

Fiji's agricultural sector to unlock bilateral trade opportunities with New Zealand

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Fiji's agricultural sector took center stage in the recent Fiji-New Zealand Business Mission 2025 event. This strategic mission aimed to unlock new export opportunities, attract investments, and strengthen bilateral trade, with a particular focus on agriculture.

The delegation, led by Deputy Prime Minister and Minister for Trade, Co-operatives, **Micro, Small and Medium Enterprises**, and Communications, Hon. Manoa Kamikamica, will include representatives from the agricultural sector, alongside manufacturing and services. Key events, including the Fiji Business Forum 2025, was held in Wellington and Auckland to promote trade and investment opportunities that benefited Fijian businesses and communities.

Collaborative efforts between the Ministry of Trade, Co-operatives, Micro, Small and Medium Enterprises, and Communications, Investment Fiji, the Fiji Trade Commission Australia & New Zealand, the New Zealand Fiji Business Council (NZFBC), the Fiji New Zealand Business Council (FNZBC), and the Fiji High Commission in New Zealand drove the mission. Support from Pacific Trade Invest New Zealand, Grant Thornton, New Zealand Trade and Enterprise, and the Fijian diaspora in New Zealand has been instrumental in organizing this initiative.

Building on a successful visit by a New Zealand trade delegation to Fiji earlier this year, this mission marks Fiji's proactive step to deepen the economic partnership. The delegation engaged with **potential buyers, investors, and trade partners, focusing on agricultural products such as kava, seafood, and other high-quality Fijian-grown goods** that are increasingly sought after by New Zealand consumers.

As of March 2025, two-way **trade between Fiji and New Zealand stood at \$1.39 billion**, a figure the Fijian government and private sector aim to grow significantly. Investment Fiji's Chief Executive Officer, Kamal Chetty, emphasized the

mission's role in fostering economic collaboration and creating opportunities that benefit both nations.

Engaging the Fijian diaspora in New Zealand is a key priority, as their involvement is crucial for advancing agricultural development. By leveraging their skills and resources, Fiji seeks to build stronger partnerships and achieve mutually beneficial growth in trade and investment.