

TE KARERE ORA Newsletter



Business Trade Investment Board—JULY



**Go Local,
Support Local,
Buy Local**

Te Makete Launch – Facebook Page

Have you seen our new Te Makete Facebook Page yet? Here it is:

<https://www.facebook.com/temakete/>

All you do is like, share and tag all your friends to the new page. Te Makete features many of our local Indigenous Cook Islanders who want BTIB to promote their businesses, this is a great way to extend their customer base and target new prospects.

Te Makete introduces new or existing businesses on a weekly basis. It provides a brief summary, their business contact details, their unique business need in the marketplace and their new products or services. If you know someone that needs help to promote their business products or services, let BTIB know today. We look forward to showcasing and promoting their business as well.

Te Makete is a solid Facebook presence that will help businesses engage potential customers and grow their business here in the Cook Islands in many areas including exports.

BTIB is committed to supporting new business ventures and is working together with new and potential clients to get the best outcomes, so they can be successful. If you are interested in starting your own business, BTIB can assist you further. If you have a business idea and want to turn into reality, we can help you get set up.

Contact btib@cookislands.gov.ck or call 24296 for more information.

Remember, like and follow Te Makete. <https://www.facebook.com/temakete/>



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“Be Kind and be Truthful, and your life will be Fruitful”



What’s the hot new craze on the island? You guessed it, BE FRUITFUL! Rarotonga has a gorgeous mobile ice cream trailer that’s so eye-catching, so colorful, it stands out from afar. They have delicious flavored ice creams, ice pops and now offering sweet and savory fruit delights.

Be Fruitful is owned by Louisa & Mark CastleDine who have worked hard to make it a success. Louisa and Mark are returning Cook Islander’s, who are extremely proud to start their own real fruity ice cream business. It’s been a great hit in the last few months. Everyone is raving about it. Both Louisa and Mark had a desire to start up a business since moving back to Rarotonga. They wanted a business that reflects their family values, representing new beginnings in paradise, relate it back to their roots, and a way to connect and influence the community. Louisa was raised on Manihiki, worked in the NZ corporate world but wanted to do something that would give them more time with their young children.

The symbols designed on their Ice Cream trailer represents their family, their family heritage and connection. They would like to acknowledge and thank Gonzalo for bringing their BE FRUITFUL trailer to life.



Be Fruitful has inspired the family to use local seasonal fruits. Flavours include sweet juicy pineapples, raparapa and venevene freshly picked from Manihiki. Children and adults are praising the taste and fruitiness.

BE FRUITFUL is more than just a name, it has a meaning that the family would like to share with the community. “Be Kind and be Truthful, and your life will be Fruitful”. Louisa and Mark say that the fruit they invest in, are from God. It represents love, patience, peace, kindness and faithfulness. These fruits also nourish our bodies. Every product that Louisa, Mark and their family creates or share, is made from love.

Be Fruitful is operating at the Social Centre in Nikao. They are only open during certain times of the week. We encourage you to follow and like their page <https://www.facebook.com/befruitfulraro/> or you can find Be Fruitful on Te Makete’s page as well. For private or corporate functions, Be Fruitful can also be hired. It is mobile so they are able to come out wherever you are on the island. Here’s how you can book – phone 74035 for all your BE FRUITFUL Inquiries or click on their page for more details!!! Enjoy being Fruitful.





What's Roasting?

Introducing a new café called **COOKIE MONSTER** located in the heart of town, right next door to the Police Station.

Congratulations to Miss Komera Dean, the newest owner of Cookie Monster Café. Komera is no stranger to the Hospitality industry and has worked in this area for several years.

During this Covid-19 period, Komera wanted to do something different for herself, to think outside the box and was encouraged to start her own little business. She wanted something small, simple and easy to manage.

Komera says, "I am very lucky to have this location. Foot traffic is steady, and seeing that the café is smack in the heart of town, I want to cater for businesses in the area".

Family/Friends have played a huge part in the start up of the Cookie Monster café, the support and encouragement has been overwhelming for Komera. It's been 4 weeks and business is booming. It's been a great start. Komera is also a Cardio Combat fitness instructor; she is able to work around her fitness classes and so far, she is able to do both. She wants to thank her fitness crew for their support as well.

Cookie Monster cafe is open from 7am-11:30am—Monday's to Friday's.

Next time you are in Avarua, try the best coffee in town and purchase a Monster-nini or a Monster McMuffin's to go with your latte or cappuccino. All the best Komera!



Wage Subsidy Assistance

Early this year in January 2020, a new café opened up in Arutanga, Aitutaki. It is called Mouarii Café, named after Tereapii Nolan who is a returning Cook Islander from Australia. While in Australia, she visits all kinds of cafés and restaurants ordering delicious food in Brisbane. She loved the café scene and enjoyed it so much that she decided to have her own café in the heart of Aitutaki. Tereapii has adjusted to the challenges of Covid-19 which meant reducing the café's hours and opening during certain days of the week. The Wage Subsidy has helped the café. "Thank you MFEM for keeping us afloat" says Tereapii. Without the subsidy, they would not have been able to stay open.

Mouarii Café opens for breakfast from 7am to 11pm then lunch from 12pm to 4pm.

The Café did open for dinner however, if you have a group of more than 6 people, Tereapii will open the café for your group. They have been holding quite a few functions and has the capacity to cater up to 50 people. She has something lined up for Melbourne Cup Day – Champagne breakfast and other events to encourage more customers. Even better, she has organized an island string band on Saturday nights for great entertainment. There's also Pension Week BBQ happening every two weeks.

If you are visiting Aitutaki, go and see Tereapii and ask her about the famous Ika Mata. She says, "it's the best on the island". Contact the café on 77595 or telephone 31575 or email terenolan29@gmail.com. Wishing you great success Mouarii Café!



Aitutaki Enuua

Agriculture Technology

In an attempt to diversify our economy, Government is looking at Agriculture as one of the sectors to grow and develop. The focus is to increase the use of technology to improve production and efficiency. This may mean a departure from the traditional methods and mindsets to a more technology based method. Agritech is short for Agriculture Technology. SMART Agritech Scheme is the vehicle in which Government employed to support farmers transform agriculture.

This support comes in the form of grant funding and is available to Cook Islands people who have projects involving technology that increase productivity and improve the commercial viability of commercial farming.

Examples of the types of technology may include: as stated by the Agritech policy
Smart irrigation systems – more efficient automated irrigation systems that utilize technology to track weather conditions, minimize water use and maximize crop growth.

Smart input application systems – software and technology systems that provide accurate information about the quality and type of soil, monitor crop growth to allow efficient application of fertilizers and other inputs e.g. drones that can scan with imaging sensors and create GPS maps using onboard cameras.

Smart farming systems – innovative ways to carry out farming using fewer natural (land and soil) or human resources e.g. high-tech greenhouses, hydroponic systems, application of farm robotics and other smart mechanical technology to reduce labor.

Smart crop processing – application of new technology to improve crop processing efficiency, minimizing wastage and maximizing yield, improving profitability.

Applications for this scheme opened on 1 July 2020. Farmers involved in commercial farming are encouraged to apply. There is no closing date for this scheme but funds are limited. For information on policy and copies of application forms, visit the Ministry of Finance and Economic Management website: www.mfem.gov.ck



BTIB NOTICES:

Annual Returns—Foreign Enterprise

Registered Foreign Companies

As of 15 July, a total of 44 companies have filed their annual returns for the last Financial year, 2019. Meitaki Maata to those registered Foreign Enterprise companies for filing your annual returns.

Every company on the register, must prepare and file an annual return. Failure to file an annual return can have several consequences.

Failure to comply commits an offence under the Development Investment Act 1995 – 96 and shall be liable on conviction to a fine not less than \$200 nor more than \$2000.

Enquiries can be lodged at our Office in Avarua or via our email btib@cookislands.gov.ck.

BTIB Training Programs

Want to learn about starting up your own business? Or, are you interested in learning about Labelling & Packaging for your products or services?

BTIB has a number of training programs to support you in your business journey today. They are simple and easy to follow learning topics. The aim is help you be better informed and know what steps you need to get started.

Enquire about Training Workshops for your business. These include:

- Start Up Your Own Business
- Labelling & Packaging
- Create Your Own Facebook Page

Email btib@cookislands.gov.ck for more information.

