

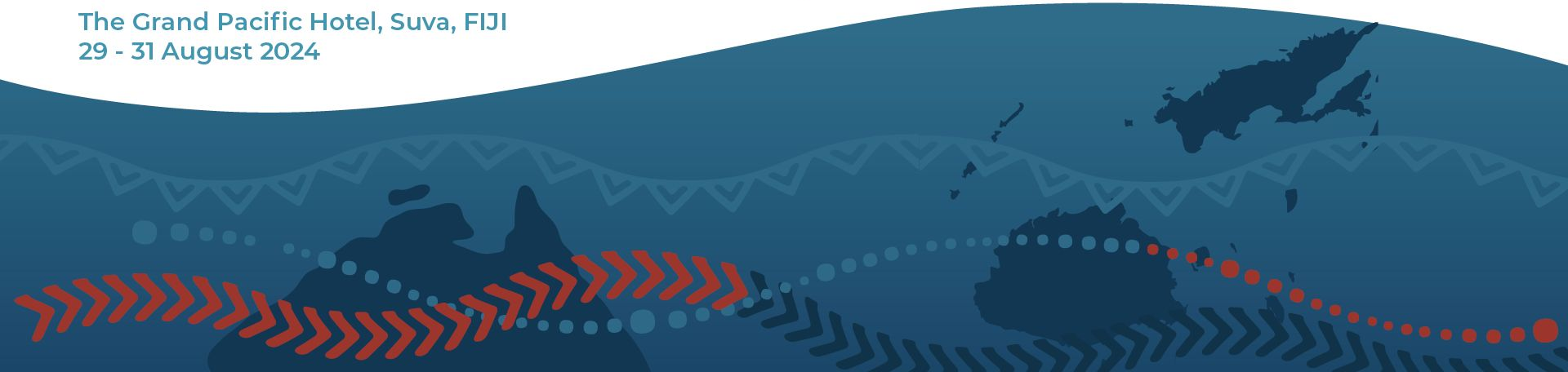
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2024 FIJI-AUSTRALIA AND AUSTRALIA-FIJI BUSINESS COUNCILS
JOINT BUSINESS FORUM:

New Challenges. New Solutions

The Grand Pacific Hotel, Suva, FIJI
29 - 31 August 2024



Kelera Cavuilati

Fiji Country Director,
Market Development Facility (MDF)



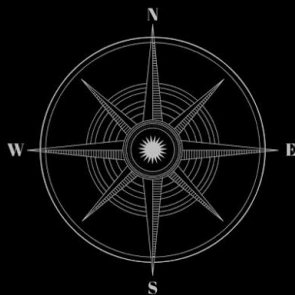


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Market Development Facility



Innovation, Partnerships and Exploring Global Perspectives

What is MDF?

Market Development Facility (MDF) is an Australian Government-funded multi-country initiative that promotes sustainable economic development, through higher incomes for women and men. We connect individuals, businesses, governments, and NGOs with each other, and with markets at home and abroad. This enhances investment and coordination and allows partnerships to flourish, strengthening inclusive economic growth.

In Fiji, we work in High Value Agriculture, Tourism and Urban Industries sectors. MDF has been operation in Fiji since 2011.

MDF in numbers

A diverse, high-impact portfolio



6 sectors

(per OECD definitions - Agriculture, Tourism, Communications, Industry, Business and Other Services, Fishery)



28 current market systems



70 current interventions



96 business (private sector) partners



17 business association/government partners



54% of current interventions with significant climate impact





What does MDF do?

MDF is selective in where it co-invests

In-depth economic and market analysis inform investment priorities



MDF has two goals

1



More competitive markets and

2



Increased incomes for poor women and men.



So, we work in sectors in which growth has a higher potential to lead to better jobs and increased income for poor communities.

MDF's Value Proposition for Business Partners

01



Co-investment

02



Business Advice

03



Links to local and
global markets

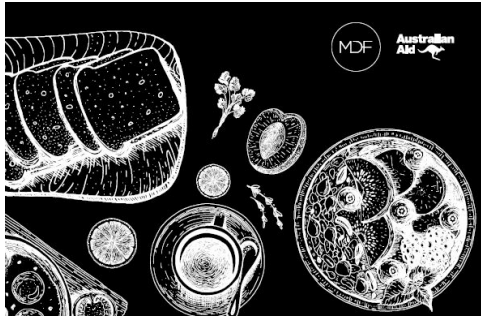
04



Innovation
Laboratory

MDF produces Market Intelligence

On-the-ground insights and early market sentiment indicators



MDF Australian Aid

What's for breakfast?

The COVID-19 crisis and rising food prices, a year on

Market Development Facility
July 2021

DEVPOLICYBLOG

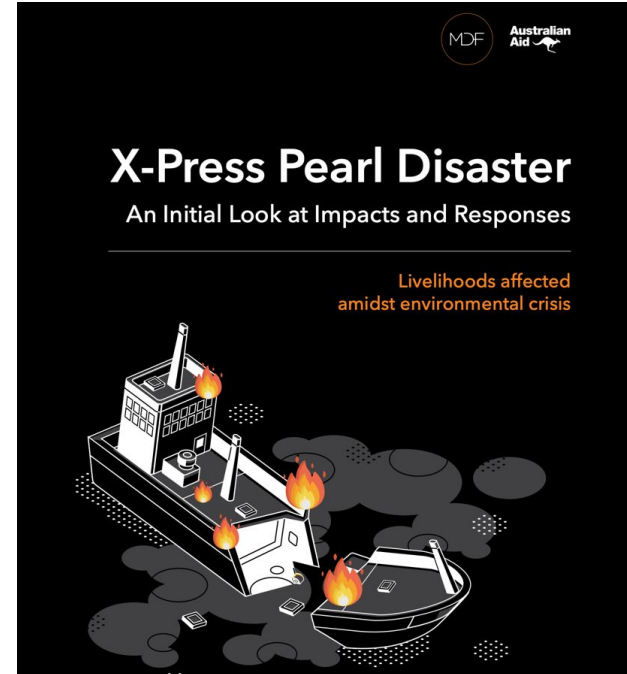
ABOUT AUTHORS JOIN THE DISCUSSION

The COVID-19 crisis and rising food prices, a year on

by Rachel Richardson, Ajla Vilogorac and Rob Hitchens · September 28, 2021



Fijian market (New Zealand Ministry of Foreign Affairs and Trade)



MDF Australian Aid

X-Press Pearl Disaster

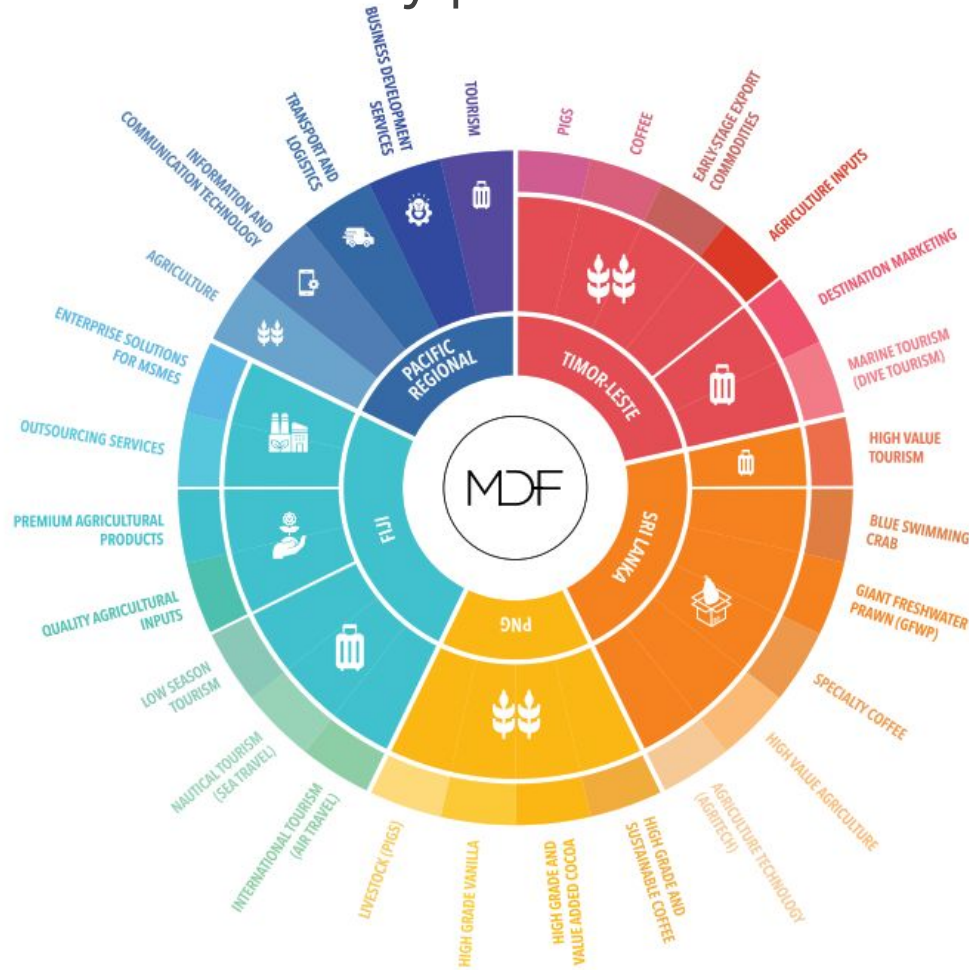
An Initial Look at Impacts and Responses

Livelihoods affected amidst environmental crisis



MDF Portfolio

MDF is a portfolio of six country portfolios





Sri Lanka



Tourism

High value tourism | 2



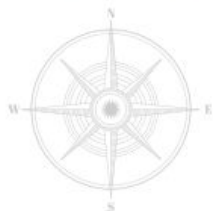
Authentic Sri Lankan goods

Specialty coffee | 9

High value agriculture | 9

Agritech | 3

Number of active interventions



Timor-Leste



Agriculture

Pigs | 10

Chicken | 2

Coffee | 5

Early-stage export commodities | 2

Agricultural inputs | 6



Tourism

Destination marketing | 10

Marine tourism | 2

Pacific Regional

Financial services | 2

Tourism | 1



Fiji



Tourism

International tourism (air travel) | 1

Nautical tourism (sea travel) | 2



High value agriculture

Quality agricultural inputs | 2

Premium agricultural products | 3



Urban industries

Outsourcing services | 6

Enterprise solutions for MSMEs | 2

Vanuatu

Financial services | 1



Agriculture

Sandalwood | 1

Kava | 1

Samoa



Agriculture

Agriculture mechanisation | 1

Kava | 2

Feral pigs management | 1

Cocoa | 1

Other | 2

Tonga

Business development services | 1

Kava | 1

Freight | 1

MDF supports businesses across Fiji's economy

MDF Fiji currently has 22 business partners in 7 market systems



Sectors and focus areas



Tourism



- Air Travel Tourism
- Market intelligence
 - Marketing
 - Product development



- Nautical Tourism
- Mapping
 - Industry coordination
 - Marketing



High Value Agriculture



- Premium Agriculture Products
- Sourcing
 - Marketing



- Quality Agriculture Inputs
- Distribution
 - Information



Urban Industries



- Outsourcing Services
- Advocacy and coordination
 - Marketing
 - HR development



- Enterprise Solutions for MSMEs
- Research & information
 - Product development



- Renewable Energy
- Research & Information
 - Financial modelling - pilot



MDF Fiji Case Studies

Outsourcing Services in Fiji



Challenge: Pre-2020 Fiji was not proactively positioning itself as an alternative OS destination



Opportunity: COVID-19 and traditional OS destinations becoming less viable



MDF intervention: Supporting active nearshore marketing, advocacy and HR development



MDF investment: USD666,039 (at Dec 22)



Partner investment: USD1,134,687 (at Dec 22)



Partners:



What are we seeing in the market?

- ✓ OS now a 'high priority sector' for Fiji
- ✓ BPOC rebranded as Outsource Fiji
- ✓ National Budget allocation:
 - FJD600,000 (AUD402,460) for Outsource Fiji
 - Additional FJD1 million (AUD670433) for BPO expansion projects
- ✓ Job creation forecasts: 100,000 over next 10 years
- ✓ MDF partners created 355 new jobs in 2022 alone
- ✓ MDF partners projected to generate 500 jobs
- ✓ Lead creation grew from 12% in 2020 to 36% in 2021



"We are favoured by cost efficiency, infrastructure, expertise and quality assurance, compliance and above all culture. The Fiji Government will continue to implement strategies in partnership with the private sector to fully realise the potential of the industry"

Hon. Manoa Kamikamica Deputy Prime Minister and Minister for Trade, Cooperatives, Small and Medium Enterprises and Communications

MSME Development



Community-based tourism





Local Partnerships





Implementation with local actors is MDF's core business

- Strategic partnerships with local actors in all stages of the intervention
- Interventions better performing when delivered in a context-specific way
- Leverage of local knowledge of domestic actors – more sustainable, culturally sensitive, swifter exit for international development programs
- Through partners, outcomes are owned and sustained by local actors - businesses, stakeholders, government institutions, etc.
- Regular dialogue, monitoring of investments a crucial part of MDF's partnership management – both partners and governments (Fiji, Australia) ensuring alignment

Thank you



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MDF is funded by the Australian Government and the New Zealand Government. It is implemented by Palladium, in partnership with Swisscontact.

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