



# MINISTRY OF COMMERCE, TRADE, TOURISM AND TRANSPORT

## About Ministry of Commerce, Trade, Tourism and Transport



The Ministry of Commerce, Trade, Tourism and Transport (MCTTT) creates and implements policies and strategies to facilitate the growth of industries, investments and trade in Fiji. As part of its portfolio, MCTTT is the lead government ministry for Micro, Small and Medium Enterprise (MSME) development and it oversees the national "Fijian Made" campaign.



## Market Constraints

The COVID-19 pandemic has had a severe global economic impact, adversely affecting the Fijian economy and local businesses. A number of Fiji's key sectors have slowed down and almost come to a halt, with many businesses forced to scale back staff and operations.

In response, local MSMEs are having to find new ways to innovate and adapt their business models to the challenges brought about by COVID-19.

## Intervention

### COVID-19 Response



#### Economic Recovery:

Encouraging consumers to support local MSMEs through national campaign



MDF partnered with MCTTT under an existing Memorandum of Understanding to develop a *Support Local Business* social media campaign, connecting Fijian MSMEs with social media marketing and promotion. The initiative was implemented under the Ministry's "Fijian Made" and "Buy Fijian" national campaigns, which promote the production and consumption of local products, while enhancing a sense of loyalty among Fijians.

With MDF support, eight social media influencers were contracted to increase awareness around local MSMEs and encourage consumers to take advantage of new business promotions. Each social media post contained information about a small business or product as well as the business location and contact information. All posts included the hashtags #SupportLocalBusiness #FijianMade and #BuyLocal.

The *Support Local Business* campaign was launched in June 2020 and within two months had promoted over 100 businesses. The campaign successfully had over 22,000 reactions and was shared over 1,800 times. During this time, several small local businesses reported an increase in the number of people following them on social media, visiting their stores and, in some cases, an increase in sales.