



Foreign Affairs & Trade Bulletin

Ministry of Foreign Affairs and Trade

July-September 2014

Small Island Conference Leaves 'Legacy With Impact'

(UN News Centre) 4 September 2014 – With \$1.9 billion pledged in sustainable development partnerships, the United Nations on Thursday wrapped up its small island developing States conference and kicked off a drum roll of action on climate change.

The Secretary-General of the Third International Conference on Small Island and Developing States, Wu Hongbo, characterized the summit, the largest of its kind in the Pacific, as "extraordinary."

Briefing journalists in Apia, Samoa, Mr. Wu said 297 partnerships between governments, businesses, civil society and UN entities had been announced during the four days.

"Without a doubt, these partnerships leave a legacy with impact," Mr. Wu said. He added that the Department of Economic and Social Affairs (DESA), which he heads, will take on the responsibility of reporting on the commitments' progress to hold the participants to account.

The partnerships are in the areas of sustainable economic development, climate change and disaster risk management, social development, sustainable energy, ocean health, and water and sanitation, food security



SIDS Family Photo with UN Secretary General Tupua Ban-Ki Moon and heads of governments: Prime Ministers and Presidents. Photo Credit: UN Photo/Evan Schneider

and waste management.

They are in line with the conference's outcome document, nicknamed the Samoa Pathway, which was unanimously endorsed at the last plenary session today.

"The time for speeches is over," Samoan Prime Minister Tuilaepa Lufesolai Sailele Malielegaoi said in his closing statement. "We must now set sail with determination that the course of action we have chartered here... will be delivered to achieve our priorities."

The end of the conference begins the countdown to Secretary-General Ban Ki-moon's Climate Summit on 23 September at UN Headquarters in New York.

"This conference actually starts what the Secretary-General calls the drum roll of action," said Executive Secretary of the UN Framework Convention on Climate Change (UNFCCC), Christiana Figueres. "Climate change is an anchoring issue at the conference in Samoa, which in 2009, experienced an earthquake and a tsunami."

The UNFCCC is the parent treaty of the 1997 Kyoto Protocol. In this context, Ms. Figueres is overseeing talks between countries for a universally accepted climate treaty to be hammered out next year in Paris.

Following today's events, the UN flag was formally lowered over the Tuana'imato sports complex, symbolically returning the site to the Government of Samoa.

The UNFCCC is the parent treaty of the 1997 Kyoto Protocol. In this context, Ms. Figueres is overseeing talks between countries for a universally accepted climate treaty to be hammered out next year in Paris.

Integrating Women Entrepreneurs Into the Global Economy

A Women's economic empowerment was at the centre of attention at a side-event organized by the International Trade Centre (ITC) and the Government of Samoa at the Third UN Conference on Small Island Developing States on 2 September 2014 at the Faleata Sports Complex in Samoa.

The event, which took the form of a cocktail reception, drew a large number of participants and also coincided with the launch of ITC's 'Economic Empowerment of Women in the Pacific' project, which covers Papua New Guinea, Samoa and Vanuatu. In the three countries, the aim is to build women's capacity to capitalize on opportunities in formal markets and increase the economic benefits for women in the Pacific region. Ensuring greater participation by Pacific women in trade will benefit their families and communities in the three countries.

Samoa's Deputy Prime Minister, Fonotoe Nuafesili Pierre Lauofo during his welcoming statement, pointed to the important role played by Samoan women, adding that more needs to be done to empower them. 'It is important to acknowledge women's immense contribution to development,' he said. 'Samoa is also grateful to be included in the launch of ITC's Pacific project as it will help us improve and advance the output of our producers, and enhance existing systems.'

ITC's Executive Director Arancha González drew attention to economic gains countries can make by

including women in trade. 'At ITC we are extremely passionate about women's economic empowerment. Not just because it is fair, not just because it is right, but because it makes a lot of economic sense,' she said. 'Women entrepreneurs re-invest 90% of their revenues in their communities and families: that is a powerful vehicle for development.'



Hon. Fonotoe Nuafesili Pierre Lauofo and Ms. Arancha González

She said that ITC would be investing into labeling, packaging, and branding to help women access markets across the Pacific. In Samoa, support will be provided to help the government in its public procurement exercise; in Papua New Guinea, the focus will be on helping women bilum weavers connect to international markets, while in Vanuatu, smallholders will be connected to the tourism industry.

The Secretary-General of the World Tourism Organization, Taleb Rifai, highlighted that tourism has become a fundamental vehicle for promoting sustainable economic growth and women's economic empowerment. He said that the role of tourism sometimes escapes our attention.

'One out of 11 jobs around the world is in tourism, and every year 1.8 billion tourists cross borders, generating US\$ 1.4 trillion,' said Mr Rifai. 'We have to make sure this works for the best of the people, and especially in the SIDS where more than 40% of GDP is based on tourism.'

It was a view shared by Elizabeth Wilde, Assistant Secretary of the Pacific Regional Branch, at Australia's Department of Foreign Affairs and Trade. 'Women in the Pacific make an important contribution to the economies of their countries,' said Ms. Wilde. She cited the case of the Solomon Islands where women are responsible for 90% of the income in the tourism sector.

'Australia is funding women's economic empowerment projects across the Pacific. We are extremely pleased to be working with ITC in this effort,' she added.

Women in Business in Samoa is a classic example of women empowerment and Ms Adimaimalaga Tafunai, Executive Director, explained how through

Samoa Mission to the UN in New York

Samoa attends the Special Session of the General Assembly on the Follow-Up to the Programme of Action of the ICPD, 22 September 2014

On 22 September 2014, the General Assembly held a special session on the follow-up to the Programme of Action of the International Conference on Population and Development (ICPD). The session marked the culmination of the 20-year review of the implementation of the Programme of Action of the ICPD and its follow-up beyond 2014.

Ms Rumanusina Maua, Assistant Chief Executive Officer of the Ministry of Health attended the session on behalf of the Government of Samoa.



General Debate of the 69th session of the General Assembly, 24 September to 2 October 2014

The Honourable Prime Minister led Samoa's delegation at the high-level segment of the 69th session of the General Assembly which officially opened on 24 September 2014. The Prime Minister was accompanied from Samoa by Mrs Gillian Malielegaoi, Associate Minister for Foreign Affairs and Trade, Afioga Tafua Maluelue Tafua, Associate Minister for Prime Minister and Cabinet, Afioga Peseta Vaifou Tevaga, the Chief Executive Officer for Foreign Affairs and Trade, Mr Aiono Mose Sua, and the National Coordinator for SIDS, Ms Faalavaau Perina J. Sila.

The Prime Minister addressed the General Assembly during the general debate on Friday, 26 September 2014.



Hon. Tuilaepa Lufesolai Sailele Malielegaoi addressing the General Assembly during the high-level general debate.

The Prime Minister was a panelist in the 'Conversation with Pacific Leaders on Climate Change' forum held on 22 September 2014. He also took part in a number of meetings held within the margins of the United Nations general assembly including;

1. UN Secretary-General Ban Ki-moon's MDG Advocacy Group's Breakfast session for the launch of the MDG Advocates Leaders Report on 25 September 2014;
2. The annual Pacific Islands Forum Leaders meeting with UN Secretary-General Ban Ki-moon on 26 September 2014;
3. The annual US-Pacific Island Leaders meeting, the Japan - Pacific Island Leaders meeting with Prime Minister Shinzo Abe on 25 September 2014;

4. The Commonwealth Heads of Governments' Meeting on CHOGM Reform on 25 September 2014.

The Prime Minister and Mrs Malielegaoi attended the President of the United States and Mrs Obama's evening reception for Heads of Delegation to the UNGA on 23 September 2014.



Hon. Tuilaepa Lufesolai Sailele Malielegaoi and Mrs Malielegaoi at the President of the United States of America and Mrs Obama's reception

Samoa becomes the 159th signatory to the Convention on the rights of persons with disabilities

On 24 September 2014, the Prime Minister signed on behalf of the Government of Samoa, the Convention on the Rights of Persons with Disabilities, making Samoa the 159th signatory to the Convention.

Prime Minister Tuilaepa honoured at the 2014 South-South Awards, 24 September 2014

The Prime Minister was honoured at the 2014 South-South Awards reception for his leadership during the 2014 SIDS Conference and helping to put SIDS issues on the front of the climate change agenda, while paving the way for greater public-private partnerships to help SIDS build climate resilience.



Mr Aiono Mose Sua, Ms Faalavaau P. Sila, Afioga Tafua M. Tafua, Hon. Tuilaepa Lufesolai S. Malielegaoi, H.E. Aliioaiga Feturi Elisaia with the award received by the Prime Minister at the South-South Awards.

The reception also honoured the President of Tajikistan and the UN Secretary-General Ban Ki-moon, for their roles in promoting policies and awareness around issues related to climate change. The Awards welcomed over 200 guests including heads of state and government, senior ministers, UN Ambassadors and leaders from the private sector and civil society.

Climate Summit 2014 – Catalyzing Action, 23 September 2014

Organized to coincide with the high-level segment of the UNGA general debate, Prime Minister Tuilaepa, along with more than 100 world leaders participated in the United Nations Climate Summit which was held on 23 September 2014. Secretary-General Ban



Prime Minister Tuilaepa addressing the Multilateral and Multistakeholder Action Announcements segment on Energy, Climate Summit 2014, 23 September 2014.

Ki-moon invited world leaders, from government, finance, business, and civil society to Climate Summit 2014 to galvanize and catalyze climate action and to bring bold announcements and actions to the Summit that will reduce emissions, strengthen climate resilience, and mobilize political will for a meaningful legal agreement in 2015.

Prime Minister Tuilaepa delivered a statement during the morning session of the National Action and Ambition Announcements segment and spoke at the Energy segment of the Multilateral and Multistakeholder Action Announcements held in the afternoon.

The Prime Minister hosts reception to celebrate the successful conclusion of the SIDS Conference and thank the UN Community for their support, 26 September 2014

The Prime Minister hosted an evening reception on 26 September 2014 for Heads of Delegation and their Permanent Representatives to celebrate the successful conclusion of the SIDS Conference held in Samoa and to thank the United Nations community, SIDS and all their partners for their valuable support to Samoa.

The Prime Minister delivered brief remarks to thank the UN community for their vote of confidence and support throughout Samoa's preparations right up to the hosting of the Conference in September.

The reception was held at the Bohemian National Hall with entertainment provided by the Manu Samoa Girls of New York.



Political, International Relations and Protocol Division



The flag of Samoa and the United Nations being flown at the SIDS venue at Tuanaimato
Photo Credit: MFAT

SIDS Opening Ceremony

On the 31st August 2014, the SIDS Conference opening ceremony took place at the Hockey Stadium, which was attended by various heads of governments, dignitaries and delegates. The opening ceremony commenced with a prayer, followed by the official opening addresses of the Prime Minister of Samoa, Hon Tuilaepa Lufesoliai Aiono Sailele Malielegaoi, Mr Ban Ki Moon, Secretary-General of the United Nations, and Mr Wu Hong-bo, Under Secretary-General of the United Nations and the Secretary-General of the Conference. The opening ceremony was a collaboration of three schools: Don Bosco, St. Mary's and Marist Brothers Primary. The schools



St. Mary's Primary School during their performance at the Opening Ceremony
Photo Credit: SIDS Facebook Page

made their entrance into the stadium with the colours representing the Member States which was followed by traditional Samoa performances.

The night was set alight with the fire dance perform-

ances by the youth, which left the SIDS delegates in awe. The opening ceremony was concluded with the performances of five former Miss Samoa, whom performed the tauluga.

SIDS Spouses Programme

The SIDS Spouses Programme was a two day programme for the spouses of the Heads of Government, Delegations and Ministers to showcase Samoa culture at its best through the scheduled activities. Amongst the dignitaries in attendance was the spouse of Mr. Ban Ki Moon, Madame Yoo Soon-Taek Moon. The programme started on the 1st of September with an array of activities such as the visit to WIBDI, the tour around the Samoa Cultural Village followed by the luncheon hosted by Mrs. Gillian Malielegaoi.



SIDS Spouses with the owner of Litia Sini Resort
Photo Credit: MFAT

During the luncheon, the spouses were treated to the work of local talent with a fashion show theme of 'Nafanua: Warrior Goddess'. The fashion wear that was showcased that day was by the following fashion houses: Mahealani's Islands Wear, Samoa Lokostyle, Cecilia's Samoa, Veronicas, Amy's Gift Shop and MENA.

The second day of the programme involved a visit to the village of Saleapaga, where the spouses were well received by their host, Hon. Tafua Maluelue Tafua and the villagers. They were given a taste of Samoan

hospitality through the exchange of gifts, the entertainment and local cuisine provided. This was followed by a stopover at the beautiful Litia Sini Resort and then a hearty lunch provided for the spouses at Aga Reef Resort.

List of VVIPs that attended the 3rd International Conference on SIDS:

Hon. Mr. Mike Eman (PM of Aruba), Hon. Mr. Philip Brave Davis (DPM of The Bahamas), The Rt. Hon. Freundel J. Stuart (PM of Barbados), H.E. Mr. José Maria Pereira Neves (PM of Cabo Verde), H.E. Mr. Zhang Yesui (Executive Vice Minister of Foreign Affairs of China and Special Envoy of President of PRC), H.E. Mr. Ikililou Dhoinine (Pres. of The Comoros), Hon. Mr. Henry Puna (PM of The Cook Islands), Rt. Hon. Dr. Keith Mitchell (PM of Grenada), Hon. Mr. Te Beretitenti Anote Tong (President of Kiribati), H.E. Maumoon Abdul Gayoom (Former President of The Maldives), H.E. Mr. Emanuel Mori (President of Micronesia), H.E. Baron Waqa (President of Nauru), H.E. Ms. Cynthia Ligeard (President of New Caledonia), Hon. Mr. Toke Talagi (Premier of Niue), H.E. Mr. Tommy E. Remengesau (President of Palau), Hon. Mr. Peter O'Neill (PM of Papua New Guinea), Hon. Mr. Christopher Jorebon Loeak (President of The Marshall Islands), H.E. Mr. James A Michel (President of Seychelles), Hon. Mr. Manasseh Maelanga (DPM of The Solomon Islands), The Rt. Hon. Dr. Denzil Douglas (PM of St Kitts and Nevis), H.E. Dr. Ali Mohamed Shein (President of Zanzibar), H.E. Mr. Xanana Gusmão (PM of Timor Leste), H.E. Lord Tuivakano (PM of Tonga), Hon. Mr. Enele Sosene Sopoaga (PM of Tuvalu), Hon. Joe Natuman (PM of Vanuatu)

H.E. Mr. Ban Ki-moon (Secretary General of the United Nations), H.E. Mr. Wu Hongbo (United Nations Under-Secretary-General for Economic and Social Affairs), H.E. Dr. John Ashe (President of the United Nations General Assembly), Ms. Helen Clark (Administrator of the United Nations Development Programme)

Samoa Consulate in Auckland

Buy Samoa-made Exhibition Centre Launch in Auckland

The Samoa Association of Manufacturers & Exporters' Buy Samoa-made Exhibition Centre Launch at the Samoa House in Auckland on August 6th was a great success. The delegation for this event was led by the Deputy Prime Minister Hon. Fonotoe Nuafesili P. Lauofo and SAME President Tagaloa Eddie Wilson.

The launch started with a series of media pre-coverage interviews involving radio and newspapers, as well as display set ups and a meeting of the Samoa New Zealand Business Council on 4th- 5th August, followed by the actual media launch on Wednesday 6th. It was also covered by the New Zealand Media (TV; Radio; Newspaper; Social-media); and well attended by the New Zealand Business Community and Samoan and Pacific community leaders, as well as trade and investment agencies and officials.

The Exhibition Centre comprises of 2 upmarket glass display cabinets with LED lighting. These display over 50 samples and information on products and services targeting the New Zealand market, supported by a brochure and business cards holding section. Also, there is a 60" Flat-screen TV showing a promotional DVD of Samoan-made goods and services. The

DVD features welcome remarks by the Prime Minister followed by promotional messages by the Deputy Prime Minister and members of SAME. Please visit www.buysamoamade.com for more information.



Group photo during the Buy Samoa-made Exhibition Centre Launch in Auckland

Misa Telefoni Addresses NZSTIC Annual General Meeting

Afioga Misa Telefoni was the Keynote Speaker at the NZ Samoa Trade & Investment Commission's post AGM function on August 20th. Misa's speech was motivational in context, based on the Samoan ethos

as well as the importance of self-image and identity. He started on the importance of culture the platform for human development which is important to an individual's self- image and has much to do with addressing the question of "Who am I?" Misa also talked about the importance of Tofa which manifests itself in cultural practices and institutions like ifoga, leadership and governance, and family, which characterise and make Samoan culture unique in its own right. He also touched on the Human Development Index which plays an important role for Oceania countries. As well he discussed the upcoming SIDS Conference in September and its impact on the Pacific region which include NZ and Australia. He finally concluded in wishing NZSTIC well in its activities for the coming financial year 2014 – 2015.

The outgoing Chairman of NZSTIC Arthur Anae thanked Misa for his perceptive views and wished him well with his current pursuits in the consultancy field.

The newly elected Chairman for NZSTIC is Afioga-Tauilili Fatu Fuatava'i, a well-known Auckland businessman and entrepreneur.

Samoa Embassy in Tokyo

Asia-Pacific Ladies Friendship Society (ALFS) Charity Bazaar 2014

The Asia-Pacific Ladies Friendship Society (ALFS), comprising of spouses of Ambassadors and ladies from the Asia-Pacific countries based in Tokyo, and ladies from the Japanese community, hosted its Annual "Charity Bazaar" at the ANA Inter-Continental Hotel, Tokyo on 8 April 2014. The bazaar provided a good opportunity for the public to witness the efforts of diplomatic and Japanese members of ALFS working together. Proceeds from the charity event are shared amongst participating countries for charitable assistance in their home countries, which encourages and supports the well-being and welfare of women and children.



Ambassador of Samoa to Japan, H.E. Leiatuaa Dr. Kilifoti Eteuati and Madame Lynne-Marie Eteuati with the Samoan and Japanese friends who volunteered to assist at the Samoan booths.

Samoa's participation included a Samoan food booth and a separate booth for Samoan handicraft goods and products. More than 3,000 guests visited the Bazaar, where they had a chance to buy local products and sample traditional cuisines from the Asia-Pacific countries.

ALFS Cheque Sharing Ceremony

The Cheque Sharing Ceremony was held at the House of Representatives Members' Office in Tokyo on Friday, 13th June 2014, to conclude the Asia-Pacific Ladies Friendship Society (ALFS) activities for the year June 2013 to June 2014.

This was to distribute the funds raised at various

charitable events which were organized by the ALFS during the year, such as the Charity Bazaar and the Charity Golf, as well as donations from Japanese ALFS members.

Samoa's share amounted to a little over SAT20,000 and the money will go towards a charitable project in Samoa to be coordinated by the Embassy of Samoa in Tokyo.

Each member country received the equal sum of proceeds from donations made to the ALFS and profit from the ALFS's charity activities.

Palau hosts the 45th Pacific Islands Forum, 29 July – 1 August 2014

From 29 July to 1 August 2014, Palau played host to the 45th Annual Meeting of the Pacific Islands Leaders Forum. The theme chosen by the Government of Palau for the meeting "The Ocean: Life & Future," confirms the crucial importance of ocean conservation for the Pacific Island countries and the devastating impact of climate change and environmental degradation on the region.



(R-L): Head of Delegation Hon. Tuilaepa Lupe-soliai Sialele Malielegaoi (Prime Minister and Minister of Foreign Affairs and Trade), H.E. Leiatuaa Dr. Kilifoti Eteuati (Ambassador of Samoa to Japan), Afioga Tafua Maluelue Tafua (Associate Minister of Foreign Affairs)

Pacific Night at the Embassy of New Zealand in Tokyo, Japan

Friday, 25 July 2014 marked the launch of the 'Pacific Night' at the New Zealand Embassy in To-

kyo. This event was arranged in cooperation with the other Pacific island nations Embassies in Tokyo including Samoa, Fiji, Papua New Guinea, Tonga, Palau, Micronesia and Marshall Islands, to promote New Zealand's bid for a non-permanent seat on the UN Security Council, and the UN SIDS Conference in Apia. Ambassador Eteuati was the main speaker at this inaugural event and he spoke about the excellent progress being made by Samoa in its preparations to host the UN SIDS Conference, and he urged the UN members to send representatives.

The Pacific Night was well attended by members of many other Embassies in Tokyo, as well as Japanese officials and private sector executives. Included in the proceedings were traditional dances and performances from Samoa, the Cook Islands, and New Zealand.

Pacific Islands Dance Festival in Iwaki City, Ja- pan, 26-28 September 2014

The 3rd Pacific Islands Dance Festival took place in Iwaki City, Fukushima Prefecture, Japan from 26 to 28 September 2014. The Ambassador of Samoa to Japan, H.E. Leiatuaa Dr. Kilifoti Eteuati, and the Samoan community in Japan participated in this Pacific festival which included dance groups from Fiji, Tonga, Palau, FSM, Cook Islands, Marshall Islands and Hawaii.

The Government of Samoa and Iwaki City is currently discussing a sister-city relationship. Iwaki City has also been chosen as the host city for the PALM 7 Meeting in May 2015.

This is a critically important part of the Embassy's outreach in promoting Samoa in Japan.

Visit to the Akashi Elementary School by the Samoan Embassy and Samoan Community in Japan

On 29th June 2014, Rapture Pagaialii, Counsellor of the Embassy of Samoa in Japan and five members of the Samoan community visited the Akashi elementary school in Tokyo to give a presentation on Samoa's location, geography, people, culture, food, sports, entertainment, schools/children, etc. This is a crucial activity undertaken by Samoa's Embassy at the Akashi elementary school every year as part of effectively promoting Samoa in the Japanese community. Fifty (50) Year 1 pupils and over seventy (70) parents and teachers enjoyed this event.

Integrating Women Entrepreneurs Into the Global Economy (cont.)

the concept of value chain has enabled them to supply and sustain the needs of their potential clients including the Body Shop. Women in Business acknowledge the ongoing support of the Government of Samoa and its donor partners in its programs with the rural communities.

The Deputy Secretary-General of the Pacific Islands Forum Secretariat, Andie Fong Toy, stressed that much more needs to be done to empower women across the Pacific.

'Despite big efforts, progress in women's economic empowerment is rather slow in the Pacific,' said Ms Fong Toy. She highlighted the lack of access to finance and ownership as one of the reasons for this slowness. 'More resources need to be allocated at the national and regional levels to support the inclusion

of women and their economic empowerment,' she stated.

In addition to the launch of the women and trade project within the Pacific region, the International Trade Centre (ITC) strengthen its collaboration with the Pacific Islands Forum Secretariat (PIFS) and the National University of Samoa by signing two agreements with the two partner institutions on the sidelines of the Third International Conference on Small Island Developing States in Apia, Samoa.

ITC Executive Director Arancha González and PIFS Secretary-General, Tuiloma Neroni Slade, signed a Memorandum of Understanding to establish a framework for co-operation between the PIFS and ITC aimed at boosting sustainable socio-economic development through increased competitiveness and exports. A particular focus of the agreement is to en-

hance the economic empowerment of women in the Pacific, as well as to improve the business environment for small and medium-sized enterprises (SMEs) in the region.

A Letter of Intent was also signed between ITC and PIFS to operationalize the framework of co-operation between the two organizations.

Separately, ITC signed an agreement with the University of Samoa, granting the university a license to train government officials and women entrepreneurs in ITC Modular Learning System (MLS) in Supply Chain Management under this project. The agreement was inked at a meeting in the SIDS Village between Ms. González and Professor Fui Le'apai Asofou So'o, Vice-Chancellor and President of the University of Samoa.