



TEKAREOREORA

Business Trade Investment Board—September

VETERAN FARMERS—BUSINESS OPERATORS

Ngatupuna and Mona Manavaroa are veteran farmers and full time business operators. The couple started business many years ago with the opening of the Manavaroa Store in Arorangi. It was well known in the village as the Blue Shop. Unfortunately, the shop burnt down after two years of operation. Today the building remains as a husk of its former business days.

Not deterred by their misfortune, the couple reinvested their efforts in farming and took back the building and recommissioned it into a small farmers market. From here the couple operate a micro-operation where they uphold high moral standards and values. This is exemplified by their continued effort to only sell all their produce as fresh as possible. By the second day, if it isn't sold, the couple use it to feed the pigs. As wasteful as it may sound, in doing this the couple ensure that the produce on sale is as fresh as it can be.

The market stocks all of the fruits, crops and vegetables that the couple plant and harvest. When they have spare time the couple also prepare tie-dye pareus, colourful bed sheets and even carve ukuleles for sale at their market. The two are very communal in their own sense but use it to their advantage when it comes to business operations. Every evening, after closing, Mona will drive around the village and buy excess seasonal fruits like mangoes and tamarind from families to sell at the market the next day. Even more so, children in the village bring her nu every day to sell and she buys it off of them for a generous price. In this way she upholds her communal way of living and ensures that the prosperity of her business is shared through the village.

In recent years, the couple have noticed that many tourists frequent their market looking for small items that the couple do not plant. Items such as ginger, garlic and onions. In their efforts to satisfy all customers, they have begun stocking these items in small volumes so as to be able to cater to the needs of the tourists. "I like to help everyone, not just my village. If they need it and I don't have it, I know someone who will have it, and I'll give them a call," says Mona. The couple work with the Business Enterprise Division and it has been a pleasure to give them advice and assistance.

We would like to encourage everyone if you drive by arorangi and need some fresh produce, stop by the market. Furthermore, if you need business advice and financial assistance feel free to call our Office.



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BUSINESS ENTERPRISE—UPSKILLING WORKSHOP

The Business Enterprise (BE) Division conducted a 2 day training workshop on writing a business plan, pricing of goods and products and basic record keeping. This content was chosen after a meeting with the Associate Minister of Agriculture, Patrick Arioka who believed this to be the areas which farmers needed to learn more about. The training took place from the 1st to the 3rd of October 2019, in the Calvary Hall with 19 participants who registered. This was a free workshop targeting farmers, growers and business owners in the agriculture sector. The number of attendees per day varied as participants only attended the sessions they were interested in. The facilitators for this training workshop were Tubale Vakalabure (Senior Advisor Business Enterprise), Maria Maoate (Advisor Business Enterprise) and Louisa Porea (Advisor Business Enterprise). At the end, evaluation forms were distributed to the participants to gauge the impact of the training on their business literacy. From these we were able to get a good response and feedback on the workshop and will use this to improve our future workshops.



BUSINESS CAPABILITY BUILDING/INVESTMENT PROFILING WORKSHOP

Pacific Trade and Invest (New Zealand) in partnership with Business Trade Investment Board conducted a free one-day workshop as part of its “Path to Market Programme” to assist business owners to grow their business and to attract investors to help fund their growth. The workshop was held Wednesday 9th, Oct 2019 at the Edgewater Resort in the conference room. This workshop was aimed at increasing the knowledge and skills of business owners so that they can be successful in the Cook Islands and in the export market in the future

The workshop covered a range of important things that make companies successful and information on preparing an investment profile to attract potential investors.

The topics include:**1) Business Capability Building Workshop:** * The NZ market environment *The power of Packaging your products *Getting Export ready, regulations and requirements *Marketing * How to set prices and improve profitability.

2) Investment Profiling Workshop: *Overview of the investment environment *The approach to profiling your investment opportunity *How to prepare an investment profile/business plan *How to market this to potential investors.

We had a number of business owners who attended the workshop from different sectors accommodation, apparel, jewellery, bus tours etc. Out of 18 participants who signed up we had 15 that showed up 9 male and 6 female. The attendees found the workshop very useful and will apply some of the learnings to their daily lives and business practises. We’d like to thank PTI Ian & Manuel for this opportunity to expand knowledge in these areas and we look forward to collaborating next year.



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“Not farewell but a see you around”

After 3 years of service with team BTIB we wish Metua Robati all the best with her new endeavours. Metua began working with BTIB in 2016 as the Foreign Investment Officer, before becoming the Senior Foreign Investment Officer. Metua served as a secretary to two Boards and was very diligent in handling Board queries and processing Foreign Enterprise applications. Metua was instrumental in assisting with the BTIB website to ensure an online payment system and supporting our trade with trade events. She has always been friendly and helpful to her peers when in need, and always gave 100% in her tasks. The team will miss her and her awesome work ethic, thank you for all you have done here at BTIB. All the best Metua.



Matson Takaeva 2019
RAROTONGA, COOK ISLANDS

Authentic Arts & Crafts, Local food, Live music and much more

Business Trade Investment Board
Cook Islands

Thur 21st - Fri 22nd Nov 2019 | 9AM - 2PM
Across the road from Banana Court

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