



# TEKAREOREORA

Business Trade Investment Board—September



## SMALL BUSINESS SUCCESS STORY

I replaced my government job salary and left that job in 2013. Today, I'm earning more and stress free most of the time. I'm the CEO, Finance Manager, and general utility staff of my own business., oh! I do hire my grandchildren every now and then to teach them the value of money and the work ethics that is needed from them to earn an honest income. This is not child labour, people! just a concerned grandfather, trying to teach my grandchildren some valuable life skills that is not taught in school.

## TUMERIC & GINGER

Anyway, success is not an overnight story like you see in the movies. Mine was twelve years in the making. It started with 4 plastic bags each of Tumeric & Ginger rhizomes in 2001 with some very sound farming advise from the late Robert Wigmore. First, I nurtured my rhizomes; it took me eights years to have enough rhizomes to plant a full quarter acre. I was working on my business to supplement my government salary. Plus I planted the odd veggies to feed my family, and if I had more, then we need at home, I sold the surplus.

## ACCESSING SUPPORT

Once I was able to replace my government salary, I fired my boss! Who needs the 8-4 stress, aye? Humour aside, my path to success was made possible with sound investment in both time and money on my part; plus numerous assistances and support provided to me by my family, friends, the BTIB and the Ministry of Agriculture (MIA). Through technical training & support provided by the MIA, I was able to diversify my business to include value-added products of Tumeric & Ginger paste. Through BTIB, I was able to access business know-how support and a soft loan to buy my walk-behind tractor. Through my sister-in-law, I was able to get my first outlet at the Punanganui Market.

Every success story has a back story. This is the blue print to my back story. If I can replace my salary as an employee and earn more with less stress, you can do the same. Whatever your business or the business you have in mind – speak to Team BTIB today.



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## CAN YOU BELIEVE IT? AITUTAKI IS GOING GREEN

24 hours a day and 7 days week electricity on Aitutaki is not too bad aye? Even better is the fact that electricity is powered by the sun, which means no-no to diesel fuel; which means less pollution is coming out of Aitutaki.

Who would've thought, that that island of scientists would join the rest of the Cook Islands with our effort to reduce the use of diesel fuel by more than 3 million litres per year? I guess, they did the math, those smart islanders have concluded, it's better to join the fight against the onslaught of climate change than being blamed for causing it all!

Team BTIB was on the ground on 5<sup>th</sup> September, for the official opening of the green pathway to 24 hours electricity on Aitutaki. Sharing this historic occasion with the islanders, and the foreign companies responsible for making this leg of the government's 2020 Go Green Policy was quite a privileged moment for Team BTIB.

## KEEPING THE PA ENUA ECONOMICALLY RELEVANT IS PART OF OUR MISSION

The Pa Enua is the untouched breadbasket of the Cook Islands. Their isolation and logistical infrastructural limitation and high external migration have suppressed their local economies. Breathing entrepreneurship, providing business mentor-ship and timely support to the resilient islanders in the Pa Enua is a mission that Team BTIB takes to heart. Team BTIB is focused on delivering tailor-made business know-how and soft loan injections into the Pa Enua to keep the islanders engaged, motivated and effectively participating in the modernized cash economy of the nation.

A two man team led by our CEO - Teariki Vakalalabure flew to Atiu for a 2-day monitoring and service awareness campaign last month. The monitoring of current Team BTIB clients is a crucial component of our continuing business nurturing service. All are performing satisfactorily. The awareness campaign resulted in 11 new applications for our soft loan services (2 have since been processed), 2 support loans for existing businesses and 1 request for marketing assistance. The highlight of the awareness campaign was the request from the islanders that Team BTIB assists with establishing a forum or training platform on the island for young school leavers to be entrepreneurs.



Team BTIB is grateful for the support and hospitality extended to our two-man team by our existing clients, the Island Government, Atiu Community and Apii Enuamanu Senior Management Team.

## PT&I NZ & BTIB FREE WORKSHOP

Pacific Trade Invest New Zealand, in collaboration with the BTIB, will be conducting a **FREE** workshop on **Wednesday the 9<sup>th</sup> of October** at the **Edgewater Resort in the Conference Room**.

This workshop is aimed at existing businesses who are wanting to grow domestically and to enter the export market in the future, as well as those who are seeking an investor to help them grow.

The workshop day- includes both a Business Capability Building session in the morning and an Investment Profiling Workshop in the afternoon which would definitely be of interest to any companies/businesses wanting to know how attract an investor to their business. This workshop covers preparing an investment profile and how use this when talking to a potential investor.

For further information please contact our office on 24296 or email [mona.taio@cookislands.gov.ck](mailto:mona.taio@cookislands.gov.ck) should you be interested in securing yourself a spot,



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## NEW STAFF: SENIOR ADVISOR CORPORATE SERVICES

Iti Pou Ana Nooana-Takaiti has returned back to BTIB as the new Senior Advisor (Corporate Services), taking over from Agnes Teiti who has resigned after 6yrs service. Iti started with us on the 21<sup>st</sup> August 2019 and we the Management & Staff would like to once again welcome Iti back to the family.



## GUANDONG CHINA MARITIME SILK FAIR

Senior Trade & Marketing Advisor, Mona Taio led a small team of 6 to Guangdong China where they attended the 21<sup>st</sup> Century Maritime Silk Rd Expo from 23<sup>rd</sup>-26<sup>th</sup> August, 2019. The team of 6 included private sector companies such as Tavs Pacific, Charlie's Café & Tourism representative Vainepoto Tangaroa. The invite was extended to us by The Ministry of Cultural Development Secretary, Anthony Turua, who encouraged that BTIB & Tourism Cook Islands attend this Exposition to showcase, raise awareness of the destination and to promote Cook Islands products/businesses. We also saw this trip as an opportunity to network with suppliers & manufacturers in Guangzhou province, and were able to secure a manufacturer for Tavs Pacific.

In preparation for the Expo, BTIB took over a number of small local export ready business products as well as those of who were looking for supplies in China. These products ranged from black pearl jewellery pendants, strands and earrings, rito woven hats, earrings and necklaces, bags & clutches, skincare products and locally made garments to name a few. The intention was to both promote the products and potentially link the businesses up to a distributor or buyer in China. We were also looking to find a number of businesses in China that are able to supply certain items for our clients. We found this as an opportunity to raise more awareness about our locally made products and talk more about our Black Pearl jewellery, which the Chinese absolutely adore. In relation to this we had a representative from Tourism Cook Islands who was also stationed at the booth promoting the Cook Islands and especially Aitutaki as a destination and a place to visit. We had questions such as "where is the Cook Islands located? How big is the Cook Islands? What is the population in the Cook Islands?" arise often, and with a rep from the Tourism sector, she was able to provide all the general information.

We are happy to report that Tav's Pacific business owner Ellena Tavioni was able to link up to a manufacturer In Guangdong, China. Ellena was able to network with several local companies in China to organize supplies into the Cook Islands where she will be able to mass produce and have supplies ready for all her online orders. She is now planning to ship over a 40 foot container with her first batch of materials and other business items that will help kick start this relationship. This has been helpful to BTIB and has enlightened us to know that this opportunity has helped Ellena in achieving what we call the first stages to supplies out of China. We hope to continue this relationship with China and hope to find more suppliers in China that can assist our clients here at BTIB.



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