



4th European Union – Papua New Guinea Business, Trade & Investment Conference

“Unlocking Sustainable Economic Opportunities for a more ambitious EU partnership with the Pacific”

30 October 2023

Port Moresby, APEC Haus Meeting

The European Union (EU), Papua New Guinea (PNG) and the Pacific Countries of Fiji, Samoa, Solomon Islands, Tonga, and Timor-Leste, share a rich history of economic relations that has flourished over the past two decades. Despite the geographical distance between these regions, the bonds of trade and investment have continued to strengthen.

At the forefront of this progress stands the EU-Pacific (Interim) Economic Partnership Agreement (EPA), a pivotal instrument that has bolstered trade and facilitated investments between these two interconnected regions.

Building upon this foundation of economic cooperation, a transformative one-day Business- to Business conference is set to unfold in the picturesque setting of Papua New Guinea (PNG). With a primary objective of fostering collaboration between the EU and the Pacific Island Countries, this conference seeks to invigorate business contacts, explore new opportunities, and pave the way for sustainable development through trade and investment.

The conference will open with an inspiring session led by influential leaders from PNG and Europe. Highlighting the abundant economic opportunities available for businesses in both regions, setting the stage for the rest of the conference. Their focus will be on the potential for growth and sustainability.

Throughout the course of the day, a series of engaging panel sessions will take centre stage, underscoring the pivotal role of trade

and investment as the driving forces behind sustainable development. Distinguished experts and industry leaders will share their insights and experiences, shedding light on the best practices, challenges, and opportunities that prevail in the dynamic EU Pacific economic landscape. These sessions will serve as catalysts for meaningful discussions, enabling participants to glean valuable knowledge and forge connections that transcend borders.

Moreover, the conference will embrace a practical dimension, delving into specific business sectors in PNG and the Pacific. This unique approach will shed light on the potential for sustainable growth and environmentally friendly practices within these sectors. By examining the intricate interplay between economic development, environmental stewardship, and social responsibility, participants will be encouraged to adopt innovative strategies that drive progress while safeguarding the natural resources and cultural heritage of the Pacific Island Countries.

A Business Fair will be held in parallel with the business conference at the same venue. Regional participants from Fiji, Samoa, Solomon Islands and Tonga together with national participants from each of the 22 provinces in PNG and from the Nation’s Capital. The business fair gives opportunities for business promotion and networking. Participants are encouraged to visit these stalls outside the business conference during breaks.

For any queries please contact:

- **The Trade Affairs Officer at Delegation-Papua-New-Guinea-Trade@eeas.europa.eu**
- **Deputy Team Leader, Eurosupport: anna.ballinger@epa-pacific.eu**

PROGRAMME

Monday 30 October 2023

08.00 – 08.30 Registration

**Opening Session – Master of Ceremonies:
Ms Lorna McPherson, Senior Vice President Digicel PNG**

08.30 – 09.00 Welcome remarks

H.E. Jacques Fradin,
EU Ambassador to PNG

H.E. Guillaume Lemoine ,
Ambassador of France to PNG

Hon. Richard Maru,
Minister for International Trade and
Investment of PNG

09.00 – 09.15 Opening address:
PNG trade and business environment

Mr Michael Sullivan,
President of the PNG-Europe Business Council

Keynote Speech

09.15 – 09.30 State of the Pacific Economy

Mr Marcel Schroder,
Country Economist Asian
Development Bank

09.35 – 09.40 EPA video

**Panel 1 Discussion – PNG – the Land of Opportunities
Moderator: Mr Paul Barker, Executive Director – Institute of National Affairs**

09.40 – 10.30 How has PNG's economy changed
over the last years? Important
reforms and restructuring

Mr Jonathan Seeto,
Territory Senior Partner,
PricewaterhouseCoopers (PWC) PNG

PNG Economic Forecast:
Where is the PNG
economy heading?

Mr Jeffrey Yabom,
Acting Assistant Governor
Monetary Policy Group

Energy and resources:
Opportunities for partnerships

Mr Richard Kassman, OBE,
Public Affairs Manager,
TotalEnergies E&P PNG Limited

10.30 – 11.00 Morning tea

PROGRAMME

Panel 2 Discussion – How to Boost the Agribusiness Sector in PNG Moderator: Ms Robyn Ekstrom – Euro Support, Pacific Export Promotion and Trade Development Specialist

11.00 – 12.00

Agriculture trade with Europe and opportunities for partnerships (incorporating new and emerging food trends in the EU)

Ms Jodie Stewart,
Trade Commissioner,
Pacific Trade Invest – Europe

Use of Organic Certifications:
Targeting niche markets for
vanilla and cocoa in EU

Dr Nancy Irwin,
Managing Director, Kamapim Limited

Challenges and lessons learned
after trading with the EU

Mr Joeri Kalwij,
General Manager, New Guinea
Highlands Coffee, part of the Neuman
Group of Companies

12.00 – 13.00

Lunch break

Panel 3 Discussion – Green/Blue Economy and Sustainable Business, Trade and Investment Moderator: Ms Hannah Pepson Secretary of the PNG Europe Business Council

13.00 – 14.00

Mobilizing private sector capital
through EU blending finance
(Case study from the Blue Circle Fund)

Mr Wycliffe Ngwabe,
UNCDF Country Lead for PNG

Trade Single Window:
enabling economic growth
and promoting sustainable
business, trade and investment

Mr Geoffrey Kossami,
Single Window Expert, United Nations
Conference on Trade and Development
(UNCTAD)

Business, trade and investment
opportunities in the Region

Mr Jason Collins, CEO, European
Australian Business Council, Australia
(pre-recorded segment)

PROGRAMME

Global Gateway Business Financing Opportunities

14.00 – 14.30

EFSD+ Opportunities under
the Green Deal

Mr Jean-Louis Ville,
Head of East Asia and the Pacific,
European Commission, Directorate
General for International Partnerships

European Financial Banks

Mr Benoit Cambier,
European Investment Bank (EIB) Resident
Representative for the Pacific

14.30 – 15.00

Afternoon tea

Parallel B2B Marketing Opportunity Sessions on three specific economic sectors

15.00 – 15.30

Agriculture and Fisheries

Pre-recorded audio-visuals (AV) and
live presentations by companies to
pitch themselves in 3-Minutes:

15.30 – 16.00

Energy

Who they are; What they do; Where they
are located (PNG, the Pacific or Europe);
Type of business opportunities sought?

16.00 – 16.30

Technology and e-Business

Closing Session

16.30 – 17.00

Closing remarks

Mr Richard Yakam,
Chief Trade Officer of the PNG National
Trade Office

Dr. Hans Lambrecht,
Head of Cooperation Delegation of the
European Union to Papua New Guinea

Closing Cocktails – Leaders foyer APEC Haus

17.30 – 20.00

Conference delegates and invited guests