

# Pacific Trade Invest Australia Year 2018 in review

Caleb Jarvis, Trade & Investment Commissioner, of Pacific Trade Invest (PTI) Australia reflects on 2018.

It has been another incredible year for PTI Australia. In 2018, we supported 981 Pacific businesses – including 278 women-led businesses – and facilitated over A\$23.5 million in exports.

These results are driven through our commitment to delivering commercial outcomes for Pacific businesses and people.

Key highlights that shaped 2018 included PTI Australia's Pacific Export Survey, the results highlighting how technology is changing global supply chains. To enable Pacific businesses to take advantage of these emerging opportunities, in January we launched PTI Australia's Digital Trade program and delivered three e-Commerce workshops. Our Digital Tourism program grew in strength as we provided 11 workshops in eight Pacific countries.

We are committed to growing opportunities for the small islands states. Our North Pacific Mission allowed us to connect with businesses in FSM, Palau and the Marshall Islands, looking at seeking opportunities for growth in export and investment.

Through our Trade program, we facilitated a breakthrough export deal with Carnival Australia. The three-year agreement is the largest bottled water export agreement in the history of Vanuatu between Carnival Australia and Azure Pure Water.

We continue to strengthen relationships between the Pacific Islands and Australia by bringing together high-level government personnel and private sector representatives. In June, PTI Australia hosted two business roundtables in the margins of official visits to Australia by the Prime Minister of Vanuatu and the Prime Minister of the Solomon Islands.

In September we celebrated the 10th Anniversary of the Goroka Bilum Festival in PNG, which PTI Australia founded with Florence Jaukae Kamel in 2008. The impact the

festival has had on bilum sales and raising the awareness of bilum as a creative industry is life-changing for the women weavers involved.

Our Business Mission to Samoa was a huge success, supported by the Samoa High Commissioner to Australia, Her Excellency Henauri Petana, and the Samoa Government. A delegation of 12 was part of the mission that focused on five key areas: impact investment, Pacific diaspora, labour mobility, trade and e-commerce, and the mission has already led to tangible outcomes.

The year has laid down the foundation for 2019 when PTI Australia will celebrate its 40th anniversary, marking four decades of supporting private sector growth in the Pacific. Our 40th anniversary is an important milestone and it provides us with a great opportunity to be bold and look at innovative ways to achieve our Vision of enabling decent work and economic growth in the Pacific, to positively impact the livelihoods of those who call the Pacific home. I'd like to thank the team at PTI Australia. What we've achieved in 2018 is a testament to their commitment to the Pacific and we are looking forward to doing even more in 2019. Wishing you a Merry Christmas and a Happy New Year.

For more information about the partnership between PTI Australia and the Government of Vanuatu, you can contact Caleb Jarvis, Trade and Investment Commissioner, by email [caleb@pacifictradeinvest.com](mailto:caleb@pacifictradeinvest.com) or phone +61 2 9290 2133.