



MDF in the Pacific



What is MDF?

Market Development Facility (MDF) 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 currently active in Fiji, Timor-Leste, Papua New Guinea (PNG) and Sri Lanka. From 2021, MDF will be expanding to **Samoa**, **Tonga** and **Vanuatu**.

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

Our partners

To ensure our impact is sustainable, MDF partners with local organisations of all types. MDF chooses partners based on relevance to market opportunities, interest in collaboration and willingness to co-invest. MDF usually formalises partnerships by signing agreements – such as a Partnership Agreement or a Memorandum of Understanding. MDF partners with:

- Businesses of all scale
- Industry associations/Business Membership Organisations
- Government ministries and institutions
- Civil society organisations and NGOs



MDF support

In each one of its partner countries, MDF begins with an in-depth assessment of the economy, looking for markets that could work better but do not, for a variety of reasons. Our specific focus is on markets that have the potential to benefit the urban and rural poor, as well as women and people with disabilities. MDF will partner with companies and other organisations to address a selection of challenges within these market systems, working with partners to design market 'interventions' that MDF can support. The goal of each intervention is sustainable change that continues even after MDF's partnership has reached its end.

Market interventions come in many forms. Here are a few examples:



Expansion of production or processing

MDF PNG is supporting Sustainable Management Services (SMS) PNG to increase smallholder coffee farmers' production of high-quality coffee. ✨



Marketing and promotion support

MDF Fiji is partnering with Pacific Centrecom (Fiji) Limited to develop a targeted marketing strategy to capitalise on new BPO opportunities in New Zealand. ✨



Supply chain management

MDF Sri Lanka is working with the private sector to pioneer a more efficient coffee harvesting model among smallholder farmers. ✨



Training

MDF PNG supported Kamapim Limited to train over 1,350 vanilla farmers on vanilla processing, sustainable farming, climate change management, financial planning and COVID-19 prevention. ✨



Business and technical advisory

MDF Timor-Leste worked with the private sector, government and the national coffee association to effectively manage coffee transport and storage solutions during pandemic-related travel restrictions. ✨



Strengthening industry advocacy

MDF Fiji is working with the BPO Council of Fiji and Fijian Government to support the growth of Fiji's growing BPO sector. ✨



Climate change mitigation and adaptation

MDF Sri Lanka partnered with international NGO Rainforest Alliance to support private sector investment in sustainable farming through working with agribusinesses and their supply chains. ✨

MDF's flexible mechanism allows the program to adapt to new contexts and challenges, such as the COVID-19 pandemic, and provide relevant and context-specific support to partners.

MDF works in a range of sectors across the Indo Pacific



Agriculture

- Agricultural inputs, logistics and processing in Fiji
- Coffee, cocoa and honey in Papua New Guinea
- Coffee, konjac and cocoa in Timor-Leste



Livestock

- Pigs in Timor-Leste and Papua New Guinea



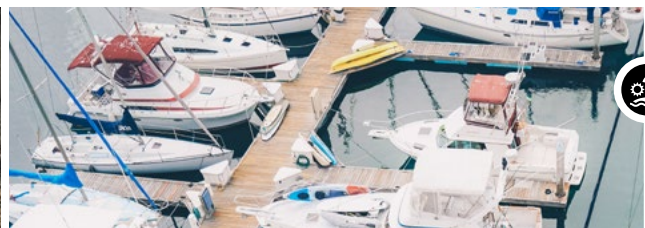
Urban industries

- Outsourcing services in Fiji
- Medium, small and micro enterprise development in Fiji
- Digital payments in Fiji



Fisheries and aquaculture

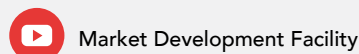
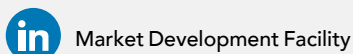
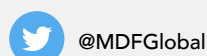
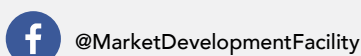
- Blue Swimming Crab in Sri Lanka
- Giant Freshwater Prawn in Sri Lanka



Tourism

- Nautical tourism in Fiji
- Destination marketing in Timor-Leste
- Data and promotion in Sri Lanka

MDF's work in the Indo Pacific is detailed in its Annual Report ([marketdevelopmentfacility.org](https://www.marketdevelopmentfacility.org)). MDF's social media channels are regularly updated with MDF activities and impact stories.



Pacific businesses interested in partnering with MDF can contact: info-MDF@thepalladiumgroup.com