

## MEDIA RELEASE

### **PIPSO launches 2016-2019 Strategic Plan and revamped Website**

**Tuesday 29 November 2016, (Suva, Fiji)** - PIPSO launched their 2016-2019 Strategic Plan, and revamped website in Suva today.

Speaking from the event this morning, PIPSO's Chair Howard Politini complimented the organisation for this milestone, "PIPSO has great plans and has much expectations from their members and stakeholders around the region, who convened and actively participated in July this year for a 4-day interactive workshop to deliberate and finalise the organisation's strategic focus in the next 4 years."

The new Strategic Plan 2016- 2019 was supported by the European Union via the "Strengthening Non-State Actors Engagement in Regional Policy Development and Implementation Programme", implemented by the Pacific Islands Forum Secretariat (PIFS).

Speaking at the launch, Ambassador Jacobs said: "The Pacific private sector faces great challenges, such as access to markets, the high cost of transportation and lack of business knowledge, to name but a few. It also has excellent potential – for instance the Pacific has great products from the land and the sea, it has expertise in innovative and traditional design, and tourism presents many more opportunities. The EU is supporting PIPSO in its efforts to help unleash the potential of the Pacific private sector."

With the funding support of the EU-ACP Technical Centre for Agricultural and Rural Cooperation in the Netherlands, PIPSO worked with local Pacific businesses to redesign and redevelop their website. New features include a capability for agribusinesses to create their company profile on the website; a range of useful templates, guides and resources for businesses; grants and training announcements; event online registrations; and success stories of entrepreneurs from around the Pacific region.

PIPSO thanked all their members, partners, donors and guests at the event for their continuous support, as well as the hard work and efforts of the PIPSO Secretariat, Communications Consultant (The Greenhouse Studio) and Website Developers (Oceanic Communications Ltd.) who put the communication materials and website together for the launch.

Mereia Volavola, PIPSO's CEO concluded, "We are enhancing our communications and knowledge management platforms to ensure we strengthen our members and promote the growth of Pacific businesses through online and interactive spaces. PIPSO must fully utilise innovative communication technologies as we aspire to become a leading information hub for our members and stakeholders."

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Visit our website: [www.pipso.org.fj](http://www.pipso.org.fj)

Download our 2016-2019 Strategic Plan: <http://bit.ly/2gqCtG5>

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