

Pacific Trade Facilitation Initiative

Pacific Regional Trade Facilitation Strategy launched in Geneva



June 27: The Pacific Islands Forum (PIF) and the World Bank Group (WBG), in partnership with Australia, CARICOM, the European Union and Vanuatu launched "**The Pacific Regional Trade Facilitation Strategy - PRTFS**" during the 9th Aid for Trade Global Review (AfTGR) in Geneva, Switzerland. The launch marks the formal commencement of implementation by PIF Members.

The PRTF Strategy emanates from the Pacific Aid for Trade Strategy 2020-2025 (PAfTS) and is a milestone document for the Pacific. The PRTF Strategy contributes to the Resource and Economic Development thematic area of the 2050 Strategy for the Blue Pacific Continent (2050 Strategy) and is expected to stimulate growth of international and intra-regional trade. The main purpose of the PRTF Strategy is to implement regional reforms (actions) to reduce time and cost of trading goods across borders. The Strategy defines five strategic objectives that lead to twenty-two regional actions.

Marking this significant event, a panel discussion was held during the Global Review at the WTO Geneva focused on the key elements of the Strategy, its importance, usefulness and benefits, perspectives of donors and development partners.

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Pacific Trade Invest Network

PTI Europe: Pacific Exports and Business Confidence Back to Pre-Pandemic Levels, According to Pacific Islands Export Survey 2024



June 26: PTI Europe supports cacao farmers and cocoa producers to navigate recent market changes and implement strategies for growth, sustainability and European market entry.

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Pacific E-Commerce Initiative

Pacific officials and stakeholders review progress of the Pacific Regional E-commerce Strategy and Roadmap



April 18: The Pacific Regional E-commerce Strategy and Roadmap (the Strategy) is gaining momentum, with the latest update revealing that 61% of its measures are under implementation. The Strategy endorsed by Forum Trade Ministers in 2021 is steadily progressing since the previous update from 2022 reporting that 43% of the measures were under implementation.

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Pacific Kava Development Initiative

Pacific Kava leaps ahead with Validation of Implementation Plan and an Annual Pacific Kava Expo



Caption: Vanuatu Minister for Trade and Commerce, Honourable Bob Loughman, at the Validation workshop for the Implementation Plan of the Regional Kava Development Strategy (RKDS) *Supplied by PIFS*

June 30: "All of us in here are well aware of the importance of KAVA, not only to our cultural heritage, but, also to our economies and the livelihood of our Pacific people".

"For Vanuatu alone, Kava exports increased by 366% from 2014 to 2022, reaching VUV 3,390m, nearly reaching VUV 4,000m for 2023. This is an indication that more can be done as a region in the kava sector where each and everyone here and along the KAVA value chain plays an important role in operationalising the Regional KAVA Development Strategy through the implementation plan".

In his opening remarks at the Validation workshop for the implementation Plan of the Regional Kava Development Strategy (RKDS) on the 5th June the Vanuatu

Minister for Trade and Commerce, Honourable Bob Loughman recognised that the event marked a pivotal moment.

Under the Implementation Plan, all kava producing Pacific Island countries work together by pooling/sharing technical resources across Agricultural, Quality Infrastructure, Marketing, Branding and Intellectual Property, and common key priorities identified by Members.



Pacific E-Commerce Initiative

The Blue Pacific celebrates 78 newly upskilled entrepreneurs to enhance e-commerce skills



June 26: The Pacific Islands Forum (PIF) has proudly celebrated the achievement of 78 entrepreneurs who successfully completed the E-Biz Training Workshop, an initiative designed to equip business owners with essential digital transformation skills.

This training is a crucial component of the [PIF E-Biz Plus program](#), designed to support small businesses from the Pacific in their online journey. The program includes the development of [e-commerce toolkits](#), training workshops, coaching and grant schemes.



Forum Delegation in Geneva

AUD 14.7m Grant to boost Pacific Trade



June 25: The Pacific Islands Forum, through its Geneva Office, proudly announces the signing of a transformative AUD 14.7 million grant agreement with the Australian Department of Foreign Affairs and Trade (DFAT). Spanning 4 years from 2024 to 2027, this funding initiative marks a significant step forward in advancing trade development across the Pacific.

The agreement was signed at a ceremony attended by Ambassador James Baxter of the Australian Permanent Mission to the WTO in Geneva and Ambassador Mere Falemaka of the PIF Permanent Delegation to the WTO and UN in Geneva.



Pacific Trade Invest Network

PTI Australia: Brand Foundations Workshops in Fiji Build On Commitment To Provide Practical Resources for Pacific Businesses



June 26: Last month, PTI Australia hosted a successful series of Brand Foundations workshops for business professionals in Fiji. The full-day workshops were an interactive learning experience for selected participants to develop and strengthen the foundations of their brand.

Through a series of exercises, presentations, and take-home materials, participants gained deeper understandings of their own brand as well as the refinements, alignments and opportunities to better connect with target audiences.



Forum Labour Mobility

Op-Ed on Decent work towards 2050



From 23-26 April 2024, representatives of governments, employers and workers gathered in Suva to discuss the challenges and opportunities in advancing decent work in the Pacific.

The stakes have never been higher.

We find ourselves at a critical juncture. The Pacific region is undergoing transformative change driven by economic shifts, geostrategic competition, advances in technology and environmental pressures.



SPIRIT Project

Timor Leste iEPA Accession Plans move forward with work on Trade Policy and Legislative Framework



Caption: Timor Leste Minister for Commerce and Industry, Hon. Filipus Nino Pereira (centre), Ms Jill Juma, PIFS Trade Adviser under the SPIRIT project (left) and Ms Emma Roan of EY (right) during the consultations for the Trade Policy Framework. *Supplied by PIFS*

June 30: A series of consultations in Dili, Timor Leste to provide technical assistance to the Government of Timor Leste, was successfully concluded at the end of June.

The consultations were from the 24th -27th June and were part of the technical assistance requested by the Timor Leste Government and provided through two separate consultancies under the SPIRIT project.



Forum Labour Mobility

Opening of The ILO-PIF Tripartite High Level Dialogue On Decent Work, 2050 Strategy



"I am very pleased that the Secretariat will be stepping up its cooperation with the ILO this week through a Memorandum of Understanding.

It is a demonstration of our joint commitment to our Pacific people – and more so, our commitment to partner to advance the aspirations of our region."

Pacific Islands Forum Secretary General Henry Puna ILO-PIF Tripartite High-Level Dialogue on Decent Work and the 2050 Pacific Strategy 23 April, GPH, Suva.



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Growing Pacific Trade

Forum Delegation in Geneva



Pacific Trade Invest Network



Pacific Trade Facilitation Initiative



Pacific Quality Infrastructure (PQI) Initiative



Pacific Trade in Services Initiative



Forum Labour Mobility



Strengthening Pacific Intra-Regional and International Trade (SPIRIT)



Pacific KAVA Development Initiative



Pacific E-Commerce Initiative



Pacific Trade Policy Initiative

