Pacific Islands Trade & Invest

The Reality of Trade and Investment in the Pacific Islands

Tim Martin
Executive Manager
Sydney
Pacific Update

- About Us
- Stories From the Field
- Pacific Export Survey
Pacific Islands Trade & Invest

- Part of the PIFS, established 1979.
- Mandated by leaders to promote business in all 14 Pacific Island Countries.
- “The Austrade of the Pacific Islands”.
- “The Pacific’s international business marketing arm”.
The Four Pillars
• Export, Investment, Tourism, Creative Arts.

Locations (staff)
• Auckland (6), Beijing (7), Sydney (6), Tokyo (3) & Geneva (1).

Outcomes
• 1,379 services delivered (31% increase YoY)
• 578 private sector clients supported.
Export Services

Realities of the Export Sector

• Significant challenges - access to finance, capacity constraints, freight & energy costs.
• Root crops to Pacific diaspora still in demand.
• Commodities also trading well.
• Niche market opportunities exist.
Export Services

Fine Food Australia

• Australia’s largest trade show
• Over 20,000 buyers, 1000+ exhibitors from 45 countries.
• Partnership between PT&I and SPC (IACT) to share costs for Pacific exporters to attend.
• Each year 11 Pacific exporters participate.
Export Services

Queen revives Tongan vanilla industry

• PT&I introduced Taste of Tonga to Brisbane based Queen Fine Foods.
• Queen partners with growers of Vava’u.
• Formation of Queen Vanilla Growers Association (QVGA) for 265 growers.
Creative Arts

Realities of the Traditional Knowledge Sector

• Limited visibility to Government as an economic driver.
• Few in-country commercially focused events.
• Demand for antiques – does not drive creativity or new markets.
Creative Arts

Maketi Ples (Market Place in Tok Pisin/Samoan)

• Maketi Ples held in Sydney.
• 84 P.I. artists over 4 years.
• Sales of $250,000.
Creative Arts

Taking Bilum to the World

• Traditional knowledge with contemporary interpretation
• 5 designers in Australia, USA, UK working on bilum now.
Tourism Promotion

Realities of the Tourism Sector

- Large disparity in regional arrivals.
- Tourism growth linked to investment.
- Air access impacts most countries.
- High cost destinations.
- Cruise arrivals growing in some markets.
Tourism Promotion

e-Enabling Pacific Tourism Businesses

• PT&I partnership with SPTO.
• Workshops & e-marketing training in 10 Pacific Islands countries.
• 260 e-commerce enabled websites built.
Tourism Promotion

Kiribati example

• Small island state with 5000 arrivals P/A.
• New air routes, new room stock, sale of SOE hotel.
• e-Commerce project has generated $135,000 in bookings since 2013.
Investment Promotion

Realities of Investment in the Pacific

• Investors attracted to handful of larger economies.
• Investor interest – agribusiness, tourism, fisheries.
• PICs usually micro/small enterprises.
• Remains challenging to attract investment.
Investment Promotion

Regional Online Investment Directory

• www.pacifictourisminvest.com
• Partnership with SPTO.
• Searchable, interactive, all 14 countries listed.
• A$307 million in investments profiled.
Pacific Export Survey

First regional survey of Pacific Exporters
- PT&I partnership with DFAT.
- Measuring exporter sentiment and trends.
- 350+ responses across all FICs.
- Analysis underway.
Pacific Export Survey – Size and Shape

Nearly 70% of exporters generate < $1m revenue

Annual Revenue

- Less than $AUD 100,000: 35%
- $AUD 100,000 - $999,999: 34%
- $AUD 1 - $10 million: 20%
- $AUD 10 million +: 12%
Pacific Export Survey – Size and Shape

66% are small with < 20 employees
Pacific Export Survey – Exporter Confidence

57% expecting increase in export revenue
Pacific Export Survey - Export Barriers

Barriers Top 7

29% Labour issues
30% Domestic economic conditions
33% Government policies
33% International competition
37% Rising fuel/energy prices/costs
40% Capacity constraints
51% Access to finance to support export activity
Pacific Export Survey – Support Required

Help Please!
Top 7

41% Better marketing of PI
43% Introduction to o/s agents/distributors
41% Market research
44% Introduction to overseas customers
44% Export grants
46% Assistance with marketing your business
52% More competitive transport costs
<table>
<thead>
<tr>
<th>City</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auckland</td>
<td>+649 529 5165</td>
</tr>
<tr>
<td>Beijing</td>
<td>+8610 6532 6622</td>
</tr>
<tr>
<td>Geneva</td>
<td>+4122 730 1732</td>
</tr>
<tr>
<td>Sydney</td>
<td>+612 9290 2133</td>
</tr>
<tr>
<td>Tokyo</td>
<td>+813 5259 8419</td>
</tr>
<tr>
<td>Suva</td>
<td>+679 3312600</td>
</tr>
</tbody>
</table>

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