TRADE COMMISSION AND ITS SERVICES WAS NOT WIDESPREAD ENOUGH IN THE ISLANDS. PT&I'S STRATEGIC EFFORTS TO ADDRESS THIS RESULTED IN A COST EFFECTIVE, YET MULTI PRONGED COMMUNICATIONS APPROACH TAKING INTO ACCOUNT THE LACK OF FUNDING FOR SUCH ACTIVITY AT ANY APPRECIABLE SCALE. BUT THE APPROACH HAS WORKED WELL WITH STRONG FEEDBACK FROM STAKEHOLDERS AND BUSINESSES AROUND THE REGION.**

The Trade Commission's communications services include

- The Trade Commission's Pacific Periscope newsletter and Trade Winds quarterly have been acknowledged as news and information sources for businesses especially for keeping abreast of business, investment and policy developments in other islands because such information is hard to come by in the mainstream media.
- The weekly PACIFIC PERISCOPE newsletters, which goes out 48 times a year since February 2011 to more than 7,553 stakeholders, businesspeople, institutions and Pacific media outlets
- The quarterly TRADE WINDS epublication that outlines detailed case studies and reports on the Trade Commission's activities
- The social networking website which encourages members to share and post stories of relevance to Pacific business
- A regularly updated website that outlines service offerings and carries a searchable database of investment opportunities throughout the member nations
- Other specialist epublications

All these have helped build a communications network for members and the Pacific islands private sector to advertise, promote products and services and build a following among interested publics.

An increasing number of enquiries are generated through this activity and already a few sales have been eventuated through this medium. Local and regional Pacific mainstream media have picked up several stories. The feedback from readers has been positive.

### KEY LEARNINGS

- Newsletters are instrumental in popularizing the Trade Commission's services in member nations.
- Proactive media initiatives help generate business enquiries through the website
- Social media can effectively complement traditional newsletters and mainstream media releases for spreading awareness as well as for garnering valuable feedback on developments

Social networks have been expanded to drive greater traffic to the Trade Commission's websites generating several trade enquiries fielded by both Sydney and Auckland offices. Also succeeded in business matching because of this activity.

The quarterly Trade Winds epub and print edition has helped showcase the Trade Commission's activities in greater detail and this has brought encouraging feedback.

Mainstream media initiatives helped facilitate seven interviews on Radio Australia with Trade Commission team members on several trade subjects promoting the commission's role in the Pacific.

Media exposure in several regional and international magazines and websites on the Trade Commission's activities helped spread the word about the services rendered to the private sector in Pacific Islands Forum member nations.







## KEY PARTNERSHIPS

### 1. AQUAPONICS SOLUTIONS

PT&I worked with Dr Wilson Lennard of Aquaponics Solutions to deliver an Aquaponics systems in the Cook Islands.

### 2. FOOD & AGRICULTURE ORGANIZATION (FAO)

The Trade Commission entered into a research partnership with the Trade & Markets Division of the FAO based in Rome to deliver 6 product specific export guides for the Pacific Islands. Additionally PT&I NZ worked its regional office in Samoa to facilitate field visit for Pacific delegates attending the FAO Roundtable Meeting in Wellington.

### 3. PACIFIC HORTICULTURAL AND AGRICULTURAL MARKET ACCESS (PHAMA)

The Trade Commission collaborated with PHAMA on number of export development initiatives including branding, marketing and market research.

### 4. COMMONWEALTH BUSINESS COUNCIL

PT&I assisted the Commonwealth Business Council develop an investment booklet for the Pacific Islands.

### 5. INVESTMENT PROMOTION AGENCIES

PT&I has worked with Investment Promotion Agencies from the Cook Islands, Fiji, Papua New Guinea, Samoa, Tonga and Vanuatu to promote investment ready projects to foreign investors.

### 6. INCREASING AGRICULTURAL COMMODITY TRADE (IACT) PROJECT/ SPC

The Trade Commission has worked the IACT programme at its recent exporters workshop to assess the participants capability for export and provide guidance accordingly. Similarly the Trade Commission worked with IACT to promote exporters' products at the Fine Foods Australia.

### 7. BUSINESS MENTORS NEW ZEALAND (BMNZ)

PT&I has worked with the BMNZ to develop trade and investment development programs to assist the Pacific Islands region.

### 8. PACIFIC BUSINESS COUNCILS IN NEW ZEALAND

The Trade Commission has a representative on each of the Pacific Island business councils in Auckland – Fiji, Papua New Guinea, Samoa and Tonga.

### 9. NZ AID

### 10. PACIFIC COOPERATION FOUNDATION (PCF)

### 11. HIGH COMMISSIONS CONSULATES AND TRADE COMMISSIONS

### 12. CHAMBER OF COMMERCE IN THE PACIFIC ISLANDS

### 13. NATIONAL AND REGIONAL PRIVATE SECTOR ORGANIZATIONS

### 14. GOVERNMENT MINISTRIES AND DEPARTMENTS IN THE PACIFIC ISLANDS

### 15. CROP AGENCIES



## CRM DATA

A total of 256 services were provided to 74 companies and organizations by the Auckland office in 2012.

The majority of these were provided to Samoa, Fiji, Cook Islands, Tonga and New Zealand companies and organizations to create business opportunities for exporters, tourism operators and investees in the Pacific Islands.

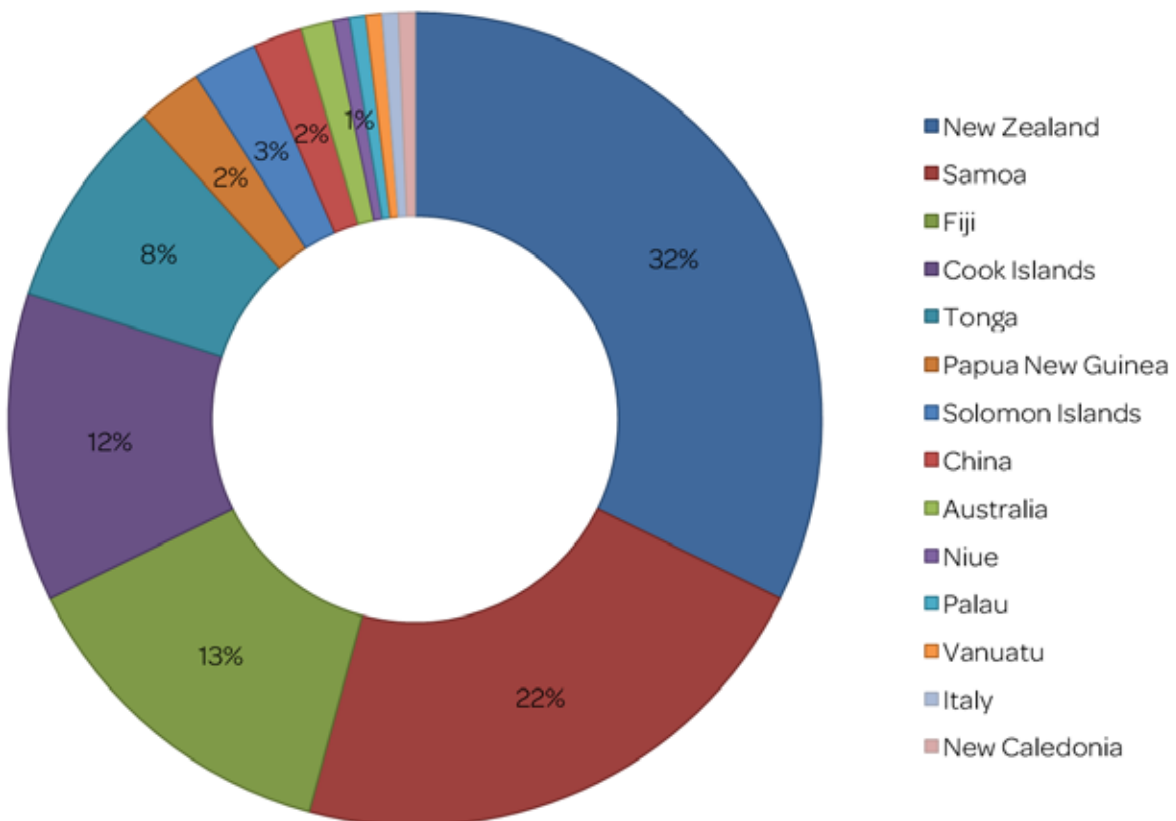
### PT&I AUCKLAND

PT&I Auckland = 256 services provided (not including media)

256 services provided to 74 companies & organizations

12 platinum milestones by 12 companies & organizations

## COUNTRIES SERVICED 2012



## ANNEX 1: ACRONYMS

ADB.....	Asian Development Bank
BMNZ .....	Business Mentors New Zealand
CRM .....	Customer Relationship Manager
CROP .....	Council of Regional Organisations in the Pacific (CROP) Agencies
FAO.....	Food and Agriculture Organisation
IACT.....	Increasing Agricultural Commodity Trade
MLCT.....	Ministry of Labour, Commerce & Tourism (Tonga)
NZ .....	New Zealand
PARDI .....	Pacific Agribusiness Research for Development Initiative
PCF .....	Pacific Cooperation Foundation
PHAMA .....	Pacific Horticultural and Agricultural Market Access
PIHC .....	Pasifika Integrated Regional Healthcare
PT&I .....	Pacific Islands Trade & Invest
RSE .....	Recognised Seasonal Employer scheme
SPC .....	Secretariat of the Pacific Community
SPTO .....	South Pacific Tourism Organisation
SROS .....	Scientific Research Organisation of Samoa