

Expression of Interest

Tuesday 13th October 2020

Business Mentoring Programme Applications Now Open for Tonga

Pacific Trade Invest NZ is offering Tongan businesses the opportunity to participate in a bespoke mentorship programme.

The Business Mentoring Programme (the Programme) is an accelerated 10-week course designed to help fast track export capable businesses into being export-ready for the New Zealand market. The Programme will commence on Monday 26, October.

The Programme is intensive, and anyone applying needs to be able to commit the required time during the ten weeks for the experience to be successful.

At the start participants will undergo an initial business capability assessment. This is to identify any knowledge or skills gaps.

Once identified, the Programme is individually tailored to the needs of each business with support to ensure they are effectively addressed.

This is achieved through one-to-one training and mentorship covering the disciplines required to be a successful exporter.

Businesses will become more proficient in production planning, financial forecasting, export planning, product development and marketing intel.

The Programme also analyses the current export market relative to the business and provides participants with the appropriate strategies and contacts for exporting to New Zealand.

Participant Qualification Criteria

Applicants must:

- have a registered business operating in Tonga
- have products that may be suitable for the NZ market
- have production capacity for export sales.
- have the resources to support an exporting business (this relates to money and people)
- be fully motivated to commit the time and effort to complete the programme.



- be able to communicate easily by web conferencing such as Zoom, Skype and telephone.

How to Apply

Completed application forms must reach Pacific Trade Invest New Zealand, by close of business NZ Standard Time (NZST) on Tuesday 20th, October.

Application forms and direct enquiries regarding the Pacific Trade Invest NZ Business Mentoring Programme must be directed to Acting Trade Commissioner Glynis Miller – glynis.m@pacifictradeinvest.co.nz.

Successful applicants will be notified within five working days.

Testimonial

“The PTI Business Mentoring Programme is proving to be a highly valuable experience for myself and our business and I highly recommend it.

My mentors provide genuine support and open dialogue. Whilst leading me through the “topics” of the programme, they customise the discussions and take direction from myself on where the lead is in our weekly catch ups. The regular catchups are beneficial in progressing milestones for business activity. Having the opportunity for an external “set of eyes” enables me to question and review practices and processes and move forward on expanding business opportunities. Their input has opened doors for me and resulted in collaboration with a range of networks. The outcome to date has resulted in significant progression from business ideas and concepts to actuals.”

ENDS

Background – Pacific Trade Invest New Zealand

Pacific Trade Invest New Zealand is part of the Pacific Trade Invest Network of offices operating in Sydney, Australia; Beijing, People’s Republic of China; Geneva, Switzerland and Auckland, New Zealand.

Pacific Trade Invest New Zealand is an agency of Pacific Islands Forum Secretariat (PIFS) and is funded by New Zealand’s Ministry of Foreign Affairs and Trade (MFAT).

PTI NZ is mandated by the Pacific Islands Forum Secretariat (PIFS), supporting the 16 Forum countries from the Blue Pacific: the Cook Islands, the Federated States of Micronesia (FSM), Fiji, French Polynesia, Kiribati, Republic of the Marshall Islands (Marshall



Islands), Nauru, New Caledonia, Niue, Palau, Papua New Guinea (PNG), Samoa, the Solomon Islands, Tonga, Tuvalu and Vanuatu.