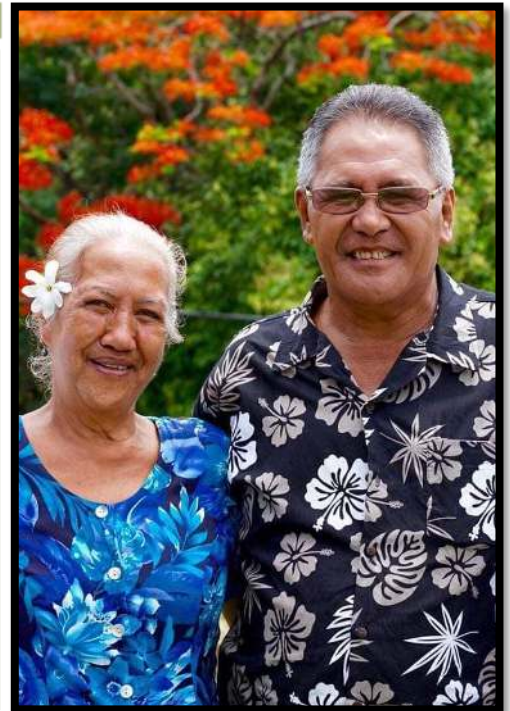


# TE KARERE ORA Newsletter



Business Trade Investment Board—JUNE



Welcome Papa Isaia Willie  
Pictured with his lovely wife Mama  
Tapaeru Willie

**Board members** are important to any organization – they are tasked with decisions pertaining to the company's heading and mission objectives. BTIB would like to congratulate and welcome to the Board of Directors, Isaia Willie. Papa Willie is a very well-known influencer in the community from the village of Tupapa. A former director of the Ports Authority Board, past and current Executive Member for several Churches, Sports, Political, Farmers & Growers including Fisheries Associations for a number of years within his village. Many of us know him to be in key decision-making roles for the purposes of helping and serving his local community.

Papa Willie's experience in business and trade spans back as far as his younger years, where he supplied crops to retailers around the island. In the mid-1990s, he and his wife owned and managed a small shop called Ngatipa Dairy for over 20 years. Papa Willie is now retired and spends most of his days planting, as well as supplying TEM Store with his famous fresh moina tai and kinaki.

Papa Willie is most passionate about his family, especially his grandchildren, whom he says is his reason for everything that he does every day. He enjoys being in the plantation, fishing, feeding his livestock, and teaching his grandchildren about how to live off the land and sea. He believes that our paradise is a land of opportunities and this is something we all agree with as well. Papa Willie says that although we are small in land mass and population, seemingly we are behind in technology advances compared to larger countries, and stigmatized that "there's no money here at home", however there are infinite opportunities for our people to establish businesses. This also means growing our economy while supporting families. He recognizes that entrepreneurship is a goal for many of our local people to encourage and support these goals fairly. BTIB as a whole is blessed and grateful to have Papa Willie join us. We look forward to his guidance in this new role.

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## Te Makete —Buy Local New Facebook Page



Ana Savage— Ei Katu's

Have you heard of Te Makete? It's an online platform introducing and showcasing BTIB's clients and their businesses.

It gives consumers the opportunity to link up with local suppliers and a positive way to promote locally made products and/or services.

BTIB Facebook page helps to promote Te Makete however, it was decided that it was time to create a new page for Te Makete.

The BTIB page has a wealth of information providing community notices and business services, so it was best to keep Te Makete and BTIB related information separate.

The new page will share product/services information and a great way to help our local businesses grow and expand.

When we launch Te Makete – Buy Local page, please like and share this to all your friends and families.

Check it out soon. BTIB is committed to supporting new business ventures.

If you have a business idea or need some help to start up your own business, we are here to help you get started.

Email: [btib@cookislands.gov.ck](mailto:btib@cookislands.gov.ck) today.



Jude Isaia– Taste of Atiu



Danny Mataroa– Noni Juice

# Buy local, Support local



Taa Pera– Hair Sprays & Earrings



## Mahana's Passion – leads to Braiding Hair– GooFam

Mahana Sijp started braiding from the early age of six. Her business name is GooFam. What an interesting business name!

Mahana's business idea started when she returned from a family trip in the Gold Coast. She went to Movie World and visited a small stall that was offering hair-braids with extensions, It was made up of synthetic colored hair.

Mahana immediately said "OH, that's something different". She was amazed and super keen to get her hair done as well. She fell in love with the idea.

Mahana visualized herself with the support of her mother to start her own business back in the Cook Islands. At the moment, no one else is offering this hair braiding service.

To date, Mahana is now aged 13 and has already started offering hair-braiding services to the locals based in Nikao.

She has been very excited about this opportunity and as young as she is, Mahana is an inspiration to us all.

She has certainly learnt a lot along the way and is confident about her talents in this business. This is what makes her happy, seeing her clients look fabulous in their new look. Mahana would like to thank her mother Sunielia Tom for pushing her to do her best and always encouraging her to be independent. Where would we be without our mums :)

Check out Mahana's Facebook Page – [braidedbyGooFam](#). Email her on [sunielia.tom@gmail.com](mailto:sunielia.tom@gmail.com) or mobile 79587.

## Mahana is an Inspiration



Mahana—GooFam

## Surviving & Thriving Wellbeing Workshop

Taa, Rae and Cecelia from BTIB attended the Surviving and Thriving Wellbeing Workshop recently and was pleasantly surprised with the workshop outcomes.

Te Marae Ora alongside CI Private Sector Taskforce team, Tourism Council has teamed up to organize these Surviving and thriving workshops. The group recognized that the Covid-19 pandemic has created not just fear over one's own health, but significant economic concerns.

Dr Evangeline Daniela-Wong who conducts these workshops has mentioned that there is an increase in stress and anxiety issues. Dr Evangeline has a doctorate in neuroscience (nervous system and brain) and is a qualified Clinical Psychologist. The workshop is about learning to cope and manage anxiety, stress, as well as problem solving. It is focused on building resilience for both employers and employees. To register for these workshops, email [registerme.workshop@gmail.com](mailto:registerme.workshop@gmail.com).



Dr Evangeline, Vaine Arioka, Mereani Talbot

## Smart Economy Initiative

The Government, through the Ministry of Finance and Economic Management has developed a policy on supporting businesses to move into the digital economy by encouraging the use of technology to increase productivity and efficiency. This support comes in the form of grant funding of a minimum of \$25,000 and a maximum of \$100,000 or tax credits.

Two main short term objectives to this funding, they are:

1. To foster new or expanded commercial business venture that will provide innovative ICT applications and services to business and consumers to help drive a more productive, complex and diverse economy that is more dynamic and resilient to changing circumstances and shocks;
2. To provide financial support to eligible businesses to make smart and productive commercial investment and employment decisions during the is time of heightened economic uncertainty, decisions that will accelerate the bounce back from the crisis towards a more complex and diverse Cook Islands economy

Application for this funding will open on 1 July 2020. The application process has a two stage approach. The first is a Concept Note where ideas will be expressed in no less than two pages. Applicants may be given an opportunity to present their ideas to the Panel in person after submission of the concept note in writing. If the Panel approves your concept note, you will then be invited to proceed to the second stage. The second stage is a Full proposal where ideas need to be expanded out in full with activities, financial implications, social and economic impacts and many other factors are further articulated. If you are successful with your application, you will be required to sign a grant funding agreement (GFA) before funds are dispersed. Funding for this initiative will be drawn from a funding pool of \$2m with an additional cost of \$25,000 for administrative costs. For further information about this grant scheme, please click on the link below:

<http://www.mfem.gov.ck/economic-planning/erp-phase-ii>



# BTIB NOTICES:

## Changes to the BTIB Website



The Business Trade and Investment Board would like to announce that our current WEBSITE <https://www.btib.gov.ck/> is making some changes in the next couple of weeks. We are creating a more user friendly and informative Website for all our locals here and overseas, Meitaki.

## Re-register Online



Friendly Reminder to all companies and foreign enterprises, please re-register with Ministry of Justice by early December 2020. Ministry of Justice is in the process of transferring company information to their Website: <http://www.justice.gov.ck/>

## Foreign Investment



### Joint Venture Opportunities

Here at BTIB, we offer free promotional assistance for those wanting to form a joint-venture. Email a short description of your business, whether you are a local or foreigner, business location and contact details to:

Foreign Investment: contact details-  
[btib@cookislands.gov.ck](mailto:btib@cookislands.gov.ck) OR  
[cecilia.rere@cookiands.gov.ck](mailto:cecilia.rere@cookiands.gov.ck)