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## BUSINESS IN THE PA ENUA

### ◆ **Loti Babe Store**

Lotiola Mateariki, known to many as Nane, was born and raised on the island of Mauke. After years of employment as a teacher at Avarua Primary School, Nane decided it was time to move back to her home island and provide services to her people through her new business venture, a shop “Loti Babe Store”. The name for her store comes from her ever-so-popular nickname given to her by close friends. This was a vision since 2016, however it wasn’t until she returned from Hawaii in July 2019 that she decided to fully dedicate herself to making this a reality.

Nane renovated a vacant shop, once owned by Papa Tairea Tairea, and now operates her store from here. The process took only four days with the shop finally opening on the 4<sup>th</sup> November 2019, just two days before Nane’s birthday. Whilst the other shops on the island sell only groceries, Loti Babe Store also sells Mauke Akari Pi, ready made plates of food and donuts. These extra options has made her store quite popular amongst the locals. “My goal is to sell affordable items to the people and to make sure they receive as many options as possible”. Nane also sells vegetables and crops on behalf of farmers in Mauke “I came back to help my people, and I’m trying to do this in every way I can”.

The shop operates 6x days a week, Monday- Saturday, 7am – 1pm and 4pm-9pm. Nane currently employs two workers who alternate between the two shifts.

The only challenges she currently faces are the delays of boats travelling to the outer islands. As a result of this, Nane has had to pay freight costs to fly her inventory over to Mauke in order to meet the demand of customers. Nane, along with other shop owners on the island have put in a request with Taio Shipping to see if a solution can be found to avoid future disturbances to their shops.

Apart from this, Nane is overwhelmed by the support of the Cook Islands community and expresses her gratitude to the staff of the Business Trade & Investment Board for their assistance in getting her shop started. She says she has plans to set up a fast food takeaway and bar in the future as the shop grows, and we are looking forward to seeing her business excel.



Local Business Owner: Nane Mateariki in her Newly Established shop

### ◆ **MANGAIA VISIT: ISAMAELA PAIO**

**Isamaela Paio for Maela Bakery.** This Bakery is located in Oneroa and was once a family business that started cooking doughnuts in the 1980’s. Paio has then taken over when her parents passed and she has 21 years of experience of the business. This is the only doughnut bakery in Mangaia. Doughnuts are manually mixed in a big basin and cooked from Monday to Friday and on Saturday and Sunday only depending on orders and special events. She cooks 200 donuts daily early morning and sells it for \$1.50 each and when there are events and orders she cooks more. According to Paio and her clients there is a huge demand for her doughnuts. Paio is pictured here with her bakery.







### ◆ CULINARY CHAMPIONSHIPS

The upcoming Cook Islands Culinary Championships is a collaborative effort between the Cook Islands Chefs Association and Tourism Cook Islands to showcase the culinary talents of people that enjoy cooking. Competitions have been running for a number of years and recommenced in 20xx after a two year break. Competitors come from different establishments and bring different skill sets and the competition is open to everyone and a competitor from Aitutaki has entered the competition this year which is a first. The aim is to encourage a focus on local ingredients, and this had been stipulated in the competition rules. The competition is sponsored and supported by local businesses such as Cook Islands Tourism, Prime Foods, CITC Supermarket, Origin Energy, Tina & Co, LBV, RaroPro, Akaieie, John Engu and DJ Bais. As it is a competition, there is still a need for judges and the competition is fortunate to receive assistance from locals that want to help alongside the Cook Islands judges such as Minar Henderson, Rangi Mitaera-Johnson, Emma Kainuku-Walsh, Shane Andrew's and Mona Henderson, to name a few. The Food Expo promotes local cuisine by locals and upcoming local cooking talent by showcasing through the support of the people and also focusing on what the Cook Islands Chefs Association feels passionate about which is going local. Exhibitors such as Prime Foods, CITC Supermarket, Cook Islands Tourism, Tina & Co, Nuku Kai, the **Business Trade Investment Board**, and Agriculture have thrown their support behind this competition. The competition will be an all day event, beginning at 9am, with the first heat of competitions starting at 9.30am, with the wrap up of the competition by 3pm. Prize giving begins at 4pm located across the road from Margaritas Restaurant, and all are welcome to attend.

BTIB will have a display stall set up selling on behalf of its clients, products such as value added foods, the famous Kuru chips and promoting locally made produce. Come down support the event, *BUY LOCAL, SUPPORT LOCAL, GO LOCAL.*



### ◆ PAKOTI IA RA

Pakoti ia ra, a business owned by Petero Mareiti.

Petero is a retired business owner who has owned and operated his business for 19 years. A humble successful businessman who provides mowing services to private homes on Rarotonga with the majority of his clientele being farmers. An honest, hardworking, reliable and timely book keeper are qualities that Petero portrays and we believe is behind the success of his business.

Petero is very proud of his business and prides himself in his services to his clients. We are also proud at the success of Petero's business and we are delighted to have him as a client of the Business Trade Investment Board.





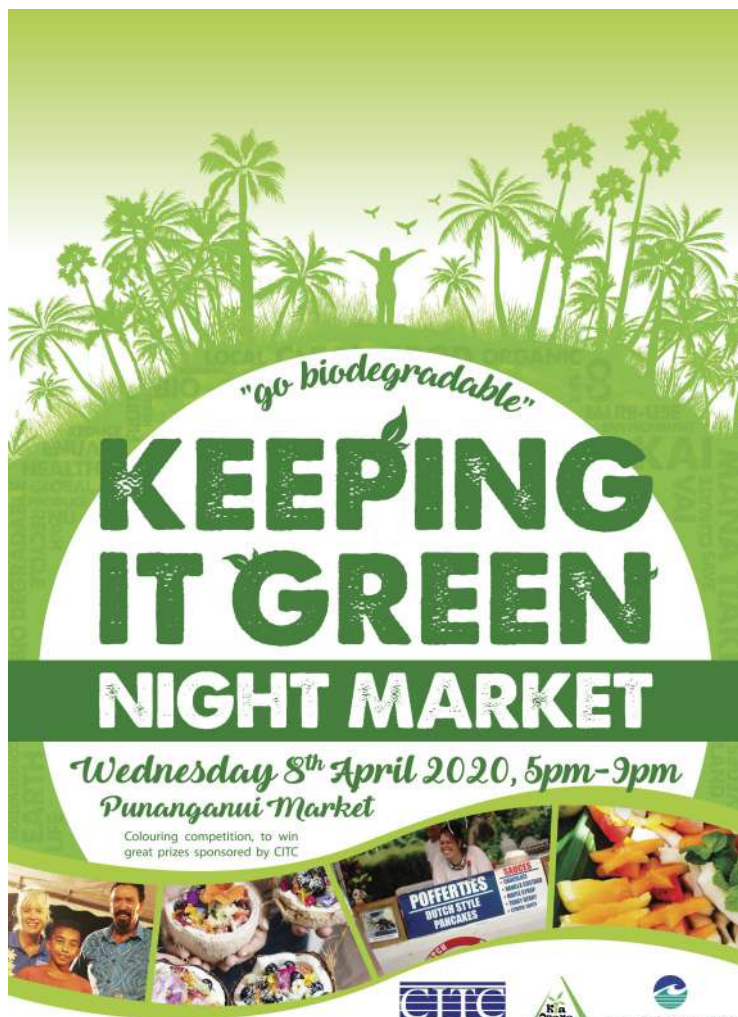
## ◆ AUDIT IN HOUSE

Kia Orana from Corporate Services,

The Cook Islands Audit Office team of 5, led by Michael Ponga are with BTIB for the entire month of February. They are working along with the Corporate Services team of 3, led by Rae Tupa in assessing, examining transactions, financial documents and reports of BTIB financials for year ending 2018/2019. BTIB had a successful report for 2017/2018 financial year and looks forward to another successful report.

Meitaki Ma'ata

## ◆ Upcoming Event—



**VENDOR**

**REGISTRATIONS**

**OPEN!!!**

Contact our office for more  
information speak to Mona  
Taio

**PH: 24296**

