

WHAT CARBON TRADING MEANS TO THE PACIFIC

From a global perspective the Pacific Islands may appear small and spread out, and yet great swathes of land exist here in which a unique and challenging mix of considerations come into play when deciding how best to use this valuable resource.

The idea behind carbon trading is that the owners of a tract of land can benefit by selling their trees as carbon credits whilst maintaining the pristine environment.

As well as the financial imperative there are a number of other benefits resulting from the simple fact that the trees don't get cut down. Such as:

Environmental - Our dwindling wildlife habitats are more protected and the beauty of nature can be preserved for generations yet to come. Related to this is the limitation of greenhouse gas emissions which, hopefully, will reduce man made climate change.

Economic - It is important that developing nations have the capacity to use their own resources to build their economies and infrastructure and thereby promote a more secure, healthy and well educated populous. Carbon trading allows for this by providing real value for land without any deforestation.

Cultural - It is also important to take into consideration each traditional Forest Owner's way of life, their social and cultural expectations, ability to farm, garden, hunt and support their clans, villages and families.

So having glanced at the benefits of Carbon Trading we'll now take a quick look at some of the more problematic issues involved.

Challenges - Ownership of land and resources, along with the owner's legal rights and responsibilities vary greatly between countries in our region and therefore any approach taken to carbon trading requires a great deal of sophistication and tailoring.

Add to this the population growth in countries such as Papua New Guinea and the pressure this puts on people and environment, and we begin to see how tackling all these concerns under the banner of Carbon Management is not a task to be taken lightly. Recently Papua New Guinea has begun addressing this issue by setting up their Office of Climate Change and Carbon Trading (OCCCT).

Policing the system is also key. The question of how to ensure land is traded for carbon credits only once and not multiple times (either for more credits or to, say, a logging company) needs to be addressed.

Hopefully we won't be daunted by these prospects as there is so much to gain ... and equally as much to lose.

There are many "Carbon Management" companies who's business it is to understand all these challenges and facilitate carbon trading between countries. Each company approaches the challenges with differing philosophies. If you find yourself dealing with such organisations then it is important to weigh up certain criteria. How much do they charge for their services? How interested are they in the social and cultural considerations involved? What success have they had in the past?

It is very important that Carbon Management companies ensure that all parties are aware and understand all aspects of the project. All documents and agreements must comply both with local and international standards and guidelines. Each carbon project must be brought to the highest possible standard and traded for the best possible return.



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In summary, each Pacific Island has its own resources, its own laws, its own customs and social needs - but the uniting factor is the emerging opportunity for an increased standard of living without threatening traditional livelihoods.

If we can save the planet at the same time then all the better.

For more information on carbon trading and the Kyoto Protocol contact us either via our website, www.pitic.org.au, or phone +612 9290 2133.

WHAT EXACTLY IS CLEAN COAL?

If you've ever heard the term "Clean Coal" and wondered exactly what it means, then you're not alone.

In the most simplest of terms Clean Coal refers, not to the actual coal, but to the way it is used.

Dirty Coal

Traditionally coal is burnt to boil water into steam which in turn drives turbines, producing electricity. This method produces many harmful byproducts which, when released into the atmosphere, cause global warming, acid rain and pollute water.

Almost every other method of producing energy is cleaner than burning coal. In light of this, you might be forgiven for wondering why we don't simply use those other methods, (such as solar power, hydroelectricity, biofuels, wind power etc.) The answer is simply that coal is still the cheapest and most readily available fuel, and as long as it remains cheap and plentiful coal will continue to be burnt.

Clean Coal

The various methods being used to reduce the harmful effects of burning coal include purifying the coal before burning it, controlling the burn to minimize emissions, or using gasification to avoid burning the coal altogether. Gasification also increases fuel efficiency.

None of these methods are perfect but they are undoubtedly better for the environment than the traditional system. For more information on Clean Coal methods please contact us at: info@pitic.org.au.

Source: "The Future of Coal" Massachusetts Institute of Technology.

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PACIFIC OUTLOOK

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



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MESSAGE FROM THE TRADE COMMISSIONER

As the new Trade Commissioner of Pacific Islands Trade and Investment Commission, Sydney, I would like to welcome you to this edition of our newsletter.

The Pacific Region is an exciting and truly rewarding area in which to work and I am looking forward to extending our Commission's skills and expertise towards the aims of promoting the growth and prosperity of the region as a whole.

There are many areas of interest in which we, as proponents of growth security and wellbeing, need to take note. One such topic of vital importance, especially for the Pacific Island Nations, is that of the environment and climate change. As such we hope this edition will be of help in understanding concepts like carbon trading and clean coal.

Enormous challenges, such as climate change, can often intimidate to the point of inaction. That is why it is so important to understand, not just the underlying principles, but also the importance of working together in meeting any adversity head on.

It is this idea of co-operation and communication that makes up the secondary theme of this edition of Pacific Outlook and in this spirit I am gratified by the warm welcome I have received here and anticipate great times ahead for the Pacific Islands and Australia.

Caleb Jarvis
Trade Commissioner

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BUILDING OPPORTUNITIES TOGETHER

Delegates from every Pacific Islands Forum country, and from all over the world, came together in Samoa recently to discuss small, medium and micro-enterprise (SMME) in the region.

The outcomes of this conference are of vital importance to the whole region and will be presented at the next Pacific Leaders Forum in Australia 2009.

Present at the three day conference were development agencies, funding bodies, and grass roots entrepreneurs. It was especially exciting for us, here at PITIC, to see that out of the 24 Case Studies presented at the conference, fully 8 of these success stories were presented by people and organizations that have been receiving long term and meaningful support, training, and sponsorship from PITIC, Sydney.

If you are a small, medium or micro-enterprise then head to our website for helpful information on a variety of useful topics that will help your business grow. Visit www.pitic.org.au today.

PITIC would like to extend its services to any and all SMMEs that are serious about developing and growing their business. We would also like to commend PIPSO in their efforts to bring together so many important parties during the recent conference in Samoa.



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 to provide you with guides to setting up or running your small business. In previous issues we've had a look at starting a business. Now we take a look at GROWING that business.

GROWING YOUR BUSINESS

Despite current pressures on the world market many companies and businesses in the Pacific Region are experiencing growth. If your business is one of these then it is very important to consider the implications this might have on your operations.

A growing business doesn't only mean a stronger financial position and greater opportunity, it also demands that the smart manager think very carefully about the following key issues:

Growth in the workplace

- Do you need to employ additional staff?
- Have you considered training for yourself and your employees?
- Do you need to move to a bigger premises?

Analysing your business

- Do you know where to find advice and support?
- Have you conducted business and market research?
- Have you reviewed your business and marketing plans?

Improving internal processes

- Do you need to change your business structure?
- Have you considered improving your financial management practices?
- Have you considered your changing legal obligations?

Opportunities for business growth

- Can your business benefit from innovation?
- Have you thought about expanding your business online?
- Have you considered franchising your business?
- Have you thought about introducing environmental management practices?
- Have you thought about exporting your goods or services?

If you have answered yes to any of these questions and would like more information contact PITIC, Sydney:

Phone: +61 (0) 2 9290 2133
Email: 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



PIPSO AND AUSAID SHAKE HANDS ON PRIVATE SECTOR DEVELOPMENT

Political governance and leadership in the Pacific will be bolstered by a new partnership between the Pacific Islands Private Sector Organisation (PIPSO) and the Australia Agency for International Development (AusAID).

The agreement will formalise an assistance package valued at FJ\$150,00 and will make AusAID's new Pacific Leadership Programme (PLP) the fourth partner institution to provide direct funding assistance to PIPSO, the others being the Pacific Islands Forum Secretariat (PIFS), UNDP Pacific Centre and European Union-funded BizClim.

AusAID identified PIPSO's strong networks and commitment to good governance as important considerations in their decision to partner.

PLP's Regional Programme Director, Angus McDonald, commented that, "PIPSO is identified in the Pacific Plan as a strategic partner to dialogue and partner with for effective regional policy making and capacity building."

Mr Hafiz Khan, Board Member and Secretary/Treasurer for PIPSO highlighted the benefits of this agreement saying, "[it] is timely since we are just completing a comprehensive Resource Mobilisation Strategy to support the operation of a fully fledged PIPSO secretariat."

He went on to say, "Our growing links with Australia through AusAID, its Business Councils and the Pacific Islands Trade and Investment Commission in Sydney augur well for our efforts and shared endeavour to have a business-friendly environment that will foster sustainable private sector growth throughout the region."

For more information on PIPSO visit their website, www.pipso.org

Newsflash PNG GRANTS TWO CARBON TRADE CERTIFICATES

PNG's new Office of Climate Change and Carbon Trading has issued certificates of approval to two international companies to invest in the untapped multi-billion kina carbon trading industry in Papua New Guinea.

Executive director Dr Theo Yasause said the two firms had met all criteria, including registering with the Investment Promotion Authority and paying up their K10,000 registration with the Climate Change Office.

To learn more about these vitally important issues take a look at the section titled "Carbon Trading" over the page.



In our efforts to understand the global carbon trading scene, PITIC recently met with the director of Carbon Strategic Global (CSG), Jeff Flood, who considers that his company is well positioned to tackle the carbon management challenges mentioned in this newsletter. CSG is currently involved in both Compliance and Voluntary Carbon Project Development and Biodiversity Project Development in South America, Australia, Asia, Europe, and importantly, the Pacific Islands.

More information about this company can be found at: www.carbonstrategicglobal.com

ONLINE TRAINING FOR TRAVEL AGENTS



Training travel agents and familiarising them with products and services is very important, and quite often costly and time consuming.

Online training can go hand in hand with 'on the road' training, reduce costs and provide incentives for agents to learn about their industry.

TrainingModules.Travel is a free online service which is well worth having a look at. Here are some of the reasons why:

TRAVEL AGENTS

The benefits of online training include:

- ~ No cost
- ~ Learn at any time in any location
- ~ Regular incentives and prizes
- ~ Information at your fingertips

SUPPLIERS

The benefits of a supplier adding their information to this site include:

- ~ Advertising of modules in the Australian and New Zealand markets
- ~ motivating travel agents to learn by means of regular incentives
- ~ providing an easy central location for travel agents to find your product
- ~ acting as a pre-sale awareness tool to alert travel agents of your presence prior to making a sale rather than simply an after sale point of reference
- ~ providing a valuable database of travel agents who want to learn specifically about your product*
- ~ promoting your product by target market segment thus helping the travel agent decide which product is right for their client*

Each module contains great images and descriptions along with up to date contact details.

Take your time to learn about each location or service then take the quiz at the end. Each module contains a short multiple choice quiz which determines how well you've remembered the information, while at the same time reinforces what you've learned.

So visit www.trainingmodules.travel - register a username and password, and start your training today.

*Available on upgraded partnership options. Please refer to the website for more details.

INTRODUCING OUR NEW TRADE COMMISSIONER, CALEB JARVIS

It is with great happiness that I begin a new journey with the Pacific Islands Trade and Investment Commission. I am mindful of the good work that PITIC, Sydney has undertaken and I am committed to furthering this good work whilst achieving tangible outcomes. It is imperative that the work we undertake aims to improve the economic and social conditions for those who live in the PIF countries whilst striving to maintain and protect the environment and rich culture that makes the Pacific Islands so unique.



In terms of my background I have held senior executive positions in both private and public sector work for more than 12 years. Prior to joining PITIC I worked for the Australian Trade Commission for 5 years. In this role I managed a team of 36 Export Advisers who developed and assisted Australian business's to export for the first time. In 2007 I was given a great privilege to become the Acting Trade Commissioner for Mexico, Central America and Caribbean and spent 6 months living in vibrant Mexico City. Prior

to working with Austrade I worked in Sydney for a freight forwarding/trading business which imported and exported pharmaceuticals, medical devices and grocery products throughout the South Pacific Islands including the French territories.

From 1996 to 2001 I had a great adventure when I became the National sales and Operations Manager for City Pharmacy Ltd which was the largest importer and retailer of pharmaceuticals and medical devices in Papua New Guinea. As a child in the early 80's I lived in PNG.

I enjoy all sports, particularly water sports and it is fair to say that I am rugby mad. As a Sydney boy I am a proud supporter of the Waratahs in the Super 14 competition and at a local level support East's who I played for in the early 90's. I am married to Alison and am the proud father of two children and expecting a third in December.

PASIFIKA FESTIVAL

Island culture was on show as part of Brisbane's recent River Festival in which the Pasifika Festival played an important part. PITIC attended with a very interactive booth featuring a vibrant combination of all things Pacific from colours, products and services, and literature.

We served Goroka Coffee which was extremely popular and helped get the word out about this special Papua New Guinea product.

Island Culture on Show

PITIC commissioned and sponsored Mai Polynesia (pictured top right), a Sydney based dance troupe, to provide the main entertainment at Pasifika. Mai Polynesia presented an exhilarating rich and authentic Cook Islands Cultural performance at the Community stage.

Other cultural performances included Fijian, Tahitian, Samoan and mixed Polynesian dances, songs and theatrical performances.

Brisbane's Solomon Islands community exhibited traditional jewellery (shells and beads), valuable not only in Melanesian countries but also popular in Australia.



IN PICTURES

1. Mai Polynesia Dancers: Mai Polynesia delivered an impressive and highly spirited performance at the Pasifika Festival in Brisbane. Rhythmic drumming, swaying hips and powerful beats caught the attention of the River Festival crowd. For more information contact : **Team Leader Boaza** - maipolynesia@hotmail.com

2. Siva Afi - Samoan Fire Dancers: The proponents of Samoan Fire and Knife Dancing maintain that the art originated in their own country before being exported to other parts of the world. Whatever the case may be, the fire dancers who performed at the PIPSO, SMME conference (see front cover article, "Building Opportunities Together") certainly excel at this dangerous and exhilarating dance form. To contact this dance troupe, email Lene and Clare Leota at sivaafi@ipasifika.net

3. Artist and craftsman Mr Kyogo Barea : Here we see one of the many talented craftsmen and women at the Ela Beach Markets in Port Moresby. Mr Barea is renowned for his fantastic bows and arrows. (Picture source Robyn Ekstrom)

Cover: Solomon Islands Jewelry: A snapshot of the wonderfully textured and colourful necklaces on display at the 2008 Pasifika Festival at the Powerhouse, New Farm, Brisbane. The bold, contrasting bands of light and shade reveal their proud melanesian origin.

TRADE LEADS

PITIC would like to hear from:

- Prospective importers of beautiful Pacific catches of tuna, red snapper, wahoo, mahimahi and groupers. Exported by a company that has been exporting to the US, Japan and NZ for the past 18 years.

For more information please contact us at info@pitic.org.au

To submit a trade enquiry of your own, use the form on our website 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.

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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