

Office of International Engagement (OIE)

Expression of Interest

Trade Mission to Fiji

7-10 May 2024

## Background

The ACT Government, led by the Office of International Engagement (OIE), will be undertaking a Trade Mission to Nadi, Fiji from 7 - 10 May 2024.

This is an opportunity for ACT and Canberra region export businesses to explore and capitalise on new opportunities to supply high quality Canberra region food and beverage products to Fiji's dynamic hospitality sector.

The recent launch of direct Fiji Airways flights from Canberra Airport to Nadi opens the possibility to export a range of premium products to Fiji, This Trade Missions presents a chance to leverage ACT Government access and training programs to help your chances of success.

Fiji stands as a jewel in the Pacific, renowned for its breathtaking landscapes, warm hospitality, and a burgeoning market for high-quality food and beverage products. As the global economy evolves, so too does the demand for diverse and exceptional products, presenting a prime opportunity for companies to expand their reach into this vibrant market.

The ACT Government will help businesses get the skills needed to prepare for this Trade Mission, provide access to joint-program elements with the OIE, access in-market intelligence briefings and functions, and provide other in-kind support. ACT businesses will be expected to cover their own travel expenses and participate in free, ACT Government-funded, pre-mission training programs.

### What are the opportunities for exporters in Fiji?

**Strategic Air Connectivity:** Fiji is strategically positioned as a key transportation hub in the Pacific region, Fiji Airways has direct routes from Canberra to Nadi, Fiji 3 times a week. Fiji Airways also supplies direct connectivity to the Unites States. This is a great opportunity for businesses to utilizing these air routes for efficient logistics and as a seamless pathway for products to reach the Fijian and other Pacific Island markets promptly.

**Thriving Hospitality Industry:** Fiji boasts a growing hospitality sector, driven by a steady influx of tourists. Partnering with local resorts, hotels, and restaurants presents a golden opportunity to showcase and distribute products, creating a strong brand presence amongst both locals and international visitors.

**Cultural Diversity and Culinary Trends:** The Fijian culinary landscape is rich and diverse, reflecting a fusion of indigenous traditions and global influences. Products can carve a niche in this market by catering to the evolving tastes and preferences of the local and foreign consumers.

**Growing Consumer Demand:** With an expanding middle class and a heightened awareness of international culinary trends, there is a growing demand for high-quality and innovative food and beverage products. Companies can position themselves as a leader in meeting this demand by introducing unique and premium offerings.

**Collaborative Partnerships:** Fiji welcomes collaborative and sustainable partnerships. Working closely with local distributors and stakeholders can streamline market entry, enhance product visibility, and ensure a more profound understanding of the local business landscape.

## Trade Mission Details

## Program dates - Nadi

Suva 5-7 May 2024 (ACT Government Delegation)

Nadi 7-10 May 2024 (ACT Government and Business Delegation)

Cornerstone event

Commissioner of International Engagement reception.

Sector focus

Food & Beverage sector

### Trade mission components

* Welcome session.
* Austrade market briefing including opportunities, trends, and business etiquette.
* B2B pipeline development (identification of potential partners).
* Pitch development training.
* Targeted business matching to potential buyers, partners or investors supported by the ACT Government.
* Trade Mission reception.

Post-mission support

* Support from ACT Government and offshore representatives.
* Ongoing support and follow-up from a Canberra-based ACT Government trade and export team officer.

**Eligibility**

* It is preferred but not essential for businesses to have an ACT ABN, or ABN registered within a member. Shire/Council of [the Canberra Region Joint Organisation (CRJO)](https://www.crjo.nsw.gov.au/About-Us/Our-Region).
* It is preferred but not essential for businesses to have headquarters in Canberra or within a member Shire/Council of the CRJO.
* Be a profitable business with clear export sales strategy.
* Be export capable (e.g., have marketing finances as required, be adaptable with market offering and entry, and expansion methods).
* Be export ready (e.g., sales ready product and/or service offering)
* Have a website featuring the export-ready product/service.
* Be able to travel to the market and cover travel, accommodation, and food expenses (outside of program activities).
* Produce products under own brand (e.g., not a trader, consultancy services, aggregator or business who sells services to exporters).
* Be open to establishing a presence in the target market within 12-18 months (if required by the market).

**Export Funding and Assistance Package – Pilot Program**

1. AUD$1,000 funding per business to be used for the following requirements:
2. AUD$500 towards flights with Fiji Airways (only) between 7 May and 12 May 2024
3. AUD$500 towards accommodation (only) in Nadi between 7 May and 10 May 2024.
* Any additional costs beyond the AUD$1,000 EFAP value will be your responsibility.
* Reimbursement will be processed upon submission of invoices related to the above flights and accommodation, together with proof of payment acquitted to the ACT Government Office of International Engagement by **30 May 2024**.
1. **Flights:** Recipients of the EFAP are required to fly with Fiji Airways to and from Nadi.
2. **Airport Transfers:** Transfers to and from Nadi Airport to your accommodation in Nadi will be provided.
3. **On-Ground Transport:** Vehicle transportation within Nadi for attending ACT Government arranged meetings and events will be provided.
4. **Accommodation:** We are exploring preferred accommodation rates with the Fiji Hotel and Tourism Association and will advise of a preferred rate when possible.
5. **Freight:** Reasonable assistance with freight costs for confirmed Trade Mission delegates only will be provided to support the in-market sampling showcase to distributors and hotels/resort operators.
6. **Prospectus:** A professional prospectus profiling each participating business or organisation will be compiled. Content to be supplied to Office of International Engagement by businesses.
7. **Export Readiness Master Class:** A full-day Export Readiness training workshop will be conducted by Export Connect on **22 April 2024**. This will cover various topics including export pricing strategies, market entry strategies, pitch development, and buyer selection and management. We strongly encourage companies to attend as the information provided will boost your capabilities and foster success during the Trade Mission. Attendance may be in-person or online.
8. **Austrade Support:** Facilitated by the ACT Government, appropriate in-market support from Austrade will be provided, including introductions to hospitality operators, distributors, freight and logistics operators.

**Indicative events program**

1. **ACT Trade Mission Delegation – Welcome Reception** hosted by the ACT Government Office for International Engagement. This event will offer networking opportunities with relevant industry stakeholders in Nadi.
2. **Food and beverage tasting** – distributors, hotels and resorts hosted by the Office for International Engagement, this event will provide the opportunity to introduce your products and unique offering to distributors and operators in person.
3. **Other specialist meetings** – freight and logistics.

**Application**

The Ideal candidate will have:

* an innovative, market-leading, or unique export-ready product fit for the target market.
* global export experience.
* identified customers, partners, or distributors in the target market.
* existing leads in the target market or identify Fiji (and potentially other pacific island nation) as a target market.

As part of your application please prepare responses for the following:

* Your product(s) / service(s) unique selling proposition for the target market.
* Any marketing materials (as attachments) – if multiple product/s & services – which sector verticals these are targeted for.
* Your key personnel and resourcing supporting entering this target market.

For further information please contact the Office for International Engagement on email CIE@act.gov.au.

**Further Resources**

Austrade Doing business in Fiji.

<https://export.business.gov.au/find-export-markets/market-explorer-tool/market-explorer-results/all/all/fji>

DFAT Doing business in the Pacific 2021.

<https://www.dfat.gov.au/publications/trade-investment/business-envoy/november-2021/doing-business-pacific>