



TEKAREOREORA

Business Trade Investment Board—November | December

OUR ACTIONS ARE OUR FUTURE, #ZeroHunger World

The Business Trade Investment Board (BTIB) took part in this year's World Food Day hosted by the Ministry of Agriculture at the Punanganui Market on Friday 16th October 2019. This year's theme "Our actions are our future, #ZeroHunger World" was celebrated through the various local exhibitors and local farmers culminating in a cooking competition called "Potiki Makona" with its focus on local produce and cuisine, this was one of the highlights of the day. The World Food Day is an annual event held each year that highlights and pays recognition to local farmers who are growing vegetables & fruits for the local consumer market.



The Business Trade Investment Board set up a stall selling a range of cottage industry produced condiments, jams and pickled produce from well-known Atuan local, Jude Isaia and complemented by 'to die for', Kuru chips by Sani Sosene. Jude Isaia used the opportunity to test the local consumer market regarding the glass size of her bottled produce and quickly identified that many discerning consumers preferred the smaller jar sizes. From this exercise it has enabled her to provide more produce in smaller sized jars to cater for those who prefer the smaller sizes for the next upcoming events.



Judging from the through traffic, the 2019 World Food Day celebration was a great success and each year builds on the previous in terms of the local produce that the farmers are growing and offering to the local consumer market. The BTIB looks forward to the next



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WORKSHOP UPSKILLING

The Business Trade Investment Board conducted a 3 day workshop held from Tuesday 12th – Thursday 14th November 2019. The training was requested by the Right Honourable Vaine Makiroa (Mac) Mokoroa MP for Nika’o to support and assist potential and current locals in business whom he felt would benefit from this workshop.

The workshop was conducted by the Business Enterprise Division of the BTIB facilitated by Advisors Tubale Vakalabure, Maria Maoate and Louisa Purea. They delivered presentations on content that would best suit the participants and their future business aspirations.

The first day of the workshop covered ‘**labelling and packaging**’ and its importance as a marketing tool for business and ensuring that labels and packages abide by Cook Islands Legislation. On the second day, the participants were taken through ‘**pricing**’ techniques in order to generate competitive prices for their products. The last day, focused on the benefits of ‘**record and book keeping**’ and how this can be leveraged to make better business decisions.

The BTIB aims to conduct similar monthly workshops for the community to ensure that locals are provided with business information such as the basic tools for starting up, managing or expanding their business. The focus for the BTIB is to ensure that the community is well in-formed and are able to make better decisions regarding their businesses in general.



BUSINESS PLAN

On Thursday 07th November 2019, MFEM held its first training session at the OPSC office on the new public service Business Plan template for FY 1920/21. This was set for 2 days with Ministries/Agencies and the BTIB office attending the first day. The template is similar to the current with new additional worksheets. One of the new worksheets requires a more detailed breakdown in personnel data.

Some worksheets will have few changes. As discussed in the workshop, MFEM held a one on one training with Ministries which started on 25th November. The expectation is that Cabinet will approve Medium-term Expenditure Ceilings around January 2020 and thereafter the Ministries to receive the draft of the Business Plan on the 24th January 2020

FROM THE MANAGEMENT AND STAFF OF
BUSINESS TRADE & INVESTMENT BOARD

Office Closure: 25th, 26th Dec 2019 – 1st, 2nd Jan 2020



BUSINESS | TRADE | INVESTMENT IN THE COOK ISLANDS

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The BTIB helps TE TANGO ENUA

It's a fact of life, we all have to eat. Making sure there is enough healthy food to provide for local markets and to feed people was the focus of last Friday's meeting by Te Tango Enuā, a local-based farmers association. Te Tango Enuā believe that getting a plan in place to determine priority actions and logistics first is the key.

Discussions on this plan explored many aspects of agricultural planning. From the variety and consistent supply of crops available, to the quantity required and more importantly, quality of the produce grown. The challenges of lack of available agricultural land on Rarotonga and the decreasing labour pool in the outer islands was of real concern. Various strategies were suggested to mitigate those challenges. Four crops were identified as providing the best value for planting and return on investment based on local market research. They were kuru, passionfruit, cocoa, coffee, along with a focus on organic farming and bee keeping. It is estimated about \$700k is required to get this plan started and to get the first crops to market and there is much to gain in the development of the Agricultural sector. The BTIB supports these in-country activities as they contribute to stimulating economic activities, create jobs, reduce imports, stabilise social institutions and support environmentally sustainable practices.



VAKA EIVA TRADE DAYS

The Business Trade Investment Board through the Vaka Eiva Trade Days Event provides small businesses an opportunity to market and sell their products and services, to the public. The BTIB co-partnered with Cook Islands Canoeing Association (CICA) for the fifth time this year.

The Event took place at the Banana Court reclaimed area on Thursday 21st and Friday 22nd December 2019 from 9am-2pm. Despite the wet weather conditions, there was a steady and consistent flow of pedestrian traffic coming through the market place. This year the BTIB had fifteen vendors confirmed; three being food stalls and the remaining selling Pearl jewelry, various arts and crafts, bikinis and other locally made products. The reduction of food stalls for this year's event highlights the BTIB's intention to focus more on business who sell locally made non-food products.

The BTIB set up a tent on the day in support of the small businesses in the Pa Enuā where they sold and displayed **Atiu Chutneys** and **Jams** by Jude Isaia who made some great sales on the day. **Oe Vaka paddles** were made and sent over from Aitutaki and Papa Sanis produced his famous **Kuru Chips** which always sells out within the hour. The BTIB will continue to support Pa Enuā clients with their business aspirations and would like to thank Air Rarotonga for assisting in getting Pa Enuā products to the Trade Days. This Event provides an avenue for grass roots businesses to sell their products into the domestic market and to engage in public and private partnerships.



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