

## The European Unions Pacific Regional Integration Support Programme (PRISE) promotes increased exports at 2022 PNG-EU Business Forum

A two-day Business-to-Business conference was convened in between 11<sup>th</sup> and 12<sup>th</sup> October 2022, in Port Moresby, Papua New Guinea. The hybrid Business Conference attended by over 500 participants from the African Caribbean and Pacific region, provided a unique platform for enhancing business contacts, discover new business opportunities and new collaboration partners between the EU and PNG, Fiji, Samoa, Solomon Islands, Tonga, and Timor-Leste with particular attention to trade and investment aspects of sustainable development.



*Setaita Tupua, PIFS SPIRIT Programme Team Leader; Kessy Sawang, PNG Vice-Minister for International Trade; Dr. Chakriya Bowman, Director and Consultant SAPIENCE Management and Consultant Group; Stephen Musubire, PIFS-SPIRIT Subregion*

The first day of the Conference featured an opening session serving as a “curtain raiser” for the two-day programme, with round-table discussion panels and a business matchmaking session. Market analysis for specific economic sectors identified as potential priorities for trade and investment in PNG, was provided to participants.



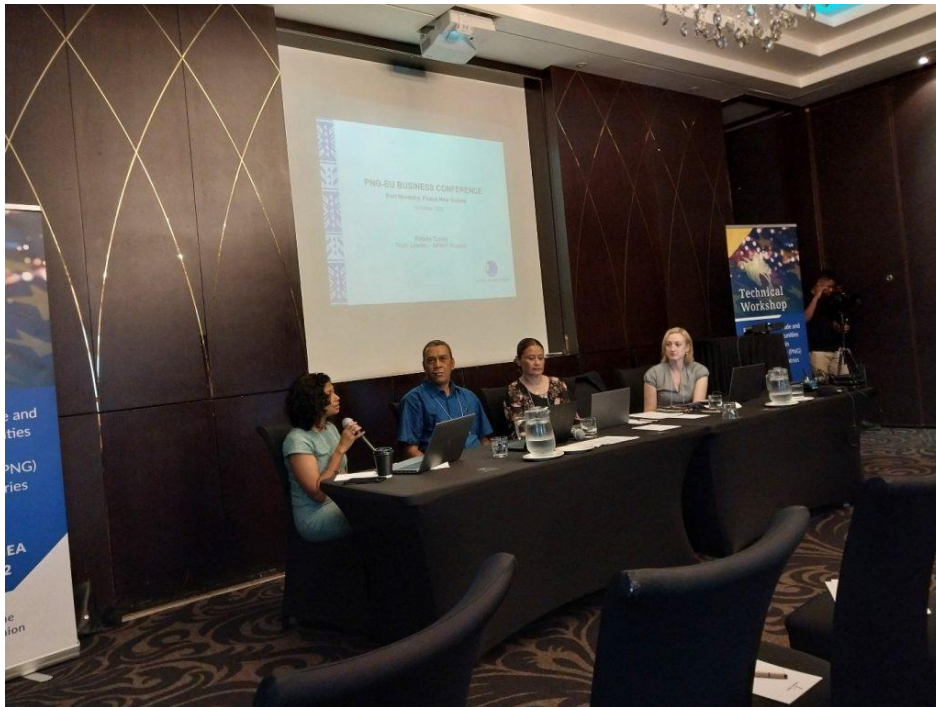
*Technical workshop audiences listen in on panel discussions.*

The representatives at the conference from the EU funded PRISE clarified modalities of the Programme implementation and engagement to the over 500 participants at the conference.

Mr. Massimo Diomedi, Trade and Investment Programme Manager - EU Pacific, presented an overall perspective of the EU PRISE Programme emphasising the refreshed commitment and engagement of the EU in enhancing economic development for the Pacific countries.



*Kessy Sawang, PNG Vice-Minister for International Trade; Jill Juma, PIFS - SPIRIT Subregional Trade Adviser, Melanesia; and Olto Thomas, CEO PNG Chamber of Commerce and Industry*



*Panel session with PRISE Team leaders: Improving Pacific Islands Customs and Trade (IMPACT); Safe Agricultural Trade Facilitation through Economic Integration in the Pacific (SAFE); Strengthening Pacific Islands Regional and International*

The overall objective of PRISE is to contribute to improving the economic and social benefits for Pacific ACP countries arising from stronger regional economic integration. The programme's specific objectives are: (1) to increase intra-regional and international trade; and (2) to increase the private sector's participation in economic integration.

The EUR 37 million Financing Agreement under the 11th European Development Fund for PRISE represents the largest trade-assistance in the Pacific provided by the European Union (EU).

These agreements are being implemented by the Pacific Islands Forum Secretariat (PIFS), the Secretariat of the Pacific Community (SPC) and the United Nations Conference on Trade and Development (UNCTAD).

PRISE actions are designed to be complementary of each of the project's activities and implementation periods, which are all expected to be completed by January 2025. The team leaders made specific presentations of the Programme and the sub-regional Trade Advisers were on-site to provide clarification through individual focus groups.