

Stellar Year 2018 for Pacific Trade Invest New Zealand

“It’s a record result which is not only higher than ever, it shows the success of the Path to Market,” says Michael, speaking as host of the organisation’s Christmas gathering on December 7 at its Newmarket offices in Auckland.

“It has been building momentum over the years to the stage where we’ve managed to fully meet our KPIs (Key Performance Indicators) for the fourth year in a row.”

Michael attributes a large part of the growth to being able capture and retain useful network data, which is far more effective than the paper-based system they relied on.

“The digitisation of our key work and projects have enabled us to efficiently use the information gathered.”

PTI is the Pacific's lead trade and investment facilitation agency, developing and promoting Pacific Island businesses in export, investment, tourism and creative industries with the aim of facilitating trade and attracting investment into the region.

The main role of PTI’s Export Program is to connect exporters based in the Pacific with buyers in the New Zealand market.

Its aim to be the be the first point of contact for exporters in the Pacific Islands looking to export to New Zealand and for New Zealand retailers, buyers and distributors looking for goods from the Pacific region.

Aligned with this PTI’s Digital Trade Program focuses on supporting business in the Pacific to take advantage of the opportunities that e-commerce has to offer, which is delivered through PTI’s E-Commerce Workshops and E-Commerce Accelerator program.

An agency of the Pacific Islands Forum Secretariat funded by Australia's Department of Foreign Affairs and Trade, PTI’s mandate is driven by the Pacific Islands Forum Secretariat to support the Pacific Island Forum Countries, which include Australia, Cook Islands, Federated States of Micronesia, Fiji, Kiribati, Nauru, New Zealand, Niue, Palau, Papua New Guinea, Republic of the Marshall Islands, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu.

In 2017 PTI facilitated approximately \$NZD 23.7 million in exports, assisted 611 businesses and 3.8 million in investments facilitated.

The PTI network has offices in China, Europe, Japan, Australia and New Zealand.

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