



An Australian multi-country initiative



New Fiji-Australia partnership to support Private Sector Development

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The Ministry of Industry, Trade and Tourism (Ministry) and the Australian Government funded, Market Development Facility (MDF) today signed a Cooperation Agreement.

Permanent Secretary for Industry, Trade and Tourism, Shaheen Ali and MDF Fiji Country Director, Victoria Carter, officiated the signing of the Agreement which will establish a formal working relationship, and facilitate Australian Government support for development of tourism, business outsourcing services and micro, small and medium enterprises.

The Ministry and MDF have thus far collaborated by sharing research, studies and the provision of technical advice when requested.

“The work of the Ministry and MDF is closely aligned so we are excited to formalise our partnership. Today’s signing will provide opportunities to seek technical assistance in implementing key strategies of the Fijian Tourism 2021,” highlighted PS Ali.

Some of the areas of collaboration the two organisations will embark on are regional branding, niche market development and business incubation services for young entrepreneurs.

MDF Fiji Country Director, Victoria Carter, said she is looking forward to working closer with MITT in support of Government’s national development strategies and targets.

“We are excited about the prospect of working alongside the key line Ministry for private sector development in the country and building on industry and enterprise development initiatives, including the recently established Business Processing Outsourcing (BPO) Council, Destination Marketing Organisations (DMOs) and Fiji Commerce & Employers Federation’s (FCEF) new MSME business accelerator service for women and young entrepreneurs.

This new agreement demonstrates the commitment of the Australian Government to help Fiji to grow and diversify its economy”.

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About

Ministry of Industry, Trade and Tourism

The Ministry is responsible for formulating and implementing policies and strategies that create and facilitate growth in industry, investment, trade, tourism, co-operative businesses, micro and small enterprises and enhance metrology, standards and consumer protection.

Market Development Facility (MDF)

MDF works with communities, workers, farmers and businesses to reduce poverty. We are active in Fiji, Pakistan, PNG, Sri Lanka and Timor-Leste. MDF is funded by the Australian Government and implemented by Palladium, in partnership with Swisscontact.

In Fiji, MDF focuses on developing a growing, diversified and inclusive tourism industry, while also improving the competitiveness of Fiji's high value agriculture and urban industries. MDF-supported activities will create additional employment for 700 people and increase incomes for 40,000 people until 2021.

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