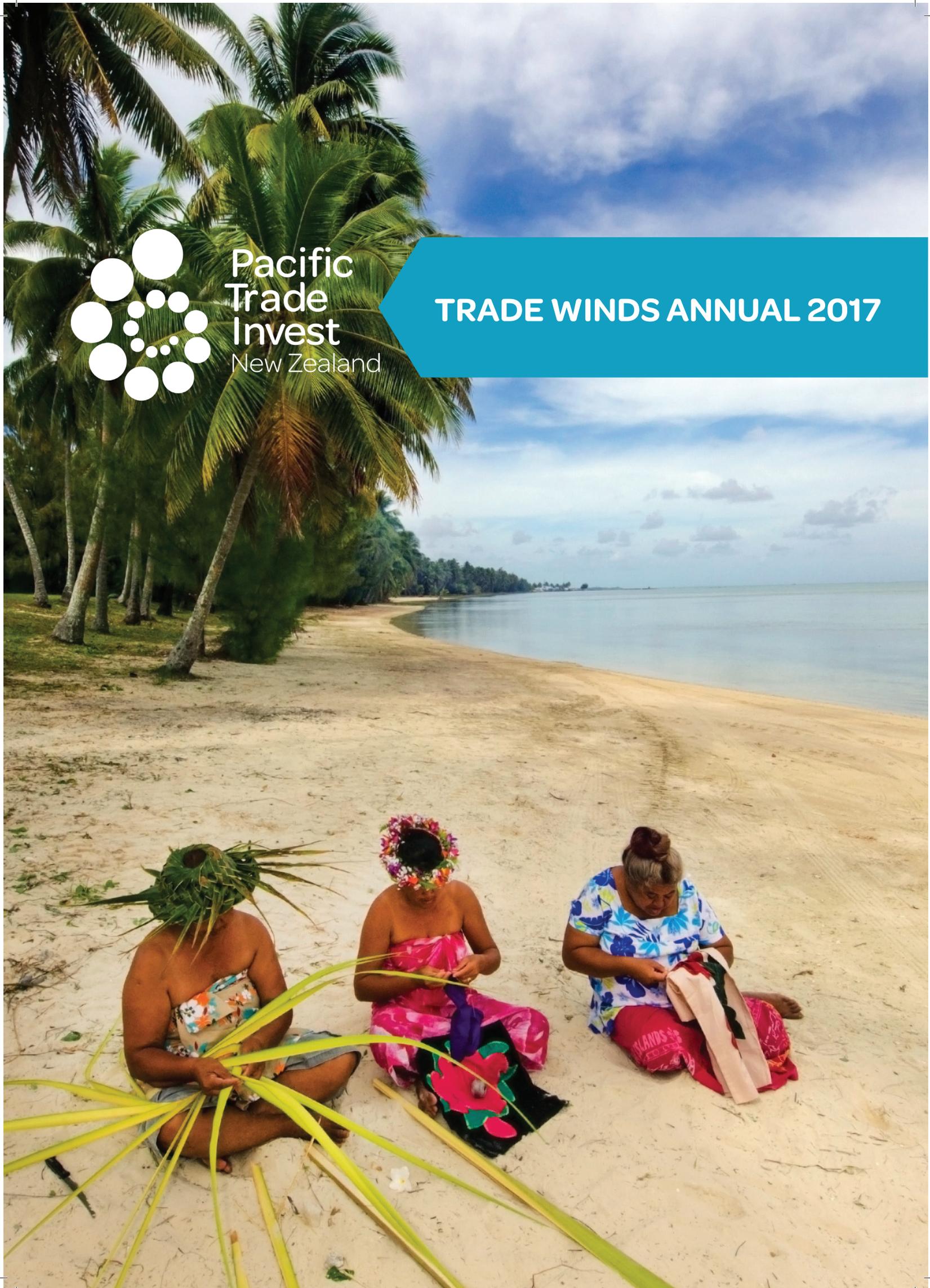




Pacific
Trade
Invest
New Zealand

TRADE WINDS ANNUAL 2017



Team Profiles



Michael Greenslade

Trade & Investment Commissioner & CEO

Michael is the Auckland based Trade Commissioner for Pacific Trade Invest. Michael's background is from the private sector. He has hands on export experience in fresh produce and the food and beverage sector, general management in the manufacturing sector and was self-employed as a consultant, specialising in strategy, business planning, supply chain, value chain and sales management. Michael most recently had a twelve year stint with New Zealand Trade & Enterprise. For two years he managed the Otago Southland Region and spent five years as Trade Commissioner based in Suva, Fiji with his family. The balance was as Pacific Trade Commissioner in Auckland. Michael sits on all six Pacific Island Business councils and is a founding member of two. He is a life member of the Fiji-New Zealand Business Council and is on the Economic Business Advisory Council to the United Nations Economic and Social Commission for Asia & Pacific. He has a Master's of Business Administration and is part of the Auckland Alumni Executive for Otago University. He is married to Kate, has four children and a dog.

Michael.g@pacifictradeinvest.co.nz



Joe Fuavao

Trade Development Manager

Joe connects export-ready and export-capable businesses from the Pacific Islands to potential buyers in New Zealand. His role entails the delivery of an effective engagement strategy that evaluates market opportunities for Pacific Island companies; connect companies to these commercial opportunities; and the promotion Pacific Island products and services in the NZ market. Joe joined PTI in 2008, as an intern in the Trade facilitation programme. During his time at PTI, he has worked across a range of programmes including export promotion, market research, stakeholder reporting and CRM management for the Auckland office. He holds Bachelor of Commerce and Master of International Business degrees from the University of Auckland.

Joe.f@pacifictradeinvest.co.nz



Ian Furlong

Trade Development Manager

He has a strong business background and has held senior leadership roles with Coca Cola Amatil in NZ and Fiji with responsibility for business in several Pacific Island countries. In 2008, he became General Manager of the Pacific Business Mentoring Programme in which 1100 businesses from 10 Pacific Island countries participated and benefited. At PTI, Ian applies his considerable knowledge and experience in helping Pacific Island exporters and export-ready companies connect with importers and distributors in New Zealand while also continue to train and mentor many of these companies through PTI's ongoing Path to Market Programme across the Pacific Islands region.

Ian.f@pacifictradeinvest.co.nz



Manuel Valdez

Chief Investment Officer

Manuel leads inward investment initiatives into the Pacific Islands. He has led several investment missions. He is an economist and investment banker with over 20 years' experience of business development, joint ventures, inward investment promotion, financial loan packaging on key strategic industries and market research. Manuel worked with key business people helping deliver workable business plans for loans and business expansion. He was a business consultant to international credit institutions and potential investors in the Philippines. Manuel holds a Bachelor of Arts in Economics at the University of the Philippines and a Master of Arts in Applied Business Economics from the University of Asia and the Pacific.

Manuel.v@pacifictradeinvest.co.nz



Dev Nadkarni

Marketing, Communications & Research Manager; Editor Pacific Periscope

Dev leads the marketing and promotion activities of the Auckland office and coordinates communications initiatives across the network both for offices and PTI clients. Dev has initiated and edited the PTI Pacific Periscope e-newsletter and the quarterly Trade Winds journal for more than four years. He also coordinates PTI's social media presence. Dev has wide media experience in the Pacific where he has published widely and has headed the Journalism Programme at the University of the South Pacific. He also has business and communications experience working on three continents.

Dev.n@pacifictradeinvest.co.nz



Eleanor Ikinofu

Marketing, Communications & Research; Pacific Periscope; Social Media

Eleanor began working with PTI after completing a Bachelor of Communications at AUT University in Auckland and is currently an officer in the Communications and Marketing Team. She is responsible for telling everyone about the great clients, their businesses and all the wonderful Pacific products through PTI's communications channels, the Pacific Periscope e-newsletter, Facebook and LinkedIn pages and via YouTube. Eleanor helps Pacific businesses trumpet and champion their products or services by arranging media interviews or distributing media releases, providing opportunities to promote Pacific companies new to the international arena.

Eleanor.i@pacifictradeinvest.co.nz

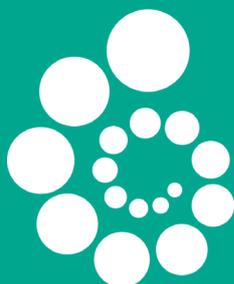


Haukura Jones

Office Administrator

is Office Administrator at PTI Auckland. Haukura, after finishing school, enrolled at Massey University for a Bachelor of Maori Visual Arts. She has worked in Brisbane in office administrator and customer service roles with private sector and charity organisations in New Zealand and Brisbane, Australia. As well as office administration, Haukura helps with events in which the PTI Auckland office participates such as trade shows and conferences.

Haukura.j@pacifictradeinvest.co.nz



**Pacific
Trade
Invest**
New Zealand

WHO WE ARE

Pacific Trade Invest (PTI) is the economic development agency of the Pacific Islands Forum Secretariat (PIFS), engaged in trade and investment promotion in the Pacific Island Forum countries including Cook Islands, Federated States of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

Trade & Investment Commissioner's Letter



2017 has been a big year for PTI Auckland as we, for the third year, achieved all our Performance Measures' across the three Output Classes we measure as part of our funding agreement with NZ MFAT.

Output Class One Trade:

EFFECTIVENESS – we assisted in verified Export Deals valued at NZ\$9.3 Million some 206% ahead of our Annual Target.

QUANTITY – this was achieved through engaging with 252 Companies with 194 of those companies undertaking Capability Assessments as documented in CRM

QUALITY – our activity generated 130 positive Client Testimonials

INNOVATION – 6 New programs / Modules were introduced

Output Class Two Investment:

EFFECTIVENESS – we assisted in verified Investment Deals valued at NZD \$5.04 Million some 126% ahead of our Annual Target

QUANTITY – we have 126 International Investors in our Database and 87 listed Investment Ready projects on Pacific Hub

QUALITY – our activity generated 22 positive Client Testimonials

INNOVATION – 2017 was the first full year of Pacific Hub

Output Class Three Communications:

EFFECTIVENESS – we have delivered all the precise time-based Activities for the range of Publications and Case

QUANTITY – we deliver 33 Pacific Periscopes with over 200 Stories which are also listed on Social media

-we have 4,000 Subscribers to Pacific Periscope, have 56,000 Facebook Followers, 489 LinkedIn Followers and upload live Video to Instagram and YouTube

QUALITY – our activity generated 20 positive Client Testimonials

It is important to emphasise that many of the above figures are generated by our flagship program 'Path to Market' which is now an established part of the Pacific's Economic and Export platform. In 2017 12 Countries engaged with PTI Auckland and approx.

300 SME's either attended our workshops in 15 Venues across the Pacific or attended, Pasifika and Alumni Programs including Tradeshows in New Zealand

Participation in New Zealand-based Tradeshows was highlighted by the Auckland Food Show where \$580,000 of verified deals were done in the four days by the nine participating companies!

Investment results are also positive with over 50 of the first 70 Projects listed on Pacific Hub gaining investors in the first year. We cannot claim 100% of those deals but Pacific Hub is now an important part of the Investment Mix. The updated Pacific Hub lists 60 additional Investment Properties.

Pacific Periscope remains to our knowledge, the marketing vehicle with the biggest potential reach in this region when combined with our social media platforms; Facebook, LinkedIn, YouTube, Instagram and Google+.

Like all of our activity it involves two-way learning and the closer we are to the Pacific Private Sector the more focused Path to Market becomes and so does the activity for Trade and investment. Some of the trends we have worked with in 2017 are:

- The increased exports of Betel Nut and the rise of the "betel nut courier" in the North Pacific.
- The Growth in Aqua Farming in Micronesia with developing niches around King Clams, Aquarium Fish, Soft Corals and the farming of Rabbitfish for the plate.
- The increasing significance of Women led Cooperatives around root crop growing which is particularly strong in rural PNG.
- The movement towards sustainable and value-added timber products in the Solomon Islands.
- The successful grouping of chocolate, cocoa and coffee products across the Pacific but specifically in Melanesia and Vanuatu.
- The continued development of niche products in Niue such as fresh herbs, vanilla, water and honey.
- The awakening of the PNG agricultural sector.
- The continuing growth of the Fiji Manufacturing sector with specific reference to Food and Agri Business.
- The increasing control being exercised by the Tonga Government to bring order, value and a better return to the grower in the Agricultural Sector.
- The increasing presence of Samoan root crops into the formal market in New Zealand.
- The focus of SME's on Export and movement up the Value Chain.

These are just a few, but when we bring them into the opportunities for Trade-initiated Investment we can only but imagine how strong some of these sectors could become. Investment in Infrastructure has changed the face of key Pacific cities like Port Moresby, Suva and Port Vila.

Our Strategic Plan around building Path to Market, Pacific Hub, our Partnership approach and our focus on TIPO Best Practice with ITC has paid off!

To take a leaf from the Xmas Message 2017, it has been a team effort, and there are thanks due to many. Perhaps our team will attend a concert together in 2018!

Michael Greenslade

Trade & Investment Commissioner & CEO
PTI Auckland, New Zealand

Output One

Output Class One/ Trade Facilitation

January-December 2017

Overview

Performance Measures	PROGRESS	12-Month Performance standard 2017
Quantity		
Number of capability assessments	194	70 (Demand Driven)
Number of programs delivered - e.g. Path to Market Workshops, Deal by Design, Internships, etc.	23	10
Trade missions/events/exhibitions	27	5
Number of active companies in CRM	252	80 (Demand driven)
Quality		
Customer testimonials (written)	130	40
Effectiveness		
Value of export deals assisted	\$9.04m	\$4.5m
Product Design – new programs put up for consideration	6	2

Trade Facilitation Report

In 2017, we focused on growing our flagship export capability program, Pacific Path to Market by developing new pathways for companies who come through this programme. We developed new programmes with the aim of addressing the capability gaps in businesses which hinder export growth into the New Zealand market.

We partnered with Economic Development Agencies (EDA) from 12 Pacific Island Countries to deliver the programme in their countries. Overall the programme was delivered to approximately 300 businesses from the Pacific Islands.

1. Pacific Path to Market Workshop



PTI team with Auckland Mayor Phil Goff at the PTI Path to Market participants' booths at Pasifika Festival.

PTI conducted 15 one-day best practice export capability building workshops in 10 Pacific Island countries in 2017. These workshops are the first step in the Pacific Path to Market Programme which is important as it enables PTI to engage with many businesses and to work with those that have potential to export to New Zealand in the future.

The workshops were delivered in Fiji, Federated States of Micronesia, New Caledonia, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Republic of the Marshall Islands and Vanuatu.

PTI partnered with local economic development agencies in each country – Fiji Export Council (Fiji); FSM Department of Resources & Development (FSM); Palau Chamber of Commerce (Palau); Investment Promotion Authority (IPA); Samoa Association of Manufacturers and Exporters (Samoa); Solomon Islands Chamber of Commerce and Industry (Solomon Islands); Ministry of Commerce, Consumer, Trade, Innovation and Labour (Tonga); Office for Commerce and Investment (RMI); Vanuatu Chamber of Commerce and Industry (Vanuatu).

2. Pacific Path to Market Mission to New Zealand 2017

PTI conducted a week-long mission to New Zealand as part of the Pacific Path to Market Programme. The objectives of the mission were to provide selected export ready businesses with a platform for testing and selling their products to a New Zealand audience and to introduce these businesses to New Zealand buyers to secure export deals.

PTI designed and developed a customized Mission Programme for 25 companies from 8 Pacific Island countries to promote their products on this mission. The

Mission Programme was delivered in partnership with key EDA partners in each country - Ministry of Commerce and Labour (Tonga); Investment Promotion Authority (Papua New Guinea); Fiji Export Council (Fiji), Samoa Association of Manufacturers and Exporters (Samoa), Solomon Islands Chamber of Commerce and Industry (Solomon Islands), Vanuatu Chamber of Commerce and Industry (VCCI), Small Business Development Center (Palau) and Office of Commerce and Investment (Marshall Islands).

3. Industry Focused Programmes

New Zealand based Tradeshows

In 2017, PTI continued to develop platforms for its Path to Market alumni companies to connect with buyers and secure export deals. PTI's food and beverage sector remains the largest platform for its companies. PTI grew its presence at New Zealand's largest F&B consumer show, the Auckland Food Show with 9 companies from the Pacific Islands; and participated in two specialized food and beverage shows for the first time – Chocolate and Coffee Show and the Live Well Festival.

PTI has a large number of natural skincare companies from across the Pacific Islands. This year, PTI NZ established a presence at the Gift and Homeware Spring Fair. Four companies from the Pacific Islands participated in this three-day trade-only show. Participation in New Zealand-based tradeshows was highlighted by the Auckland Food Show where \$538,000 export deals were secured.

Solomon Islands Timber Industry

PTI NZ continued its support and assistance to the Solomon Islands Timber Industry by working with the Solomon Islands Timber Producers and Exporters Association (SITPEA), the New Zealand Imported Tropical Timber Group (NZITTG), the Pacific Horticultural and Agricultural Market Access Market Program (PHAMA), and the Government of Solomon Islands in their development of a third-party legal verification system. This legal verification is necessary to ensure continued timber exports from the Solomon Islands. It is a prerequisite for New Zealand companies to continue importing timber from the Solomon Islands. With PTI's assistance, Solomon Islands exported \$6 million worth of timber to the New Zealand market.

4. Deal by Science Product Development Programme

This year, PTI introduced a new programme Deal by Science developed to address the need for research and development of products from the Pacific Islands. PTI partnered with the University of Otago's Department of Food Science to pilot the Deal by Science programme by working with our Path to Market alumni. The objective is to assist Pacific Island companies access R&D support to create new product lines and to identify ways of extending the shelf life of their products. Access to R&D was identified as one of the challenges to enhancing the competitiveness of Pacific Island products in New Zealand. The programme was trialled in 2017 with three Pacific Island companies. PTI is excited to grow this programme and offer this opportunity to more Pacific Island companies and products.



Key Highlights by Quarter

Quarter 1, 2017: (January–March 2017)

- **Pacific Path to Market Trade Mission to New Zealand:** PTI's major programme in the first quarter was the Pacific Path the Market Trade Mission to New Zealand which involved 25 companies from 8 Pacific Island countries. Key components of the programme included:
 - Testing products at the Pasifika Festival: Pacific companies tested their products at the Pasifika Festival gaining insight into the potential for their products in the New Zealand market by interacting directly with consumers. Several companies noted the need to improve their packaging, pricing and target market strategies as a result of the feedback received.
 - Participation in a Gap Analysis Workshop: Participants identified sessions on packaging and labelling, pricing, online marketing and hearing more from other Pacific Island exporter's experience as the most beneficial to their learnings about the New Zealand market.
 - Business to Business Meetings: PTI implemented a speed dating programme that involved 22 New Zealand contacts including importers, distributors, retailers, NGOs, Pacific Economic Development Agencies and PTI staff.
 - Digital Marketing Platform: PTI received interest from all 25 companies to promote their products on the True Pacific website. PTI is working on sourcing product information and samples from these companies.
- PTI Digital Marketing Platform including True Pacific: PTI has been exploring several digital platforms to promote and sell Pacific Island products. These discussions include PTI's recent acquisition of the True Pacific brand and website platform from the Pacific Cooperation Foundation (PCF) in February 2017 to facilitate the promotion and selling of Pacific Island products particularly from export ready companies who took

part in the Pacific Path to Market Trade Mission to New Zealand in March. This is a new product/programme currently in progress.

- R&D and Product Development Programme: PTI has partnered with the University of Otago to pilot a new product development programme which will help Pacific Island companies access R&D to create new product lines or examine way of extending the shelf life of its products. The programme is being trialled with three Pacific Island companies. This is a new product/programme currently in progress.
- Customer Satisfaction Survey: PTI implemented a survey to evaluate the effectiveness of its facilitation services to businesses in the Pacific Islands and buyers in New Zealand. 90% of the feedback received were satisfied with PTI's trade service, 95% rated PTI highly for its responsiveness to trade clients and 95% were likely to work with PTI in the future.
- Imported Timber from Solomon Islands – PTI was invited to attend the NZ Tropical Timber Importers Group first quarterly meeting to provide an update on the implementation of the third party legal verification along with a market information brief on timber exports from the Solomon Islands. Attendees included the major timber importers and major retailers of Solomon Islands timber in New Zealand.
- PTI met with a stainless-steel fabrication business in Fiji who have recently expanded and are looking for a market in NZ for their products which are being manufactured using brand new fabrication equipment.
- PTI met with an agribusiness company in Fiji and assisted them to incorporate a subsidiary company in NZ which will facilitate the export of fresh produce to NZ. PTI have introduced them to a NZ buyer who is now in discussion regarding the first trial shipment of okra, eggplant, chillies, turmeric and taro after which it is anticipated that regular shipments will take place.
- PTI have been assisting a virgin coconut oil (VCO) producer in Fiji since mid-2016. In early 2017 they began exporting to NZ large quantities of high quality VCO for use in cooking oils, oil blends and other uses. It is



Speed dating-style business to business meetings between PTI Path to Market participants and NZ businesses and importers

anticipated that these exports will continue into the foreseeable future.

- PTI successfully matched an exporter of fresh produce from Samoa to New Zealand buyers which resulted in trial shipment of fresh limes and fresh taro. It is anticipated that regular shipments of taro will develop. Fresh lime exports are being monitored for the next seasonal window in later 2017.
- PTI provide market intelligence on pricing and overall supply of mature coconuts into the New Zealand market to assist with negotiations between an exporter from Samoa and a New Zealand buyer. Due to a shortage of supply in the market, this has resulted in full container shipments within short period of time.

Key Partnerships

- Through MFAT's assistance, PTI participated in a Best Practice Benchmarking programme in Auckland conducted by the International Trade Centre (ITC). As a result of this programme, PTI has implemented new systems and initiatives to help improve its service delivery such as project management templates, risk management tools and a customer satisfaction survey.
- PTI participated in the New Zealand Tonga Business Council Trade Mission to Tonga, 15-18 February 2017. The trade mission coincided with the official opening of the Tanoa International Dateline Hotel.
- PTI met with Yves Lafoy (PhD), Official Representative of New Caledonia to New Zealand, Embassy of France to discuss the next steps in the Path to Market Programme most suited to the size and sophistication of the businesses in New Caledonia. It is likely that several of these will showcase their products at the NZ Food Show held in Auckland, 27-30 July 2017.
- PTI attended a function for the outgoing NZSTIC Chairman, Tauilili Fatu Fuatavai on 22 February 2017.
- PTI partnered with University of Otago to deliver a pilot programme for product development in the Pacific Islands.
- Through its Pacific Internship Programme, PTI sourced one intern from Papua New Guinea, Ms Genevieve Mautu. While her main project was to undertake research for the Investment Programme, Genevieve was hired on a short-term basis to work with the Trade team to deliver the Pacific Path to Market Trade Mission programme in March.
- PTI partnered with 8 Economic Development Agencies in the Pacific Islands to deliver the Pacific Path to Market Trade Mission to New Zealand, 23 – 29 March 2017. PTI's EDA partners were the Ministry of Commerce, Consumer, Trade, Innovation and Labour (Tonga); Investment Promotion Authority (Papua New Guinea); Solomon Islands Chamber of Commerce and Industry (Solomon Islands); Vanuatu Chamber of Commerce and Industry (Vanuatu); Samoa Association of Manufacturers

and Exporters (Samoa); Fiji Export Council (Fiji); Office of Commerce and Investment (Marshall Islands) and Small Business Development Centre (Palau) to deliver the Pacific Path to Market.



A workshop at the PTI Path to Market Programme in Fiji

Quarter 2, 2017: April-June 2017

- **Pacific Path to Market Workshops in Fiji:** PTI partnered with the Fiji Export Council (FEC) to deliver Pacific Path to Market Workshops in Nadi and Suva to over 50 companies interested in exporting to New Zealand.
- **Solomon Islands Timber Exports:** PTI continued its support and assistance to the Solomon Islands Timber industry, hosting a meeting between the New Zealand Importers Tropical Timber Group (NZITTG), New Zealand Timber Importers Association (NZTIA), Solomon Islands Timber Producers and Exporters Association (SITPEA), Pacific Horticultural and Agricultural Market Access Market Program (PHAMA), and the Government of the Solomon Islands to progress discussions on the development of a third-party legal verification system. The meeting resulted in the signing of a NZ importers funding agreement to support the future achievement of a third-party legal verification certification for Solomon Island timber exporters.
- **Auckland Food Show 2017:** As part of its food and beverage strategy, PTI identified nine companies to partner with at the upcoming Auckland Food Show to promote a range of high quality food and beverage products from the Pacific Islands. The nine companies are: Paradise Foods from Papua New Guinea; Niue Vanilla from Niue; E-Life and Wilex from Samoa; Tupu'anga Coffee from Tonga; FMF Foods, Pleass Beverages, Tavulomo Coconut Processing and J Punja from Fiji.
- **Tonga frozen root crop packaging:** PTI is working with the MCCTIL (Ministry of Commerce, Consumer, Trade, Innovation and Labour) to develop packaging for frozen root crops that are compliant with the packaging requirements of the New Zealand market. MCCTIL is also interested in developing similar packaging that would be suitable for export to the USA.

- **Root crops from Fiji:** PTI supported Agriculture Marketing Authority's exports to New Zealand by conducting market pricing surveys for Taro and Cassava to ensure they remained competitive in the New Zealand market. PTI also facilitated negotiations with several buyers in New Zealand and assisted with the calculation of export costings for a number of their products.
- **Coconut Oil interest in Fiji and Samoa:** PTI New Zealand facilitated the signing of a supply agreement between Copra Millers of Fiji and COCAVO, a New Zealand manufacturer of oil. PTI has also facilitated discussions between COCAVO and an exporter in Samoa. Discussions in progress.
- **Trial Shipments of fresh papaya from Tonga:** PTI facilitated the first trial shipment of fresh papayas to New Zealand with identifying suitable packaging to protect the fruit and participated in discussions which assessed the shipment. Another shipment has been planned and confirmed for the next quarter.
- **Noni juices exported to China:** The PTI offices in New Zealand and China are collaborating to facilitate exports of noni juice from Fiji to China via New Zealand. PTI is assisting by identifying a suitable contract packaging partner in New Zealand who can develop, package and export the noni juice from Fiji for a customer in China.
- **Samoa Turmeric Juice Promotion:** PTI supported and promoted the launch of E-Life's Turmeric Juice from Samoa at La Cigale (weekend French market at Parnell in Auckland), which have agreed to use in their coffee. This was a positive outcome for the Pacific Path to Market delegate.
- **Auckland Food Show and Gift Show 2017:** PTI identified and invited a select number of companies based on their market readiness and export capability to participate in the Auckland Food Show (27 – 30 July 2017) and the Auckland Spring Gift and Homeware Fair (27 – 29 August 2017). Nine companies were invited to participate in the Auckland Food Show while four companies were invited to participate in the Auckland Spring Gift and Homeware Fair. Details about these projects and outcomes will be reported in the next quarterly report.

Key Partnerships: April – June 2017

- PTI attended the Private Sector Dialogue (PSD) and the Forum Economic Officials' Meeting. Trade Commissioner Michael Greenslade co-chaired the PSD meeting with Howard Politini, representative from the private sector.
- PTI participated in a round table discussion with PCF, NZSTIC, NZFBC, NZTE and Samoa's Minister of Finance, Hon. Sili Epa Tuioti. The round table was hosted by Ministry of Foreign Affairs and Trade New Zealand (MFAT NZ).
- PTI attended the PACER Plus briefing at the MFAT NZ.
- PTI attended the Pacific New Zealand Fisheries Forum in May, an event that was hosted by the Pacific Cooperation

Foundation (PCF) and MFAT NZ. PTI met the principals of Soltuna who expressed an interest in entering the NZ market. PTI subsequently entered into discussions with their NZ based representative in order to investigate and support the feasibility of a product launch in the near future.

- PTI worked with the Ministry of Commerce, Consumer, Trade, Innovation and Labour (MCCTIL) from Tonga to arrange appointments with importers, retailers, distributors and logistic companies to examine the potential for a Tonga market centre in New Zealand for a range of products exported from Tonga to New Zealand.
- PTI attended the farewell function for the Ambassador for Pacific Economic Development, Matua Shane Jones.
- PTI engaged in discussions with GS1 to deliver GAP analysis workshops in the third quarter of the year. Topics discussed for GAP analysis workshops were traceability, bar codes, packaging and investment.
- PTI agreed to host an intern from Business Trade and Investment Board (BTIB) in August 2017 as the first stage of its Path to Market - Cook Islands partnership. Details about these projects and outcomes will be reported in the next quarterly report.

Quarter 3, 2017: July–September 2017

- **Pacific Path to Market Workshops in Solomon Islands, Vanuatu and Samoa:** PTI partnered with the Solomon Islands Chambers of Commerce (SICCI), Vanuatu Chamber of Commerce and Industry (VCCI) and Samoa to deliver Path to Market Workshops in Solomon Islands (Honiara and Gizo), Vanuatu and Samoa respectively. The workshops were delivered to over 50 businesses interested in exporting to New Zealand.
- **Auckland Food Show 2017:** PTI has reported that NZ\$537,686 worth of export deals were generated as a result of the nine Pacific Island companies' participation at the Auckland Food Show.



A visitor to the gift show tries out a product of Essence of Fiji, a PTI Path to Market participating company from Fiji

- **Spring Gift and Homeware Fair 2017:** PTI worked with four companies from the Pacific Islands to identify potential buyers at the Spring Gift and Homeware Fair 2017. The four companies were Natural Fiji and Essence of Fiji from Fiji, Kora Pearls from the Cook Islands and The Summit from Vanuatu.
- **Chocolate and Coffee Show 2017:** PTI worked with 6 companies from the Pacific Islands to build brand awareness and promote their products to New Zealand consumers at the Chocolate and Coffee Show. The six companies were Tanna Coffee from Vanuatu, Paradise Foods from Papua New Guinea, Tupuanga Coffee from Tonga, Solomons Gold from Solomon Islands, E-Life and Koko Loa from Samoa.
- **Tonga Exports Week:** PTI partnered with Nishi Trading, Tinopai Farms, Tofe Ofa Atua Pearls and Turners and Growers to promote a range of products from Tonga in the supermarket during Tonga Language Week.
- **Fiji Taro Mission to New Zealand:** PTI provided in-market assistance to a small team from the Government of Fiji visiting Auckland to conduct research on the competition for Fiji taro in the New Zealand market.
- **Pacific Business Council Trade Mission:** PTI NZ attended an outbound trade mission to the Solomon Islands. PTI met several key stakeholders and continued discussions with Soltuna about exporting to New Zealand.
- **BTIB Intern:** PTI partnered with the Business Trade and Investment Bureau in the Cook Islands to host an intern, Miss Mona Taio for two weeks in Auckland during the Spring Gift and Homeware Fair 2017.
- **Samoa Taro Launch:** PTI attended the launch of a range of frozen root crops and fresh taro from Samoa into New Zealand.

Key Partnerships: July – September 2017

- PTI attended the Private Sector Dialogue (PSD), the PCF Wave Conference and the China Investment Conference in Samoa during the Pacific Leaders Forum.
- PTI partnered with the Chambers of Commerce in Solomon Islands and Vanuatu, and the Samoa Association of Manufacturers and Exporters (SAME) to deliver Path to Market Workshops in their respective countries.
- PTI attended the Private Sector Dialogue (PSD), the PCF Wave Conference and the China Investment Conference in Samoa during the Pacific Leaders Forum.
- PTI partnered with the Chambers of Commerce in Solomon Islands and Vanuatu, and the Samoa Association of Manufacturers and Exporters (SAME) to deliver Path to Market Workshops in their respective countries.
- PTI participated in the Business Council Chairs visit to

Wellington to meet with Minister Todd McClay, NZTE and MFAT.

- PTI met with Solomon Islands High Commissioner H.E Joy Kere to brief her on progress with timber exports to New Zealand and the work PTI is undertaking with Soltuna.
- During the Samoa taro launch, PTI met with the Minister Hon. La'aulialemalietoa Polataivao Schmidt and CEO Tilafono David Hunter of the Ministry of Agriculture and Fisheries from Samoa to discuss the export trend for fresh taro from Samoa over the last 5 years.
- PTI met with Korea Trade Commission to discuss an agreement to collaborate with their office.

Quarter 4, 2017: October–December 2017

- **Pacific Path to Market Workshop, Tonga:** In partnership with Ministry of Commerce, Consumer, Trade, Innovation and Labour (MCCTIL), PTI delivered Pacific Path to Market Workshops to 40 companies interested in exporting to New Zealand.
- **Pacific Path to Market Workshop, Papua New Guinea:** PTI partnered with the Investment Promotion Authority (IPA) and the Port Moresby Chamber of Commerce and Industry (POMCCI) to deliver Pacific Path to Market Workshops in Port Moresby and Lae to 38 companies interested in exporting to New Zealand in the future.
- **Pacific Path to Market Workshop, Palau:** PTI (NZ) partnered with the Palau Chamber of Commerce to deliver a Pacific Path to Market workshop to 14 companies in Palau who are interested in growing their business in the domestic market and exploring exports in the future.
- **Pacific Path to Market Workshop, Federated States of Micronesia:** PTI partnered with the FSM Department of Resources and Development to conduct three Pacific Path to Market Workshops – one each in Yap, Chuuk and Pohnpei States. This was the first such workshop conducted in Yap, the second in Chuuk and the third in Pohnpei. It was necessary to work with a partner in each location as they are separate States of FSM and have their own governance structure. Therefore PTI (NZ) partnered with the Yap Chamber of Commerce and the Chuuk Chamber of Commerce in addition to the National Government Department of Resources and Development. The workshops were attended by a total of 38 companies of which several have been selected to be invited to participate in the Pacific Path to Market Mission to New Zealand in March 2018.
- **Pacific Path to Market Workshop, Republic of Marshall Islands:** PTI (NZ) partnered with the Office of Investment and Commerce (OIC) to conduct a Pacific Path to Market Workshops to 14 companies in Majuro who are interested in growing their business in the domestic market and exporting to New Zealand in the future.

- **French Polynesia Trade Mission to New Zealand:** PTI worked with five companies from Tahiti and other islands of French Polynesia visited New Zealand as part of a trade mission organised by the Chamber of Commerce of French Polynesia from 24-27 October 2017. Discussions are in progress to deliver at Pacific Path to Market Workshop in 2018. PTI (NZ) conducted a training session on sales techniques that can be used when talking to prospective buyers in New Zealand.
- **PCF Internship Programme:** PTI (NZ) collaborated with Ministry of Foreign Affairs and Trade (MFAT) and Pacific Cooperation Foundation (PCF) to host two interns from its Pacific Internship Programme. The two interns were Shulei Andrew-ToGuata from Papua New Guinea and Sia Fatu from Samoa to work closely with the trade team to deliver key projects including the Pacific Path to Market Mission to New Zealand 2018, Pacific Path to Market Workshop Feedback Analysis and Customer Feedback Surveys.
- **Live Well Festival:** PTI worked with E-Life from Samoa to promote their range of organic turmeric juice at the Live Well Festival in Auckland.

Key Partnerships: July – September 2017

- PTI (NZ) attended the Annual General Meeting (AGM) for the New Zealand Fiji Business Council (NZFBC).
- PTI attended the Annual General Meeting for the Samoa Business Network (SBN).
- PTI attended the Pacific 2017 Pacific Heads of Mission Breakfast hosted by Pacific Cooperation Foundation (PCF) and the Ministry of Foreign Affairs and Trade (MFAT) to network High Commissioners and Consul-Generals operating in the region.
- PTI attended the New Zealand Tonga Business Council Awards where several of its trade and investment clients won awards.
- PTI met with the NZ High Commissioner for Kiribati, H.E Michael Upton to discuss opportunities for exports from Kiribati to New Zealand. Opportunities were identified in seafood exports and niche products targeting the Pacific Island communities in New Zealand.
- PTI attended the New Zealand Papua New Guinea Business Council (NZPNGBC) networking function at ANZ to hear an update on the business environment in Papua New Guinea.





Output Two

Output Class Two/ Investment Facilitation

January-December 2017

Overview

Performance Measures	PROGRESS	12-Month Performance standard 2017
Quantity		
Inward Investment Missions/ Market Visits	5	2
Investment-ready products (Pacific Islands) in CRM	87	30
Investment-ready workshops/ events	4	4
Scoped and confirmed international investors	126	15
Quality		
Customer testimonials (written)	22	10
Effectiveness		
Value of investment deals	\$5.90m	\$2m
Product Design – new programs put up for consideration	0	2

Investment Facilitation Report

This year, the PTI Investment team facilitated a total amount of NZ\$5.04m worth of investments.

With PacificHub, PTI's investment facilitation website, PTI listed a total of 87 projects for 2017. The potential investment projects valued at a running amount of \$168.78 million.

PTI Investment Sector rendered a total of 260 investment services to various clients and key stakeholders. The investment services that stand out are: (1) assessment of client capacity, (2) promoting investment opportunity, (3) client participation in an event and (4) overview advice and information. Other services rendered to clients included assistance with marketing and promotions, direct financial assistance, identify or introduce potential investors, and facilitate access to government representatives, influencers and key decision makers.

PTI facilitated a total of \$5.04 million for different projects in the following countries: Niue (\$850,000 – resort accommodation), Fiji (\$3.24 million for two projects such as resort accommodation and warehouse facility and Samoa (\$1.0 million hotel project).

We facilitated Niue's resort development project worth about \$850,000. The investor was a Niuean-born businessman who participated in the Return to Roots Mission in Niue in 2009. The project proponent met with a lot of challenges especially on the sticky land issues in Niue. He finally resolved the issues with his family relations and will set up the resort project on their ancestral land.

We coordinated and facilitated several inquiries from the

Pacific Hub on tourism projects in the Cook Islands such as: Cooks Oasis Holiday Villas, Manuea Rental, Are Tatam, Atiu Kopeka Lodge, Rosa Way, Mango Mama Ltd, Coral Sands Apartments, Island Bay Villas, Muri Retreat, Ocean Escape, Manea Nui Plantation, and The Dive Shop.

PTI facilitated a possible joint venture between a Chinese Railway Company and a local company in Fiji on tourism development project. PTI organised the meeting between the two parties and will meet again to discuss the detailed plan of the resort project and structure of the joint venture. The Fiji company has prepared and gave the company brochure, resort property valuation, and resort developmental plan to the interested Chinese investor.

PTI Investment team discussed with a Fijian Group of Companies (Grace Road Group) that is interested in expanding its business to other Pacific Island Countries especially in property development sector, food processing and agribusiness projects.

With Kiwi Q Power Ltd (PacificHub), Cooperative Energy Company in PNG, PTI facilitated interaction with a potential Asian investor for the Mongi Bulum Hydro Power Project in PNG. PTI also informed the PNG Power Ltd and IPA PNG regarding the hydro power project. The Asian investor went to PNG to meet the key officials of PNG Power Ltd and IPA PNG to discuss the details of the project. The Asian investor is expected to go back with a business proposal on how to progress the hydro power project in PNG.

PTI invited senior staff members of Investment Fiji and Fiji Employers Association as also the President of PNG's Port Moresby Chambers of Commerce & Industry (POMCCI) and the CEO of Investment Promotion Authority (IPA) to attend the Anhui Economic Forum in Anhui Province, China.

The Fijian representative made a presentation about the major investment projects to the Anhui government officials

Investment Facilitation

THERE ARE MANY OPPORTUNITIES TO INVEST IN THE SOUTH PACIFIC ISLANDS. CHECK OUT THE OPPORTUNITIES CURRENTLY LISTED.

[Read more](#)

Business investment opportunities

We can introduce you to a number of investment opportunities from Pacific Island countries. Click here for a listing of the various investment opportunities by Industry sector.

[More](#)

Trade / supplier opportunities

We focus on export-capable businesses across the Pacific Islands and the promotion and support of exporters from these Pacific Island countries, in New Zealand. Click here for a listing of Trade opportunities by Industry sector.

[More](#)

The Pacific Hub is a one-stop web resource for investment projects in the Pacific Islands region

and local Chinese business people. The Pacific Delegation also visited several project sites and industries in Anhui Province. As a result, the PNG representative offered a hotel investment project for possible joint venture with the Chinese business people.

We facilitated with Vector NZ and Solomon’s Power Agency and Private Company in Solomon Islands for a possible Public Private Partnership (PPP).

The Pacific Hub website promoted several projects in Fiji on tourism (12 projects), fisheries (2), food & beverages (2), manufactured goods (2), and agriculture (4) with a total of 22 projects for Tonga. In Vanuatu, the Pacific Hub listed several investment projects including tourism (9 projects), agriculture (4) and organics (1) with a total of 15 projects.

Key Highlights by Quarter

Quarter 1, 2017: January–March 2017

- Most of the activities done in the first quarter of 2017 is communicating with the potential investors who registered in the Pacific Hub website. There are about 70 investment projects uploaded in the Pacific Hub. There are a total of 50 investment clients who registered and processed by the Investment Manager. Out of the 50 clients, 58 referrals were made which simply that some investment clients are interested on 3 or more investment projects listed in the Pacific Hub. The 58 investment projects totalled around \$70.5 million. There are 6 live clients who are constantly communicating with the Investment Manager and accounted for about \$8 million worth of projects.
- Investment Manager emailed the Heads of Investment Promoting Authority (IPA) in the Pacific Islands to update the list of investment projects to be updated in the Pacific Hub. A lot of email exchanges between the possible investors who registered in the Pacific Hub and the owners of investment projects in the Pacific Islands. However, there are some potential investors decided not to pursue the project due to high capital requirements of the investment project. However, they will still look for some projects that are tailor-fit to their budget and investment priority areas.
- All staff are involved in the Pasifika Festival Pacific participants who came to Auckland to showcase their export products during the weekend festival. After the festival, there was business to business meetings held at the Marae in the following week. Out of the 28 participants, there are 5 clients that are looking for investment partners for business expansion. These projects are in tourism (Solomon Islands), processed seaweeds (Tonga), coconut products (Marshall Islands), renewable energy projects (Marshall Islands), hardwood (Fiji), kava (Vanuatu).
- PTI attended the NZ Tonga Business Mission in February 15-19, 2017. PTI staff have met several people who would like to do business in Tonga. One NZ Energy Company asked the help of PTI to connect them to different Pacific countries. Right after the business mission, PTI e-introduced the NZ Energy Company to various heads of IPAs. Some IPAs responded quickly to the email and showed interest to know more about the offer of NZ Energy Company. PTI is now on the loop of their constant communication and monitors the development of the investment facilitation.
- The Tongan business and government key speakers provided presentations on the Tongan business environment, potential investment opportunities and sector focused businesses such as renewable energy,

tourism, information, communications and technology, banking and finance, telecommunications, etc. The kiwi delegates went to several business sites and discussed with the business owners during the open forum.

- The business delegates learned that Tonga has offered a wide variety of business opportunities, but they need to do due diligence to make their business joint venture effective and productive.
- The business mission coincided the opening of the Tanoa Dateline International Hotel and no less than the Majesties King Tupou VI and Queen Nanasipau'u of Tonga gave a blessing on the grand opening and the New Zealand Pacific Economic Development Ambassador Matua Shane Jones gave a speech during the big event. Prime Minister of Tonga Hon. Samiuela 'Akilisi Pohiva also gave a speech and the vote of thanks was given by Managing Director of Reddy Group, Rohit Reddy.
- PTI had some discussions with the Programme Manager of the Ministry of Commerce, Tourism, Technology, Innovation and Labour about a possible investment workshop in Tonga this year.

Key Partnerships January–March 2017

- PTI attended the business to business meeting and strengthen the relationship with the Economic Development Agencies (EDAs) in Marshall Islands, Tonga, Samoa, Fiji, Vanuatu, Papua New Guinea and Solomon Islands
- PTI attended Tongan Business Mission in Tonga and make a courtesy call to the Ministry of Commerce, Tourism, Trade, Innovation and Labour and met with other government agencies which can help in future investment deals
- PTI attended Tongan after 5 event at Auckland University
- PTI attended forum with Hon. Minister Milner Tozaka of the Solomon Islands

Quarter 2, 2017: April–June 2017

- PTI Investment Auckland continued coordinating with Vector NZ, the biggest energy company in New Zealand and the IPAs in Solomon Islands, Tonga, Fiji, FSM and RMI and some key private sector companies in Fiji and Solomon Islands.
- PTI facilitated Niue's resort development project worth about \$850,000. The investor was a Niuean-born businessman who participated in the Return to Roots Mission in Niue in 2009. The project proponent met with a lot of challenges especially on the sticky land issues in Niue. He finally settled and resolved the issues with his family relations and convinced to do his resort project in their ancestral land.

- PTI facilitated a possible joint venture between a Chinese Railway Company and a local company in Fiji on tourism development project. PTI organised the meeting between the two parties and will meet again to discuss the detailed plan of the resort project and structure of the joint venture. The Fiji company has prepared and gave the company brochure, resort property valuation, and resort developmental plan to the interested Chinese investor.
- PTI Chief Investment Officer facilitated with Kiwi Q Power Ltd (PacificHub), Cooperative Energy Company in PNG with a possible Asian investor for the Mongi Bulum Hydro Power Project in PNG. PTI also informed the PNG Power Ltd and IPA PNG regarding the hydro power project. The Asian investor went to PNG to meet the key officials of PNG Power Ltd and IPA PNG a few weeks ago to discuss the details of the project. The Asian investor will go back with a business proposal on how to tackle the hydro power project in PNG.
- PTI Investment Auckland facilitated with Vector NZ and Solomon's Power Agency and Private Company in Solomon Islands for a possible Public Private Partnership (PPP). Vector NZ is also currently negotiating with the Tongan power company on the possible PPP project.
- PTI Auckland also facilitated with a possible joint venture with Vector NZ and China Railway NZ Ltd for solar power projects in the Pacific Islands. They had two meetings already and discussions are still on-going. Both parties are waiting for the decision of Vector's higher management level. This is a good opportunity for both parties to join their forces which are based on comparative advantages and mitigate the financial risks.
- PTI Investment team discussed with a Fijian Group of Companies (Grace Road Group) that is interested in expanding its business to other Pacific Island Countries especially in property development sector, food processing and agribusiness projects.
- PTI gathered several investment projects particularly on essential oils, agriculture, logging business, aquaculture, coconut products, jewels business, property development, IT and renewable energy projects.
- PTI facilitated a Fijian businessman (Rasalato Yanuyanurua) who is interested in doing business in PNG on processed timber and export it to the US and European markets. PTI Chief Investment Officer endorsed the Fijian businessman to the IPA PNG to look for possible suppliers and local businessman who would like to partner with him.
- PTI is currently writing a report on the PacificHub investment facilitation website for audit purposes. It is a detailed report which describes the beginning of communication between the possible investors and PTI Investment Auckland. It also explains the coordination of

PTI Auckland with the Investment Promoting Authority in the Pacific Islands and other government agencies directly supervising the particular hydro power project.

- PTI Auckland Office facilitated with a possible investor (John Jarvie - PacificHub) from PNG who is interested in advanced aquaculture projects in other Pacific Islands.
- PTI's Chief Investment Officer met the key official of the Ministry of Commerce, Innovation, Tourism and Labour (MCITL) at the PTI Auckland Office to discuss the possible Investment Workshop in Tonga.
- PTI was contacted by a group of Canadian businessmen who are interested to do business in Fiji. They are planning to undertake a business scoping exercise this October and asked for some leads on who to contact in Fiji government and key private sector. They want to pass by New Zealand before going to Fiji. PTI Chief Investment Officer invited them to visit the office and brief them about business opportunities in Fiji. PTI may even accompany them to Fiji and visit several government and private companies in Fiji.
- PTI met a NZ businessman (Graeme Laurence - Grocery Growth Group) who is interested in a food processing business in Tonga, Fiji and Samoa. He met with PTI through the PacificHub website. The NZ businessman is now firming up his business undertaking will go back to present his value proposition.

Key Partnerships April-June 2017

- PTI Auckland had a meeting with the Investment Promotion Authority of Solomon Islands and High Commissioner of Solomon Islands at the PTI Office.
- PTI attended the Fisheries Forum which discussed the performance and outlook of the Fishing Industry in the Pacific Islands.
- PTI attended PACER Plus Symposium organised by the NZMFAT at the MFAT office
- PTI attended NZ Tonga Business Council's AGM at the MFAT office.
- PTI attended the 30th Anniversary of the NZ Fiji Business Council which was attended by key official from the Fiji Government and Fiji NZ Business Council
- PTI conducted Pacific Path to Market workshops in Nadi and Suva. Chief Investment Officer did a presentation on finance in Fiji. While in Fiji, PTI attended one of the activities of the NZ Fiji Business Mission.

Quarter 3, 2017: July-September 2017

- PTI continued coordinating with a possible joint venture between a Chinese Railway Company and a local company in Fiji on tourism development project. The Chinese investor went to Fiji to do a due diligence and

went to see the government agency for some relevant documents on the project. They are now preparing to do a Memorandum of Understanding to delineate the areas of investment

- PTI Chief Investment Officer continued facilitating with Kiwi Q Power Ltd (PacificHub), Cooperative Energy Company in PNG with a possible Asian investor to do the Mongi Bulum Hydro Power Project in PNG. PTI also informed the PNG Power Ltd and IPA PNG regarding the hydro power project. The Asian investor went to PNG to meet the key officials of PNG Power Ltd and IPA PNG a few weeks ago to discuss the details of the project. The Asian investor will go back with a business proposal on how to tackle the hydro power project in PNG.
- The PowerSmart, a newly-acquired company of Vector NZ and Solomon's Power Agency and Private Company in Solomon Islands for a possible Public Private Partnership (PPP). PowerSmart is also currently negotiating with the Tongan Power on the possible PPP project.
- PTI gathered several investment projects particularly on essential oils, agriculture, logging business, aquaculture, coconut products, jewels business, property development, IT and renewable energy projects.
- PTI Auckland Office facilitated with a possible investor (Kamel Moz - PacificHub) from Dubai who wants to do advanced aquaculture project in Kiribati and Tuvalu. PTI liaised with the Kiribati and Tuvalu Investment Promotion Officer to help Kamel to provide him relevant information on "how to do business" to their country.
- PTI's Chief Investment Officer liaised with the IPA in PNG, Fiji and Vanuatu and Ken Pan of the Trade and Industry Association in Singapore (TIAS) who is helping his Chinese investors to invest in big-ticket projects in those selected countries. They are looking at gold mining projects, commercial cargo and passenger airlines, low-cost housing projects and value-added food products.
- PTI Auckland Office continued coordinating with the investors who inquired some relevant information through the Pacific Hub.

Key Partnerships June-September 2017

1. PTI Auckland attended the Forum Leaders' Meeting in Samoa and conducted the Path to Market Workshop in Apia.

Quarter 4, 2017: October-December 2017

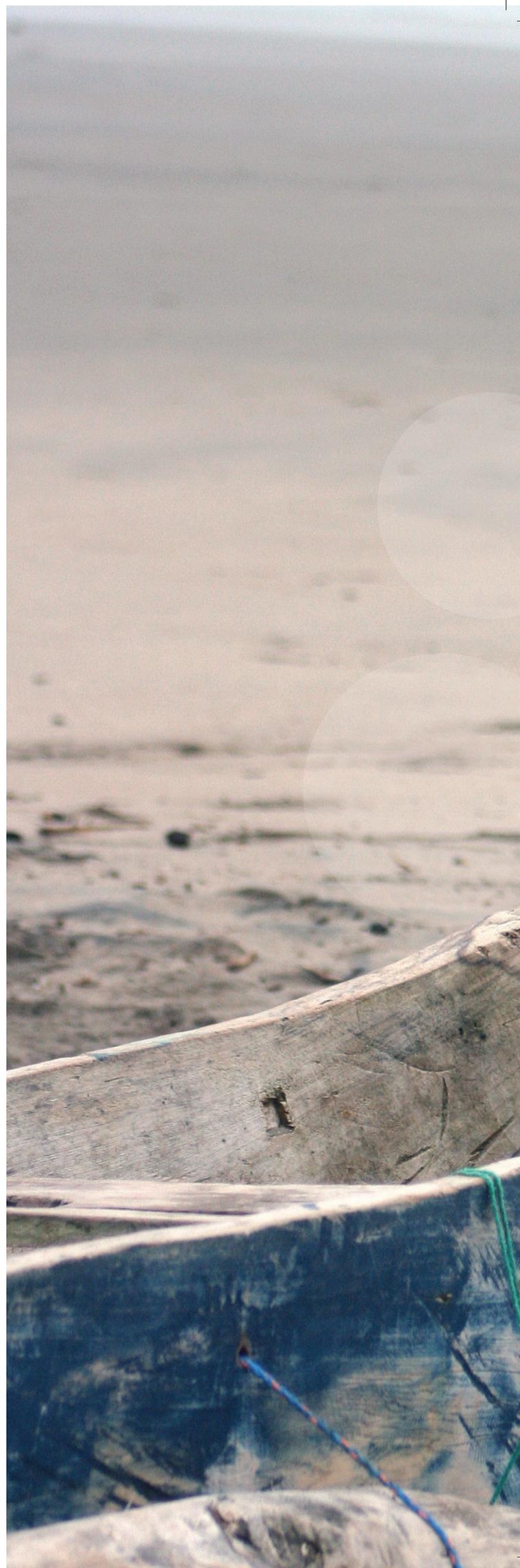
- PTI Senior Management Staff was invited to attend the Anhui Economic Forum in Anhui Province in China and invited the representatives from the Economic Development Agencies and Chamber of Commerce in

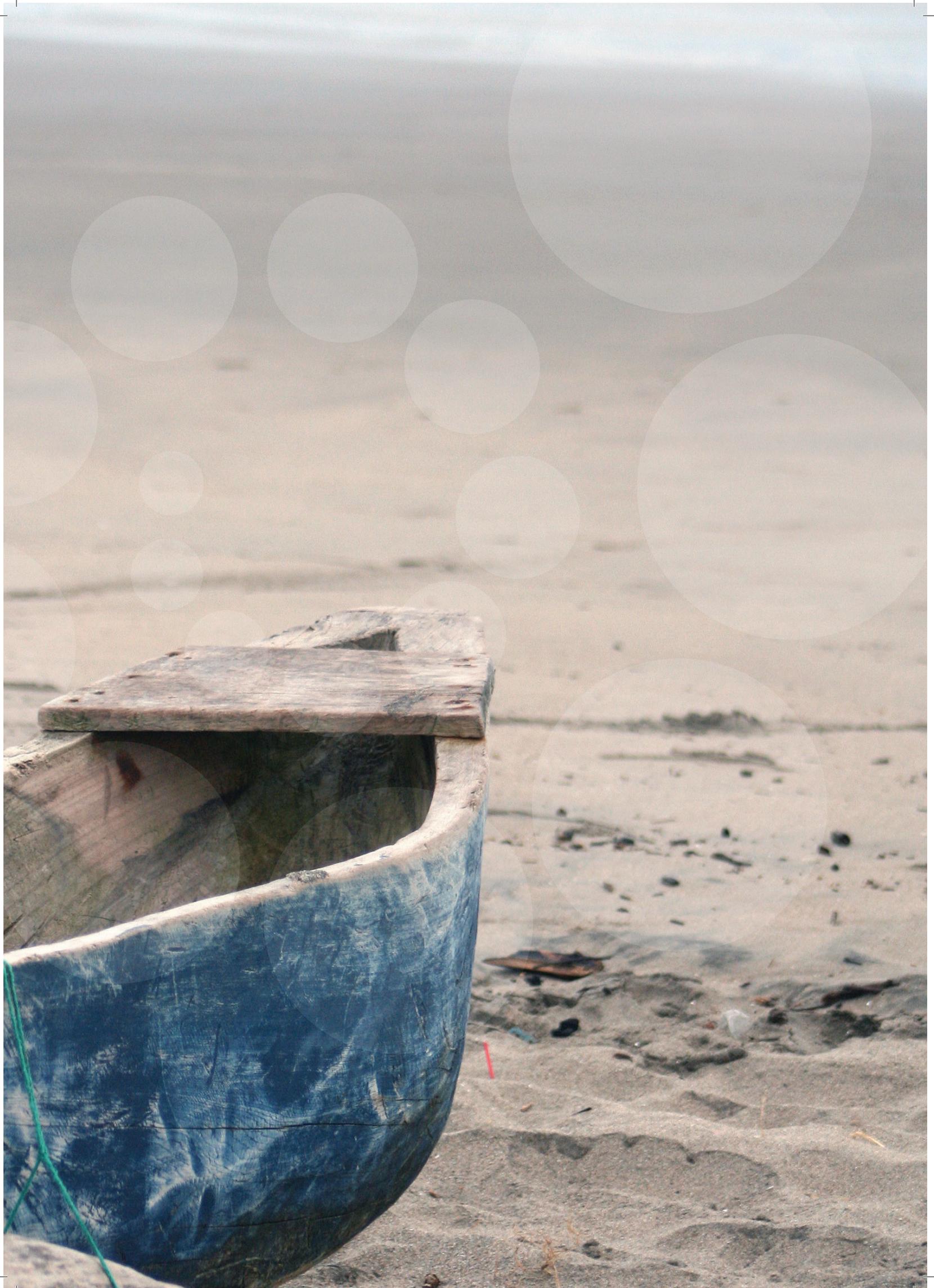
Tonga, Fiji and Papua New Guinea. All the representatives did a brief presentation to the Anhui government officials and local businessmen to encourage them to look at the investment opportunities and do an inward investment in the Pacific Island countries. The Anhui Government organized the official event and spearheaded project site visits to several commercial and industrial sites in the Anhui Province and other two provinces. Right after the meeting, PTI submitted three distinct investment projects in Tonga, Papua New Guinea and Fiji for the Chinese government and business people to look at. PTI also invited the Anhui government and other business people to visit the PTI Auckland Office and the three Pacific Island countries.

- PTI Investment Sector continued coordinating with the resort development project in Fiji. The part-owner and possible Chinese group had several meetings already in Auckland and also in Fiji.
- PTI Senior Management Staff met Jurgen Tanpho, General Manager-Asia of American Data Exchange Corporation (ADEC) in Manila. During the meeting, it came out that there is good opportunity for a possible joint project on an online conference in the Pacific Islands. ADEC did a similar project with ADB but it is only limited for Asian countries and the possible joint project between PTI and ADEC will include the Pacific Islands. This is a new breakthrough in doing an online international conference with the Pacific leaders, chamber of commerce, local entrepreneurs in the Pacific Islands organized and supervised by ADB people. Initial talk was done also with the ADB people for possible funding of this project.
- PTI Investment continued its coordination with Ken Pan of the Trade and Industry Association in Singapore (TIAS) for possible follow up investment mission in Asian country.
- PTI Auckland Office continued coordinating with the investors who inquired some relevant information through the Pacific Hub.

Key Partnerships October-December 2017

1. PTI Auckland attended the meeting and conference with the NZ Fiji Business Council.





Output Three

Output Class Three/ Marketing, Research & Communications

January-December 2017

Overview

Performance Measures	PROGRESS	12-Month Performance standard 2017
Pacific Periscope newsletters	33	26
Quarterly Trade Winds	4	4
Annual Trade Winds	1	1
Market research reports/ case studies	8	8
Client testimonials	21	20

Marketing, Research & Communications Report

Pacific Periscope newsletter

In 2017, PTI New Zealand published 33 editions of the Pacific Periscope newsletter. A total of 198 stories profiling 88 of PTI New Zealand clients were published to a mailing list of 4000 recipients. The stories were read 24,069 times. Content on Pacific Periscope was aligned with PTI New Zealand's activities throughout the year. Every Path to Market programme workshop received coverage. Every inward trade mission was covered in detail with profiles of every participating company as well as their experience at the trade show and outcomes if any catalogued. Pacific Periscope stories also formed the basis of news releases and other news-based communications sent from PTI New Zealand for publishing and broadcasting in the mainstream media. More than 30 Pacific Periscope stories were re-published in media outlets across the Pacific including in Pacnews, the only pan-Pacific news service serving the Pacific Island countries.

READERSHIP SURVEY: A readership satisfaction survey conducted revealed 91 per cent recipients of Pacific Periscope were satisfied; 91 per cent of the readers read more than 2-3 of the 6 stories in each edition and 98.12 per cent said that Pacific Periscope created a better understanding of the Pacific economy. Pacific Periscope is in its seventh year of continuous publication and distributes stories from the entire PTI Network's offices.

Media services to PTI clients

In 2017, 21 media releases featuring PTI New Zealand events and programmes were written and despatched to main stream media outlets and news agencies across New Zealand, the Pacific Islands and Australia. The media releases pertained to events like all inward missions and trade shows, outward business missions and profiles of key businesses participating in the trade shows. PTI New Zealand also arranged news conferences ahead of and during events and trade shows. Events covered were: Pasifika Festival, Auckland Food Show, Chocolate & Coffee Show, Auckland Spring Home and Gift Fair show, Live Well Festival and the Otago University partnership, Product launches for Samoa Wild Turmeric at Parnell Farmers Market; Samoa Fresh and Frozen Taro in Auckland; Tonga's Nishi Trading Fresh and Frozen products; inbound and outbound trade missions - French Polynesia; Tonga Trade Mission and Tonga Business Excellence Awards. PTI received more than 150 media appearances throughout the Pacific, New Zealand and Australia in print, online, radio and television media.

Social Media Platforms

PTI New Zealand stepped up presence on social media platforms. With an average of 8 weekly updates across 3-4 platforms, interaction on the Facebook page stands at 56,000+ likes and follows. PTI New Zealand covered five events live on Facebook. The LinkedIn page has 489 connections and the recently launched Instagram page has 142 followers. YouTube had 15 clips uploaded in 2017. All social media pages link up with content on Pacific Periscope. Path to Market alumni have been featured extensively on



A visitor at the J Punja booth at the Auckland Food Show as part of the PTI Path to Market Programme. Like J Punja, more than 88 companies working with PTI were profiled in Pacific Periscope during the year.

Facebook Live, Instagram and YouTube whenever they have participated in the inward trade missions and at trade shows.

Internal publications

PTI New Zealand published four quarterly issues of Trade Winds and 1 Annual Report.

Case Studies

PTI New Zealand published eight case studies: 1) Solomon Islands Timber – navigating path into NZ, 2) Samoa Wild Turmeric – New product launch; 3) Tavulomo Coconut Processing Ltd – adjusting to changing trends; 4) Nishi Trading – A multi-layered marketing approach; 5) Path to Market – a well-structured pathway into the NZ marketplace 6) Trade shows – Clients' learnings leads to positive action; 7) Deal by Science – The Otago Partnership 8) From single origin bean to premium product – Solomons Gold.

Key Highlights by Quarter

Quarter 1, 2017: January–March 2017

1. Pacific Periscope newsletter – Monthly outputs:

- January – 12 stories – 8 NZ; 2 Aus, 1 Japan, 1 China
- February – 18 stories – 13 NZ, 4 Aus, 1 Geneva (+Waitangi special edition)
- March – 37 stories – 33 NZ, 2 Aus, 2 China (Includes 8 Pacific Path to Market special editions.)

Total – 67 stories including 55 NZ stories and 12 PTI network stories (Australia 6, China 3, Geneva 1, Japan 1)

- Pacific Periscope – Word Press Stats – Views per month
- January – 1029 views – Top story – Australia's Microstate Visa brings in Kiribati workers
- February – 1853 views – Top story – Niue Tourism gets makeover
- March – 4678 views – Vavaú brings oils fit for royals

2. Pacific Path to Market - Pasifika Festival 2017

Media Communications Campaign – 28 February to 4 April 2017

PTI Pacific Path to Market 2017 Communications Report (in progress)

Highlights of media campaign:

- 8 Special editions of Pacific Periscope from 28 February – 28 March 2017
- 33 company profiles of Pacific Path to Market companies in Pacific Periscope
- Includes one PP edition in February and March pre- and post-Pasifika Festival
- 7 media releases – pre/during/post-event to NZ and Pacific participant media.
- Media Meet & Greet at Te Mahurehure Marae – 12-15 invited media.
- Social Media – Posts on Facebook and LinkedIn – Pre-, during and post-event follow ups.
- 3 YouTube videos – more pending post production and uploading

Outcomes

- 100+ appearances of news releases and PP stories in print, broadcast and online media in NZ, Australia, Fiji, Samoa, Tonga, Solomon Islands, Papua New Guinea, Vanuatu, Marshall Islands, Palau, Timor Leste, and the EU.
- 20+ news releases and PP stories distributed by Pacnews/ Pacific Islands News Association, which has a 500+ subscription list of news outlets worldwide.
- Radio interviews – Radio NZ, Pacific Media Network + various in-country media interviews
- Tagata Pasifika TV pre-event news item.
- Te Kaea Maori TV event news item.
- Online Maori Radio & TV channel – event news items.
- 4500+ views on PTI Facebook
- 4500+ views on PTI Periscope blog
- TV & Radio Interviews - Tagata Pasifika; Radio New Zealand: interviews with Indira Stewart, Sally Round; Fairfax Media/Stuff – Madison Reidy Pacific Media Network – Breakfast Brian Sagala, News interviews – Ruci Farrell; Radio Samoa; Te Kaea; Te Mania Jones – Northland online; plus various in-country interviews
- 3. Trade Winds – 1st Quarter – completed
- 4. Annual Report – 2016 – in progress.
- 5. Social Media – Regular multimedia updates on Facebook, LinkedIn, YouTube and Google+
 - PTI Facebook page – 57.4 plus actively on the page around 1-2k, posts 3x weekly,
 - PTI LinkedIn Followers – 394 followers – updated weekly.
 - PTI Google+ - 5 Followers; 46,143 views – updated 1-2x

weekly.

- PTI YouTube channel two new clips posted in February from Pacific Path to Market
- 6. Media events, news release and publications; Media releases/contact for coverage of events: PTI Pacific Path to Market – Pasifika Festival Feb-March 2017
- 7. Content generation, classification and storage:
 - Writing, compiling of client profiles; all Pacific Periscope stories, original photos and comments across Facebook, LinkedIn, YouTube and other social media platforms.
 - Classifying all photos and videos on internal cloud for easy retrieval by team members
- 8. Research reports/case studies in progress – TBC



The PTI Pacific Path to Market Programme at Pasifika Festival received wide publicity. Here, journalist Ruci Farrell interviews PNG's Sharlene Gawi about her country's unique bilum handicraft that proved popular in Auckland.

Quarter 2, 2017: April-June 2017

1. PTI Communications & Marketing team published seven editions of Pacific Periscope with 19 stories in April and 12 each in May and June, amounting to 43 stories for the quarter:
 - April – 19 stories – 2 China
 - May – 12 stories – 1 China
 - June – 12 stories – 1 Australia, 2 Japan, 1 PIC TokyoTotal – 43 stories for the period (7/43 other office's contributions)
2. PTI Communications & Marketing team coordinated the design changes in the corporate logo and the transition process for the updated logo to appear on PTI marketing, media and communication assets across media platforms.
3. PTI Communications & Marketing team designed a certificate to be handed to participants of the Pacific Path to Market programme in acknowledgement of their participation in the workshops across the Pacific.
4. PTI completed a readership survey of Pacific Periscope recipients and received excellent feedback for the newsletter's content, design, usefulness and relevance,

with nearly 90 per cent positive feedback (please see accompanying report).

5. PTI Communications & Marketing team attended the Pacer Plus briefing organised by the MFAT at the MFAT Auckland office.
6. PTI Communications & Marketing team attended the Fisheries Forum, which discussed the performance and outlook of the Fishing Industry in the Pacific Islands.
7. Pacific Periscope (Word Press)/ Social Media stats
 - Views per month for Pacific Periscope
 - April – 2,699 views – Top story – Bridging a tiny island
 - May – 2,610 views – Top story – Auckland gets first Pacific restaurant
 - June – 2,358 – Top story – Samoan Vanilla grower
 - Top stories for the quarter – Samoan vanilla grower's hobby grows to lucrative business; Bridging a tiny island and China; Auckland gets its first Pacific themed restaurant.
 - Social Media – Facebook, YouTube and Google+
 - a. PTI NZ Facebook page – 56,813, updated 3x weekly.
 - b. PTI NZ Google+ - 8 Followers; updated 1-2x weekly.
 - c. PTI YouTube – 2 clips uploaded in June on Youtube – Solomon Islands
 - LinkedIn
 - 427 - Total Followers. Updated weekly or as needed.
 - April – reach – most impressions - 1559
 - May – reach – most impressions – 923
 - June – reach – most impressions – 1260
 - Demographics – 29% Senior; Entry 17.4%; Manager 15%; Director 11.3%; Owner 7.2%
 - Industries: International Trade & Development 8.8%; Management Consulting 6.2%; Higher Education 6%
 - Visitors – Senior – 44.5%; Manager 27.6%; Entry 10.2%; Director 4.8%; Owner 4.4%
8. Trade Winds – 2nd Quarter – completed.
9. Annual Report – 2016 – In progress.
10. Media events, news release & publications; Media releases/contact for coverage of events: PTI NZ Path to Market – Solomon Islands and Vanuatu (May, June); PTI NZ Pacific Hub, Auckland Food Show (May, June)
11. Content generation:
 - Writing, compiling of client profiles; all Pacific Periscope stories, original photos and comments across Facebook, LinkedIn, YouTube and other social media platforms.
 - Research reports/case studies in progress
 - a. Timber – Solomon Islands
 - b. Health Foods – Turmeric Juice

Quarter 3, 2017: July-September 2017

1. Pacific Periscope newsletter – Monthly outputs:

- July – 4 Editions, 22 stories – includes Special -Food show edition, Other office stories: 1 China, 1 Sydney
- August – 3 Editions, 18 stories; Special edition – Auckland Gift Fair; Other offices: 1 Sydney, 1 China, 1 Japan, 1 Geneva office
- September – 3 Editions– 19 stories, Other offices - 1 Geneva, 2 China, 2 Australia
- Total – 10 editions, 59 stories for reporting period (includes 2 China, 2 Australia, 1 Geneva)

Pacific Periscope – Word Press Stats –

- Total views to date – 24,223; Visitors, 12,974
- Views per month -
- July – 3007 views – Top story – New Turmeric drink adds spice at Food Show
- August – 2732 views – Top story – Path to Market for Ngali nuts
- September – 2246 Top story – Promoting Tonga’s fledgling Mabe pearl industry

Mail Chimp: 4,000+ recipients

- July – average open rate 18.05%, 3.05% click rate
- August – average open rate 16.9%; 2.4% click rate
- September – average open rate 15.9%, 2.5% click rate

LinkedIn

- 440 - Total Followers
 - July – reach – stats unavailable
 - August - reach – stats unavailable
 - September – reach – stats unavailable
 - Demographics – 41.13% senior; 26.61% Manager, 9.68% Entry; 6.45% Owner
 - Industries: International Trade & Development 28.57%; Government Relations 17.14%; Health, Wellness and Fitness 11.43%, Banking 3.81%
 - Top Countries – New Zealand 47.78%; Australia 30%; Fiji 4.44%; USA 4.44%; China 3.33%
2. **Trade Winds** – Third Quarter – completed.
 3. **Annual Report** – 2016 – completed.
 4. **Social Media** – Facebook, LinkedIn, YouTube and Google+
 - PTI Facebook page – 56,817, updated 3x weekly, daily during events.



- PTI LinkedIn Followers – 440 followers – updated weekly (additional during events)
 - PTI Google+ - 87 Followers; updated 1-2x weekly.
 - PTI YouTube – 1 clip, edited and uploaded, July, 4 clips in August/Sept on Youtube
5. **Media events, news release & publications:** Media releases/contact for coverage of events: PTI NZ, Fine Foods, August, Gift and Homeware, Chocolate and Coffee Show, September,
6. **Content generation:**
- Writing, compiling of client profiles; all Pacific Periscope stories, original photos and comments across Facebook, LinkedIn, YouTube and other social media platforms.
 - Studying IBIS research reports for recommending subscription on reports involving key products of interest in the NZ market
7. **Research reports/case studies in progress**
- Timber – Solomon Islands- ongoing
 - Health Foods – Turmeric Juice – ongoing
 - Tracking Path 2 Market --ongoing
 - Leveraging the story – ongoing
 - Cocoa to chocolate from the islands -- ongoing
 - Supply chain
 - Bilum and handicraft

Quarter 4, 2017: October-December 2017

1. **Pacific Periscope newsletter** – Monthly outputs:
- October – 2 editions; 13 stories
 - November – 2 editions; 12 stories
 - December – 2 editions; 15 stories
 - Total 6 editions; 39 stories for the quarter;
2. Quarterly Report: Q4 Trade Winds – completed in January 2018
3. **Annual Report:** Completed

Case Studies: 8:

- Solomon Islands Timber – navigating path into NZ,
- Samoa Wild Turmeric – New product launch;
- Tavulomo Coconut Processing Ltd – adjusting to changing trends;
- Nishi Trading – A multi-layered marketing approach
- Path to Market – a well-structured pathway into the NZ marketplace
- Trade shows – Clients' learnings lead to positive action;
- Deal by Science – The Otago Partnership

- From single origin bean to premium product – Solomons Gold.

4. Client Testimonials –21 –completed.

Social Media:

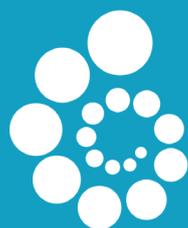
PTI's social media pages of Facebook and LinkedIn pages updated as per social media calendar:

- Facebook (56,000+ likes) three times regular weekly updates and as required.
- LinkedIn (489 Followers +23 in quarter) initially three times, but now Wednesday only unless required.
- Instagram added July 2017 for Auckland Food Show – 142 Followers to date.
- Google+ - Weekly posts – 14 subscribers
- YouTube – 15 video clips for the year.

Communications and media liaison services:

- Dunedin visit to Otago University: Stories for Pacific Periscope published; Video clip of winning team uploaded to youtube; Fb and Google+
- Live Well Festival – photos taken, posted on Fb.
- Path to Market workshop in Tonga -Dev Nadkarni and Joe Fuavao presenters.
- CCISM French Polynesia Trade Mission to New Zealand– in-country - social media support through Facebook (two video clips added) Instagram and LinkedIn; Pacific Periscope stories on 3 of the company delegates – Tevi Tahiti; Nesian;
- Tonga Business Excellence Awards Dinner: Video clip filmed of Mike Greenslade for event presentation as requested by event organisers.
- Aelan Chocolates nominated for Cocoa of Excellence in Paris – social media post shared pre-event.
- Social media support for Northern Pacific Path 2 Market workshops; Periscope story published.
- PCF Interns start – Pacific Periscope stories published and posts across PTI social media platforms.
- Pacific High Commissioners Breakfast attended. Live Facebook Feeds and video clips; instagram posts; Periscope stories published.
- Trade 2018 – Gold Coast 2018 Commonwealth Games meetings with Lisa Ward and Yasmahne Hanel from Commonwealth Games office and Luncheon. Social media posts; Instagram; LinkedIn and Periscope story.
- Private Sector Investment in the Pacific Report launch at University of Auckland; photos and story for Pacific Periscope and social media.
- Island Time – New Zealand Pacific Futures Book Launch at Auckland University – social media posts.
- End of Year PTI Christmas party – social media.





Pacific Trade Invest
New Zealand