



SAMOA AGRITOURISM POLICY SETTING FORUM

Organized by STA, PIPSO and CTA

Samoa Conference Center, Apia, Samoa, 13th - 16th December 2016

BIODATA OF THE SPEAKERS

Tolefoa Mr. Faamatala Afamasaga – President, Samoa Farmers Association and Chairman, Pacific Islands Farmer Organisations Network (PIFON)

Afamasaga Tolefoa is a former Diplomat, Member of Parliament, and Editor of the Samoa Observer daily. He currently serves on the Samoa Government Remuneration Tribunal and as a consultant on public policy and governance and more especially the interface between democratic governance and traditional forms of governance. Afamasaga is a regular commentator on economic and political developments in Samoa and the region. He is chairman of Samoa Farmers Association and of PIFON, the Pacific Islands Farmer Organizations Network and a board member of the Vanuatu based Pacific Institute of Public Policy think tank. Having worked as National Advocate for Child Rights under the Pacific Children's Project, Afamasaga is founding Chairman of Samoa Men Against Domestic Violence an advocacy group to engage and engage men in the fight against violence directed at women and children. Afamasaga was educated at Samoa College and Otago University New Zealand from where he graduated with degrees in economics and trade.

Isolina Boto – Manager, CTA Brussels Office, and Project Leader on Regional Trade, CTA

Isolina has more than 25 years of experience in development. She worked for the European Commission, various ACP embassies and NGOs on food security, rural development and trade. Within CTA, she worked in various positions at headquarters, in the Netherlands, especially on co-funded technical programmes on Agriculture and Rural Development implemented at regional level. Since 2004 she heads the CTA Brussels Office, dealing with policy issues related to the ACP-EU cooperation in the field of agrifood systems and rural development and leads CTA policy group on regional trade and agribusiness, which includes agritourism. She coordinates and organizes the regular Brussels Development Briefings on topical and emerging development policy issues. The office produces a daily news service on key policy areas of ACPEU cooperation on trade, fisheries, climate change, food security and development policy.

Ian Buck – Facility Manager, ADB Samoa AgriBusiness Project

Ian Buck is an agribusiness specialist with a sound understanding of the complexities and current issues of the sector from the family business to multi-national corporations. With his extensive practical and professional history in Agribusiness in Australia and the Pacific region, covering Project Implementation and Management, Banking and Finance and as a qualified Financial

Adviser, he has a unique understanding of the economic and financial issues of the agribusiness sector, which enables him to engage immediately and directly with clients to provide holistic, strategic practical advice. Ian holds a Bachelor of Agricultural Science Degree from the University of Queensland, Post-Graduate qualifications in Agricultural Economics from the University of New England (NSW), a Diploma of Financial Services (Financial Planning), and the Company Director's Course Diploma. He is a Fellow of the Australian Institute of Company Directors, and a Fellow of the Australian Institute of Management. Ian is currently the Facility Manager engaged to implement the Samoa Agribusiness Support Project, which is a 7 year project established from an initiative of the Asian Development Bank and the Government of Samoa, to stimulate commercial development in the agriculture and agro-processing sector to increase the sectors contribution to economic growth.

Kelera Cavuilati – Investment Specialist/Executive Officer, South Pacific Tourism Organisation (SPTO)

Kelera Cavuilati joined SPTO in 2012, with a background in export and investment promotion and now has tourism marketing and development added to her work experience. She supports the Chief Executive Officer in tourism marketing and development initiatives, particularly those that are cross-sectoral and project-focussed. Kelera's work portfolio also includes sustainable tourism development, specifically the implementation of projects undertaken collaboratively with strategic partners and which are outside of SPTO's core work program. Kelera has tertiary qualifications in political science and international relations, and investment promotion.

Afuamua Lafaele Enoka – National Co-ordinator of the Samoa Agricultural Competitiveness Enhancement Project (SACEP)

Lafaele Enoka is the Coordinator of the World Bank funded "Samoa Agriculture Competitiveness Enhancement Project" (SACEP). Before joining the project, he worked as the Regional Market Advisor in the Caribbean for the Food and Agriculture Organization (FAO) of the UN where he was involved in the development of Agri-food Value Chain Projects in 7 countries. Prior to working in the Caribbean, Lafaele worked as a consultant economist in the Pacific with country experience in the Solomon Islands, Cook Islands, Niue, Nauru, Tuvalu and Samoa. Lafaele holds a Masters in Applied Science and a Bachelor of Agriculture Science.

Dr. Jimmy (Jean-Hugues) Hatier – Managing director / Principal consultant, MLS Consultancy

Dr Jimmy Hatier has been the managing director for MLS Consultancy since 2014 after working for 7 years at AgReserach Ltd (NZ biggest Crown institute). He has an extensive experience in sustainable agriculture production, project management and policy development. Throughout his career, Dr Hatier has developed a strong understanding of the constraints on crop production and access to market in the Pacific. Dr. Hatier holds a PhD in eco-physiology from the University of Auckland, NZ and has been awarded a lifetime Golden key honorary membership by Waikato Management School, NZ in 2014.

Ross Hopkins – Principal, TRIP Consultants

Ross Hopkins is the Principal of TRIP Consultants and is a recognized expert in sustainable tourism planning and development, with over 30 years international experience in sustainable tourism sector planning and sector management in developing countries. Ross has extensive experience in both the development of Tourism Sector Plans as well as design of donor support programmes to support tourism sector development. Ross has specific experience in Agritourism sector planning and programme design in the Pacific; he has prepared the current tourism sector plans for the Solomon Islands, PNG, Kiribati, Tonga and Samoa. As well as the Pacific Regional

Tourism Strategy for the South Pacific Tourism Organisation (SPTO), Vanuatu (supporting role), 17 Pacific countries. Ross is currently working for MFAT to assist Vanuatu with the development of their Agritourism Strategic Action Plan and programme design.

Tilafono Leatiogie Mr David Joseph Hunter – Chief Executive Officer, Ministry of Agriculture

Mr Hunter is Chief Executive Officer for the Ministry of Agriculture and Fisheries, having been appointed in November 2016. Tilafono previously held the position of C.E.O. for the Scientific Research Organisation of Samoa, and prior to this he held various senior lecturer positions at the University of the South Pacific (USP) Alafua Campus in the School of Agriculture and Food Technology, including Acting Head of School from January 2006-December 2009. Tilafono has a comprehensive background and wealth of experience in Agriculture and related research and allied subject areas, holding a MSc (Distinction) in Crop Science from Wageningen Agricultural University, Netherlands and MAgr in Soil Science, USP Alafua Campus.

Papalii Matatamalii Sonja Hunter – CEO, Samoa Tourism Authority and Chair Lady, South Pacific Tourism Organisation

Sonja Hunter is the Chief Executive Officer of the Samoa Tourism Authority and the Chairperson of the South Pacific Tourism Organisation. She has a Master in Business Administration from the University of the South Pacific and is a graduate of the Rhema Bible Training Centre, South Pacific. Sonja Hunter has been working in Travel and Tourism for more than 25 years.

Alatina Ioelu – CEO, Small Business Enterprise Centre

Alatina Ioelu is the Chief Executive Officer of the Small Business Enterprise Centre (SBEC) Samoa. He has worked for the private sector for more than thirteen years. He currently sits on the Trade Commerce and Manufacturing Sector Steering Committee, the Agriculture Steering Committee, Samoa Tourism Training Working Committee and the Ministry of Women Community and Social Development Youth Steering Committee. He holds a Bachelor of Arts in Economics and Development Studies from the University of the South Pacific.

Ms. Susana Lauulu – CEO, Development Bank of Samoa

Ms. Fauena Susana Lauulu was appointed head of Development Bank of Samoa in 2014 for a three year term. She had been the bank's Assistant Chief Executive Officer for the Finance Division for the preceding five years. She has previously worked at BOC Samoa and Lesa ma Penn Accounting Firm. Fauena holds a Bachelor of Arts Degree from the University of the South Pacific and is the President of the Samoa Institute of Accountants. She hails from the villages of Lepea and Tafitoala and is a member of the Catholic Church.

Pulotu Mr. Lyndon Chu Ling – CEO, Ministry of Commerce, Industries & Labour

Mr Pulotu Lyndon Chu Ling was recently appointed as the Chief Executive Officer for the Ministry of Commerce, Industry and Labour in September 2018. Pulotu took over from the former CEO, the late Peseta Galumalemana Lavea Margaret Malua who passed away in June 2016. Mr Chu Ling is one of the longest serving member of the public service starting from the former Department of Trade, Commerce and Industry from 1992-2001 working in the Trade and Investment Promotion Unit and the Fair Trading Unit. He then took on a new career as a Sales Executive for Colonial Life Insurance from 2001-2005. He returned to MCIL in 2005 as a Principal Industry Development & Investment Promotion Officer and was appointed as the Assistant CEO for Industry Development and Investment Promotion of the MCIL in 2006 in which he was responsible for the development of investment promotion programs for Samoa as an investment destination for both local and foreign investors until he was appointed to the CEO post in October

2016. His other duties outside of government, he is the President of the Church of Jesus Christ of Latter Day Saints (LDS) Malie Stake, in which he provides leadership and counselling to around 2,000 Latter Day saints in the Malie area. He was educated at Samoa College, National University of Samoa, University of the South Pacific, the University of Adelaide and the University of Victoria. He is a father of six boys and resides at Nu'u.

H.E. Fatumanava Paolelei Luteru – Samoa Ambassador to the EU

H.E. Fatumanava Dr Pa'olelei H Luteru is the Ambassador of Samoa in Brussels since April 2012. He was previously Consul (Commercial), Samoa Trade Commissioner to New Zealand and RSE Representative and Director of Oceancrest Consultancy Ltd in Fiji. From 2005 to 2009, he was inaugural Dean, Faculty of Islands and Oceans and Director of Alafua Campus (Samoa), University of the South Pacific, Fiji Islands. From 2000 to 2005 he was Assistant Secretary-General of the ACP Group, Political Affairs and Human Development in Brussels, Belgium. Dr Luteru hold various positions leading PacificEU matters in the design and facilitation of projects for Pacific ACP member states under the Lome IV Convention. The value of these projects was in excess of ECU 40 million. He holds several academic positions in the University of South Pacific such as Director of Planning and Development. Dr Luteru is Doctor of Philosophy (Flinders University, Australia) and specialised on development economics, strategic planning, management and aid policies. Flinders University, Australia. He has extensively written on the Relationship between the Development Needs of Pacific Island Countries and Donor Aid Policies and is the author of many publications related to development.

Leausa Toleafoa Dr. Take Naseri – Director General & CEO, Ministry of Health

Dr. Take Naseri was appointed to the Ministry of Health in 2014 for a three year term, prior to which he held the position of Consultant Specialist and Public Health Physician for the Ministry of Health. He has served in the Medical Profession for over 20 years in Samoa, American Samoa and in New Zealand. Toleafoa holds a Masters in Public Health from the University of Queensland, Australia, Bachelor of Medicine and Bachelor of Surgery (MBBS) from the University of Papua New Guinea. He started his education in Samoa before furthering his studies in New Zealand and Fiji. He hails from the villages of Matanofo Falelatai and Fagaloa and is a Deacon of the Congregational Christian Church of Samoa. Toleafoa, is a member of the SCOPA Rugby Club and the Samoa Golden Oldies.

Fuimapoao Naea Mrs. Beth Onesemo – CEO, Ministry of Women, Social Community & Development

Fuimapoao Beth Onesemo holds a LLB Degree from the University of Tasmania Australia, LLM from University of New South Wales Postgraduate Diploma in Business Management from University of New England. She worked for the Ministry of Justice and Courts Administration, as a consultant for the Samoa Police Service, and the Public Service Commission for 11 years inclusive of 6 years as Chief Executive Officer PSC. She is now the CEO for the Ministry of Women, Community and Social Development.

Tofa Suluimalo Mr. Amataga Penaia – Chief Executive Officer, Ministry of Natural Resources & Environment

Amataga Penaia was appointed as the Chief Executive Officer of the Ministry of Natural Resources and Environment in 2014, prior to which he held the position of Assistant Chief Executive Officer within MNRE. He previously worked as Manager of Upolu Operations from 2002 to 2005, and Manager of Savaii Operations from 2001-2002 for the Samoa Water Authority. Suluimalo holds the qualifications of Bachelor of Science from the University of the South Pacific, as well as an Advanced Graduate Diploma of Business Management from the University of New

England, Australia and a Graduate Certificate in Integrated Water Management from Griffith University, Australia. The head of MNRE hails from the villages of Vailoa Aleipata, Lufilufi and Satitua.

Ms. Adimaimalaga Tafunai – CEO Women In Business Development Inc.

Adimaimalaga Tafuna'i is a co-founder and the executive director of Women in Business Development Inc in Samoa. For more than 20 years she has led the organisation, and last year was recognised by the Vital Voices Global Partnership which presented Mrs Tafuna'i the Economic Empowerment Award at The Global Leadership Awards. Mrs Tafuna'i was also involved in bringing virgin coconut oil pressing to Samoa and in 1998 confirmed a fair trade contract with The Body Shop. She was instrumental in reviving Samoa's finemat weaving and transforming it into an income-generating activity. Regionally, Mrs Tafuna'i was one of the initiators of the Pacific Organic Ethical Trade community, and has assisted other Pacific organisations become organically certified and negotiated their inclusion world markets. In 2006, she was chair of the Pacific Island Association of Non-Governmental Organisations. That year, she was also a Commonwealth Observer Group member for the Presidential and Parliamentary Elections in Uganda.

Sakiusa Tubuna – Sub-Regional Coordinator for the Pacific Asia and the Pacific Division, IFAD

Agricultural Economist by profession and worked with the Fiji Government for 25 years and his last position was Chief Economist for the Fiji Ministry of Agriculture.

Maryann Lameko-Vaai – General Manager, Bank South Pacific (Samoa)

Maryann began her career in financial services at Lesa ma Penn in 1999, after she graduated with her Bachelor of Commerce degree from Auckland University. Maryann later completed her Professional exams and obtained her Samoa Institute of Accountants (CA) accreditation in 2001 and later her CPA Australia accreditation in 2012. Maryann has 15 years of work experience in finance, accounting, auditing and investment. In 2012, Maryann was sought out to join Westpac Bank Samoa as Head of Finance and Operations and subsequently became the first local manager and first female to head a multinational bank in Samoa, when Westpac Bank sold its operations in Samoa to the largest bank in PNG, Bank of South Pacific. Maryann is a board member for various NGOs and government organizations including National Health Services, SENESE Inclusive Education and Leadership Samoa.

Mr. Hobart Va'ai – CEO, Samoa Chamber of Commerce

Hobart Va'ai took over the leadership of the Samoa Chamber of Commerce in May 2016. As for Mr. Va'ai, he hails from the villages of Siusega, Sataua and Faga. He had previously served the Samoa Chamber of Commerce as its Member services Manager since 2011. An Accountant by profession, he is a Chartered Accountant and member of the Samoa Institute of Accountants. The Chamber is an incorporated association of businesses and private sector organisations representing all areas of Samoa's private sector. The Chamber's purpose is to act as Samoa's National Private Sector Organisation and in this capacity, promote the interests, well-being and growth of Samoa's private sector at the national, regional and international levels to improve the economic and social well-being of the people of Samoa. The Chamber's membership also includes two large private sector organisations (P.S.O.s), namely Women in Business Development Inc (W.I.B.D.I.) and Samoa For Real. It also includes other smaller P.S.O.s representing micro businesses in the cultural and handicrafts industry. The Chamber is governed by a 12 member Executive Council, all serving on a voluntary basis.

Mereia Volavola – CEO, Pacific Islands Private Sector Organisation (PIPSO)

Mereia Volavola has been the Chief Executive Officer of PIPSO since 2010. She has vast knowledge and experience in the area of Finance and Banking. Prior to joining PIPSO, Ms Volavola held the position of CEO of the Capital Markets Development Authority in Fiji. She has also worked for the Reserve Bank of Fiji, HFC Finance Ltd and Housing Authority. Mereia Volavola holds an MBA in Banking and Finance with a Distinction from the University of Wales, UK and a Bachelor of Arts Degree from the University of the South Pacific in Economics and Business Management. She is also a Board Member of Merchant Finance.