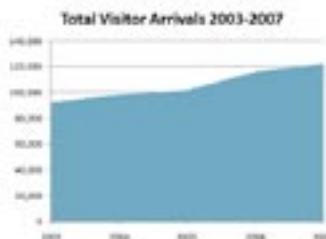




Samoa Tourism has been going from strength to strength - and considering the brilliant marketing we have seen associated with Samoa.Travel's new web presence it is no wonder this sector is growing.

A series of international website launches has placed Samoa firmly on the map. After Fiji, Samoa attracted the largest number of tourists during 2007, a number which has been steadily increasing over the last four years.

Samoa's new website is packed with useful information for the prospective visitor which can only add value to this country's already sterling tourism record.



# 'THERE SHE BLOWS!'

A whale story by Wild Candy Pty Ltd

It's the faint puff of spray on the horizon that gives it away. The thin mist of spume hanging in the still air, a telltale breath released after forty minutes submerged in the depths. A whale, maybe even two or three. Our boat creeps forward through flat waters. A shout, 'there!' and forty tonnes of humpback whale erupts into the air just a few metres from our bow. Seconds later a five metre calf hurtles in its mother's wake, streamlined, mimicking every twist, every desultory tail slap. The boat is awash with laughter, chatter and tears. And everyone is soaked in the salty waters of the South Pacific.

This is whale watching in the Vava'u group of islands, part of the Kingdom of Tonga. Nature based tourism is one of the fastest growing industries on Earth and there's simply no greater thrill than seeing a wild animal in its own habitat, especially one of the largest creatures on the planet, the Humpback Whale.

Every year thousands of Humpbacks leave their feeding ground in the Antarctic and head north to warmer climates. Their epic journeys, covering thousands of miles, are one of the most remarkable migrations of any creature. For many Humpbacks the destination is the same as it's been for centuries, the Vava'u archipelago. In these tropical waters between June and October calves are born, new mates are chosen and the whales celebrate their journey's end in a revelry of breaches, tail slaps and aquabatics!

Since 1993 there's been another migration to these waters. Along with the whales come hundreds of human visitors anxious for a glimpse of these almost mythical creatures. And with the whale watching industry globally worth more than a billion dollars these denizens are hot property.

But Tonga has the edge over other countries in this hugely popular strand of eco tourism. Here, it's not obligatory to remain thirty metres from the whales within the confines of a boat. For

## PNG-AUSTRALIA ALUMNI ASSOCIATION

### Have you ever studied in Australia?

Great news for the increasing number of Papua New Guineans who have studied in Australia, or through an Australian education institution.

There is now an Association to support this growing pool of graduates. The PNG-Australia Alumni Association (PNG-AAA) is open to any of these alumni regardless of whether they studied under a sponsored program or were privately funded.

The PNG-AAA is yet another scheme that will strengthen relationships within the Pacific Region and provide a medium through which dialogue about the future of Australia and Papua New Guinea can foster and grow. Not to mention the sense of belonging and camaraderie that comes with joining such fraternities.

Contact us for more information on PNG-AAA and how to join.

Tel: (612) 9290 2133; Fax: (612) 9299 2151; E-mail: info@pitic.org.au



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# PACIFIC OUTLOOK

Creating Opportunities Between Australia and the Pacific



**Pacific Islands Trade and Investment Commission, Sydney**  
Creating Opportunities Between Australia and the Pacific

ISSN 1834-5077

# PACIFIC OUTLOOK

July - August 2008

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## MESSAGE FROM THE TRADE COMMISSIONER

Almost all aspects of PITIC work, from tourism promotion, information dissemination, export and enterprise and investment development are featured in this Pacific Outlook edition.

Our latest and limited publication, Australian Outbound Travel 2007, is a statistical presentation of visitor movements from Australia into the region during 2007 and an interpretation of these figures.

There is a collection of stories to demonstrate the value of business partnerships and strategic alliances between small and large commercial operators. We also take a look at environmental planning.

PITIC expects to welcome a new Trade Commissioner in mid October and at this time, I would sincerely like to thank each and every person I have had the pleasure of working with during my term as Trade Commissioner. The friendship and camaraderie I've discovered during my time as head of PITIC is greatly appreciated as is your support in strengthening the cause of PITIC's work in the region. To my colleagues, Ruth, Robyn, Patrick, Chris and Paula, I am honoured and am very grateful for the opportunity to have worked with you all individually and as a team. I know PITIC's achievements in the region are in no small way due to your professionalism, commitment and dedication. Tenk yu tru, I wish you all the very best in your future endeavours and ongoing contributions to the region's economic growth initiatives.

**Aivu R Tauvasa**  
Trade Commissioner

**Pacific Islands Trade and Investment Commission (Sydney) Australia**  
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**www.pitic.org.au**

## MUST KNOW INFO FOR TOURISM AGENCIES

PITIC is pleased to present its latest free publication, the *Australian Outbound Travel 2007*.

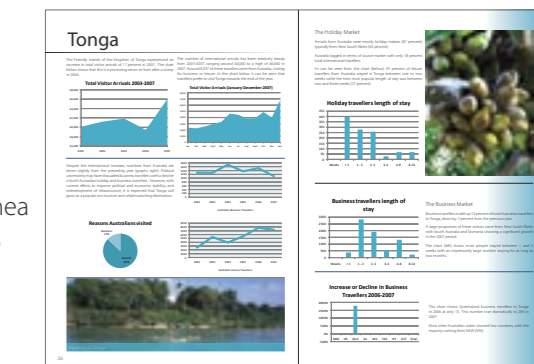
Containing useful information for those interested in the tourism industry in Australia, New Zealand and the Pacific Islands the report assesses travel statistics and insider information on the following countries:

**Micronesia**  
Kiribati  
Nauru  
FSM  
Palau  
Marshall Islands

**Melanesia**  
Fiji  
Papua New Guinea  
Solomon Islands  
Vanuatu

**Polynesia**  
Cook Islands  
Niue  
Samoa  
Tonga

You will see which destinations are attracting the most visitors, how long they are staying, why they are travelling and much more.



To get your free copy call or email us today.  
Tel: (612) 9290 2133; Fax: (612) 9299 2151;  
E-mail: info@pitic.org.au



This newsletter is printed on recycled paper

## Brought to you by **business.gov.au**

PITIC has partnered with the Australian Government's business information portal [business.gov.au](http://business.gov.au) to provide you with guides and for setting up or running your small business. In previous issues we've looked at starting a business, now we move on to an issue vitally important to the Pacific Region:

### ENVIRONMENTAL PLANNING

Protecting the environment is vital to sustained economic growth and most especially in the Pacific Islands where both mineral resources and places of natural beauty generate the primary sources of income.

Another benefit is the boost to a company's reputation with national and international customers giving recognition for having the resolution and resources to go green.

Whatever your level of impact there are incentives, guides, tools and information available to help manage your environmental impact and minimise it where appropriate.

#### Business Benefits & Planning

Businesses with successful environmental management plans and practices not only help the environment but can also introduce *significant benefits* for their own business.

By introducing sound environmental management practices and reducing your environmental impact overall, your business can profit from cost savings through efficiency or productivity gains.

Your business can also profit in a number of other ways including:

- Receiving assistance and grants from your government
- Spending less on raw materials, energy and water
- Receiving recognition through numerous environmental awards
- Finding new market opportunities for "green" goods and services
- Improving workplace safety through reduced waste and use of industrial chemicals.

There are various easy and practical ways you can achieve these gains such as recycling and waste reduction. We will focus on some of these methods in the next issue.

To find out who to contact in your country to find out about government incentives send an enquiry to [info@pitic.org.au](mailto:info@pitic.org.au)

For more information on these and other business issues please visit the Australian Government's business website at [www.business.gov.au](http://www.business.gov.au)

### BUSINESS PARTNERSHIPS IN VOGUE

In a bid to demonstrate the usefulness of regional business partnerships we take a look at a small, start up clothing design business in PNG and a well established garment manufacturing company in Fiji.

Over the last two years After Dark Fashions from PNG and United Apparel (Fiji) Limited have been building a business relationship following an initial introduction through PITIC's Young Entrepreneur Development Program (YEDP).

This business arrangement has focused mainly on the supply of corporate uniforms. United Apparel is Fiji's largest manufacturer and exporter of high quality men's and women's garments including corporate apparel. The clientele of this business partnership is a composition of high profile financial institutions, airlines services and the hospitality industry.

After Dark Fashions is a Papua New Guinean owned company and is an agent of United Apparel (Fiji) Limited. With PITIC support, ADF Managing Director, Kathleen Ipi Johnson and her assistant, Rachel Leka embarked on a week long training programme at the UA factory just outside of Suva. Ms Johnson and Ms Leka had the opportunity to see first hand the production line and the privilege of meeting the Chairman and founder of United Apparel, Mr Ramesh Solanki.



Two of the ADF team, (left to right): Rachel R. Leka and Kathleen Ipi Johnson

With a supplier as reputable as United Apparel, ADF has the potential to make a break-through into PNG's tough garment supply market. For a small firm which has only been in the industry for less than two years ADF has done well and is continuing to establish a diverse corporate clientele base with both large and small organisations in the private and public sectors. Although the focus is on supplying quality corporate wear, ADF is also working towards promoting PNG Art and Design by resurrecting the once classy and popular style concept Toana Wear, somewhat similar to the Fijian Bula Wear.

There is so much more to the garment and textile industry than the sewing and supplying of garments. Constantly creating innovative and climate friendly designs is something well and truly overdue in the Pacific. ADF and UA have identified this need as critical to meeting growing client demand whilst remaining unique.

As the ADF team reports, "to be part of a diverse industry is in and of itself challenging and rewarding. To have the backing of such a well established firm as United Apparel is not only a privilege but an assurance that young and vital companies such as ours can achieve our full potential and bring benefit in return to our larger partners."

PITIC wishes ADF and UA every success in their business partnership and their future commercial ventures.

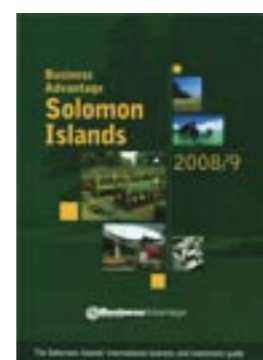


### GETTING AHEAD IN THE SOLOMON ISLANDS

The new 2008/9 Business Advantage : Solomon Islands is a vital tool for anyone considering, or already doing business in this strengthening nation.

As Solomon Islands Prime Minister, the Hon Derek Sikua, says in his foreword, "It provides the international community with an overview of the Solomon Islands' economy and the growing commercial opportunities it offers."

Some of the issues covered in this edition are:



#### Current Business Climate

"With its recent Foreign Investment Act starting to attract investors and a new Government committed to a sustainable medium-term fiscal strategy, the Solomon Islands is finally emerging from its recent troubles."

#### Tourism Investment

"With less than 20,000 visitors per year, the Solomon Islands is clearly not the first place people think of when they are planning a

holiday in the South Pacific. However there are signs that the industry is finally starting to generate some momentum."

#### Who's Who

A detailed list of business contacts in the Solomon Islands and a valuable compilation of online resources.

#### Fisheries

"The Solomon Islands lies in one of the world's richest fishing grounds, especially for tuna, and has a rich tradition of harvesting the sea's resources."

#### Mining

"The Solomon Islands sits within the rich mineral arc that stretches between New Zealand and Papua New Guinea, and already has a proven track record as a gold producer."

#### Agribusiness & Trade

"A warm, tropical climate, good soils and reliable rainfall make the Solomon Islands an ideal place to produce a range of agricultural commodities, most notably palm oil, copra, tobacco and cocoa."

#### Infrastructure & Transport

"Reliable infrastructure is one of the main challenges faced by the Solomon Islands economy. Business Advantage surveys the current situation and charts the progress that is being made."

#### Forestry

"As logging in natural forests winds down, the forestry industry in the Solomons is adopting sustainable practices."

#### Business Travel Guide

Getting in, getting out, and getting around in the Solomon Islands is made much easier with this one page guide to the essentials of travelling in this exciting and naturally beautiful land.

*Get your free copy:*

Tel: (612) 9290 2133; Fax: (612) 9299 2151;  
E-mail: [info@pitic.org.au](mailto:info@pitic.org.au)

### INVESTING IN THE PACIFIC MAKES SENSE

Strong, positive returns and tax incentives are valuable outcomes and, when combined, become an investor's Holy Grail. Add to this the readily available labour, friendly people, pristine environment and an unexplored market then you can see how and why investing in the Pacific Islands makes good sense.

*"...the time to make a move is now."*

It is an emerging market with Europe, USA, UK and China increasingly looking in our direction - so far this year 71 foreign investment applications were approved in the Solomon Islands alone with scope for further increases in the future. From this and other indicators it is apparent that the time to make a move is now.

At present there is a great deal of potential in the Islands, from restaurants, cinemas, medical services and gas distribution to security services, education services, clubs, real estates and information technology. But possibly the most attractive and accessible is the tourism sector - 'in what areas?' you might say. Well there are hotels, eco-friendly niche and adventure products, dive and game fishing, all of which are backed by new direct flights plus you will be welcomed by the warm hospitality of the people of the Solomon Islands.

#### Investment Leads:

PITIC can put you in touch with Pacific Island companies who are seeking investors or JVs in the tourism, forestry, agriculture and eco-manufacturing sectors.

We have useful background information on each country, how to do business there, the current state of play in the telecommunications, electricity, water supply and other essential commercial sectors.

We can also give you advice and guidance on the requirements of foreign investors, from the rules and regulations of each Pacific Island Country to useful phone numbers and email addresses.

Please do not hesitate to contact us:

Tel: (612) 9290 2133; Fax: (612) 9299 2151;  
E-mail: [info@pitic.org.au](mailto:info@pitic.org.au)

### TRADE MINISTERS SET SIGHTS ON THE FUTURE

Forum Trade Ministers recently met in Rarotonga, Cook Islands, to discuss a number of trade-related issues affecting the region.

The issues on the meeting agenda included participation by Forum Island Countries (FICs) in the World Trade Organization (WTO), progress and status of the Regional Trade Facilitation Programme (RTFP) under the Pacific Agreement on Closer Economic Relations (PACER) and deepening trade and economic cooperation between all Forum Members (PACER Plus).

The Ministers also considered the proposal for the office of a Chief Trade Advisor (CTA) to assist FICs in preparations and conduct of future PACER Plus negotiations.

For full coverage of each of the issues visit our website : [www.pitic.org.au](http://www.pitic.org.au)



### IN PICTURES

The 10th Festival of Pacific Arts was recently held in Pago Pago, American Samoa. On Utulei Beach an enormous and diverse gathering of Pacific nationalities displayed their cultures through stunning costume, dance and music. This event has a proud history and has been held every four years for nearly half a century.

**1. Australian Delegation:** A member of the Australian delegation, from the Torres Strait Islands, displays with great pride the brilliant colours and graceful feathers worn by people in his land. The indigenous people of the Torres Strait have a culture influenced by, but also distinct from mainland Australia and Papua New Guinea.

**2. French Polynesian Delegation:** This beautiful Polynesian dancer closes her eyes and loses herself within rhythms and melodies that have been passed down through generations and developed over thousands of years. The term Polynesia, means "many islands" and was first used by Charles de Brosses in 1756.

**Cover: Whale Breaching:** This is an image of a whale breaching the surface of Tonga's deep waters. This award winning photograph was taken by Wild Candy Pty Ltd. For more information on this project see the full article (over page).

### TRADE LEADS

PITIC would like to hear from suppliers of seafood, specifically (but not limited to) : *Tubna, Red Snapper of all varieties, Wahoo, Mahi Mahi, all groupers, and lobster tail.*

For more information please contact the Enterprise and Export Development Coordinator, Robyn Ekstrom:

Email : [robyn.ekstrom@pitic.org.au](mailto:robyn.ekstrom@pitic.org.au)

To submit a trade enquiry of your own, use the form on our website [www.pitic.org.au](http://www.pitic.org.au)

### CONTRIBUTE TO PACIFIC OUTLOOK

Do you have a story you would like to tell? An event to promote? Why not contribute to our newsletter! If you have a lead or a story you would like us to publish\*, please contact us at [info@pitic.org.au](mailto:info@pitic.org.au).

PITIC also welcomes your letters and feedback. Get in touch and tell us what you think!

\* Please note that we cannot guarantee that your story will be used, or used as submitted.

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