

Outcomes of Pacific Path to Market workshop 2018 in Vanuatu

The Pacific Trade and Invest (PTI) of New Zealand conducted the Pacific Path to Market workshop on 16 October 2018 at the Vanuatu Chamber of Commerce and Industry. The workshop was being attended by 15 people which gave PTI (NZ) the opportunity to meet and talk to more business people in Vanuatu.

This was the third year that this workshop has been successfully run in Vanuatu and that there may be an opportunity to run it in regional areas such as Santo in the future.

The workshop content was aimed at building business capability and covered the many disciplines required to be successful in business such as marketing, selling, writing a value proposition, understanding product costing, how to set prices and also how to improve profitability.

PTI (NZ) Trade Development Manager, Ian Furlong, also covered ideas on how to be a trade show rock star to take advantage of the opportunity that these shows provide.

Looking to the future after the workshop, they are confident that several of the participants will be offered the opportunity to visit New Zealand on a Trade Mission to see the opportunities for export for themselves and to see what may be required to become an export ready business.

PTI (NZ) is looking forward to working with these businesses in the future on their export journey.

For more information, you can contact Ian Furlong, Trade Development Manager, Pacific Trade Invest New Zealand, by phone +64 9 529 5165 or email ian.f@pacifictradeinvest.co.nz, website <http://www.pacifictradeinvest.com/>