

Australian support for Kalabu Business Park vision

MEDIA RELEASE – FOR IMMEDIATE RELEASE

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The Lyndhurst Group of Companies, exclusive local manufacturers of popular international brand Kookai, has signed an agreement with the Australian Government funded Market Development Facility (MDF) to bolster support for the company's state-of-the-art business park development, to be constructed in the Kalabu Tax Free Zone.

The multi-million-dollar development venture will offer new factory spaces featuring up to 15,000 seat capacity and will provide state-of-the-art information and communication technology (ICT) and support services, including a supermarket and serviced apartments.

Fiji's BPO industry currently employs around 3,000 people, and the Kalabu Tax Free Zone Business Park will support the Fiji Government's vision of growing the sector to provide 10,000 local jobs.

"We see huge potential to grow Fiji's Business Process Outsourcing (BPO) sector, especially post COVID-19, as near-shore markets like Australia and New Zealand are likely to relook at their business outsourcing strategies," said Lyndhurst Group of Companies Chief Executive Officer Rokoseru Nabalarua.

"In order to attract these businesses to our shores, we need to have the required infrastructure in place. The Kalabu Tax Free Zone Business Park will be able to meet these expectations and will offer 'plug and play' office setups which will make it so much easier for companies to establish themselves here," Mr. Nabalarua added.

The agreement with MDF creates a pathway for the Lyndhurst Group to place the Kalabu Business Park on the map in Australia to entice international BPO networks to Fiji.

Through the partnership, MDF will support the development of strategic marketing material as well as financial modelling to meet the requirements and expectations of potential investors for the new business park.

"MDF recognises the significant role that the Kalabu Tax Free Zone has played as an export hub for Fiji. We are excited about the new investment and employment opportunities that will be created through the new Lyndhurst business park development at Kalabu, especially for the emerging BPO Sector in Fiji, and we look forward to working alongside the company on the next important steps in the development process," said MDF Country Director Malcolm Bossley.

Construction of the Kalabu Tax Free Zone Business Park is expected to commence in 2021.

Market Development Facility

Market Development Facility is an Australian Government funded multi-country initiative which promotes sustainable economic development, through higher incomes for women and men, in our partner countries.

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.

MDF is funded by the Australian Department of Foreign Affairs (DFAT). It is implemented by Palladium in partnership with Swisscontact.

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