



MINISTRY OF
INDUSTRY, TRADE
AND TOURISM

Newsletter

Issue 1 | January - March 2019

Civic Tower
Level 2 and 3, Victoria Parade
Suva

Ph: 3305 411

www.mitt.gov.fj | www.fijianmade.gov.fj



Roadside vendors benefit from Government initiative

The Fijian Government is improving the quality and presentation of roadside stalls, which are utilised by vendors to sell agricultural produce, by providing presentable, durable and standardised structures.

Roadside stalls provide our rural community with a physical location from where they are able to operate and earn a

living. These stalls are a common sight when travelling along the main highways of Fiji's two major islands. A majority of these makeshift roadside stalls are old, hence, susceptible to adverse weather conditions and natural disasters.

Till date, the Fijian Government has assisted 72 vendors in Viti Levu.



Foreword by the Hon. Minister

Bula Vinaka, Namaste and Greetings to you all.

The Ministry of Industry, Trade and Tourism is responsible for formulating and implementing policies and strategies that create and facilitate growth in industry, trade, tourism, co-operative businesses, micro and small enterprises and enhancing metrology, standards and consumer protection.

These responsibilities are undertaken by the Economic Unit, Trade Unit, Tourism Unit, Department of National Trade Measurement and Standards, Department of Cooperative Business, Integrated Human Resource Development Programme and Corporate Services Division within the Ministry, including Trade Commissions in Australia, China, New Zealand, North America and Papua New Guinea.

The Ministry has positioned itself to be a key driver, enabler and facilitator in creating a dynamic business and investment environment in Fiji, in order to achieve sustainable economic growth, generate employment and create livelihood.

The Newsletters will provide regular updates of programmes undertaken.

We hope you enjoy reading our newsletter and we look forward to your feedback so we can continuously improve along the way.

Thank You and Vinaka Vakalevu.

Hon. Premila Devi Kumar

Minister for Industry, Trade and Tourism



Statement by the Permanent Secretary

Dear Readers,

I am pleased to present the first edition of the Ministry of Industry, Trade and Tourism's Quarterly Newsletter. We constantly strive to keep everyone informed of the work done by the Ministry, so I hope you find the Newsletter useful and enjoyable.

Through this Newsletter, we want to share with all Fijians, initiatives and programmes of the Ministry. We want you to be aware of how you – the consumers, micro, small and medium entrepreneurs, manufacturers, exporters and the general public, can benefit from some of our initiatives.

The Newsletter will provide information on the reforms that are being undertaken, its status and how these reforms will improve service delivery and enhance doing business in Fiji.

We look forward to your continued support and cooperation.

Shaheen Ali

Permanent Secretary for Industry, Trade and Tourism



Pacific EU Dialogue

The main purpose of the High-Level dialogue was to ensure that the concerns and priorities of the region are taken into account. The Fijian delegation was led by the Hon.

Minister for Industry, Trade and Tourism and included the Permanent Secretary for Industry, Trade, Fiji's Ambassador to the EU, Director Trade and Principal Trade Economist.



Regional Seminar on Investment Facilitation for Sustainable Development and 6th Session of Committee on Trade and Investment - Bangkok, Thailand, March 2019

The objectives of the 6th Session of Committee on Trade and Investment was to conduct a substantive interactive dialogue on the findings of the Asia-Pacific Trade and Investment Report 2018, in particular on the implications of rising protectionism for regional trade and investment. The seminar was attended by the Principal Trade Economist and Senior Trade Economist.



Signing of the UK – Pacific IEPA

Fiji has signed the United Kingdom (UK) – Pacific Interim Economic Partnership Agreement (IEPA) UK – Pacific IEPA.

The Agreement will ensure continued trade relations between Fiji, Papua New Guinea and the UK, following the UK's departure from the European Union (EU) on 29 March 2019.



Ministerial Investment Mission to New Zealand

The Minister for Industry, Trade, Tourism, Local Government, Housing and Community Development, Hon. Premila Kumar led a Fijian Investment Mission to New Zealand from 18 to 20 March 2019. The 3-day mission marked the first anniversary of the opening of the Fiji Trade Commission in New Zealand and aimed to engage with the New Zealand business community to better understand their needs and determine ways Fiji can work to ensure existing and future investments and trade with New Zealand is secured. The Fiji Trade Commission and the New Zealand-Fiji Business Council also jointly hosted a welcome reception for Hon. Kumar during her visit.

Fijian Made at the 14th World Exchange Congress 2019

The World Exchange Congress 2019, held at the InterContinental Phoenicia Hotel in Beirut, Lebanon was a two day in-depth conference and technology exhibition. The Ministry of Industry, Trade and Tourism whilst participating at the 14th World Exchange Congress (WEC), proudly displayed a range of Fijian Made products at the Fijian booth in Beirut, Lebanon.

The products which was a hit from day one, enabled the participants to not only know about Fiji, but it's products as well, especially the organic varieties.

Congress participant Miguel Ballesteros Lupez of the Embassy of Spain said having to see the products first hand was a blessing for him.

"I've always heard about the organic products from Fiji, especially ginger but never got to see them. Today, I am very happy, because not only do I get to see the product, I also get to take home with me with a whole bottle of your wonderful organic ginger. This is really good and I commend the Fijian Government for their initiative in bringing the products to Beirut and having them displayed at the Congress," said Mr Lupez.

Another participant Abdul Kader of Bangladesh said other countries should learn from Fiji when promoting their products abroad.

"Even though this is a stock exchange and capital market related meeting, having such products displayed, helps us learn more about each other's countries, in this case - Fiji. It opens up a new window altogether, which I think is really good. We may have not been to Fiji, but with your products here in Beirut, you have brought Fiji to us. I strongly feel other countries should do the same when it comes to promoting their products overseas," said Mr Kader.

The Minister for Industry, Trade and Tourism Honourable Premila Kumar said the Ministry was delighted to be part of the 2019 WEC and will continue to support the South Pacific Stock Exchange (SPSE) in their preparation for the 2020 World Exchange Congress.

"Fiji being offered the opportunity to host this high profiled event, depicts the fact that we are well placed to gain greater international acceptance and prominence amongst other market players in the capital market and the greater financial market. The Ministry is therefore happy to support SPSE and be part of this great achievement," said the Minister for Industry, Trade and Tourism Hon. Premila Kumar.



Young Entrepreneurship Scheme at USP's Entrepreneurial Fair



The University of the South Pacific's Entrepreneurial Fair was held from 18 to 22 February 2019 at the Laucala Campus in Suva. The Fair was launched by Mr Mark Geoffrey Clough, Chief Executive Officer of the Fijian Development Bank at the Japan-Pacific ICT Centre. The Fair was attended by more than 200

people, comprising of students, staff and members of the public.

The main purpose of the Fair was to provide basic entrepreneurial skills training for participants who aspire to become entrepreneurs but lack basic knowledge and skills of entrepreneurship. At the end of the training, the participants were expected to replicate skills learnt that could enable them to become successful business operators.

The training was conducted in conjunction with the Ministry of Industry, Trade and Tourism's Co-operative department, as the Government is fully supportive of young entrepreneurs through its Young Entrepreneurship Scheme.

In addition, the Ministry's YES Advocate, Mr Hill delivered a presentation on the Scheme to young Fijians interested in applying for the Scheme.

Youth Co: Lab Fiji

The United Nations Development Programme and the University of the South Pacific partnered in hosting Fiji's first Youth Co:Lab. The event took place at the University of the South Pacific ICT Building from 29-31 January 2019. The main theme of the event was The Hunt for SDG-based Inclusive Innovative solutions.

As part of the 3-day programme, a Youth Empowerment and Innovation Challenge was organised, which comprised of workshops and entrepreneurship trainings. Through this Challenge, the best Sustainable Development Goal based start-ups were selected. Youth between the ages of 18-30 were given the opportunity to take part in the challenge, either

as mentors or participants.

Present in this Youth Empowerment and Innovation Challenge were Recipients of the Young Entrepreneurship Scheme (YES), Atunaisa Rainima, Siwan Narayan and Rinesh Sharma. The YES Advocate, Winston Hill was also part of the Challenge and delivered a motivational speech to the participants.

Rinesh Sharma, the runner up of the competition, was given him the opportunity of representing Fiji and the Pacific and to present his proposal at the Youth Co:Lab Summit 2019 in Vietnam.



Cautata village Business Management Training

Cautata Village Business Management (Start Your Business) training was conducted from 11 to 15 March 2019, as part of the Ministry's integrated Human Resource Development Programme. The 5-day training was in line with the Cautata Village Bakery which is anticipated to start by April.

35 participants were part of the training which was conducted by AWWQAF Fiji in partnership with the Ministry of Industry Trade and Tourism. Participants were introduced to the business basics with particular emphasis on prudent business management to help sustainably operate the bakery and other business the participants intend to start or progress with.



November - January - March

Expressions of Interest in Integrated Human Resource Development Programme (IHRDP) projects will close on the 30 April 2019 for consideration in the 2019/2020 Financial Year.

IHRDP funds income generating projects for communal groups in the rural, semi-urban and outer islands. For more information, visit www.mitt.gov.fj.



Hon Minister of Industry, Trade and Tourism visit IHRDP aquaculture project, Durubuabua Investment Project



Phase 1 Bee Keeping Training at Tikina Cakaudrove-i-Vanua



Lovia Cooperative of Gusuisavu Bakery Project



Delivery of baking equipment to the Cautata Village Bakery Project



Current status of the tractor that was funded for the Koronivia Vegetable Farmers Cooperative



Delivery of 1st Phase of Dalo Suckers to Ra Dalo Farmers

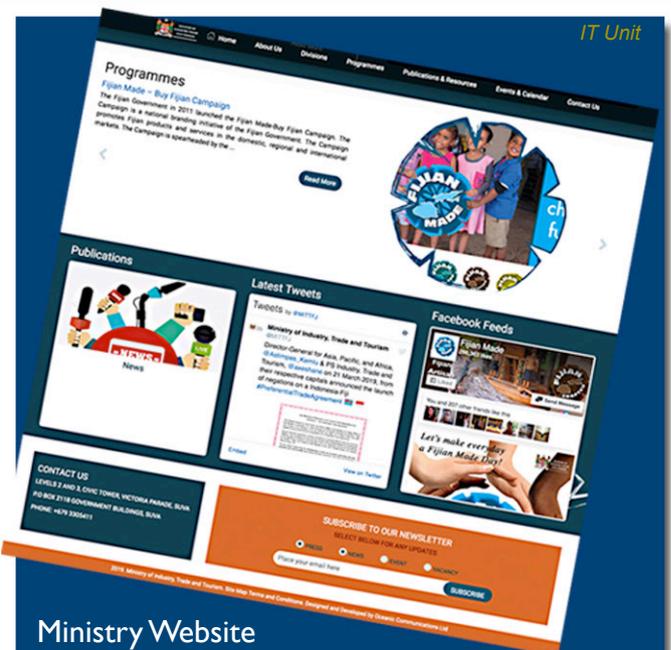


Customer Feedback Survey

To get better insight of our customers on the services provided, the Ministry has now placed Customer Feedback Surveys at the Ministry headquarters.

The Feedback Tablets have been customised by the IT Team of the Ministry to ensure we collect critical feedback data from our valuable clients to assist the Ministry in better serving its customers.

The services and programmes for which feedback is collected include MSBG, YES, NES, Audio Visual Agents Licensing, Fijian Made-Buy Fijian Campaign, Standardised Road Side Stalls, Scrap Metal Licensing, SPEC, SEZ, NDP, Cooperatives, DNTMS, and IHRDP.



Ministry Website

To provide more use-friendly and readily available information and assistance, the Ministry has recently revamped its website. The new website comprises of latest, real-time contents and updates of the vast mandate of the Ministry. This includes an Events Calendar, Vacancies, Media, Programme Application Forms, as well as various publications and reports.

The new contact form helps connect users directly with the respective division via email, allowing more timely response to queries.

To visit our new website, log on to www.mitt.gov.fj



Co-operative Stakeholder Meeting

The Ministry of Industry, Trade and Tourism facilitated the Co-operative Stakeholder Workshop in the Western, Northern and Central Divisions. The workshop was held on 20 February in Lautoka, 22 February in Labasa and 7 March in Suva. The purpose of the workshop was to allow key government representatives and non-government stakeholders in the divisions who have adopted the co-operative model to meet, learn and exchange views.

Through the workshop, the Ministry was able to create awareness on co-operatives, understanding on its operations and strengthen relationship amongst key partners involved in co-operative development.



Labasa Workshop



Lautoka Workshop



Financial literacy Training conducted for Aqua Fishing Projects funded by SPC

Financial literacy trainings were conducted for tilapia and pearl farmers in the Eastern Division from 18th February to 22nd February 2019. The trainings were conducted by Co-operative College of Fiji and involved educating farmers on the importance of savings, budgeting, planning and managing finances.



Department of National Trade Measurement and Standards

Verification of Measuring Instruments for Trading Purpose in the Fijian Market

The Trade Measurement Unit administers the Trade Measurement Act 1989 and its associated regulations to ensure that measuring instruments are fit for purpose, measurements are made correctly and representations about measurements are accurate. The Trade Measurement Inspectors are out in the field on a daily basis to assist businesses comply with their legal obligations. The Inspectors test measuring instruments, inspect pre-packaged goods, provide advice and take enforcement action when necessary.



During the month of January and February, inspectors also verified 84 Driveway Flow Meters - Petrol (ULP, Diesel, Kerosene, Premix), verified 152 Parking Meters, 5 Dip Stick Charts, 1 speed camera, 13 masses, 4 Axle Weigher, 1 litre measures and 3 weighbridge.

Review of FS AS/NZS 4671-2003 –Steel Reinforcing Materials

Ministry of Industry, Trade and Tourism (Ministry) had reactivated the Fiji Building Standards Committee (FBSC) in 2016 in order to look into the quality of building materials imported into Fiji.

The objective of the FBSC is to:

1. Promote understanding of importance of Fijian building standards and the Fiji National Building Code (FNBC);
2. Propose building standards as per Fiji's needs;
3. Discuss issues pertaining to building materials

to ensure quality materials are imported and manufactured into the Fijian market.

During the 1st FBSC Meeting in 2016, 4 Working Groups (WG) were formed and these are:

1. WG 1 – Enforcement Agencies
2. WG 2 – Awareness
3. WG 3 - Registration and Licensing of Builders and Professionals
4. WG 4 - Material Testing and Compliance.

The way forward of SC meeting held on 4 March 2019 was to amend FS AS/NZS 467-

2003 to be more explicit in conformance and testing requirements, request USP and FNU to setup accredited laboratory that could be used for compliance testing, arrange for an intergovernmental meeting on enforcement of the standard and to create awareness on the standard.

To conclude, as per standard amendment process, Ministry will notify general public on the work progress of Standard.

Hon. Minister for Industry, Trade and Tourism Northern division tour - 13-14 March

The Hon. Minister Premila Kumar met representatives of the Savusavu Tourism Association at Daku Resort, Savusavu on Wednesday 13th March emphasizing the importance of strengthening partnership between the operators and the Fijian Government to ensure the continued sustainable development of the Fijian tourism industry. The meeting provided members of the Association the opportunity to share what the region has to offer for the growth of the sector and how they can actively contribute to national and sector plans for tourism.

Hon. Kumar also met with Savusavu and Labasa Municipal Councils, the Friendly North Festival Committee, Savusavu and Labasa Market Vendors and Ministry staff in the Northern Division. She also visited key projects of the Ministry including those supported by the Integrated Human Resources Development Programme, the Cooperatives Department, Micro, small and medium business grant recipients and the Northern Development Programme.



ANZ Fiji Excellence in Tourism Award

The ANZ Fiji Excellence in Tourism Award (FETA) is recognized as a signature event to celebrate achievements and excellence in Fiji's tourism industry.

The Ministry attends the event each year to appreciate and congratulate the valuable contributions of the tourism industry to the greater Fijian economy.

This year's gala dinner was officiated by the Prime Minister, Hon. Voreqe Bainimarama and held on 16 February 2019. This was also the first official tourism event for the new Minister for Industry, Trade and Tourism, the Hon. Premila Kumar, where she was provided an opportunity to address key stakeholders.

Other senior Ministry representatives were also present at the FETA including the Permanent Secretary Mr. Shaheen Ali.



Visit to the Oncology Unit

Officers of the Ministry represented by the Tourism Unit visited the Oncology Unit at the Colonial War Memorial Hospital on 14 February, 2019 to support the Ministry's Corporate Social Responsibility (CSR) vision and also to commemorate Valentine's Day. The team presented a donation of assorted food items for the staff and patients of the Oncology Unit, which was received with much appreciation.



The Tourism Unit intends to undertake fundraising initiatives in 2019 to support the ongoing CSR activities of the Ministry.



Fiji International Visitor Surveys

The Fiji International Visitor Survey (IVS) is an ongoing annual survey of departing visitors from Nadi airport, with approximately 5,000 completed interviews per year. The survey is carried out by a team of four (4) officers conducting surveys daily at the Nadi departure lounge. The IVS report is an annual production of the Ministry and provides both a qualitative and quantitative assessment of international visitors to Fiji. The report provides key information including:

- Visitor Arrivals
- Purpose of Visit
- Visitor Demographics
- Method of travel arrangements
- Number of nights spent in Fiji

- Visitor Expenditure
 - Visitor impression of Fiji
- In early 2018, the International Finance Corporation (IFC) and the Ministry commissioned a diagnostic review of the IVS to make recommendations on its re-design and include capacity-building for the Ministry's research team. In this regard, SMS Research Hawaii was contracted by IFC to implement the recommendations provided in the IVS Diagnostic Review report, including changes to the questionnaire design, analysis and data gathering software and data collection mode. The Ministry also plans to publish the 2016, 2017 and 2018 IVS Annual Reports later this year.

Happy International Day of Happiness!



Fiji participated in the global celebration of the International Day of Happiness on Wednesday, 20 March 2019 with the launch of the Bulanaires platform by Tourism Fiji.

The initiative was a perfect fit for the 2019 theme of 'Happier Together' and also for the Fijian tourism brand 'Where Happiness Finds You', with a focus on what sets Fiji apart from other destinations - the Fijian people.

Bulanaires is a new concept and the world's first. A Bulanaire is a person who is rich in happiness and willing to share their happiness. You can be a Bulanaire!

Bulanaires also reflect the Bula Spirit of Fiji. The 2019 Bulanaires include representatives from Fiji, Australia, New Zealand, USA, Asia and Europe. To learn more visit Bulanaires.com

Start your own business



**Funding
of up to
\$30,000**

The Young Entrepreneurship Scheme (YES) is a Fijian Government initiative that helps young Fijians become job creators rather than job seekers.

Successful applicants will receive funding of up to \$30,000, as well as training and mentoring services to pursue their dreams.

Criteria:

Fijian Citizen

Aged between 18 and 40

INNOVATIVE or UNIQUE business idea

INNOVATIVE

- New solutions
- Ways of applying old wisdom to contemporary problems
- Breakthrough technologies and cutting-edge scientific thinking
- Devising simple yet highly effective solutions for new applications and contexts

APPLY NOW

www.yes.gov.fj

For more information about YES, visit our website or follow us on



Fijian Government initiative



YES

Young
Entrepreneurship
Scheme