

Investment portal

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Audio visual

Fiji's natural beauty and an ideal geographical location in the middle of vast Pacific Ocean puts the country as one of the top choices for film makers.

Fiji has already attracted the world's largest film making industry, Bollywood to shoot movies in the country. Infamous Television Series The Survivor Series and Shortland Street also made the most of Fiji's location, pristine landscape, tropical climate, exotic locations and most importantly friendly people to shoot their episodes.

However, it's just not those exotic locations that has attracted world renowned filmmakers to choose Fiji.

The Fijian Government's vision of enhancing the audio visual sector that has caught the attention of many international filmmakers.

Fiji offers 47 per cent tax rebate on production costs spent in Fiji, one of the highest in anywhere in the world.

The Government realises that filmmaking is increasingly becoming an expensive exercise all over the world.

Fiji also has a multilingual and multi-cultural social structure that makes filmmaking so easy.

The Government has set up an independent body, Film Fiji that is focused and tasked with promoting and developing audio visual industry in the country.

Renewable energy

Impacts of climate change has got many small island states, developing nations as well as developed nations worried.

Fiji is no exception especially when Fijian communities are facing the first-hand brunt of the impacts.

The Fijian Government therefore in its bid to mitigate the impacts of climate change has set ambitious targets to reduce the country's reliance on fossil fuels.

The Fijian Government has come up with a National Energy Policy that outlines government's efforts of having 99 per cent of electricity generated by renewable sources by 2030.

Fiji has hydro dams around the country that provides clean energy mixed with diesel generators that caters for the demand of electricity.

However, 10 per cent of Fiji's population are still without electricity hence there are investment opportunities in the energy sector as well.

Fiji already having an abundance of natural resources and tropical climate, there are untapped renewable energy sources such as hydro, biomass, wind, solar and geothermal which could be used for power generation.

The Fijian Government is also encouraging independent power producers that helps meeting the electricity demands.

A number of solar companies have set up their operations in Fiji, all geared towards making Fiji 100 per cent reliant on renewable energy sources.

Manufacturing

The Fijian Government is also focused on making the country a manufacturing hub.

Fiji already has a robust manufacturing industry that has played major role in the development of the economy over years.

The manufacturing industry continues to play a major role in our small yet strong economy.

The Government is very mindful about the needs of manufacturers and has therefore put in place various policies and mechanisms to create a business enabling environment.

There are specific duty exemptions on all raw materials imported for manufacturing and later exported. Fiji is not only the centre of trade for the Pacific, but has also transformed into a hub for global communication and transportation routes.

Fiji offers a "near source" cost effective alternative to Australia and New Zealand production and benefits from being in a similar time zone to the trans-Tasman nations.

Fiji is a signatory to various trade agreements such as South Pacific Regional Trade and Economic Corporation Agreement (SPARTECA), the Melanesian Spearhead Group Trade Agreement (MSG), Pacific Island Countries Trade Agreement (PICTA), Interim Economic Partnership Agreement (IEPA) and the Pacific Agreement on Closer Economic Relations (PACER) Plus.

Fiji is also a member of World Trade Organisation (WTO) that assists the country in minimising trade distortions and free trade.

Above mentioned trade agreements allow Fiji to trade freely within the region as well as bigger markets such as Australia, New Zealand, European Union to name a few.

Establishment of a new special economic zone, which will not only offer tax incentives but also allow for the establishment of operations in a timely manner.

The involvement of Fiji in these arrangements shows that the Government is fully committed to trade liberalisation.

In order to boost the manufacturing sector, the Fijian Government is also establishing a new special economic zone, which will not only offer tax incentives but also allow for the establishment of operations in a timely manner.

Incentives can and do affect investment location decisions.

Fiji is offering a number of incentives aimed at increasing investor confidence, encouraging innovation, growth and investment.

Including low corporate taxes rates, a number of free zones and up to 15-year tax breaks, duty free import of machinery — for qualifying investments as well as industry specific incentives for agriculture, manufacturing, shipping, ICT, film and hotel industry.

Economic stability is essential for attracting significant inward investment; with Fiji having both low levels of inflation and positive GDP growth over the past years.

Fiji has a business friendly tax structure that supports innovation and investment with 20 per cent corporate tax and a lower rate of 10 per cent for companies listed on the South Pacific Stock Exchange.

Investment Fiji

objectives for 2017

Going into 2017, Investment Fiji will embark on a rigorous campaign to market and promote Brand Fiji through cross-promotional campaigns, marketing collateral, exhibitions, conferences, investment missions, trade missions and online tools.

Investment Fiji will continue to promote the various sectors outlined in the Fiji Trade Policy Framework, provide timely and accurate information on investment incentives to investors and assist exporters through facilitation of capacity building programs.

In this digital age, the ability to communicate a message instantaneously is critical and we are refreshing our website which we are hoping to launch sometimes this year.

However, what is even more important is we bring about some constructive changes within the organisation that will ensure that we deliver results and visions of the Fijian Government.

We will embark on reforming the organisation, finetuning our systems and processes that will enhance our capacity as the facilitation arm of the government.

We have recognised that a customer centric approach is essential to generating a deeper understanding of the investors' business goals.

Knowing our investors is the foundation of our success, we need to understand who they are and where they want to go in order to build and deliver our support programs.

An online registration system has recently been launched that allows foreign investors to register their project in Fiji, irrespective of their physical location.

The Single Window Clearance System for investment registration not only expedites the processing time, but it also allows for greater levels of transparency as investors are able to track and monitor the progress of their applications across all agencies.

Investment Fiji is developing a comprehensive range of post-investment or after-care services for existing investors, and have identified this as key for generating both new investment and upgrading the quality of existing projects over time.

As far as exporters are concerned, we have been assisting exporters in capacity building support aimed at upskilling and trade and export support aimed at promoting sales.

Further finetuning these assistance, we have established an export model that clearly outlines the most effective strategies to engage and assist them in finding a market.

In essence, we would like to continue to build better relationship with investors and exporters, ensure that any investment query results in implementation, assist exporters to make suitable markets for their products, build relationship with NGOs and foreign missions, all geared towards bringing in wealth for the nation.

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