



OPPORTUNITIES IN BILATERAL TRADE

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Investment **Fiji**

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RECENT HIGHLIGHTS

OUR WORK TOWARDS VUVALE

INVESTMENT PROMOTION

Increase the contribution made by investors to Fiji's economy by promoting Fiji's competitive and comparative advantages.



INVESTMENT FACILITATION, AFTERCARE

Facilitate all necessary information and services to assist prospective and existing investors to meet their specific investment project needs.



EXPORT PROMOTION

Facilitate and promote the development and expansion of export.


- Raise awareness and promote the Fiji brand through partnering with key agencies in Australia.
- Provide platforms for Fijian and Australian companies to network and build relationship.
- Voice out issues and concerns relating to investment and export.
- Research on key sector opportunities for businesses to explore.

FIJI TRADE & INVESTMENT RELATION

Fiji – Australia Trade Snapshot

2021

EXPORT  **FJ\$249.7**
million **0.3% increase**
from 2020

IMPORT  **FJ\$748.9**
million **12% increase**
from 2020

TOP EXPORTED BUNDLE

Gold, Garments, Taro, Sweet Biscuits

MAJOR EXPORT INCREASE FROM 2020

Instant Noodles, Ginger, Mineral Waters, Taro
and Life Jackets

Australia's Investment in Fiji

2021

Registered Projects

PROPOSED VALUE
OF INVESTMENT

FJ\$26.4
million

NO. OF
INVESTMENTS

33

TOP SECTOR OF INVESTMENT

Tourism, Real Estate and Service

*Australia is #1 ranked for inward
FDI and is a diverse market for*

An aerial photograph of a tropical resort at sunset. The scene features a large, dark blue semi-transparent text box in the center. The background shows a coastline with a sandy beach, turquoise water, and a dense line of green trees. In the foreground, several resort buildings with dark roofs are visible. The sun is low on the horizon, creating a warm, golden glow over the ocean.

AUSTRALIAN MARKET OVERVIEW

AUSTRALIA MARKET OVERVIEW

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GDP

- AU\$1.6 trillion (2021)
- 13th largest economy in the world



GDP PER CAPITA

AU\$85,000 (2021)



CONSUMER SENTIMENT

81.2 (Ranked 14th globally)



POPULATION

- 25.7 million (2021) (increase of 8.5 percent since 2016)
- Urban Population is at 86.24% (2020)



HOUSEHOLD SPENDING

- AU\$1.09 trillion (2021) spent on general living costs
- Number of households are expected to increase from 9.2 million to 13.2 million by 2041



CONSUMER PROFILE

Major Capital Cities	Population	Median age (Years)	Median employee income (AU\$ yearly)
Sydney	5,367,206	36.3	55,857
Melbourne	5,159,211	36	53,090
Brisbane	2,560,720	36	53,686
Perth	2,125,114	37.1	56,367
Adelaide	1,376,601	39.1	52,018
Canberra	431,380	35.9	68,460
Hobart	238,834	39.7	50,000
Darwin	147,231	34.7	63,319
Total	17,252,876		

- *8 major cities represents around 63 percent of Australia's Population.*
- *Median age in major cities fluctuates from 35 to 39 years.*
- *Median employee income across major cities is around AU\$56,500.*

SPECIAL INSERT



SOURCE: ONE
PICTURE

**HOW AUSTRALIANS
SEE THEMSELVES**

IN 2015 WE ASKED AUSTRALIANS TO DESCRIBE THEIR COUNTRY IN ONE WORD
IN 2022 WE HEARD A CHANGE IN THE NARRATIVE OF HOW THEY SAW THEMSELVES



MORE RELEVANT NEW ASSOCIATION NO CHANGE LESS RELEVANT

SOURCE: ONE PICTURE

HOW AUSTRALIANS THINK AND FEEL ABOUT THEIR COUNTRY?

PROUD OF THEIR SUCCESS AS A NATION AND THEIR ABILITY TO STICK BY THEIR MATES ALONG THE WAY

THEY THINK

HARD WORKING

Born from an egalitarian ethos, that the harder you work, the better you do.

OPPORTUNITY

A country where you can follow your passions, and there will always be a job there for you.

DIVERSE

A place where cultures from all around the world have found a home and been embraced, especially in main centres.

THEY FEEL

RESILIENT

The ability even in adversity, to not let things fall apart, and can see and find the humour.

LUCKY

A country blessed with natural resources. A life free from poverty and war that's comfortable and safe.

FRIENDLY

A people who are easy to get along with, easy to get things done and give everyone a fair go.

SO: START BY RECOGNISING THE PRIDE THEY HAVE FOR THEIR COUNTRY AND USE THEIR FRIENDLINESS AS A PLATFORM FOR RELATIONSHIP BUILDING



**BILATERAL INVESTMENT &
TRADE OPPORTUNITIES**

TRADE DEMAND PILLARS

Trade Pillars	Rationale for inclusion
Trade Overview	Historical trade performance and growth in trade both globally and in the Oceania region will reveal the sectors that have high exporting successes.
Known Opportunities	The current market size and trajectory of the sector provides the size of potential and activity within the sectors.
COVID-19 resilience	Quantitatively and qualitatively assess how sectors are being affected by Covid as well as tracking signs of recovery in the sector.
Sustainability	Assess sector's ability to adapt to sustainable trends that will be vital in the future of work
Stakeholder alignment	This gives perception on how the existing organization and companies view sector potential.

FDI DEMAND PILLARS

FDI Overview	Historical activity and growth of FDI both globally and in the Oceania region will reveal the sectors that have high investment successes. These focuses both on current sector opportunities as well as the growing and future high potential sectors.
Known Opportunities	Gives indication on potential companies that have expressed interests in expanding internationally. Sectors with high number of potential investing companies will provide a higher demand for FDI to target for Fiji.
Economic Impact	Provides a measure on the economic benefits of FDI from sectors in terms job creation and capital investment. Attracting investments from sectors that yield high economic benefits will help Fiji achieve economic goals.
COVID-19 resilience	POST COVID-19 data: Quantitatively and qualitatively assess how sectors are being affected by Covid as well as tracking signs of recovery in the sector.
Sustainability	Assesses a sector's ability to adapt to sustainable trends that will be vital in the future of work
Stakeholder alignment	This gives perception on how the existing organization and companies view sector potential.

EXPORT MARKET PRIORITISATION

METRICS

Metric	Rationale
Imports 2016-2020, global	These datapoints will both look at which products / commodities are heavily importing as well as the recent trend based on growth of the value of imports.
Growth in Imports, global	
Imports from Fiji, 2016 to 2019	These indicates which markets are currently importing Fiji products in each of the recommended sector. Fiji's share in total country imports will also give indication to whether Fiji is a strong trading partner in certain sectors.
% share of imports from Fiji	
Growth in imports from Fiji	
Household Expenditure	Indicates the amount of consumption made by the residents of a market. Will typically indicate greater demand in some products which would imply more need to import.
Ease of importing	Indicates the processes and cost involved in importing to the market
Distance to Fiji	Distance to the export market will often lead to longer lead times, supply chain risks, etc. A lower distance to Fiji could eliminate some of these non-tariff barriers.

TOP MARKETS - FDI AND TRADE



TOP RECOMMENDED MARKETS IN FDI

■ Recommended sector in the market

		Tourism	Basic Materials Mfg	Outsourcing	Food & Agri	Healthcare
EXISTING DOMINANT MARKETS	United States	■	■		■	
	Australia	■	■	■		
	China		■		■	
	United Kingdom			■		■
	South Korea				■	■
SECTOR SPECIFIC MARKETS	Thailand	■				
	India			■		
	New Zealand					■

TOP RECOMMENDED MARKETS IN TRADE

■ Recommended sector in the market

		Food & Agri	Mining	Basic Materials Mfg	Chemicals
EXISTING DOMINANT MKTS	South Korea	■	■	■	■
	China	■			■
	Japan		■	■	
	Hong Kong		■		
	Australia			■	

NOTE: The analysis considers single biggest market for investment and trade. Any other existing trade blocs should still be targeted by Fiji (i.e. Pacific countries – both islands and Aus / NZ) where demand is large.

Results might vary from the draft version of the report due to an additional indicator and redistribution of weightings as response to the feedback from stakeholder consultations.

Existing Dominant Markets: These markets ranked highly across multiple sectors which would create efficiencies in terms of resources

Sector Specific: These markets are top markets in one recommended sector.



TOP EXPORT SECTORS &

SUBSECTORS

Top 3 subsectors



Food & Agri



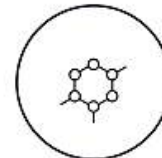
Meat & Fisheries



Fruits (raw & processed)



Crops (including kava, taro, ginger)



Chemicals



Top 3 subsectors



Cosmetics & Household



Organic



Inorganic



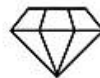
Mining



Copper



Aluminium



Precious Stones



Manufacturing
(Textiles & Basic Materials)



Clothing



Footwear



Paper & Plastics¹

2021 AVERAGE HOUSEHOLD

CATEGORY	AUD (BILLION)	CATEGORY	AUD (BILLION)
Rent and other dwelling services	\$233.9	Operation of vehicles	\$50.7
Food	\$113.2	Clothing and footwear	\$38.5
Recreation and culture	\$110.7	Purchase of vehicles	\$27.7
Insurance and other financial services	\$92.6	Electricity, gas and other fuel	\$26.0
Health	\$78.5	Alcoholic beverages	\$24.8
Hotels, cafes and restaurants	\$65.9	Cigarettes and tobacco	\$22.6
Other goods and services	\$64.4	Communications	\$22.5
Education services	\$57.5	Transport services	\$8.7
Furnishings and household equipment	\$55.5		

Source:
ABS

TRADE OPPORTUNITIES

Slide 5



FIJIAN DIASPORA



EXPORT ITEMS



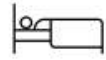
**INVESTMENT
OPPORTUNITIES**

TOP FDI SECTORS & SUBSECTORS

Top 3 subsectors



Tourism



Traditional
Tourism



Sports Tourism



Medical Tourism



Outsourcing



BPO



ITO



KPO¹



**Manufacturing
(Textiles & Basic Materials)**



Clothing



Footwear



Other apparel &
accessories

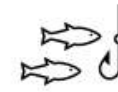
Top 3 subsectors



Food & Agri



Cropping
(including
kava)²



Fisheries



Breweries &
distilleries



Healthcare



Pharmaceutical
preparations



Medicinal &
botanical²



Dental
services


¹ Knowledge Process Outsourcing high-level tasks (such as market research, marketing services, publishing, etc) get outsourced by a company to a vendor.

² Sensitivities on regulations on Kava for Fijians

³ Manufacturing, production of medicines or any product that are used and recognized as for medicinal purposes (including botanical products)

FIJI-AUSTRALIA RECOMMENDED SECTORS IN FDI

Sector	GDP Growth 2022 – 2026 (%)	Number of Projects, Asia – Pacific, 2015 -2021	Number of Investing Companies	Number of Projects, Fiji, 2015 - 2021	Jobs, Fiji 2015 - 2021	% share of Fiji in total Oceania projects	Number of A to A+ companies
Tourism	2.9%	53	6	1	79	11.11%	12
Manufacturing		59	8	1	135	2.94%	120
Outsourcing		31	66	0	0	0%	15

MARKET	SECTOR	OVERALL RANK IN SECTOR
	MANUFACTURING	1ST
	TOURISM	3RD
	OURSOURCING SECTOR	2ND

FIJI-AUSTRALIA RECOMMENDED SECTORS IN FDI

Key Strengths – **MANUFACTURING**

- 5th highest number of projects into the Oceania region in the Manufacturing sector.
- 58% of FDI projects from Australia to Asia-Pacific went to the Oceania markets.
- Australia was the only country with recorded FDI into Fiji in the sector. The project generated AU\$10.8 million in CapEx, and 135 jobs.

Key Strengths – **OUTSOURCING SECTOR**

- 7th largest investor in Asia-Pacific in the Outsourcing industry.
- 3rd highest number of investing companies into Asia-Pacific with 66 different companies.
- 26% of FDI projects from Australia to Asia-Pacific went into the Oceania region (tied with India).

Key Strengths - **TOURISM**

- High activity within the Oceania region. 17% of total projects into Asia-Pacific went to the Oceania region.
- One FDI from Australia into Fiji which generated AU\$30 million in CapEx, and 79 jobs.



CHALLENGES

Some of the challenges that we see for our exporters are:

- Quality of products exported
- Consistency of supply
- Freight and Logistics
- Packaging
- Import Regulations
- Entering mainstream market

RECENT HIGHLIGHTS

Fiji Australia Investment & Trade Mission 2022

- 40 Investment leads generated
- 25 Trade leads generated
- Opportunity to network with a total of 300 Australian based businesses
- 6 Businesses registered in Fiji

Strategic Partners in Australia

- Fiji Consulate General and Trade Commission
- Fiji High Commission
- Australia-Fiji Business Council
- Pacific Trade & Invest
- NSW-Fiji Business Council



2022 AUSTRALIA MARKET PLAN



Our Australian market plan establishes a blueprint of actionable strategies to ensure specified objectives are met to:

- Increase Australian investment into Fiji; and
- Increase Fijian exports to Australia

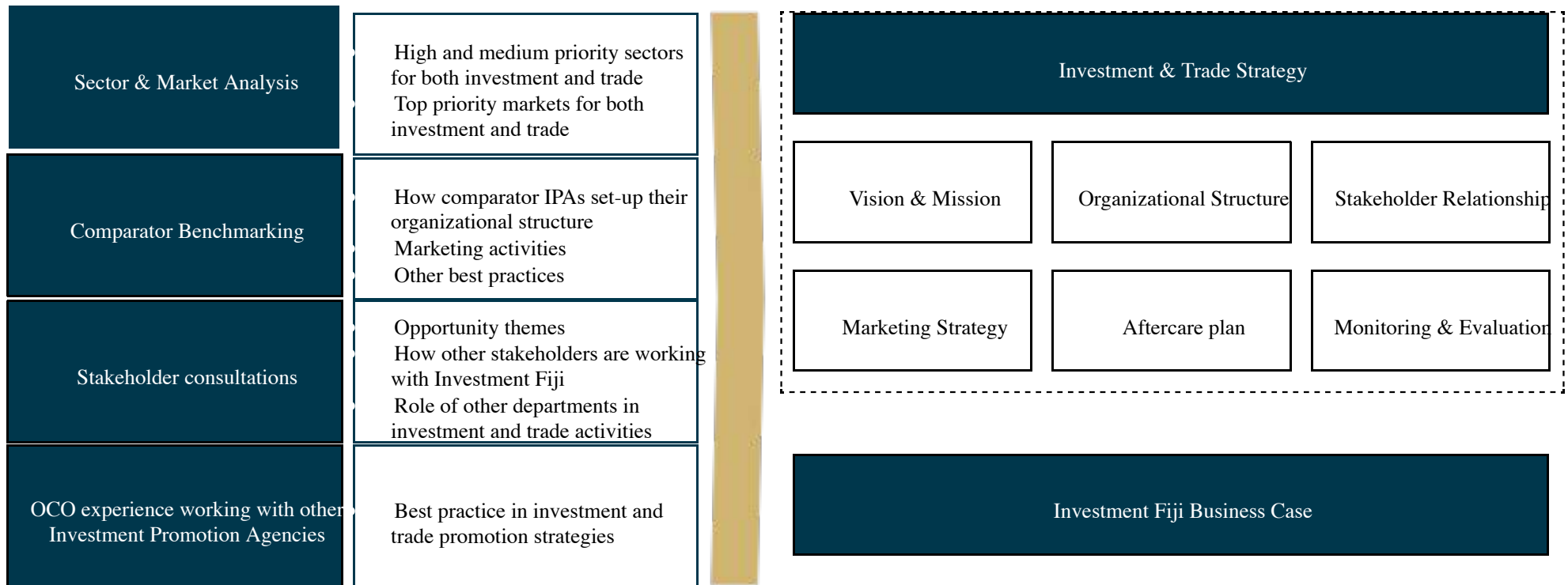
EXPORT MARKET

- Cosmetics
- Furniture
- Crystalized Ginger
- Medicaments
- Biscuits
- Beer and Rum

INVESTMENT MARKET

- ICT/BPO
- Manufacturing
- Resort Development
- Tourism Related Services
- Commercial Farming

STRATEGIC REFORM



VINAKA
VAKALEVU

Investment  Fiji