



Business Trade Investment Board

Cook Islands

Te Karere Ora- BTIB Newsletter October 2020

Kia Orana & Welcome to BTIB's online Newsletter for October 2020.
We have some exciting news this month.

- Te Makete Story- Plant Whispers
- Business Tauturu Workshops
- World Food Day
- Approved Smart Initiative Scheme
- BTIB supporting the Community
- New Staff member joins BTIB team
- Aitutaki Visit

We look forward to any comments you may have about our newsletter.

Te Makete Story



PLANT WHISPERS

Do you love planting and gardening?
If your answer is YES, this is a story for you. Introducing Luduina Teariki Vaine Hoff Williams from Nikao, Rarotonga – she is the plant whisperer and shares her passion for plants. Luduina's business is called, Plant Whisper's. Click <https://bit.ly/plantwhisper> to find out more about this business.

Business Tauturu Workshop

Workshop Dates 30 September and
22 October 2020



BUSINESS TAUTURU WORKSHOP

BTIB, Ministry of Internal Affairs, Prime Foods & MFEM partnered together to help small businesses. Plus help give advice in training such as book keeping, taxes, pricing and costing, labelling and packaging, marketing and social media. It was well received and provided value. Find out more information about these workshops.

Click <https://bit.ly/BETrainings>

World Food Day



World Food Day

This year BTIB was involved in the organizing committee alongside other agencies leading up to the World Food Day. BTIB's role this year was to organize food vendor registrations, seek out Pa Enea

involvement and help small businesses sell their products. This year was a success as the event was able to pull in a large crowd, a good variety food stalls, an abundance of fresh vegetables and fresh fruit as well as plenty of activities throughout the day. Click <http://bit.ly/worldfoodstor> for more information.

Approved Smart Economy Initiative



SMART INITIATIVE GRANT APPROVED

MAHIRIKI TANGAROA

There are a number of Smart Initiative projects being reviewed and a handful of these projects are being approved. Bergman & Sons and Bergman Gallery are celebrating their success story this month. Ben Bergman is excited and very pleased, he say's "Thanks to the SMART

Economy grant, our new exhibition of Mahiriki Tangaroa's work is open for the world to enjoy". Click <https://btib.gov.ck/news/> to enjoy the full story of Mahiriki Tangaroa's amazing work.

BTIB Sponsors New Signage



OPUANGA RA – The Best of the West

Have you seen the new signs out in Arorangi? BTIB is proud to sponsor the new signage situated in Arorangi and supports all of the roadside market vendors. BTIB encourages the Cook Island community to visit Arorangi road side. Big meitaki maata to Temu Okotai for making this happen. The markets alongside the Arorangi strip open every Fridays from 10am-5pm.

There are food vendors and fresh produce available. Support our community!

New Staff Member Joins BTIB



Welcome aboard Alex

Monitoring & Compliance is an important area of BTIB's business.

Alexander Henry joins the BTIB team and brings a wealth of experience in this area. Read more about Alex, his role and why this role is important.

Click <http://bit.ly/btibstaff>

Aitutaki Visit

Supporting Local Businesses IN AITUTAKI

- Facebook Tips & Tricks
- ONLINE Marketing - Be Seen Online
- Te Makete Registrations
- SOCIAL MEDIA for your business



BUSINESS SUPPORT

Helping you and your business
101 - Sessions

PHONE: 81899 OR EMAIL
mereani.talbot@cookislands.gov.ck

BTIB visited a number of local businesses in Aitutaki on 7th to 9th of October this month. The purpose of the visit was to meet with current BTIB clients, engage with potential business owners, provide some training and connect with individuals interested in the Economy Initiative and Agritech grant funding schemes.

It was a full 3 day schedule. BTIB would like to thank a number of key partners from Cook Islands Tourism, Vodafone, Ministry of Health, BCI and Nick Henry. They were able to connect BTIB with various groups and encouraged the locals to make contact. It was also a good opportunity to evaluate existing businesses, discuss their progress and understand how they are coping as many of these businesses rely on tourism.

BTIB partnered with BCI to schedule a meeting with various business owners including farmers to discuss BTIB Services, Te Makete and more importantly, provide more detail about Agritech. It was an informative session. There were 13 individuals who attended this session.

Overall, the trip was successful with positive outcomes including an increase in Agritech applications and Te Makete registrations. A total of 27 people were interested in understanding more about Agritech, which is a great result. Four applications were being submitted to MFEM for review and consideration.

For more information about Smart Economy Initiative and Agritech click <https://btib.gov.ck/news/>

BTIB ENQUIRIES

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