



Doing Business In Fiji: A Country Commercial Guide for U.S. Companies

Chapter 4: Leading Sectors for U.S. Export and Investment

INTERNATIONAL COPYRIGHT, U.S. & FOREIGN COMMERCIAL SERVICE AND U.S. DEPARTMENT OF STATE, 2006. ALL RIGHTS RESERVED OUTSIDE OF THE UNITED STATES.

- [Agricultural Sector](#)

Commercial Sectors

- [Agro-processing](#)
- [Fishing](#)
- [Tourism](#)
- [Power Generation \(Energy\)](#)
- [Computer Hardware, Software and Service](#)
- [Construction and Capital Projects](#)

AGRO-PROCESSING

Overview

[Return to top](#)

	2003	2004	2005
Total Exports (F\$m) – sugar, timber and wood products, molasses, coconut oil, fruits and vegetables	289	290	305

(source: Fiji Islands Bureau of Statistics)

The agriculture sector continues to be an important sector for the economy, accounting for approximately 26% of Fiji's total exports in 2005. Major agricultural exports include sugar, lumber, molasses and coconut oil. Other agricultural exports include ginger, kava, papayas and fresh vegetables.

Currently, there are approximately twenty establishments engaged in processing of local fruits and vegetables, though mainly catering for the domestic market, producing fruit juice concentrates (pineapple, orange, guava, mango, passion fruit and other citrus juice).

Best Products/Services

[Return to top](#)

Agro-processing is a growing sector in Fiji, especially for agricultural products such as fruits, vegetables, spices and botanicals. Potential commodities for value added processing include pawpaw, tomatoes, pineapple, coconut products, duruka, mixed vegetables, guava, mango and herbal kava products. Since these fruits and vegetables are seasonal crops, the plant will need to have flexibility so as to allow processing of all these items utilising the same plant thereby ensuring operation of the plant throughout the year. Potential also exists for snack food processing of readily available taro, tapioka, breadfruit and banana.

Investment, equipment and supplies needed to expand and support these industries are in demand.

Resources

[Return to top](#)

Fiji Islands Trade & Investment Bureau: www.ftib.org.fj

Ministry of Agriculture, Sugar and Land Resettlement: maffinfo@connect.com.fj

FISHING

Overview

[Return to top](#)

	2003	2004	2005
Total Exports (F\$m)	79.4	81.4	82.9

(source: Fiji Islands Bureau of Statistics)

The fisheries sector currently is the fourth largest export industry, with exports in 2005 totaling F\$82.94 million and an estimated employment level of about 22,000 in this sector. The tuna industry dominates the sector. While canned tuna is exported, the fresh sashimi tuna exports to Japan and the U.S. contribute to a large extent the growth of this industry. The outlook for the industry looks positive.

Best Prospects/Services

[Return to top](#)

There are opportunities for semi-processing of fish products for both local as well as export markets, however, expertise in processing and quality standards, and equipment for the industry will be required.

Excellent opportunities also exist for aquaculture production (lobster, shrimps, etc) to cater specifically for the local growing tourism market, which has had to resort to importing to meet its demand.

Resources

[Return to top](#)

Fiji Islands Trade & Investment Bureau: www.ftib.org.fj

Secretariat of the Pacific Community: www.spc.int

TOURISM AND HOSPITALITY

Overview

[Return to top](#)

	2003	2004	2005
Hotel Turnover (F\$m)	327	397	459
Gross Tourism Earnings (F\$m)	639	718	729

(Source: RBF)

An estimated 550,000 tourists visited Fiji in 2005. In terms of foreign exchange earnings and employment, the industry is becoming the country's fastest growing industry. Gross tourism earnings in 2005 totaled an estimated F\$729 million (US\$430 million). The industry contributes an estimated 25 per cent of GDP. The industry is expected to continue to perform strongly.

The industry is targeting a billion dollars in tourism revenues by 2007. To achieve this, Government has increased the promotion and marketing budget of the Fiji Visitors Bureau to boost its efforts in promoting Fiji as a tourist destination.

Construction of several new resorts is already underway to accommodate growth, primarily in the five-star, luxury range. A corresponding increase in the demand for goods and services in the hospitality industry, including food service, recreation and transportation goods and services is expected. Furthermore, an increase in American tourists is expected to create a demand for U.S.-quality products.

Best Prospects/Services

[Return to top](#)

The rapid construction and development in the hotel and hospitality industry is creating new demand for a large variety of products, such as the following:

- Building materials
- Furnishings (drapes, carpet, linens)
- Kitchen equipment
- Furniture and appliances
- Sporting equipment
- Toiletries
- IT related to hotel and guest services

In addition to this opportunity, there is ongoing demand for products and services such as franchises, processed foods, hardware, and home furnishings.

Fiji Visitors Bureau: <http://www.bulafiji.com>

Fiji Islands Hotel & Tourism Association: www.fihta.com.fj

South Pacific Tourism Organisation: <http://www.spto.org>

POWER GENERATION (ENERGY)

Overview

[Return to top](#)

	2003	2004	2005
Import – Mineral Fuels (F\$m)	463	587	784
Percent of Total Imports (%)	20%	23%	29%

(Source: Fiji Islands Bureau of Statistics)

The country's energy needs are met from a variety of sources including hydro and diesel generated electricity, fuel wood, and coal and petroleum products. Approximately, 40% of energy needs are supplied by local resources, whilst 60% is met through imported fuel.

In 2005, mineral oils imports totaled F\$784 million, accounting for 29% of total imports. The transport sector is the main consumer of commercial fuel, mostly in the form of gasoline.

To supplement its heavy dependence on imported fuel, Fiji continues to seek alternative energy sources.

Best Prospects/Services

[Return to top](#)

By regulation, all new power generation put on line in Fiji must be fueled by renewable sources. Government is actively seeking partners in the energy sector, as Fiji explores ways to increase its generation, transmission and distribution infrastructure, both to its urban centers and to rural users. The Fiji Electricity Authority (FEA), which is responsible for the generation, transmission and distribution of electricity, supplies power to 57% of Fiji's population. To electrify isolated villages in rural areas, independent stations are planned. Potential suppliers must work with Fiji government authorities on these projects.

Resources

[Return to top](#)

Fiji Department of Energy: <http://www.fdoe.gov.fj/>

Pacific Power Association: www.ppa.org.fj

Secretariat of the Pacific Community: www.spc.int

South Pacific Applied Geoscience Commission (SOPAC): www.sopac.org.fj

COMPUTER HARDWARE, SOFTWARE AND SERVICE

Overview

[Return to top](#)

	2000	2003	2004
Personal Computers (per 1,000 people)	44.4	-	-
Internet Users (per 1,000 people)	14.8	66.6	-

(Source: World Development Indicator Database)

Computer literacy is increasing rapidly in Fiji. Internet access is available, but for the average family, the high cost of computer hardware and software and internet access keeps usage down.

Best Prospects/Services

[Return to top](#)

The recent establishment of call centers in Fiji, new networking and systems integration, and the expanding presence of regional businesses and international organizations offer opportunities for U.S. suppliers in this field.

Resources

[Return to top](#)

Fiji Islands Trade & Investment Bureau: www.ftib.org.fj

Telecom Fiji: www.telecomfiji.com.fj

Fintel: www.fintelfiji.com

Fiji Audio Visual Commission: <http://www.fijiaudiovisual.com/>

CONSTRUCTION AND CAPITAL PROJECTS

Overview

[Return to top](#)

	2002	2003	2004
Number of Permits Issued	1,865	1,838	1,891
Value of Permits (F\$m)	168.3	161.6	185.2
Number of Completion Certificates	578	604	645
Value of Completion Certificates (F\$m)	63.3	37.7	55.5
Value of Work put in place (F\$m)	100.1	126.5	160.0

(Source: Reserve Bank of Fiji)

The construction sector has continued to perform well. The Bureau of Statistics' "Building and Construction Survey" reported a total of \$116 million in construction during the first half of 2005. In 2005, completed projects included the Suva Central Shopping Complex, the Sofitel Fiji Resort and Spa, and the Fiji School of Medicine campus. Other notable ongoing projects include construction work at the Rewa Bridge, the Great Council of Chiefs Complex, as well as large-scale tourism refurbishment works at the Sheraton Fiji and Sheraton Royal Resort and the Shangri-La's Fijian Resort.

Best Products/Services

[Return to top](#)

The strong performance in the construction industry provides excellent opportunities to U.S. consultants, designers and equipment suppliers. With rapid developments placing increased pressure on the island environment, the need for sustainable and environmentally friendly solutions will be in demand.

Resources

[Return to top](#)

Fiji Islands Trade & Investment Bureau: www.ftib.org.fj

Asian Development Bank: www.adb.org

Agricultural Sectors

[Return to top](#)

The agriculture sector continues to be an important sector for the economy, accounting for about 26% of Fiji's total exports in 2005. Growth for the industry in 2006 is forecasted at 6.5% and is expected to be driven by crop production of root crops, fresh fruit and vegetables, ginger and kava. Government policy for the agricultural sector is to expand and diversify agricultural production for efficient food security and competitive exports and a significant emphasis has been placed on improving quarantine standards.

Best Products/Services

[Return to top](#)

The production of organic and natural products for the export market offers an excellent opportunity, as the country lacks the manufacturing capacity and expertise to supply organic produce.

In addition, with major tourist operators importing food to meet hospitality demands, there is excellent opportunity for agricultural production of fresh fruit and vegetables to meet the needs of the local growing tourism and hospitality industry .

Resources

[Return to top](#)

Fiji Visitors Bureau: <http://www.bulafiji.com>

Fiji Islands Hotel & Tourism Association: www.fihta.com.fj

South Pacific Tourism Organisation: <http://www.spto.org>

To view individual commodity reports produced by the Foreign Agricultural Service please go to the following website:

<http://www.fas.usda.gov/scriptsw/attacherep/default.asp>

U.S. exporters seeking general export information/assistance or country-specific commercial information should consult with their nearest **Export Assistance Center** or the **U.S. Department of Commerce's Trade Information Center** at (800) USA-TRADE, or go to the following website: <http://www.export.gov>.

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, **The Department of Commerce** does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. **The Department of Commerce** can assist companies in these endeavors.