



# TEKAREOREORA

Business Trade Investment Board— February



## **Ina Bishop (BTIB Client) - Business Development**

Ina Bishop (59) was born on the island of Mangaia but raised on Rarotonga by her aunty. It was her aunty, also known as her feeding mother, who instilled in her the passion for sewing tivaevae, teaching her as she grew up. After realising that she wanted to run her own small, local business, Bishop began producing bulk orders of tivaevae to sell at the Punanga Nui Market.

Bishop has been selling at the market for 20 years where she not only sells, but teaches both tourists and locals how to sew tivaevae. She loves to share her talents with all who are interested in her tivaevae whenever they come across it whilst at the market. Bishop says that this type of work is very relaxing where she is able to work at her own pace, imagine what she wants to create, and produces free hand “That’s the beauty of having your own small business”.

Although it is hard work, Bishop says that what keeps her going is her enjoyment in creating such masterpieces. After deciding that she wanted to start her own business, she realized that she had more time for family which is the type of woman that Bishop is. She is very grateful to be able to do what she loves and use her talents to put food on the table and generate an income for her family.

Bishop says that she is highly appreciative to the Business Trade & Investment Board for their assistance in her business through their Business Support Fund Scheme. She encourages those who require assistance to start their own business to visit the BTIB and their team. “They helped me, I’m sure they will help you!”

Bishop encourages anyone whose talents can be used to start up a business to pursue this initiative. “I’d like to thank our Heavenly Father for the beautiful gifts and talents that he has blessed me with, to be able to share with our community and tourists that visit our shores.”

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## New Temporary F&A Officer

Iti Pou Ana Nooana-Takaiti has joined BTIB as a Temporary Officer in the Finance & Administration Division. She moved to Australia in July 2017 and worked as an Administration Officer for K&S Freighters a Transport Company based in Perth. Iti is a Cook Islander who has returned back home to be with her family. She previously worked for EMCI as the Planning & Advisory Officer in 2017, Ministry of Justice as the Senior Finance Officer/ Finance Manager back in 2010-2015. Both Iti and her husband have recently started their own Business “Te Kiva Nui Game Fishing Charters Ltd” and are both excited for their new Adventure. She has been with BTIB for 2 weeks and is settling in well with her new role. We the Staff and Management at BTIB would like to say welcome on board Iti.

## Foreign Investment/Trade Team Bonding

On 08 February 2019 The Foreign Investment/Trade Team, spent half a day away from computer screens and enjoyed the outdoors on a team bonding session. The purpose of the bonding session was to; reflect on 2018, focus on 2019 BTIB business plan goals and outputs, and come together as team and look at ways to improve productivity as a team. The session was driven by the officers who each lead the team with a topic and activity. The team bonding session helped the team to identify strengths and weaknesses, create team goals, build team morale and have a better understanding about the importance of everyone’s role within the bigger BTIB. Team bonding sessions are an excellent way to realign and reflect on outputs and goals and for team members to bond better with one another. Going forward the team is looking to plan more team bonding sessions throughout the year!

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## The Cloud “Path to Market” Trade & Marketing

Pacific Trade Invest (NZ) in conjunction with the Business Trade and Investment Board Cook Islands will be attending the Cloud Path to Market programme for the second time. This year we introduce four new business participants who will take on the workshop and learn more about their business and product. The programme will run over a period of 6 days, which includes opportunities to promote & sell products to NZ customers, a capability gap workshop and an opportunity to meet with potential buyers and distributors. Some of the other aspects that will be looked at will be 1. To provide businesses with a platform for testing and selling their products to a NZ audience 2. For business to gain unique insight into the New Zealand market 3. Secure Export deals.

The programme for the ‘Cloud’ Trade Mission is as follows:

DATE	ACTIVITY
Thursday 4 <sup>th</sup> April	Arrive Auckland – Accommodation at the Empire Hotel at 21 Whitaker Place, Grafton, Auckland
Friday 5 <sup>th</sup> April	Official Welcome and Mission Briefing at Te Mahurehure Cultural Marae at 65-73 Premier Ave, Point Chevalier, Auckland.
Saturday 6 <sup>th</sup> April	Set up and Selling day at the ‘Cloud’
Sunday 7 <sup>th</sup> April	Rest day
Monday 8 <sup>th</sup> April	Gap Analysis Workshop at PTI(NZ) office, Level 3, 5 Short Street, Newmarket, Auckland.
Tuesday 9 <sup>th</sup> April	Meet the buyer’s event and mission debrief at Te Mahurehure Cultural Marae.

The team will be accompanied by our Trade’s officer Mona Taio who has attended the event in the past. Mona has found the programme to be very educational and a step into the door for those looking to Export. We look forward to working closely with PT&I NZ and assisting small businesses from the Cook Islands.

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