

EXPORT GUIDE

For Small & Medium Enterprise



National Trade Office

A publication by Papua New Guinea National Trade Office
May 11th 2023

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FOREWORD



It is with great honor that I, as the Minister for International Trade and Investment, present this Export Guide for Small and Medium Enterprises to the people of Papua New Guinea.

The purpose of the guide is to strengthen PNG's capacity to benefit from international trade and capitalize on export prospects, in keeping with the Marape-Rosso Government's priority of developing the economy through our SMEs to increase trade and investment. The 2023 Export Guide for Small and Medium Enterprises lays forth a comprehensive

framework to advance Papua New Guinea's international trade in a contested and competitive world.

Furthermore, it will serve as a guide for SME owners and aspiring exporters to understand international markets and especially the essential aspects of export and imports to enable them to participate in the business of trade. Thus, this guide will contribute to promote and expand trade and investment in Papua New Guinea.

PNG is immensely blessed with natural resources that must be maximized through downstream processing to enable us to become the world's supplier in the agriculture and non-extractive sectors, thus sustaining the country's GDP growth.

Trade is a strategic tool for economic growth. The Marape-Rosso Government has centered its policy objective of "Take Back PNG" on two pillars: trade and security. This guide is a solid foundation for that policy objective and the drive towards making PNG the richest black nation in the world. Moreover, this intends to reform our economy, boost our competitiveness and resilience, and provide secure dynamics in international trade and investment.

The implementation of this Guide will assist to achieve the economic policy objectives of the Government to build a robust economy for the benefit of our people. Together with all relevant government agencies and the private sector, we have the opportunity to set the stage and create a diverse and evolving economy for our country now and into the future.

This Guide supports the implementation of our National Trade Policy and complements other key economic sectoral strategies. I call upon our SMEs and entrepreneurs to use this Guide in their business endeavors.

A handwritten signature in black ink, appearing to read 'Richard Maru'. The signature is fluid and stylized, with a long horizontal line extending to the right.

Hon. Richard Maru, BusTech, OBE, MBA, MP

Minister for International Trade and Investment

ACRONYMS AND ABBREVIATIONS

CIC	Coffee Industry Corporation
CCI	Cocoa and Coconut Institute
CEN	European Committee for Standardization
CSO	Civil Society Organizations
DAL	Department of Agriculture and Livestock
DoT	Department of Transport
DTCI	Department of Trade, Commerce and Industry
EPA	Economic Partnership Agreement
EU	European Union
FBO	Food Business Operator
FDI	Foreign Direct Investment
FTA	Free Trade Agreement
FTAAP	Free Trade Area of Asia Pacific
GAP	Good Agricultural Practice
GDP	Gross Domestic Product
GI	Geographical Indications
GMO	Genetically Modified Organism
GoPNG	Government of Papua New Guinea
HACCP	Hazard Analysis and Critical Control Points
HS	Harmonised Commodity Description and Coding System
IBC	Intermediate Bulk Containers
IEPA	Interim Economic Partnership Agreement
IPA	Investment Promotion Authority
IPPC	International Plant Protection Convention
KIK	Kokonas Indastri Koporesen
MDG	Millennium Development Goals
MRL	Maximum Residue Level
NAQIA	National Agriculture and Quarantine Inspection Authority
NISIT	National Institute for Standards and Industrial Technology
NTM	Non-Tariff Measures
PAH	Polycyclic Aromatic Hydrocarbons
PNG	Papua New Guinea
SITC	Standard International Trade Classification
SPS	Sanitary and Phytosanitary
TBT	Technical Barriers to Trade
VCO	Virgin Coconut Oil

1. INTRODUCTION

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1.1. BACKGROUND

The overall objective of the Export Guide is to contribute to PNG's sustainable economic growth and development through an increase in international trade, ultimately resulting in poverty alleviation, income generation and job creation. This booklet is a customized export guide with relevant annexes for in-depth technical information for Papua New Guinea SMEs to improve their ability to enjoy market driven and export-led growth.

When an enterprise considers internationalization, it needs to change and adapt its products and business operations to suit the regulations and requirements of its target international market(s).

Business strategy, production and marketing capabilities, as well as transactions are all significantly different when doing business outside national boundaries. For international enterprises, the management of resources and operations, from strategy design to fulfilling freight operations, is often quite complex. Thus, the unfamiliarity of many SMEs with export processes and procedures, as well as the regulations and requirements of their target international market(s), creates further complications.

The benefits of exporting include increased sales, risk diversification, the extension of product life cycles, improved competitiveness, economies of scale, earning foreign currency and potentially increased profits. However, there are risks to it, which include risks such as political instability, differences in legal processes, currency fluctuations and delays in payment, or even non-payment. Others includes vast number of rules and regulations that must be complied with, intense global competition, the difficulties of adapting products to suit different market needs, lack of commitment by the management to exporting, lack of awareness of the situations in different markets, lack of export capabilities, large requirements in terms of time and financial resources, and difficulties in meeting high volume of export demands.

1.2. NEEDS FOR EXPORT GUIDE

There are a number of generic things to consider when thinking of exporting to new markets. These include import restrictions, standards and technical regulations which may require your product to be modified, or impact how it enters the market. However, each market's requirements are different. The route to market should include information about international shipping procedures, tax issues (how your product, services, and profit are taxed), and contractual issues (know your responsibilities and how you will be paid).

The Export Guide will provide relevant information and resources SMEs can use to help them make decisions regarding export. It also provides additional information and serves as a self-assessment tool for SMEs and individuals to assess their capacity and capabilities before entering the external market.

Most exporters and producers make contacts with buyers in other countries before producing the product(s). It is advisable to have your stock ready, for instance cocoa beans or vanilla beans, vacuum sealed and ready, before you enter into any deal with the buyer. This avoids unnecessary delays in supplying the stock once an order is placed. Also, it builds your reputation with any buyer who will also recommend you to their partners. The guide will help point out these important issues which would hamper an SME in its efforts to export and compromise its chances of business success in the global market.

1.3. GENERAL GUIDLINES

The steps to follow in this process are:

Step 1. Register as an Exporter

Start by Registering as an exporter. (See page 6)

Step 2. Identifying Targeted Market

Begin by identifying target markets (no more than three) where the likelihood of consumers having consumption or purchasing habits for your products is high. Collect some basic data on the countries/markets, like: GDP, population, demographic break-down (age groups and household status), income per head, degree of inflation, economical trends, economic structure, etc. This information can be obtained from public sources and can be found on the Internet. By analyzing the data, you can decide if these potential customers for your product can actually be reached.

Step 3. Market Analysis

Find out if these customers would buy your specific product. This is more difficult since you don't know enough about them. This exercise starts by analyzing the strengths and weaknesses of your product, as seen through the eyes of the consumers. This is a process that requires you to "think like the consumer" and his or her needs. Try to find out possible reasons why the customer would buy (or not buy) your products. Take note if you believe your products could benefit from some modifications or value-adding. This will help you estimate the cost of such changes; the higher the costs, the more difficult it will become to export.

Step 4. Importing Into Targeted Market

Review the target market on the "ease of importing". Can your products legally be imported into the target market? This should be easy as a check through the import classification (International Tariff Codes like HS, SITC) would provide you with that answer. Consult the National Trade Office or the target country's embassy to get more information. Make sure you know exactly what your product's classification category number is. Part of the import regulations may be related to the environmental sustainability of your products. Check on these as well. Find out about possible import duties and tariffs if applicable, and other regulations in the framework of preferential trading agreements.

Step 5. Logistics Of Getting Exports into the Market

Analyze the "ease of transporting" of your product. Naturally, very large and heavy goods will be expensive to transport over longer distances. That will have its impact on the pricing in the target market. Your product should not become too expensive there. Small items or high value items are less expensive to transport, especially when the relation between weight/volume and price favours the latter. But in both cases, you should ensure that the packaging is strong enough to withstand rough handling and the hazards of transportation. You need to know who your potential clients are in your target markets, as well as whether and how much it will cost to send your goods there.

Step 6. Exports Pricing

The most critical factor to check is the pricing, as this determines everything. Start with the market pricing, i.e. the selling prices to the end-customers. For most consumer goods, this is easy by just doing checks in a couple of stores in the target country and noting down the prices of competing products. Obtaining that information will perhaps require national trade statistics. It is also helpful to also review products which can compete "by substitution", e.g., compare your coffee with tea, or your coconut oil with palm oil or corn oil offered in the market. The Trade Promotion Organizations might be able to assist you. Of course, knowing the market prices will not mean that you are sure your pricing will be competitive, as the market price includes the total set of margins, costs and duties that are added to your production costs. Try to make that rough calculation and if your prices end up higher, your product will need to be much better than the present products available. You should ideally be able to match or underbid the current market price. If your prices are far too high, you might

need to forget about the operation entirely at this time or find a different product to export.

Step 7. Entering your Selected Market

The next step seeks to compare your present distribution methods with those required for the pre-selected markets. If these methods are similar to yours, then you can assume you have the knowledge to compete successfully. If not, identify the main differences and assess if your product is strong and/or creative enough to be successful in a local situation. Seek outside help, if necessary. Distribution systems in industrialized countries can vary considerably, and it should be noted that in developed countries, consumer goods are mainly sold via large scale chain stores, organised in buying and seeking economies of scale.

Step 8. Exports Promotion

With respect to the promotional methods related to your product, the job is about the same as with distribution. It should be understood that “promotion” includes all activities to support and promote the actual selling in the target market abroad. Meaning, the marketing should start by comparing the present communication strategy (advertising, printed instructions, and information brochures, etc.) with the market habits or requirements and even translating them into the appropriate language.

One of the main challenges facing would-be exporters of agricultural commodities is the scarcity of reliable trade intelligence on markets. Exporters need to stay informed of competitive factors in their current markets, seek opportunities in new or emerging markets, as well as look for opportunities to diversify or value-add to their existing product range. It should be noted that importers worldwide also seek to benefit from the potential offered by preferential trade agreements and improve the efficiency of their sourcing by looking for new, cheaper, and competitive suppliers.

1.4. BASIC CONSIDERATION BEFORE EXPORTING

1.4.1. Planning is a must

No export operation can lead to success without careful planning. The complex nature besides the high degree of risk and the investments, all these elements of export increases the need for planning and organising yourself well.

1.4.2. Marketing

Because you focus on the consumer, marketing has developed into a universal system for commercialisation. It has become one of the most effective management tools. Marketing differs from other tools because it can generate money, not costs.

When in a market, demand is less than supply; suppliers can only grow by ‘grabbing’ market share from others. In a free-trade situation, this leads to fierce competition. In those countries, marketing is no luxury anymore; it has become a necessity.

1.4.3. Strategic Competitiveness

There are three positions that have proven potentially strong and promising enough to defend in competitive advantage.

- **Cost leadership** implies that you will be able to offer your products at the best price/quality value because you have the lowest cost (compared to your competitors).
- **Product differentiation** means that your assortment is wider and deeper than that of your competitors.
- **Specialization** speaks for itself; it indicates that you have succeeded in making products that are so special that no competitor finds opportunity nor reason to imitate them. Since such a position can give you maximum protection, it is a preferred one for many suppliers.

1.4.4. Value Addition

When you ‘value add’, you are in the process of adding quality to your products and making more out of less. You are using your resources in such a manner that more money will come in than you have invested. That is the art of doing business and maximizing profits.

1.4.5. Product Differentiation

This means that some feature, physical attribute, or substantive difference exists between a product and all other alternatives. A common route to product differentiation is branding for consumer loyalty, examples being Starbucks coffee and Cadbury chocolates. The use of GI facilitates this now eg. Blue Mountain Coffee.

1.4.6. Specialty

Specialty goods have distinctly distinct qualities or brand recognition for which a significant group of consumers is willing to make a special purchase effort. For example, specialty coffees are coffees at their peak and are different to other coffees because specialty coffees have been grown at the perfect altitude, at the correct time of year, in the best soil, and then picked at just the right time. All this translates into some of the most exciting and tasty coffee in the world. Specialty cocoa beans are classified as “fine” or “flavored” beans.

A **niche market** is the subset of the market on which a specific product is focused. The market niche is defined as the product features aimed at satisfying specific market needs, as well as the price range and production quality. Demand for organically grown is considered a niche market.

1.4.7. Your product should be special

When looking at your product in order to decide if it will be a good export product, an important task will be to assess its competitiveness. In most foreign markets your kind of product is already available and offered by your competitors, whom you will have to compete against in order to gain a share of the market.

1.4.8. What makes your product special?

The answer is: almost anything, as long as the consumer recognizes it as such. Always comparing it with competitive products this can be:

- a better flavour or taste, design, colour or shape
- it works better
- a lower price
- easier handling, more practical
- a better or nicer-looking packaging
- consistency of supply
- produced by special group, eg: women, young girls, etc.
- environmental friendly

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2. DETAILED AND SPECIFIC GUIDELINES

2.1. STEP 1: REGISTRATION AS AN EXPORTER

Any person wishing to export will need to liaise with:

- As a farmer with the relevant commodity board,
- As a business with Investment Promotion Authority (IPA), and
- As an exporter with National Trade Office/PNG Customs Services.

For the purposes of this Guide, let's consider **Coffee**, **Cocoa** and **Coconut Oil** as examples for export to the European Union (EU).

2.2. STEP 2: DETERMINE YOUR TARGET MARKET, CUSTOMERS OR BUYERS

We have agreed in principle our target market will be the EU. There is clear evidence for huge demand for **coffee** in the United Kingdom as well in the EU. There is interest in PNG coffee but the issue is consistency of supply. There is a need for certification of “authenticity” and other sustainable certification as well as a prerequisite for market entry.

For **Cocoa**, similar to coffee the issue is supply and also meeting the requirements set by the EU as it relates to sustainability certification as well as traceability and most importantly the issue of cadmium and other contaminants. Sustainable certification will also assist in facilitating market access. The situation is similar for coconuts – the issues or concerns being dioxins and Polycyclic Aromatic Hydrocarbons (PAH).

2.3. STEP 3: EASE OF EXPORTING

2.3.1. Product That Require Registration/License/Certificates For Export

Product	License/permits/certificates	Competent Authority	Cost
Coffee	Processors, manufacturers, exporters, levy/shipment	CIC	1500/2500/2500 10c/kg
Coconut	Buyers, processors. Exporters, levy: copra, oil, meal	KIK	1000, 2000, 2500, 30/mt, 27.82/mt, 9 mt
Cocoa	Export	Cocoa Board	2300

Certificates generally required for exports:

- Certificate of Origin – This Certificate is required by the customs of the importing country. It is issued by PNG Customs as the issuing authority. However, in the event a Generalised System of Preference (GSP) Certificate of Origin Form or other authentications is required, consult the National Trade Office or your nearest Chamber of Commerce.
- Quality Certificate - This is issued by National Institute for Standards and Industrial Technology (NISIT). Private quality certificates are issued by Commodity Boards e.g. Coffee and cocoa.
- Food safety certificates are issued by the Department of Health. HACCP certifications need to be taken into consideration.
- Phytosanitary Certificate – This certificate is required by the importing country, when exporting plants products. It is issued by National Agriculture and Quarantine Inspection Authority (NAQIA).
- Fumigation Certificate – This certificate may be required by buyers/government for the import of Agricultural Products. Fumigation activities are done by plant quarantine service of the NAQIA or private service providers.

2.3.2. Registration and inspection services by Commodity Boards/Dept of Agriculture (NAQIA)

- Registration as a Food Business Operator (FBO) (Food Safety Standards)
- Phytosanitary registration and approval for special markets

This is when there are negotiated bilateral agreements (protocols) with various countries for different products. These specify the requirements to reduce the risk of quarantine pests and diseases.

Application of GAPs for phytosanitary registration

An exporter has to apply Good Agricultural Practices (GAPs) and procedures for specific plant pests in order to be able to export to some countries. These phytosanitary GAP documents relate to the quarantine of pests concerned to the importing country, as listed in the relevant bilateral export protocol. Producers that are approved and registered to participate in the relevant export programme must apply the required GAPs.

2.3.3. Inspection of farms (Inspection and certification services for special markets including the European Union)

Exports to the European Union (EU) are required to be checked for conformity with the EU marketing standards for quality and labelling before it is allowed to be cleared for free circulation by customs in each EU member state. Certain countries have been certified by the EU as having an Approved Inspection Service (Competent Authority). This means the country can produce its own Conformity Certificates that will be accepted as proof of conformity with the marketing standards of the EU.

2.3.4. Quality Control and Phytosanitary Measures (Management and control through inspection)

To have export-ready products it is imperative to have quality control and traceability measures in place. Good-quality starts with production. NAQIA/Commodity Boards inspection through contact points in provinces will be necessary including Phytosanitary inspections by NAQIA.

2.3.5. Phytosanitary/Food Safety Documentation Needed For Exports

- Certification
- Guidelines for completion of the application forms for phytosanitary registration and approval
- Declaration document/form
- Treatment certificates and other certificates

2.3.6. Food safety

Food business operators will need to have in place, implement and maintain a permanent procedure, or procedures, based on the Hazard Analysis and Critical Control Points (**HACCP**) principles.

The importance is to be compliant with:

- Global Food Safety Initiative, such as ISO 22000, British Retail Consortium (BRC) or International Featured Standards
- Codex Alimentarius Standards
- Local standards
- GMO (Biosecurity policy)
- Pesticide Control

This will require the need for NISIT to develop *Laboratory capacity and to be accredited*.

2.3.7. Customs Procedures

- Making Customs Declaration

Customs Declaration- In international trade commodities cross borders of countries. At the border, the parties involved in the trading transaction are required to declare to the relevant authority at the border the details of the commodities that are being imported or exported. The declarations made at the border point, which can be a sea port, airport or land point is known as the Customs Declaration.

- **Commercial Invoice**

This is a document prepared by the Exporter stating all the particulars regarding the shipment. This has to be filled along with the Goods Declaration at the time of processing it at the Export Office. Document required by customs in an importing country in which the seller states the price (e.g. selling price) and specifies costs for freight, insurance and packing, etc., terms of delivery and payment. This is for the purpose of determining the customs value in the importing country of goods consigned to that country.

- **Packing List**

This is a document that details the contents of each shipment's individual packages.

- **Other Documents (if applicable) Any Permits / License Material Utilization Sheets**

2.3.8. Port Procedures

Port Charges before transporting goods to the port, the exporter has to pay port charges to the Ports Authority. To pay these charges, the exporter is expected to submit completed copies of shipping. These charges could be categorized under following headings:

1. Landing & Delivery Charges
2. Shipping Charges
3. Bonding & Entrepot Charges
4. Crane charges
5. Occupation Charges (Rent)
6. Ancillary Charges for services, if required

2.4. STEP 4: REVIEW TARGET MARKET ON THE “EASE OF IMPORTING”

The minimum legislative requirements in Europe may pose a significant barrier to exporters. Consumers are increasingly strict with respect to compliance with legislative and non-legislative requirements and will monitor this closely.

Commodity segment: For bulk coconut oils, entry barriers in terms of volumes, prices and initial investments, form the threshold for new suppliers to successfully enter established markets. Commodity buyers generally require high volumes and supply consistency, which can be difficult for small and medium-sized exporters to comply with. This situation is similar for coffee and cocoa.

Speciality segment: This segment commands lower volumes at a higher price. This usually means that products must have added value in terms of quality, variety or certified sustainability aspects. These come on top of basic quality requirements demanded by buyers in the conventional segment. It is applicable to the three identified commodities.

Food safety is the basis of legislative and additional requirements for coconut oil (coffee and cocoa) Food safety is one of the key issues in European legislation. All food products marketed in Europe must comply with the General Food Law. Buyers commonly require their suppliers to have a quality/food safety management system in place. These systems require companies to demonstrate their ability to control food safety hazards in order to ensure that food is safe at the time of human consumption. Suppliers can apply a basic HACCP system. However, if they aim to supply food manufacturers more directly, it is necessary to have a certified food safety management system recognised by the Global Food Safety Initiative, such as ISO 22000, British Retail Consortium (BRC) or International Featured Standards

2.4.1. Packaging And Labelling

Traceability

The important issue to focus on is traceability. The FBO codes assist with this to ensure that produce can be traced back to the place where it originated from. A good traceability system links a food safety problem to a specific country, pack house, producer. This is important for a number of reasons:

- a) A problem can be linked to one specific producer rather than a whole group.
- b) It is a fast and accurate way to get to the source of the problem, which limits risks relating to health and diseases.
- d) It limits unnecessary costs.
- e) It limits public concerns and fears.

The EU Regulations are strict on provisions on the traceability of food: the ability to track food products through the stages of production. For exporters to the EU, your buyers (minimally) expect you to:

- know and document your buyers and suppliers,
- know which products are used during the production process, and
- label final products for traceability in case of a food safety problem.

Labelling

Labels must include the following:

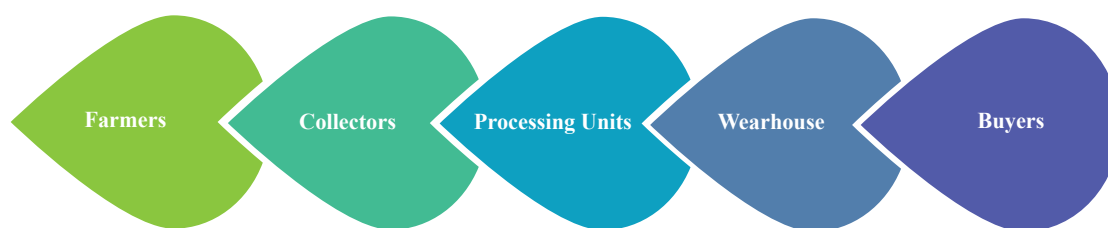
- Product name
- Manufacturers lot or batch code
- If the product is destined for use in food products
- Declaration of allergenic substances
- Name and address of exporter
- Products country of origin
- Shelf life: Best before date/ use by date
- Net weight/volume in metric units
- Recommended storage conditions

Labelling legislation applies to pre-packed consumer products, for example oils in consumer bottles. Product labels should inform consumers about composition, manufacturer, storage methods and preparation of the oil.

For refined vegetable oils and fats, specific indications and designations of ingredients apply:

- Mandatory indication of the specific vegetable origin of oils / fats;
- The expression “fully hydrogenated” or “partly hydrogenated” must accompany the indication of a hydrogenated oil / fat.

Traceability in the Supply Chain



Buyers of the dry cocoa beans will be able to trace where the beans came from at each step of the value chain all the way to the farmer level.

Traceability will be implemented through a simple system of:

- Record keeping (paper and computer)

- Farmer identification code
- Labelling of beans in batches at all levels

Wood packaging if shipping on pallets

Wood packaging material is regulated in international trade to reduce the risk of introduction and/or spread of the associated quarantine pests. All regulated wood packaging material (e.g. wooden pallets) must be debarked, treated with methyl bromide or heat treated and bears the relevant International Plant Protection Convention (IPPC) mark to indicate that it complies with ISPM 15. The IPPC mark should be legible, permanent and not transferable, placed in a visible location, preferably on at least two opposite sides of the pallet.

2.4.2. Non-Tariff Measures related to exports

Check on the ease of importation of your product into foreign markets again. Usually, a collection of tariff and non-tariff barriers is between you and your target markets. Business people tend to have a natural dislike for rules and regulations and may overlook one and be stopped at the border. The rules in the European Union are strict, to say the least. Characteristically for a well-developed free market, the government tries to rule out potential problems in the distribution of goods and services to its people. The Single Market is governed by a set of rules, which tend to get stricter along with the gradual removal of import duties. The advantage is that government regulations are published, so they can be known. Check the import regulations using the international tariff code of your product to access the data. The first information that you will find pertains to duties and quotas or other rules concerning preferential import facilities. The next category of import rules are the non-tariff ones. They serve to enable the end consumers to choose wisely during shopping. Many consumer goods must be packed in boxes with standard dimensions, in packages with standard contents. Such standards also rule materials, products, processes and services used in manufacturing and/or distribution of goods. In the EU, the organisation that looks after the harmonisation of standards of our interest is the European Committee for Standardization (CEN).

Exporters report difficulties meeting technical and conformity assessment requirements related to TBT and SPS imposed by importing countries. They raise issues regarding compliance procedures with EU or home country regulations (export-related measures), as well as the procedures to obtain certificates of origin. Exporters face procedural rather than regulatory obstacles. Another key issue is that, in the majority of cases, the burden is entirely or partially due to procedural obstacles; these are linked to the way in which companies need to prove compliance with a given regulation (e.g., approval of procedures or information and transparency issues), rather than to the stringency of the regulations themselves. The process of obtaining the necessary certificates often ends up being long and burdensome.

TIP: Avoid contamination to ensure food safety

Contamination can occur from the field or during processing, packaging, transport or storage of oils (coffee and cocoa). The European legislation sets maximum levels allowed, according to different contamination sources:

- Polycyclic aromatic hydrocarbons (PAHs)
- Ochratoxin A (OTA)
- Aflatoxins
- Microbes
- Dioxins and Polychlorinated biphenyls (PCBs)
- Heavy metals
- Pesticides
- Foreign matter: anything that does not belong in the oil, coffee or cocoa

Product specifications: Coconut oil

Quality

- Coconut oil is derived from the kernel (meat) of the coconut. The oil is produced from the dried kernel (copra oil/conventional coconut oil).
- The main quality problem associated with coconut oil is contamination. This makes it crucial that special care is taken in all steps of the production process, from harvesting to distribution. Coconut oil is one of the vegetable oils most resistant to rancidity.
- Make sure that the raw material (i.e. coconut) is at the right maturity (partially or completely brown). The coconut should be cleaned of metals, dirt and other foreign material.
- Ensure proper extraction conditions: dosage of processing aids, temperature, pressure/vacuum, flow rate, etc.
- Prevent adulteration and contamination by other foreign materials (e.g. dust) by keeping facilities and equipment clean. Ensure proper storage and transportation (see 'Packaging').

Organic

Comply with organic standards for the production of the raw material:

- Do not use synthetic pesticides, use of natural fertilisers, natural control of weeds, full traceability, internal control system, etc.
- Do not use solvents or other chemical substances during oil extraction.
- Preferably dedicate the processing plant to the production of organic oils only, in order to avoid contamination from non-organic particles. If this is not possible, ensure thorough cleansing of machinery and equipment at all times.

Labelling

- Ensure traceability of individual batches.
- Use the English language for labelling unless your buyer has indicated otherwise.

Organic (if relevant):

- Name/code of the inspection body and certification number.

Packaging

- Coconut oil is transported in different types of containers (e.g. tank containers, Intermediate Bulk Containers (IBCs), flexi tanks, drums) depending on volumes transported and the local availability of such containers. Buyers might have specific packaging requirements as well.
- Organic coconut oil should remain physically separated from conventional oils. Ensure preservation of quality by cleaning and drying the container before loading the oil. Do not load rancid coconut oil.

Study your target market in order to make an educated decision when exporting coconut oil. It is important to understand factors such as product application, taste preferences, competing suppliers and potential buyers in the specific destination countries.

Maximum Residue Levels (MRLs) of pesticides in food: European Union legislation has been laid down to regulate the presence of pesticide residues (MRLs) in food products.

If the agricultural raw material (coconut) for your oil has been treated with pesticides, verify that residues remain within limits.

Buyers will look at two main factors to determine the quality of your Virgin Coconut Oil (VCO) product:

1. moisture content, which should not exceed 0.5%;
2. lauric acid content, which should range between 45 and 50%.

The oil is ideally produced within 48 hours of harvesting in order to safeguard freshness. The quality is highest

if the oil is extracted from the first pressing of the coconut. Virgin coconut oil can also be centrifuged at 8,000 rpm to separate the oil from any left-over solids and to increase the quality of your product.

Cocoa and chocolate

The European Union (EU) defines a number of specific common rules for cocoa and chocolate products which complement the legislation applicable to foodstuffs. These rules concern composition, sales names, labelling and presentation.

Act

Directive 2000/36/EC of the European Parliament and of the Council of 23 June 2000 relating to cocoa and chocolate products intended for human consumption [See amending act(s)].

Summary

This Directive harmonises the labelling of cocoa and chocolate products, and establishes definitions for these products in order to enable consumers to make informed choices. It applies without prejudice to the general provisions relating to the labelling of foodstuffs.

Products concerned

This Directive applies to cocoa and chocolate products intended for human consumption as specified in Annex I to the Directive.

Composition

This Directive adopts the composition of cocoa and chocolate products. In particular, for certain products it determines the minimum percentage of cocoa butter that can be used. It also determines the possibility to use a quantity of vegetable fats which does not exceed 5 % of the end product. The vegetables fats (other than cocoa butter) which can be used are listed in Annex II to the Directive.

Labelling

Only products manufactured according to the compositional rules laid down by this Directive may be marketed under one of the following names (see Annex I to the Directive):

- cocoa butter;
- cocoa powder, cocoa;
- fat-reduced cocoa powder, fat-reduced cocoa;
- powdered chocolate;
- powdered drinking chocolate, sweetened cocoa, sweetened cocoa powder (possibly supplemented by the term fat-reduced);
- chocolate (possibly supplemented by the terms vermicelli or flakes, couverture, and gianduja);
- milk, cream or skimmed milk chocolate (possibly supplemented by the terms vermicelli or flakes, couverture and gianduja);
- family milk chocolate;
- white chocolate;
- filled chocolate;
- chocolate a la taza;
- chocolate familiar a la taza;
- chocolates or pralines.

The labelling of cocoa and chocolate products may include **additional information**. For example, the labelling of chocolate products containing vegetable fats other than cocoa butter must bear the statement contains vegetable fat in addition to cocoa butter in the same field of vision as the list of ingredients, clearly separated from that list.

The labelling of powdered chocolate, of sweetened cocoas, as well as of chocolate, milk chocolate, family

milk chocolate, chocolate a la taza and chocolate familiar a la taza must indicate the total dry cocoa solids content. In addition, the labelling of non-fat and reduced-fat cocoas and powdered chocolate must indicate the cocoa butter content.

2.4.3. Niche Markets and Private Standards

Organic

Organic certification is on the rise for oils. To access specific market segments in Europe, organic might be an actual buyer requirement. In general, organic regulation and testing is expected to become stricter.

Organic certification requires compliance with the European Legislation for organic production and labelling. The regulation also contains specific provisions for processed foods (including labelling), a category which includes vegetable oils. Only certified products can carry the European Union's organic logo, as well as the logo of the standard holder (e.g. Soil Association in the UK, Naturland in Germany).

New Organic legislation was implemented in the European Union in mid-2017. Although the objective is to simplify the old organic legislation, it will be a concern for exporters and producers from “developing countries with completely different meteorological, environmental and structural conditions to comply with the rules made for European conditions”, International Federation of Organic Agriculture Movements (IFOAM).

What are the requirements for niche markets? Regulation (EC) 834/2007 on organic agriculture: The European Union has established requirements on the production and labelling requirements with which an organic product of agricultural origin must comply in order to be marketed in Europe as “organic”. In general, the market for organic coconut oil is still a niche segment. If you do choose to obtain a certificate for organic production, refer to the European Union Regulation for organic production and make sure your organic certification is harmonised with the European legislation.

Fairtrade

The market for fair trade-certified vegetable oils in Europe remains very small. However, increasing consumer awareness of social responsibility and connectedness to producing communities has had a positive impact on this niche segment.

FLO Cert is the leading standard-setting and certification organisation for Fairtrade. Products which carry the Fairtrade label indicate that producers are paid a minimum price, including some oils, but are common for coffee and cocoa.

Before embarking into Fairtrade certification, make sure to assess (in consultation with your potential buyer) if this label has sufficient demand in your target market and whether it will be cost beneficial for your product. Although FLO certification is the leading fair trade certification scheme in Europe, you can also check out other schemes such as IMO's Fair for Life and Ecocert Fair Trade.

EurepGap and GlobalGAP

In the mid-1990s, the Euro Retailer Group (EUREP), representing the leading European food retailers, agreed to accept and promote a set of good agricultural practices (GAP). This was in response to increasing consumer interest on the impact of agriculture on food safety and the environment. The EurepGAP Standard was consequently established and run by Food Plus as a private non-profit organisation with its headquarters in Germany.

EurepGap has been superseded by GlobalGAP, whose standard comprises three categories of control points based on different required levels of compliance. These are the Major Musts (100% compliance required), Minor Musts (95% compliance) and Shoulds (recommendation level). The Major and Minor Musts constitute most of the food safety issues at the production sites with strong emphasis on the regulation of GAP in the application of agricultural chemicals.

Food producers are required to demonstrate their commitment to:

- Maintaining confidence in food quality and safety
- Minimising any detrimental impact on the environment, while conserving nature and wildlife
- Reducing the use of agrochemicals through the adoption of Integrated Production Systems
- Improving efficiency of use of natural resources such as soil, water, air and energy
- Ensuring a responsible attitude to worker health and safety, welfare and training

To receive and retain a GlobalGAP certificate, third-party verification by a certification body is required every 12 months. Verification is done by on-site audits. These audits usually take four to six hours.

2.5. STEP 5: EASE OF TRANSPORTING

2.5.1. Shipping – trends and strategies

The pattern of shipping mode usage has also shifted in keeping with worldwide trends. On a global basis, it is expected that the use of containers will continue to increase.

Container liner shipping

The expansion of the global container-shipping industry is a result of intense, inter-container liner competition, with governments subsidising their shipping and ship-building industries, the entrance of new, low-cost Asian shipping lines and the ease with which containers are able to be transshipped from one mode of transport to another. International shipping is moving away from the traditional port-to-port services towards door-to-door solutions. The severe competition between container shipping lines has forced ship-owners to adopt innovative, productivity enhancing and cost-cutting measures.

2.5.2. Shipping terms (trading terms or Incoterms)

Cost of goods plus cost of	Code	Explanation
Export packing and marking	EXW Ex Works (named place)	‘Ex works’ means that the seller delivers when he places the goods at the disposal of the buyer at the seller’s premises or another named place (i.e. works, factory, warehouse etc.) not cleared for export and not loaded on any collecting vehicle.
Getting goods to railway station or truck for transportation to port.	FCA Free Carrier (named place)	‘Free Carrier’ means that the seller delivers the goods, cleared for export, to the carrier nominated by the buyer at the named place. It should be noted that the chosen place of delivery has an impact on the obligations of loading and unloading the goods at that place. If delivery occurs at any other place, the seller is not responsible for unloading.
Transport to port and getting goods alongside ship	FAS Free alongside ship	‘Free Alongside Ship’ means that the seller delivers goods alongside the vessel at the port of shipment. This means that the buyer has to bear all costs and risks of loss of or damage to the goods from that moment.

Getting goods on board and preparing shipping documents.	FOB Free on board (.. named port of shipment)	‘Free on Board’ means that the seller delivers when the goods pass the ship’s rail at the port of shipment. This means that the buyer has to bear all costs and risks of loss of or damage to the goods for export. This term can be used only for sea or inland waterway transport. If the parties do not intend to deliver the goods across the ship’s rail, the FCA term should be used.
Freight cost (port to port)	CFR Cost and Freight (... named port of destination)	‘Cost and Freight’ means that the seller delivers when the goods pass the ship’s rail in the port of shipment. The seller must pay the costs and freight necessary to bring the goods to the named port of destination BUT the risk of loss of or damage to the goods, as well as any additional costs due to events occurring after the time of delivery, are transferred from the seller to the buyer.
Marine insurance	CIF Cost, Insurance, Freight (... named port of destination)	‘Cost, Insurance and Freight’ means that the seller delivers when the goods pass the ship’s rail in the port of shipment. The seller must pay the costs and freight necessary to bring the goods to the named port of destination BUT the risk of loss of or damage to the goods, as well as any additional costs due to events occurring after the time of delivery, are transferred from the seller to the buyer. However, in CIF the seller also has to procure marine insurance against the buyer’s risk of loss of or damage to the goods during the carriage
Putting goods at disposal of customer on board vessel at port of destination	DES Delivered Ex Ship (... named port of destination)	‘Delivered Ex Ship’ means that the seller delivers when the goods are placed at the disposal of the buyer on board the ship not cleared for import at the named port of destination. The seller must bear all the costs and risks involved in bringing the goods to the port of destination before discharging. If the parties wish the seller to bear the costs and risks of discharging the goods, then the DEQ term should be used.
Unloading charges at port of destination	DEQ Delivered Ex Quay (... named port of destination)	‘Delivered Ex Quay’ means that the seller wants the goods to be placed at the disposal of the buyer not cleared for import on the quay (wharf) at the port of destination. The seller has to bear costs and risks involved in bringing the goods to the port of destination and discharging the goods on the quay (wharf). The DEQ term requires the buyer to clear the goods for import and to pay for all formalities, duties, taxes and other charges upon import.

	DAF Delivered at Frontier (...name place)	‘Delivered at Frontier’ means that the seller delivers when the goods are placed at the disposal of the buyer on the arriving means of transport not unloaded, cleared for export, but not cleared for import at the named point and place at the frontier, but before the customs border of the adjoining country. The term ‘frontier’ may be used for any frontier including that of the country of export. Therefore, it is of vital importance that the frontier in question be defined precisely by always naming the point and place in the term.
Payment of duties and transport to customer	DDP Delivered Duty Paid (...named place of destination)	‘Delivered Duty Paid’ means that the seller delivers the goods to the buyer, cleared for import, and not unloaded from any arriving means of transport at the place of destination. The seller has to bear all the costs and risks involved in bringing the goods thereto including, where applicable, any ‘duty’ (which term includes the responsibility for and the risk of the carrying out of customs formalities and the payment of formalities, custom duties, taxes and other charges) for import in the country of destination.

2.6. STEP 6: EXPORT SALES AND NEGOTIATION

2.6.1. Sales Meeting

It is important that there be a sales meeting between a seller and their client in which the participants discuss a product or service. The aim is to outline the benefits of the sale to the potential buyer. It does not always have to follow a presentation format; it can be an informal chat, a phone call or even an online interaction. During that interaction it is important to convince their customer that their product or service is worth buying and to keep the buyer interested until they eventually reach a sales deal.

Every meeting and situation is different, and sellers need to be prepared to adjust accordingly. Below are some general recommendations for a successful sales meeting:

- It is often more important for sellers to listen to their customers than the other way around. Having a good listening ability allows sellers to understand what their counterparts are looking for.
- Sellers should avoid absolute thinking. They should not have preconceived notions about the clients, and they should be able to adapt their sales arguments based on what they learn from the meeting.
- The first sales meeting should generally be focused on establishing common ground between the participants.
- Emotions can be a key driver of sales meetings. Sellers should be prepared to manage reactions from their clients, including reluctance, enthusiasm, or differing expectations about the meeting.

A sales meeting can be divided into 5 stages. Although these are not set in stone, they do provide the structure for a meeting and can help the parties to ensure that all of the relevant topics are covered within the available time. These stages are: 1. Introduction, 2. Sales Pitch, 3. Feedback, 4. Conclusion, 5. Follow-up Actions.

A sales meeting will not always go according to plan, even with proper planning and a pre-determined structure. Below is a list of common mistakes that any seller should make sure to avoid in a sales meeting:

- Sellers tend to talk too much about their company and product/service offering. Most salespeople are passionate about their own sales speech, and so want to make sure that all of the facts and features are explained in detail. This can often be a mistake, since the potential customer might not actually be hearing anything that they are looking for but only a string of irrelevant facts about the seller’s company and

products.

- Other related mistakes can include: hurrying to mention too many topics and speaking too fast; approaching the potential customer too strongly, often with only one aspect in mind: to sell quickly. Such an attitude can cause a seller to run into deadlocks and lose opportunities.
- Lack of preparation often leads to situations where sellers under- or overestimate themselves, not realizing their own advantages or disadvantages. This is not a good starting point to find common ground with a potential customer.
- One of the most common mistakes made by sellers is not closing a sales meeting properly. Simply promising to keep in touch and sending an e-mail at some later date without any clear, further agreement is not enough!

2.6.2. The negotiating habits of different cultures

National culture is one of the many factors which influence negotiating habits. In fact, although this is sometimes overlooked, somebody's culture often significantly influences that person's negotiating patterns in terms of communication, attitudes, styles, and relationship-building. Unfortunately, there is no quick method to decode the way in which this works in practice: the only way to become familiar with different cultural negotiating habits is through experience, or through in-depth research before a sales meeting.

Examples of areas where cultural differences may cause misunderstandings include:

- The importance of personnel trust
- The importance of status and background
- The role of the individual versus that of the group
- The attitude towards age, race and gender
- The attitude towards familiarity/formality in business
- The importance of hospitality and entertainment
- The attitude towards time and punctuality
- Accepted physical distance and physical contact
- The attitude towards explicit versus indirect messages
- The ability to deal with/accept conflict and confrontation
- Attitude towards silence in a discussion
- The role of bargaining in business
- The importance of tradition/continuity versus innovation/change
- The attitude towards long-term commitment versus short-term gains
- The importance of written agreements

Case example: Argentina:

“Nick Mills worked hard to become the top sales representative of the IT-company for which he works. When his company received an invitation from an Argentinian firm to give them a marketing presentation as a first step towards a potential long-term business relationship, Nick was chosen to go to Buenos Aires. He had originally set up an appointment to make his presentation on the afternoon of his arrival in the city. However, after touching down at the airport, he was met by a representative from the host firm who told him that the sales meeting and presentation would be postponed for two days in order to give Nick a chance to rest and see the sites along with his Argentinian hosts. However, Nick insisted he was fit and ready for the presentation, and pressed for it to be held that afternoon. Eventually, it was rescheduled to its original time slot. However, Nick noticed that none of the executives present at the meeting seemed interested. When he had finished his presentation, the company's Vice President suggested that they all meet again in two days.

Why did Nick get this reaction?

Answer: The Argentinian counterparts' initial offer to delay the presentation for two days was their way of scheduling some “informal” time to get to know Nick. As a virtual “stranger”, none of the executives felt the desire to engage with him during his presentation immediately upon arrival in the country.

2.7. STEP 7: CROSS-BORDER CONTRACT

2.7.1. What is a Contract?

Treitel's on the Law of Contract defines a contract as "an agreement giving rise to obligations which are enforced or recognized by law." Meanwhile, the American Law Restatement of Contracts defines a contract as "a promise or set of promises for the breach of which the law gives a remedy."

OFFER + ACCEPTANCE + CONSIDERATION = SIMPLE CONTRACT

A simple contract, made in writing or orally, requires agreement (offer and acceptance) and consideration (an exchange of value) to be valid. In addition to this basic understanding of contracts, modern case law seems to have added two separate requirements for a valid contract. First, the terms of the offer must be sufficiently certain, and second, there must be an intention to create legal relations. However, "promises," whether written or not, can be held to be legally binding despite the lack of intention to create legal relations. In commercial agreements, the requirement that there must be an intention to create legal relations is rarely problematic once a sufficiently certain agreement has been concluded because the law presumes that parties to commercial agreements intend to create legal agreements.

A sales agreement (contract) can be entered into orally, in writing, by e-mail or in any other form. For example, a letter agreement is a letter that contains the terms of the agreement and is signed by both the sender and the addressee. Most of these agreement types are enforceable when they take the form of a letter from one party to the other, and are "accepted" or "agreed to" by the other party.

Amendments to an agreement do not require any specific form - except if the agreement itself requires that an amendment or a termination be in writing. For example, many contract provisions require notice to be given in writing. The obvious intention is to require a party to be firm and accurate regarding its intentions.

In joint ventures, informal communications between the partners are the rule. A question that may arise is whether communications by e-mail or fax are considered to be in writing (and thus satisfy any writing requirements provided in a contract clause). In view of modern practice, it would be hard to argue that this is not the case, but it may be useful to include a clause in the contract to clarify what is considered "writing" for the purposes of the contract.

2.7.2. Contract for Cross-border trade

A clear, written contract establishes the rules that are to be followed by the parties and aims to reduce the possibility of misunderstanding and disputes. In doing so, it regulates business relations. This is especially important in a cross-border context, where different cultures, languages, business customs and practices may complicate trade.

A sales contract allocates expenses and risks (liability) between the buyer and seller. An international sales contract is governed by particular rules which aim to facilitate and harmonize international exchanges and trade. For example, Incoterms are a set of pre-defined, internationally-recognized commercial terms which are frequently relied upon to clarify the delivery terms within a cross-border contract.

In addition, a well-written contract can lay the foundation for a successful, long-term relationship with a new customer.

Minimum requirements for a contract

Many transactions are concluded only on the basis of a simple e-mail or commercial "quotation" containing only the key terms of a business deal. Such a thin basis of agreement is as enforceable as a complete contract. Even if a clause is included saying that the offer is "subject to contract" or "non-binding until a written agreement is signed," once the parties start acting as if there is a contract, it may be difficult to negotiate limitations of liability and contractual restrictions. In view of the risk that key arrangements are missing or overlooked, it may be important for companies to establish a policy that quotations must also contain appropriate limitations of liability and any key operational restrictions.

Conditions typical of cross border contracts

Other aspects of the contracting process which are of importance to cross-border transactions and may need to be specified in the contract include: What currency will be used? International delivery issues, including: 1. What transport documents will be used? 2. Issues covered by Incoterms, including: Who is responsible for the costs of carriage, packing, documentation, insurance, import and export clearance, etc.?

Who is responsible for the transfer of risk or damage to the products during their transfer from buyer to seller? Which port of entry is to be used? How are delivery scheduled and what penalties are incurred for late delivery? How many shipments are in the total order?

Details regarding dispute settlement mechanisms, including: Should negotiation, arbitration or litigation be used to settle disputes? In which country will arbitration take place? Which rules will apply for arbitration, and how will arbitration costs be covered? If litigation is preferred, in which country will litigation take place, and which court will be used? Which legal system will govern the contract? What language(s) will be used in the contract?

2.8. STEP 8: PRICING

The information you need for price calculations are:

1. Your export cost price per unit product
2. Your objectives for sales and profit
3. The transportation costs from factory to port
4. The costs of long-haul shipping to your target market
5. The costs of insurance, of documentation, of credit / payment terms
6. The mark-ups of the distributive trade in your target market
7. The VAT or sales tax rate there.

Calculation:

Unit cost + (profit %) + transport cost = FOB price

FOB + Freight and insurance = CIF

CIF + duties + handling cost + marketing costs = market price

2.8.1. Payments Condition Specified

Open Account/ Account Current

The seller allows credit to the buyer for a certain period of time after the delivery of the goods, most often this is a short period; the buyer will usually effect payment through a bank transfer.

Prerequisites for this type of payment are:

- a well-known customer with a good reputation in general and specifically toward the seller;
- standard merchandise that can be identified along the lines of the delivery circuit;
- no political risks or drawbacks in international trade.

Payment Per Cheque

The cheque is an unconditional order to a bank to pay - on first presentation of the document - the amount shown on the cheque. Payment should be made to the named person, or to his order or to the bearer.

Due to the fact that the issuing bank will pay the amount concerned only if the customer's account shows a sufficient balance, this method of payment does not give much more security than the open account. Although, in many countries, the issue of an uncovered cheque is a criminal offence. Cheques issued by a bank are usually guaranteed by that bank, and they can, as such, be negotiated with the bank of the beneficiary party.

Payment Against Documents (C.A.D. or D.A.P.)

In international trade, shipping documents, such as bills of lading, airway bills and certain consignment notes

(C.M.R.), represent the shipped cargo, i.e. the merchandise can only be accepted ('taken delivery of') against presentation of such shipping documents.

Payment against documents is a payment method that is based on the representative value of those bills of lading. The supplier presents the documents to his bank (e.g. bills of lading, insurance policies, certificates of origin, and inspection certificates) with the instruction to send them to the customer for collection of payment.

Bound by the agreed terms in the selling contract, the customer exchanges the documents against actual payment of the invoice amount or against a draft (bill of exchange), being a promise to pay the amount on agreed date of "maturity". Bills of Exchange can be considered as guaranteed payment if they are countersigned ("for aval") by a bank.

Cash Against Documents

Cash against documents gives the seller the security that even in the event the documents are not accepted by the customer, the goods remain available for the supplier.

Nevertheless an advantage with a very limited positive effect, as in such a case;

- the goods have to be sold to another client (available at the same price?)
- the goods have to be returned to the seller (double cost of shipping etc.)
- there is the risk of a dead stock if the goods were made to special specifications or of practical loss in case of perishables.

Letter Of Credit (L/C)

The L/C requires involvement of commercial banks, who take over the obligation to pay on behalf of the buyer. In order to do so, the buyer's bank, who has extended credit to the amount of the invoice, will scrutinize the contract for agreement. Occasionally, the seller will invite his own bank to reconfirm the obligation to pay, which implies payment by this bank (who in turn will charge the buyer's bank). L/C payments are very secure but costly.


2.9. STEP 9: PROMOTION AND DISTRIBUTION

The idea is to sell to distributors, especially supermarket chains or brokers. You can use the internet to sell your product online and avoid the cost of distribution especially if your volumes are small. Nevertheless, for larger businesses they might be interested in distribution and they can afford to pay for advice. "Promotion" includes all activities to support and promote the actual selling in the target market abroad. Meaning, the marketing should start with comparing the present communication strategy (advertising, printed instructions and information brochures, etc.) with the market habits or requirements and even translating them into the appropriate language.

2.10. STEP 10: GOING ONLINE (E-COMMERCE)

Global web use is booming, and millions of new buyers are logging on each year. Electronic commerce, especially business-to-consumer (B2C) e-commerce, reflects this growth. The Internet's global reach is a cost-effective means for marketing products and services overseas. Companies that establish a corporate website publicizing their products and services are able to create an electronic mechanism for safe and secure electronic transactions; they can also track orders, provide customer service interface, and list their products' technical specifications. Small and medium-sized companies can broaden their market presence internationally by adopting e-commerce or electronic business practices that are user friendly.

E-commerce offers much promise to PNG SMEs interested in using the Internet as another vehicle for exporting. However, you should be familiar with the steps necessary to make your company's website e-export capable or you can sell exclusively through third-party e-commerce platforms, such as eBay, Amazon, Alibaba, and



others. You can use their payment systems and shipping and logistics services. Third-party platforms all provide web-based tools to help you manage sales and costs. Or, you can experiment with a combination of channels: multiple distributors, your own e-commerce site, and third-party e-commerce sites. Over time, the sales figures will help you determine which options provide the best benefit for your company. However, if you choose to set up your own website it's important to ensure website functions are tailored to your business specialties.

Transactional Website

A transactional website may be an electronic storefront for a brick-and mortar retailer or a catalog business, or it may be a showroom for a manufacturer wishing to sell directly to the public. Transactional websites conduct full “end-to-end” transactions through the website, allowing customers to search for, order, and pay for products online, and to contact the company for after- sales service. The most sophisticated websites create efficiencies by integrating the transaction process with back-office systems such as accounting, inventory, service, and sales.

Informational Website

An informational website generates sales by promoting corporate awareness rather than facilitating online transactions. It functions much like a brochure that provides information about the product or service and gives contact information needed to proceed with a purchase. Because such a website is often static and does not require the software systems necessary for online transactions, design and maintenance are less expensive than for a transactional website. An informational website is ideal for companies that market products and services that cannot be provided online or goods that cannot be sold online. A modified version of this kind of site permits the buyer to shop online for the best price from competing vendors providing the identical product—for example, authorized car manufacturers. Information on options available for a particular model allows the buyer to visualize the configuration and obtain an estimated price for the vehicle.

E-Marketplaces

These sites are market-makers because they bring buyers and sellers together to facilitate transactions. Participation in a brokerage often provides an efficient way of finding a customer without the expense of building a proprietary transactional website. Types of brokerages include auctions, virtual malls, and matching services. There is a profusion of marketplaces including eBay, Amazon, and China-based Alibaba. As these platforms establish fulfilment centres around the world in their quest to be closer to customers and to deliver orders faster, some of them make bulk purchases from suppliers and arrange all logistics themselves.

3

3. EXPORT SUPPORT SERVICE

3.1. TRADE SUPPORT INSTITUTIONS (TSI)

A TSI is defined as any recognised public or private entity offering development-oriented and trade related services to either/both: enterprises active in exports or potential exporters, government policy and strategy makers. The ultimate objective of TSIs is to develop and promote sustainable exports.

An example of the domestic TSI are the various regulatory and policy agencies of the government that provide licensing, permits and other services. In addition, it refers to non-government bodies such as private sector bodies. For instance, PNG Digital ICT Cluster (<http://www.ictcluster.org.pg/> or enquiries@ictcluster.org.pg) is a community of PNG ICT entrepreneurs established with the goal of stimulating business environments where technology provides important productivity and economic benefit.

The International Trade Centre (ITC) is an example of an international support institution. ITC, a joint UN and WTO organization, works towards creating inclusive and sustainable development of SMEs. Under its global approach, ITC's "SheTrade Initiative" works with partners around the world to unleash the economic power of women. The goal is to connect small women entrepreneurs to networks by connecting other women entrepreneurs to establish business connections, sell and buy products, share knowledge and experience. To join this initiative and learn more, go to '>SheTrades.com'. To learn more about all SheTrade projects, visit <https://shetrades.com/en/projects> This is an external support program and service where export ready SMEs can collaborate with where exporters can be connected to buyers, investees to investors, etc.

Refer to the **Appendix 6** on the listing of the useful contacts for domestic and international partners to find out more about the various support services they are providing to SME.

3.2. TRAINING

Capacity-Building through online Learning

The SME Trade Academy is a capacity-building programme for the International Trade Centre (ITC), an arm of the World Trade Organization (WTO), which offers a series of online courses free of charge to trade institutions and SMEs, providing critical capacity for entrepreneurs to participate in global trade.

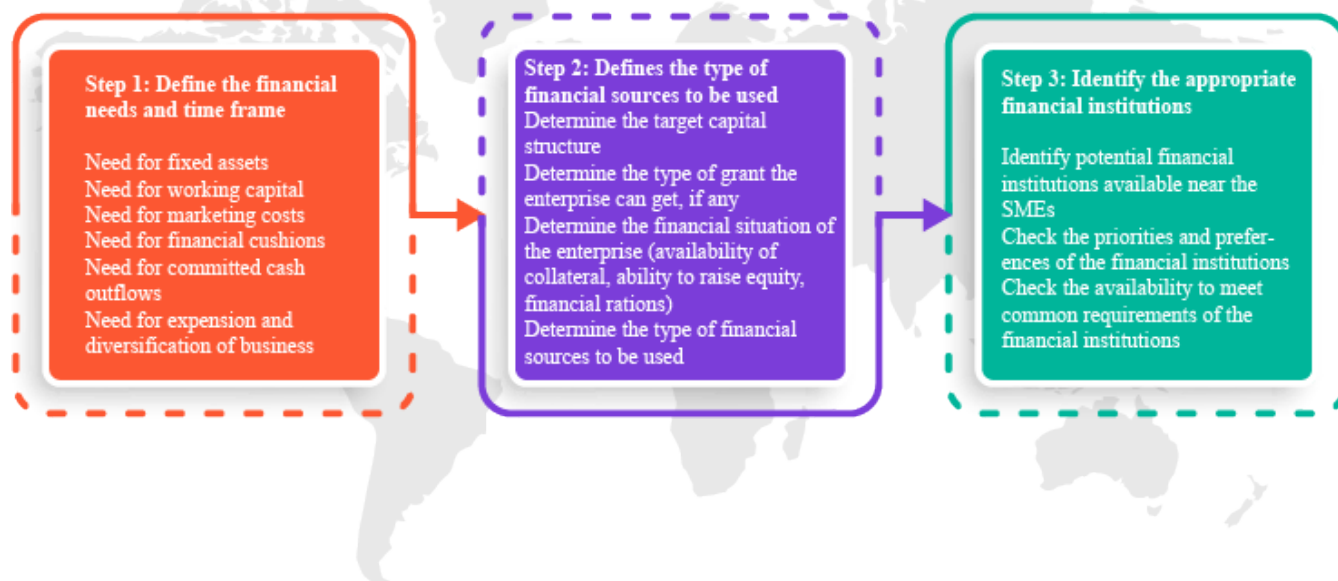
Visit SME Trade Academy at 'learning.intracen.org' for registration. For additional capacity-building resources on trade policy matters refer to Appendix 6 for the full listing of useful URIs.

3.3. EXPORT FINANCE

3.3.1. Why do you need finance?

When your export plan is in place and you are ready to start, perhaps the first step on the road of exports is to give consideration to how you will finance your exports. Exporting is a complicated and expensive process. It requires time, considerable planning, extensive research (much of it overseas), highly skilled staff, product adaptations, international travel, expensive international promotions and management involvement. At the same time, your prices (and margins) are often keener in export markets and your payment terms may mean that you only get paid in 30, 60, 90 or 120 days. Together, this translates into high expenses and slow income. Cash-flow is often a major problem facing the smaller exporter.

Here is a detailed description of how to determine the right source of financing for your export business.



3.3.2. When do you need finance?

You will need financing almost from the moment you decide to get into exports. These financing requirements can be divided into four parts (the first three are the pre-contract phases, while the last stage is the post-contract phase):

- 1. Financing to do some research on the internet and spend some time with your planning and cost and benefit analysis.** Your expenses are related more to the time you need to put into the planning and preparation process. You should be able to cover these financing outlays yourself.
- 2. Financing to help you with your export marketing research efforts.** This is the stage where you may take a lot of time and effort to select your target countries and gain a better understanding of the target market you wish to enter. Your expenses will probably be related to a fairly extensive desk-research effort as well as at least one visit to the target market where you may spend a week or more researching the market from within, speaking to industry associations, chambers, potential buyers and, more than likely, visiting a trade fair or two. If you plan your research carefully, you may be able to achieve all of your in-market research goals in one visit. A second visit may, however, be desirable. It is very difficult to estimate accurately what a trip like this would cost, but a realistic estimate would be for ten days to two weeks of in-market research. At this point you may already need to consider finding financing for this research where relevant government agencies and international development partners might provide assistance for smaller exporters for their in-market research efforts.
- 3. Financing to help you implement your export plan.** Based on the research you have done, you will prepare an export plan. Your next step is to implement this plan – this is where you are now! This is another expensive step in the export process. It will involve promoting your products over the internet, via direct mail, through advertisements in trade magazines, taking part in one or more trade fairs and visiting potential buyers. It is highly unlikely that you will be able to achieve your objectives without visiting the market in question. Indeed, it is suggested that you will need to undertake at least two or three visits to the market before your marketing has any effect.
- 4. Financing to help you achieve your contractual obligations.** Assuming that your marketing effort has paid off and you have secured a contract, your next step is to produce the goods, package and label them, ship them off to the customer, provide the agreed-upon service and wait for payment. This is perhaps

the costliest part of the whole process and is very difficult to estimate. This will be the stage where your financing needs are the most acute.

3.3.3. Business Package And Loan Offered By Major Commercial Banks

The major commercial banks have developed loan products that can be used by SME to upscale their operation and also to assist with the financial needs for export.

The Bank South Pacific (BSP) Ltd

BSP has Smart Business Package and other loan products to suit SME with a turnover of less than K1 million. Among the various programs offered under their SMART Business Package is the Smart Business Loan with interest rates and repayments that can be structured to suit SME needs and capabilities.

The Criteria for Smart Business Loan include;

- Be licensed/registered business and in operation for over 1 year
- Have a Business Account and Provide 12 months' worth of bank statements
- Trade from a fixed location and have a turnover of less than K 1 million.

The BSP also provides other financial services that are essential to facilitate international trade including facilitating international payment for export.

Kina Bank PNG

Kina Bank is providing a profound service in the digital economy to support SMEs improve their competitiveness in the global market and expand their export potential. Kina Bank has partnered with SNS Tech to provide e-commerce help to SMEs. A Kina SME Business Loan, whether secured or unsecured, is meant to help local enterprises with flexible loan terms.

There are a number of requirements and key product features to consider. Therefore, interested applicants must contact any Kina Bank branches to receive further clarity on loan terms, interest rates, payment period and other specific products.

National Development Bank Limited

NDB offers demand driven financial products and services to enterprising and credit-worthy SMEs engaged in the formal, semi-informal and informal sectors. The products range from short-term to long-term commercial loans.

The Bank also made loans available under various credit schemes aimed at SMEs who seek financial assistance for their various business needs such as Women in Business Start Up Package and Micro-finance loan.

Risk Sharing Facility Fund

The Risk Sharing Facility Fund (RSF) is a project funded by the World Bank and administered by the Department of Commerce and Industry. This program provides both business development as well as financial assistance to small and medium enterprises by providing training and other capacity-building assistance to help small businesses scale up operations.

To access support from the RSF fund, SMEs must meet the following criteria:

- formal registration with the IPA and IRC, or specific industry licenses such as the PMV operating license.
- the government cannot own more than 50% of the company, either directly or indirectly.
- a majority-owned entity (at least 51%) by PNG citizens.
- have maximum annual business turnover of K15 million or lower.
- not a wholly owned subsidiary of a large corporate entity.

Application forms are now available at the SME Access to Finance-Project Implementation Unit at the Department of Commerce & Industry or your nearest Bank South Pacific Branch.

3.3.4. Support in the Agriculture Sector

The agriculture sector covers all the major commodities such as coffee, cocoa, vanilla, coconut, as well as

vegetables and spices. The SMEs involved in the sector can get more information on technical and financial support as well as other capacity-building assistance directly from the sector from the contact listed below.

For information on Cocoa Export:

The Project Manager
Cocoa PMU, Cocoa Board of PNG
P O Box 532, KOKOPO, ENBP
Ph: (675)9829115
Fax: (674)9828712
Email: ppap@cocoboard.org.pg
Website: <http://www.cocoaboard.org.pg/ppap>
Facebook: www.facebook.com/ppapcocoa

For information on Coffee export:

The Project Manager Coffee PMU,
Coffee Industry Corporation Ltd
P O Box 137, GOROKA, EHP
Email: ppap@cic.org.pg
Website: www.cic.org.pg

For more information on Coconut product Export:

Kokonasi Industri Koporesen (KIK)
Cuthbertson Street,
Downtown P.O.Box 81
PORT MORESBY National Capital District
Website: <http://www.kik.com.pg>
Phone: (+675) 321133
Email: infor@kik.com.pg
<https://www.facebook.com/kikpng/>

For more information on fresh produce export contact:

Fresh Produce Development Agency (FPDA)

HEAD OFFICE-GOROKA

Makinono Street, West Goroka, Goroka 441, Eastern Highlands Province, Papua New Guinea

Post Office Box 958, Goroka 441 Eastern Highlands Province, Papua New Guinea

Phone: +675b 532 3356

Fax: +675 532 3357

Email: info@fpda.com.pg

Website: <https://fpda.com.pg/>

At the national level, the Department of Agriculture and Livestock (DAL) is responsible for increasing export and domestic production and/or revenues; increasing the number and volume of new investments; and increasing the number of indigenous men and women in small, medium, and corporate businesses in the agriculture and agriculture-related sectors.

For more information on the Government Agriculture Price Support Program and other initiatives, contact the DAL on the contact details listed below.

Department of Agriculture & Livestock

P.O.Box 2033 Port Moresby, NCD

Papua New Guinea

Ph: (675) 3007825

Central Government Building, Level 2B Kumul Avenue

Website: <https://www.agriculture.gov.pg>

3.3.5. Support in the Fisheries and Marine Sector

For more information on Fisheries Credit Facilities and information on export of other fisheries products, contact:

National Fisheries Authority (NFA) Credit Facilities

P.O Box 2016, Port Moresby

Level 11, Deloitte Tower

Ph: (675) 3090444,

Fax: (675)3202061

Website: www.nfa.gov.pg

National Development Bank Limited
P O Box 686, WAIGANI, NCD
Ph: (675) 3247500, Fax: (675) 3259817
Email: ndb@devbank.com.pg
Website: www.ndb.com.pg

Nationwide Microbank Limited
Nationwide Microbank
P.O Box 179, PORT MORESBY, NCD
Ph: (675) 3213811, Fax: (675) 3213765
Website: www.microbank.com.pg
Free Call Centre: 16789 (Digicel Network)

3.3.6. Support in the Forestry Sector

PNG Forestry Authority (PNGFA)
Address: PO Box 5055, BOROKO
Phone +675 327 7800/8
Fax +675 325 4433/9
Website: www.forestry.gov.pg

3.3.7. Arts and Craft

Bilum Export and Promotion Association (BEPA) is an NGO that assist the Cooperatives involved in bilum weaving. They can access assistance to improve the quality of their bilums and export. BEPA will negotiate directly with buyers on price and delivery conditions facilitate export by carrying out checks along with export-related handling such as fumigation and freight forwarding.

Contact Detail:

Bilum Export & Promotion Association (BEPA)
P O Box 1779, PORT MORESBY, NCD
Email: bepa.png@gmail.com
Or contact Investment Promotion Authority on www.ipa.gov.pg
Ph: 3084467/68/86
Email: ggmarketing@ipa.gov.pg

For all information relating to regulatory compliance and authentication of arts and craft for export contact the PNG National Culture Commissions:

Institute Of PNG Studies

- Port Moresby, Boroko, Angau Drive
- +675 323 5222
- ipngs@ncc.gov.pg

National Film Institute

- Goroka, Pinewood Hill, Sect 117, Lot 003
- +675 323 5222
- nfi@ncc.gov.pg

National Performing Art Troupe

- Goroka. Raun Raun Haus Theatre
- +675 323 5222
- npat@ncc.gov.pg

3.4. USEFUL DATABASES TO GET INFORMATION ON INTERNATIONAL TRADE

It is important that the business environment, the country's cultural context, trade policies, and regulations are studied and understood. For example, SMEs that want to export will need to identify the biggest players in the market, the market's size and structure, as well as the sector's prospects for the future. There are plenty of sources that can provide this information, such as comprehensive reports from market research companies, publications from government websites and international trade organizations. Refer to Appendix 8 on the list of useful internet links and websites for more information.

You can also use the global online marketplace, such as Alibaba.com, Amazon.com, etc., to learn more about the global marketplace. Refer to Annex 5 for a full listing of the top world e-commerce marketplaces where you can find a buyer or a seller of your product or service.



3.5. CONTACT OF PNG'S OVERSEAS MISSIONS & POST

In addition, you can contact directly with our overseas mission and post to get more information and make contact and network which is vital for business. For more information on the full listing our overseas mission and post refer to the Appendix 6.

LIST OF APPENDICES

APPENDIX 1

EXPORT READINESS ASSESSMENT GUIDELINE

Part 1: REASONS FOR EXPORTING

Before you examine your enterprise's readiness to export and assist you in focusing on export, you must determine whether you have compelling reasons to make the effort and investment to export as well as accept the many inherent risks of export.


Below are some of the key questions you need to ask yourself in order to establish clear reasons why you want to export as well as to understand the risks involved.

1. Have you reached the **price premiums** which international markets offer over your domestic market, as well as the **additional costs** you would incur to serve these markets, and have you reached the conclusion that the **opportunity for higher profits outweighs the risks**.
2. Your production capacity exceeds what your domestic market (or if you have any, foreign buyers) can **absorb** and **you have the idle capacity** to utilise to spread (and thereby reduce) your costs, or you have excess inventory to dispose of.
3. Your present domestic and/or international markets may have serious **seasonal or other fluctuations** and you wish to smooth your sales by stabilizing these fluctuations.
4. Products or services you are offering now may have a short life cycle in the market you are presently serving and there are opportunities in foreign markets to **prolong the life cycle**.
5. You are receiving or expecting **threats from your competitors** in the markets that you are serving and you wish to find safer markets and enhance your competitiveness by acquiring market knowledge which others do not have and by acting on this knowledge.
6. Your present markets are risky in the sense that you have **few rather unreliable buyers** and you wish to minimise the uncertainty by spreading your risks by selling to diverse foreign markets.

Part 2: MANAGEMENT COMMITMENT

You and your management team need to be fully committed to making exports successful once your enterprise starts engaging into exports. Otherwise, your enterprise may invest resources and time which will not materialise into successful exports because your employees will work as if it was "business as usual".

7. Is everybody in the **management team** in favour of exporting?
8. Does everybody in the management team accept that the **first exports may** not be **profitable** for some time?
9. Is management committed to ensure that the export business is provided with **necessary financial resources**?
10. Is management committed to ensure the export business acquires or develops all the relevant information and **know-how**?

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11. Is the management committed to ensure that the export business gets all the necessary **human resources**?
 12. Is the management committed to ensure that the export business establishes the necessary **relationships or strategic alliances**?
 13. Is management willing **to dedicate some fair amount of its time** in support of export efforts?
 14. Are the **Production** operations personnel ready and committed to adapt their process in order to comply with your export strategy?
 15. Are the **Marketing** operations personnel ready and committed to **adapt their processes** and ways to doing things to comply with your export strategy?


Part 3: BUSINESS ENVIRONMENT

You need to be aware and ready to take advantage of favourable conditions, or also to face adverse conditions that go beyond your control, such as political, economic, social/societal, technological, environmental/green forces and legal.

16. Have you found out if your country has any **bilateral or multilateral trade agreements** that may render attractive the export of your product or service to a particular destination of interest to you?
17. Are you familiar with the specific **tariffs, non-tariff barriers, quotas**, etc., which may impact your export efforts?
18. Do you know if there are any **incentives** offered by or through your government for the manufacture or export of your products(s) or service(s)?
19. Have you found out if your products/services need to comply with **mandatory or de facto standards** to be exported to the destination which interests you?
20. Do you know about the target country or countries **social, cultural and environmental context** that may impact (favourable or unfavourable) your export strategy? Such aspects encompass education level, local language, demographics, religion, social class system, attitude towards the environment and ecology, etc.
21. Do you know about the target country or countries **political context** that may impact (positively or negatively) your export strategy?
22. Do you know about the target country or countries and the international **legal and regulatory context** that may impact (positively or negatively) your export strategy?
23. Do you know about the target country or countries and the international **economic context** that may impact (positively or negatively) your export strategy? (e.g. Trade barriers)

Part 4. STRATEGY

To be competitive from the start and make profits early on you need to have a strategy which defines the group of selected customers you have decided to target, as described by the needs they have, the benefits that may be derived from your product/services, and their buying behaviours, and which also defines the characteristics of the products/services you intend to offer specifically to satisfy these needs, expectations and habits and occasions. It is even better if such needs, expectations and behaviour are currently not fully satisfied by existing competitors, and if you will be able to satisfy them completely while your competitors are unlikely to do so in the future.

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24. Do you have a clear (written) **description of the group of international buyers** that you are **potentially targeting**, and specifying who they are, where they are, what they need and want, their behaviours, etc., and are you capable of monitoring any future changes?
 25. Do you have a clear (written) **description of the characteristics of the offer** (typical order volumes, physical characteristics, materials employed, chemical properties, standard compliance, service –after sales or others, delivery cycle time, price, etc.) that you will propose to this target group of international buyers?
 26. Have you given due consideration to protect your **intellectual property**, or securing the rights to use a third party's intellectual property, used for some characteristics of your offer or of your product or commercialization processes? Have you determined whether or not you should register your **company name, brand, trademark in the intended market**?
 27. Have you given due consideration to include **environmentally –friendly characteristics** within your product offer, which will entail the greening of your enterprise?
 28. Do the characteristics of your export offer **match the needs and wants** of the targeted group of international buyers? Have you verified that your offer can meet the specific technical and non-technical requirements of the targeted group of international buyers?
 29. Have you verified that the features of your offer, whether it has been adopted for the buyers or not, satisfies the needs and wants of your targeted international buyers **better than your potential competitors** can, in such a way that your offer will be preferred and your bargaining position with them is embraced?
 30. Is your offer **specific enough to the needs and wants** of the target international buyers, and **significantly** different from offers of your potential competitors, so that it stands out in a crowd of would-be competitors?
 31. Are you capable of describing clearly the **mechanism you use to collect information** on your potential international buyers and competitors?
 32. Do you know and monitor **the strategy of your potential international competitors** and do you have a clear idea of their strengths and weaknesses?
 33. Are the collective purchases of the targeted group of buyers substantial enough and potentially profitable enough to be **interesting for your enterprises** and at the same time small enough for you to capture most of them and small enough for large potential **competitors to not be interested** in such a (small for them) volume of sales? In other terms, is the target market formed by the group of potential customers of the right size for your enterprise.

Part 5: PRODUCTION CAPABILITY

Before you take actual export orders you need to have the appropriate production capabilities in place. The product/service characteristics defined in the strategy help you define the required production capabilities, and those capabilities which are not currently available are critical and need to be built right away.

34. Are you prepared to **modify your current products** right away to match the characteristics defined within the strategy, and to **modify your production processes** accordingly, even if the necessary modifications are substantial?
35. Do you have appropriate production capacity leftover, or which could be easily added or upgraded, to **produce volumes** that will be required for future export orders and always meet demand?
36. Do you have, or could you easily add or upgrade, your capabilities to **produce the product characteristics** required for your targeted export customers, including packaging, for instance with adequately located or installed facilities,

adequate production processes and tooling?

37. Do you have, or could you easily add or upgrade, your capabilities **to produce and ensure the production's quality** required and promised to your targeted export customers, for instance with the adoption and implementation of adequate quality standards and quality control procedures, as well as after-sale customer services?
38. Do you have, or could you easily add or upgrade, your capabilities or **produce and deliver on time** as required for your targeted export customers, for instance with adequate purchasing and handling of materials, and adequate inventory management and storage?
39. Do you have, or could you easily add or upgrade your capabilities **to produce at a reasonable cost** as required by your targeted export customers' purchasing capacities and willingness to pay for instance by improving production methods, equilibrating production flows across available capacity, developing and operating maintenance systems, or installing cost reduction programmes?


Part 6: MARKETING CAPABILITY

Before you take actual export orders you need to have the appropriate marketing capabilities in place. The group of customers defined in the strategy, i.e. who they are, where they can be found and how they behave, helps you define the required marketing capabilities, and those capabilities which are needed but not currently available are critical and have to be built right away.

40. Do you have, or could you easily develop, **sales literature such as brochures, leaflets, price lists, publications, technical papers, instruction books, etc.**, ready to inform your targeted export customers?
41. Is this sales literature **adapted to the targeted group** of export customers and/or distribution channel members in terms of language, culture, context, clarity of the message, etc.?
42. Are the **benefits of the productions clearly stated** and explained in the present sales literature, especially those sought by the targeted export customers?
43. Have you established **what you want to say** (the message), and **the media** that will carry messages to the potential buyers across your targeted customers?
44. Have you determined that this literature will **reach your targeted** export customers using the means that you have chosen?
45. Have you decided whether and how to **advertise** your products/services to your targeted group of customers or distribution channel members?
46. Have you decided whether and how to **organise promotional actions** for your targeted group of customers or distribution channel members with your products/services, such as bulk offers, discounts, prices, etc.?
47. Have you established or could you easily establish lasting relationships with **distribution intermediaries** (e.g. distributors, agents, traders, etc.) that will ensure the efficient flow of your products/services to your targeted customers, as well as flow of information and money back to you?

Part 7: GETTING ORDERS

Once your market and Production capabilities are available you can start the processes for looking for and approaching customers and signing orders. For this you need to have marketing processes in place.

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48. Have you identified and planned any **international communication events or missions** to promote your products, such as trade fairs, conferences, trade missions, customers visits, etc. that your company could participate in?
 49. Is your enterprise prepared to receive from potential international customers' **requests for information** on your product or service and respond to them quickly?
 50. Is your enterprise prepared to **produce and ship samples** or provide sample services, if applicable?
 51. Have you prepared your enterprise for being in **contact with and negotiating with international customers**? Does it have personnel who can speak the language of the target group of customers, and is aware of their cultural differences, etc.?
 52. Do you have procedures in place for **preparing specifications** for your product or service, to be used as a basis for negotiation and later on as a contractual provision?
 53. Have you put in place a **price policy** based for instance on strategic objectives, cost of productions per unit, competition, perceived value for the customer and what the customers are capable and willing to pay?
 54. Does the person in charge of preparing the quotations know well the **Incoterms , freight costs and insurance costs**?
 55. Do you have procedures in place to **prepare quotations** for international transactions?
 56. Do you have or look for **information concerning the other party** for the purpose of negotiating?

Part 8: FULFILLING ORDERS/LOGISTICS

Once the orders have been entered you need to start processes for manufacturing and delivering the ordered products/services. For this you need to have production processes in place.

57. Do you have a standard and detailed procedure for **calculating costs for each order**, and estimating the cash necessary to fulfil the export order?
58. Does your enterprise have policies, as well as staff skills, for identifying suppliers and **purchasing the necessary inputs** in such a way that production always has the right and adequate inputs?
59. Does the enterprise have process and staff skills to schedule production and allocate the future workload to equipment, in order to balance the use of facilities and equipment, and to meet the delivery target dates?
60. Does the enterprise have the processes and staff skills to **allocate work** and make sure that the personnel knows who is supposed to do what, and to do it when, where and with which equipment and inputs?
61. Does the enterprise have the processes and staff skills to **handle export procedures** and to establish all the necessary export documents, such as the invoice, bill of lading, air waybills, consignment notes, insurance policy, certificate of origin, packing list, etc.?
62. Have you made preparations for **materials handling** to cater for special storage requirements that are needed for your product?
63. Does the enterprise have the processes and the staff skills to **perform freight operations**, including packaging requirements?

Part 9: FINANCIAL RESOURCES MANAGEMENT


Financial readiness is about being able to secure funding for you to start or continue to export, knowing that upfront investments and concessions are usually required before exporting becomes really profitable.

64. Have you made calculations to determine **how much initial investment** you need to make before you begin exporting to your targeted international customers, and when it will be required?
65. Have you identified a **source of funding** for the purpose of making the initial investment? Can you meet the sources criteria for eligibility to receive funds?
66. Have you prepared a **cash flow forecast** to identify the funds necessary to meet the financial obligations related to exporting to your target customers?
67. Does your enterprise always manage to **have the cash to pay on time** its employees, suppliers and bills?
68. Can **enterprise financial resources** be freed for foreign market development without endangering your domestic's market position or long term prospects?
69. Do you know how to use **pre-as well as post-shipment financing** ? Have you identified a suitable source for these and can your enterprise meet its eligibility criteria?
70. Does the enterprise have the processes and the staff skills to deal with **payment related documents** such as letters of credit, bills of exchange/bank drafts/. Have you formed a working relationship with a reputable financial institution which can provide this service for you?
71. Have you made preparations to **evaluate overseas customer's creditworthiness** and ensure timely collection of payment from them?
72. Have you made **calculations of profitability** under different conditions (e.g. terms of payment, order quantity, product specifications, export incentives, capacity utilizations, etc.)?

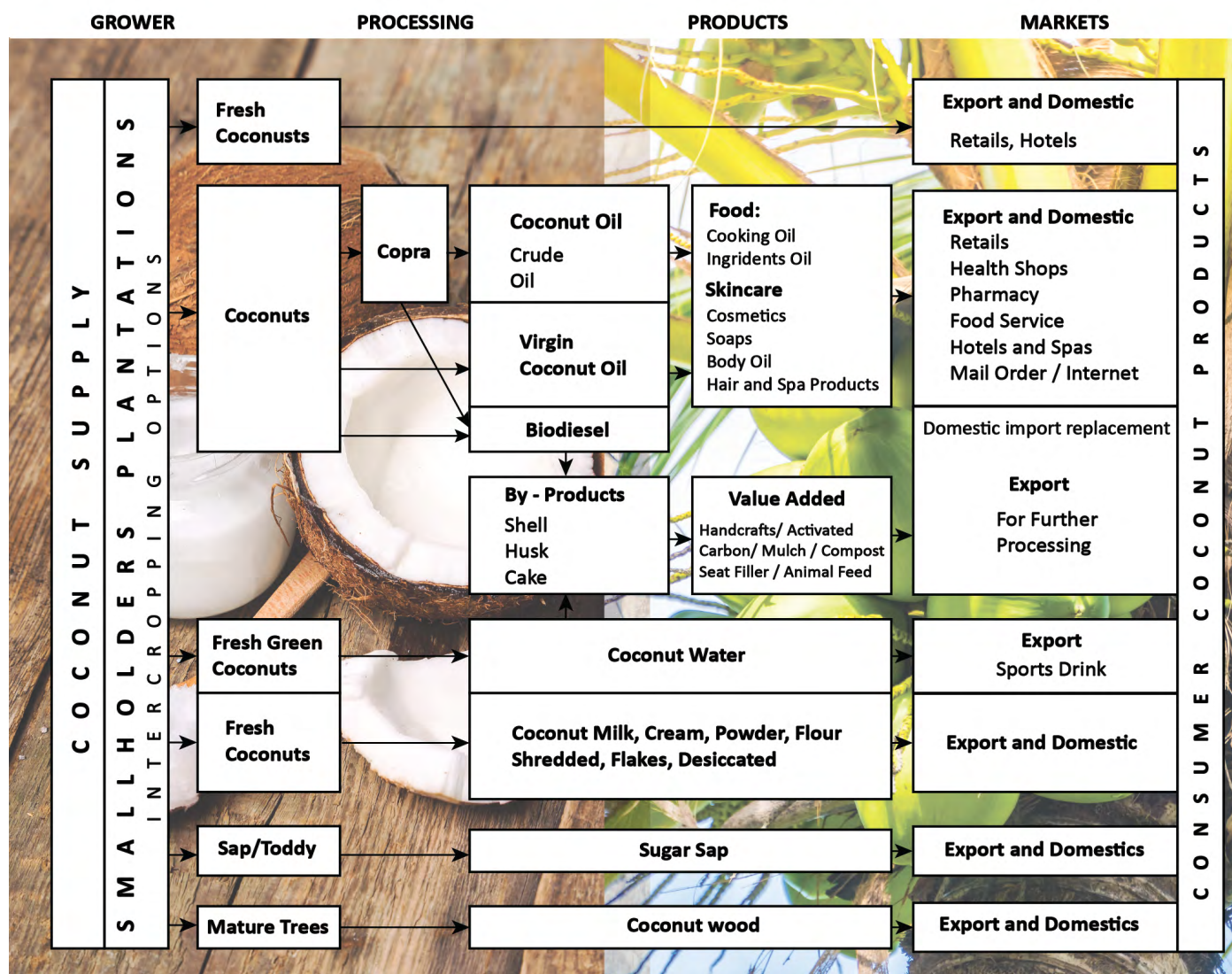
Part 10: RESOURCE MANAGEMENT

Resources management readiness is about being able to have the correct resources on time to develop marketing and production capabilities or to undertake sales transactions.

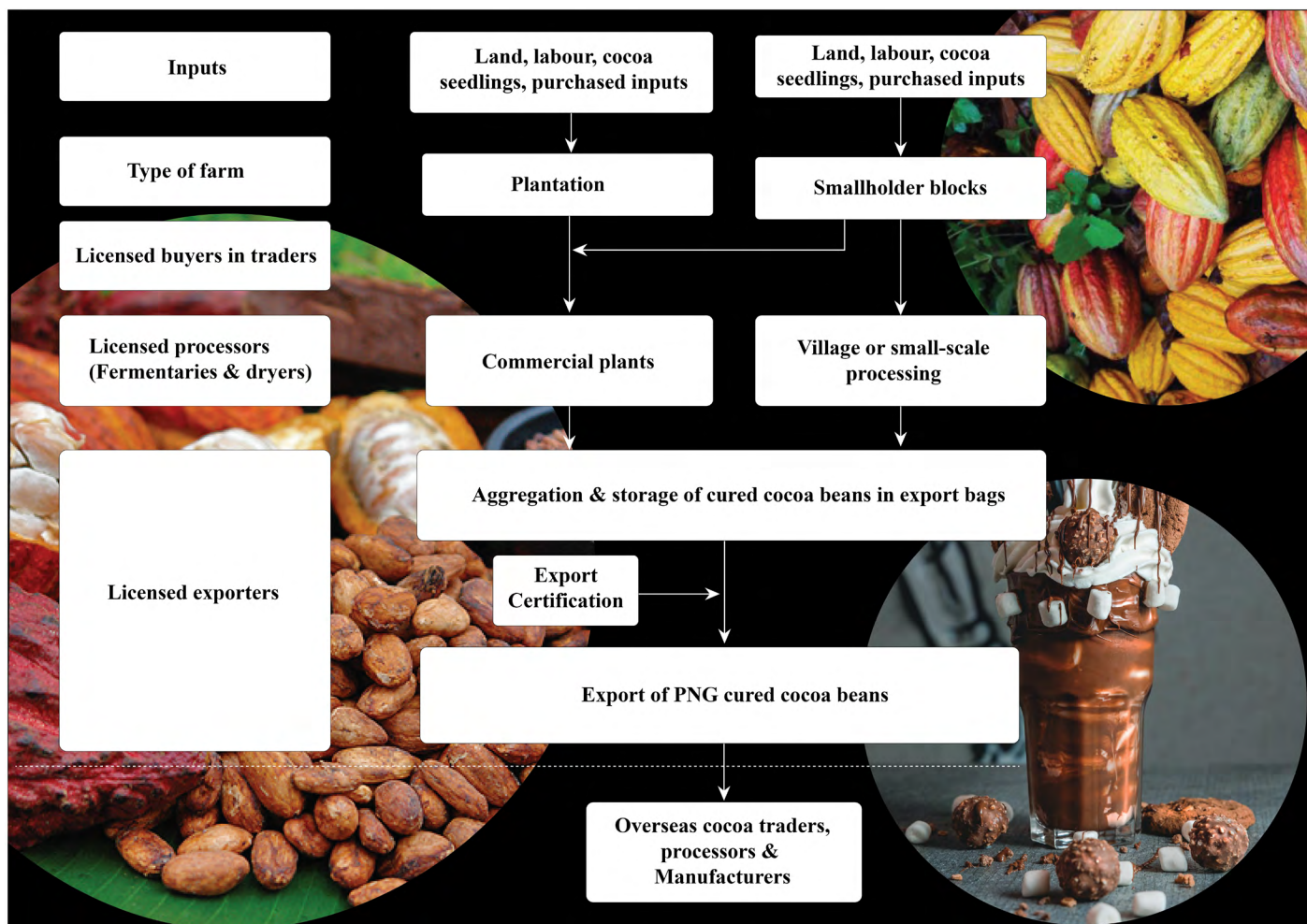
73. Does your enterprise have mechanisms to **estimate the amount and nature of resources** it needs to perform export tasks and management activities, as well as it needs them?
74. Does your enterprise have mechanisms to identify where the resources needed for its export operations will be **sourced from**?
75. Does your enterprise have mechanisms to **source and select the resources** to tasks when they are needed?
76. Does your enterprise have mechanisms to **allocate the necessary resources** to tasks when they are needed?
77. Does your enterprise have the mechanisms to verify that the resources allocated correctly execute the tasks and produce the desired results, and to take corrective actions?
78. Does your enterprise seem to always **have the right human resources** at the right time?

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79. Does your enterprise seem to always **have the necessary equipment, facilities and fixed assets** at the right time?
80. Does your enterprise seem to always **have the right necessary** information?
81. Does your enterprise seems to always **have access to the necessary network or relationships**, or has established the necessary partnership?

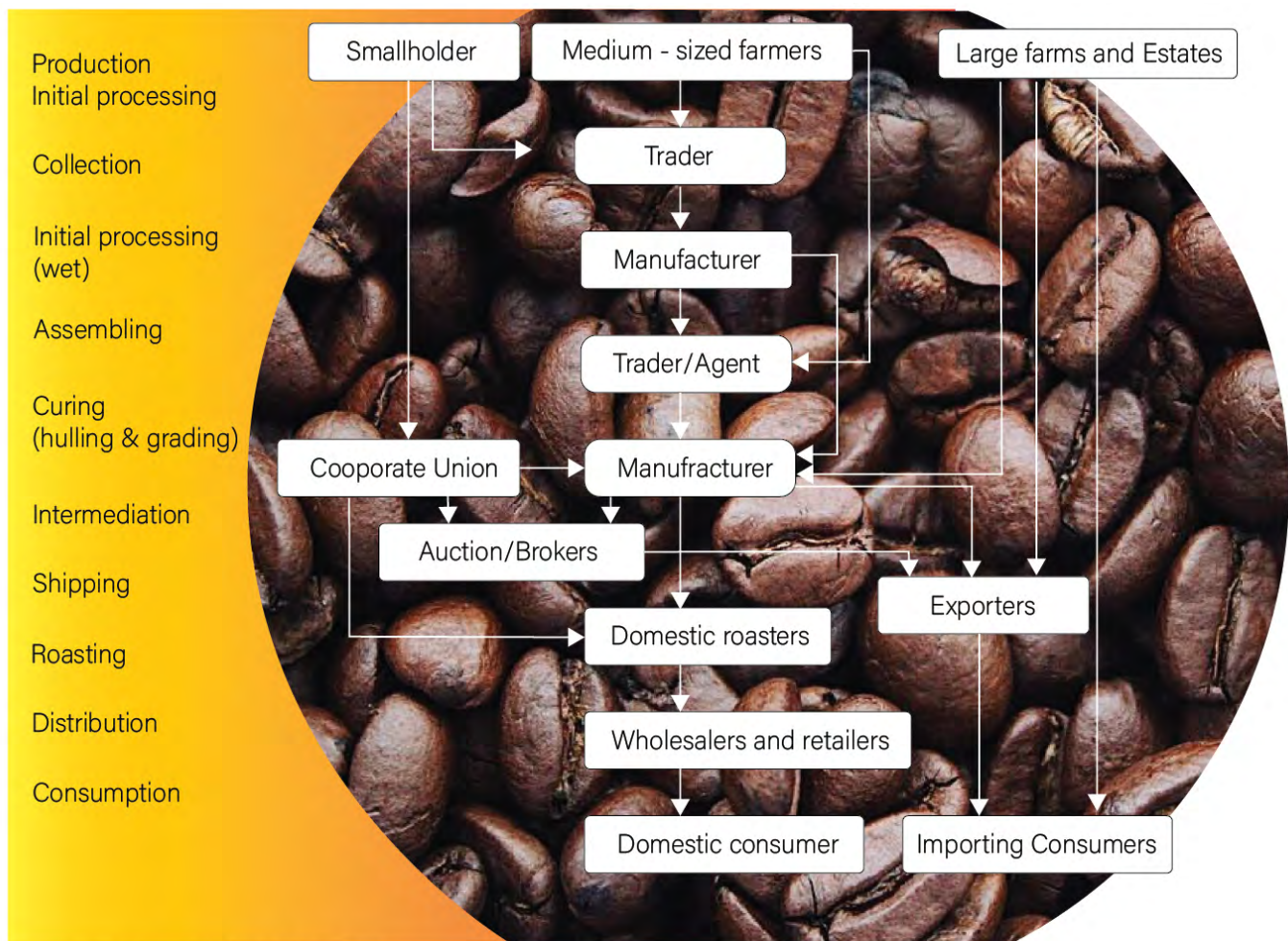
GENERAL PROCESS FLOW FOR COCONUT PRODUCTS



COCOA VALUE CHAIN IN PNG



COFFEE MARKETING CHAIN















Source: De Graaff (1996): *The Economics of Coffee*



APPENDIX 5
























World's Top Online (E-Commerce Market Place) Websites

























No.	Type	Name	Region/Country	Product Category	Visits/month
1		Amazon	Global	General	5.7B
2		PayPay Mall	Japan	General	2.1B
3		eBay	Global	General	1.6B
4		Mercado Libre	South America	General	661.7M
5		AliExpress	Global	General	639.1M
6		Rakuten	Global	General	621.5M
7		Taobao	China	General	545.2M
8		Walmart.com	USA	General	469.0M
9		JD.com	Global	General	318.2M
10		Etsy	Global	Arts, Crafts & Gifts	266.3M
11		Shopee	Southeast Asia	General	260.3M
12		Target.com	USA	General	258.3M
13		Flipkart	India	General	242.6M
14		Best Buy	USA, Canada, Mexico	Electronics	229.3M
15		Allegro	Poland	General	208.6M
16		Tmall	China	General	202.8M
17		Lazada	Southeast Asia	General	172.7M
18		Americanas	Brazil	General	134.6M
19		Wayfair	North America, Europe	Homewares	125.3M
20		Zalando	Europe	Fashion	119.0M
21		Wish	Global	General	111.6M
22		Coupang	South Korea	General	93.0M



23		trendyol	Turkey	General	82.7M
24		bol.com	Netherlands	General	78.0M
25		n11	Turkey	General	77.9M
26		ASOS	Global	Fashion	76.3M
27		Tokopedia	Indonesia	General	74.2M
28		Cdiscount.com	France	General	68.7M
29		Gmarket	South Korea	General	65.1M
30		Ozon	Russia	General	64.4M
31		Fnac	Europe	General	62.7M
32		OTTO	Germany	General	57.3M
33		Snapdeal	India	General	56.4M
34		Myntra	India	Fashion	48.0M
35		GittiGidiyor	Turkey	General	47.3M
36		eMAG	Eastern Europe	General	43.8M
37		Discogs	Global	Music	43.6M
38		Poshmark	USA	Fashion	41.8M
39		Marktplaats	Netherlands	General	41.8M
40		Jumia	Africa	General	36.9M
41		Casas Bahia	Brazil	General	36.4M
42		Submarino	Brazil	General	33.3M
43		Newegg	USA, Canada	Electronics	32.4M
44		Dafiti	South America	Fashion	30.5M
45		Bandcamp	Global	Music	29.7M
46		Overstock	USA	General	28.2M

47		Souq	Middle East	General	27.9M
48		ManoMano	Europe	Homewares	27.6M
49		Barnes and Noble	USA	Books	26.8M
50		Real.de	Germany	General	26.3M
51		Rue du Commerce	France	General	26.0M
52		Farfetch	Global	Fashion	23.6M
53		Darty	France	General	22.8M
54		Trade Me	New Zealand	General	19.6M
55		La Redoute	France	General	19.4M
56		Sears	USA	General	18.7M
57		Houzz	Global	Homewares	18.6M
58		Extra	Brazil	General	17.0M
59		Lamoda	Russia	Fashion	16.1M
60		Reverb	Global	Musical instruments	15.4M
61		iPrice	Southeast Asia	General	15.3M
62		Linio	South America	General	15.0M
63		Conforama	Europe	Homewares	14.7M
64		G2A.com	Global	Electronics	13.6M
65		AbeBooks	Global	Books	13.2M
66		dba	Denmark	General	11.7M
67		Worten	Europe	General	11.4M
68		Tradera	Sweden	General	11.3M
69		cdon	Scandinavia	General	10.9M
70		GunBroker	USA	Weapons	10.7M

71		Ricardo	Switzerland	General	10.6M
72		Beslist.nl	Netherlands, Belgium	General	10.5M
73		Qoo10	Southeast Asia	General	10.5M
74	 	Privalia	Brazil, Mexico, Italy, Spain	Fashion	9.8M
75	 	Zalora	Southeast Asia	Fashion	9.2M
76		Joom	Europe	General	9.1M
77	 	Wehkamp	Netherlands	General	8.4M
78		notonthehigh-street	UK	Arts, Crafts & Gifts	8.4M
79	 	Catch.com.au	Australia	General	8.3M
80	 	digitec	Switzerland	Electronics	8.1M
81	 	Spartoo	Europe	Fashion	7.9M
82		shopgoodwill.com	USA	General	7.9M
83		Kaspi	Kazakhstan	General	7.3M
84		Fruugo	Global	General	6.9M
85		TheRealReal	USA	Fashion	6.5M
86		Aukro	Czech Republic	General	6.2M
87	 	The Iconic	Australia, New Zealand	Fashion	6.1M
88		Grailed	USA, Canada	Fashion	6.1M
89	 	GAME	UK	Electronics	5.8M
90		Depop	Global	Fashion	5.8M
91		Shpock	Europe	General	5.7M
92		Bonanza	Global	General	5.4M
93	 	Vipshop	China	General	5.2M
94	 	Galleries Lafayette	France	Fashion	5.1M

95		ePRICE	Italy	General	4.8M
96		Nature & Découvertes	France	Homewares	4.7M
97		Tradesy	USA	Fashion	4.5M
98		Rue La La	USA	Fashion	4.0M
99		BrickLink	Global	Toys	3.7M
100		Tophatter	USA	General	3.5M
101		1stdibs	Global	Arts, Crafts & Gifts	3.4M
102		Delcampe	Global	Collectibles & Antiques	3.2M
103		Fyndiq	Sweden	General	3.1M
104		Cel	Romania	General	3.1M
105		Coolshop	Europe	General	3.1M
106		Vestiaire Collective	USA, Europe	Fashion	3.0M
107		Okazii.ro	Romania	General	3.0M
108		Konga	Nigeria	General	2.9M
109		Kaola	China	General	2.8M
110		MyDeal.com.au	Australia	General	2.6M
111		Storenvy	USA	General	2.4M
112		hood	Germany	General	2.4M
113		Jane	USA	Fashion	2.3M
114		eCRATER	USA, UK, Australia	General	2.1M
115		Trouva	UK	Homewares	1.9M
116		miinto	Europe	Fashion	1.9M
117		Lelong.my	Malaysia	General	1.7M
118		ZVAB	Germany	Books	1.5M

119		Jet	USA	General	1.4M
120		Moda Operandi	Global	Fashion	1.4M
121		Alibris	USA, UK	Books	1.2M
122		Biblio.com	USA, UK, AU, NZ	Books	1.2M
123		Cratejoy	USA	General	1.2M
124		Ruby Lane	USA	Collectibles & Antiques	1.2M
125		Micolet	Europe	Fashion	1.1M
126		OnBuy	UK	General	938.8K
127		Goxip	East Asia	Fashion	831.8K
128		Zilingo	Southeast Asia	Fashion	798.2K
129		Property Room	USA	General	798.1K
130		Hip eCommerce	USA	Collectibles & Antiques	666.4K
131		Kilimall	Africa	General	631.4K
132		ArtFire	USA	Arts, Crafts & Gifts	572.4K
133		Tanga	USA	General	478.6K
134		Hermo	Southeast Asia	Health & Beauty	465.1K
135		Gun Auction	USA	Weapons	444.4K
136		TheMarket	New Zealand	General	359.2K
137		TeszVesz	Hungary	General	328.7K
138		eBid	Global	General	300.0K
139		Yatego	Germany	General	294.1K
140		1stChoice Spares	UK	Auto	281.2K
141		eCampus.com	USA	Books	244.9K
142		Zibbet	USA	Arts, Crafts & Gifts	208.2K

143		Folksy	UK	Arts, Crafts & Gifts	178.6K
144		Yumbles	UK	Food & Drink	165.1K
145		Pixmania	Europe	General	163.3K
146		OpenSky	USA	General	145.9K
147	 	Valore Books	USA	Books	126.3K
148	 	Delamaison	France	Homewares	112.8K
49	 	Textbooks-Rush	USA	Books	107.7K
150		TIAS	USA	Collectibles & Antiques	93.1K
151		MassGenie	USA	General	86.0K
152		SFBest	China	Grocery	79.2K
153		sell.com	USA	General	76.4K

Source: <https://www.webretailer.com/b/online-marketplaces/>

Keys:

Marketplace |  Retailer | 

APPENDIX 6

CONTACTS OF KEY GOVERNMENT AGENCIES AND OVERSEAS MISSIONS

KEY GOVERNMENT ORGANIZATIONS	
Department of Commerce & Industry P O Box 375 WAIGANI National Capital District Ph: (675) 3256099 Fax: (675) 3256108 Email: enquiries@dc.gov.pg Website: www.dci.gov.pg/index.php/en/	Internal Revenue Commission P O Box 777 PORT MORESBY National Capital District Ph: (675) 322 6600/6500 Fax: (675) 321 4249 Website: www.irc.gov.pg
Investment Promotion Authority P O Box 5053 BOROKO National Capital District Ph: (675) 3217311/308 4400 Fax: (675) 3202237 Email: biepd@ipa.gov.pg Website: www.ipa.gov.pg	Papua New Guinea Customs Services P O Box 923 PORT MORESBY National Capital District 2nd Floor Moale Haus, Waigani Ph: (675) 312 7551 Fax: (675) 323 1882 Email: servicedesk@customs.gov.pg Website: https://www.customs.gov.pg/
Department of Foreign Affairs P O Box 422 WAIGANI National Capital District Ph: (675) 3014100 Fax: (675) 3014146	National Agriculture Quarantine & Inspection Authority P O Box 741 PORT MORESBY National Capital District Ph: (675) 311 2100 Fax: (675) 325 1674
Industrial Centre Development Corporation P O Box 1571 BOROKO National Capital District Ph: (675) 3112211/2275/2247 Fax: (675) 3112212	Mineral Resources Authority P O Box 1906 PORT MORESBY National Capital District Ph: (675) 321 3511/309 1500 Fax: (675) 321 5711/320 583 Email: info@mra.gov.pg Website: www.mra.gov.pg
National Fisheries Authority P O Box 2016 PORT MORESBY National Capital District Ph: (675) 309 0444/400/448 Fax: (675) 320 2061/320 2069 Email: nfa@fisheries.gov.pg Website: www.fisheries.gov.pg	Department of Agriculture & Livestock P O Box 2033 PORT MORESBY National Capital District Ph: (675) 321 4096/300 7825 Fax: (675) 321 5519 Website: www.agriculture.gov.pg/

National Information and Communications Technology Authority P O Box 8444 BOROKO National Capital District Ph: (675) 303 3200 Fax: (675) 300 4829 Website: www.nicta.gov.pg	Cocoa Board of PNG P O Box 532 RABAUL East New Britain Province Ph: (675) 982 8579/9083/8560 Fax: (675) 982 8712 Email: cocoaboard@cocoaboard.org.pg
PNG Forest Authority P O Box 5055 National Capital District Ph: (675) 3277 841 Fax: (675) 325 4433 Email: infogeneral@pngfa.gov.pg Website: www.forestry.gov.pg	Coffee Industry Corporation P O Box 137 GOROKA Eastern Highlands Province Ph: (675) 532 2466/1266/531 1200 Fax: (675) Email: enquiries@cic.org.pg Website: www.coffeecorp.org.pg
Independent Consumer & Competition Commission P O Box 6394 BOROKO 2nd Floor, Post Office Building, Nita Street, Boroko Ph: (675) 312 4600 Fax: (675) 325 3980 Email: info@iccc.gov.pg Website: www.iccc.gov.pg	Kokonasi Industri Koporesen P O Box 81 PORT MORESBY National Capital District Ph: (675) 321 1133/1513 CEO: (675) 321 4257 Email: infor@kik.com.pg Website: www.kik.com.pg/
Petromin Holdings Ltd P O Box 2023 PORT MORESBY National Capital District Ph: (675) 325 2722/325 6333 Fax: (675) 325 2704 Email: contact@petrominpng.com.pg	PNG Spice Board P O Box 2033 PORT MORESBY National Capital District Ph: (675) 343 5763 Fax: (675) 71211377
Kumul Consolidated Holdings P O Box 320 PORT MORESBY National Capital District Ph: (675) 321 2977/309 6700 Fax: (675) 321 0192 Email: kch@kch.com.pg Website: www.kch.com.pg	PNG Rubber Industry P O Box 700 PORT MORESBY National Capital District Ph: (675) 7379 6145

INTERNATIONAL NETWORKING PARTNERS	INTERNATIONAL NETWORKING PARTNERS
Japan International Cooperation Agency (JICA) P O Box 1660 PORT MORESBY National Capital District Ph: (675) 321 2677 Fax: (675) 321 2679 Website: www.jica.go.jp	Japan External Trade Organization (JETRO Sydney Office) Level 15, Governor Macquarie Tower, 1 Farrer Place SYDNEY, NSW, 2000 Australia Ph: 61-2-9002-6200 Fax: 61-2-9232-0652 Email: syd-bd@jetro.go.jp Website: www.jetro.go.jp/australia
Pacific Islands Trade and Invest Level 11, 171 Clarence Street, Sydney NSW 2000 AUSTRALIA Ph: +612 9290 2133 Fax: +612 9299 2151 Website: www.pacifictradeinvest.com	Pacific Islands Private Sector Organization (PIPSO) 3 Goodenough street Lynica House, Middle floor P O Box U30 Suva, Fiji Ph: +679 7736300, 7736301, 7736302, 7736303, 7736304 Fax: +679 3305 105 Email: info@pipso.org.fj Website: www.pipso.org
Pacific Islands Forum Secretariat Private Mail Bag Suva, FIJI Tel: +679 3312600 Fax: +679 3220215 Email: info@forumsec.org Website: www.forumsec.org	Pacific Cooperation Foundation Level 2, 139 Quay Street P O Box 105440, AUCKLAND Auk 1143, New Zealand Phone: +64 09 969 1494 Fax: +64 09 969 1495 Email: info@pcf.org.nz
International Organization Pacific Islands Center (Tokyo) Meiji University Shikonkan 1F, 3-22-14 Kanda-Ogawamachi, Chiyodaku Tokyo, Japan 101-0052 Tel: +81-3-5259-8419 Fax: +81-3-5259-8429 Email: info@pic.or.jp Website: www.pic.or.jp	UKTI Trade & Investment British High Commission Locked Mail Bag 212, Waigani, NCD 131 PORT MORESBY, PNG. Tel: (675) 325 1677 Fax: (675) 3253547 FTN: 8444 2218 Website: www.gov.uk/government/world/papua-new-guinea

<p>Centre for the Development of Enterprises Pacific Regional Office, P O Box 11943 Level 2, 73 Gordon Street Suva, Fiji Tel: +679 3313090 Fax: +679 3313099 Email: jpm@cde.int Website: www.cde.ws</p>	<p>Permanent Delegation of the Pacific Islands Forum to UN, WTO, and other International Organizations in Geneva Ms Mere Falemaka Permanent Representative Ambassador 1, Rue du Pre-de-la-Bichette, 1202 GENEVA, Switzerland Tel: (41 22) 730 1732 Fax: (41 22) 730 1733 Email: info@pifs-geneva.ch Website: www.forumsec.org.fj</p>
<p>PROFESSIONAL SERVICES/COUNCILS AND INDUSTRY ASSOCIATIONS</p>	<p>PNG DIPLOMATIC MISSIONS OVERSEAS</p>
<p>Manufacturers Council of PNG P O Box 598 PORT MORESBY National Capital District Ph: 321 7143/3217144 Fax: 321 7145 Email: info@pngmade.com</p>	<p>AUSTRALIA H.E Mr. John Kali, OBE High Commissioner Papua New Guinea High Commission 39-41 Forster Crescent Yarralumla ACT 2600 PO Box E6317 Kingston ACT 2604 CANBERRA Ph: 00-61-262-733322 Fax: 00-61-262-733732 Email: kundu@pngcanberra.org Website: www.pngcanberra.org</p>
<p>Tour Operators Association of PNG Inc. P O Box 4010 BOROKO, NCD Ph: 341 7130 Email: seepapuanewguinea@gmail.com Website: www.seepapuanewguinea.org PNG Chamber of Commerce & Industry PO Box 1621, POM National Capital District Ph: 321 3057 Fax: 321 0566 Email: pngcci@global.net.pg Website: www.pngcci.org.pg</p>	<p>Mr. Ponabe Yuwa Consul General Papua New Guinea Consulate Level 2-222 Clarence Street, SYDNEY NSW, 2000 Ph: 00-61-2-92839020 Fax: 00-61-2-92835424 Email: pngcg@kundusdy.org Website: www.kundusdy.org</p>
<p>PNG Chamber of Mine & Petroleum PO Box 1032, POM National Capital District Ph: 321 2988/Fax: 321 7107 Email: info@pngchamberminpet.com.pg Website: www.pngchamberminpet.com.pg PNG Chamber of Mine & Petroleum PO Box 1032, POM</p>	<p>Mr. Jimmy Ovia Acting Consul General Papua New Guinea Consulate 320 Adelaide Street Christie Centre (Level 3/Suite 12) GPO Box 220, BRISBANE Ph: 00-617-32217915/32218067 Fax: 00-617-32296084 Email: pngcg@kundubne.org Website: www.kundubne.org</p>

<p>Papua New Law Society PO Box 2004, Port Moresby National Capital District Ph: (675) 321 7344/7348 Fax: (675) 321 7634</p>	<p>NEW ZEALAND Mr Johnathan Kidu Acting High Commissioner Papua New Guinea High Commission PO Box 197, Thorndon Wellington Ph: 00-64—4-3852474/5/6 Fax: 00-64-4-3852477 Email: pngnz@globe.net.nz</p>
<p>Palm Oil Council PO Box 841, Port Moresby Ph: (675) 721 1777 Fax: (675) 321 5531 Email: ian.orell@nbpol.com.sg</p>	<p>FIJI Ms Jacinta Tony Acting High Commissioner Papua New Guinea High Commission PO Box 2447, SUVA Ph: 00-679-3-304244/330590 Fax: 00-679-3-300178 Email: kundufj@connect.com.fj</p>
<p>PNG Media Council C/O-Institute of National Affairs PO Box 1530, Port Moresby National Capital District Ph: (675) 321 1044/1045 Fax: (675) 321 7223 Email: inapng@daltron.com.pg</p>	<p>SOLOMON ISLANDS H.E. Mr. Moses Kaul High Commissioner Papua New Guinea High Commission PO Box 1109, HONIARA Ph: 00-677-20561 Fax: 00-677-20562 Email: kunsuhon@pnghighcom.com.sb Website: www.pnghighcom.com.sb</p>
<p>PNG Institute of Management Inc. PO Box 209, Konedobu National Capital District Ph: (675) 321 1197 Mobile: (675) 7703 6547 Fax: (675) 1157 Email: pngim@pngim16.com</p>	<p>JAPAN H.E. Mr Sam Abal Ambassador PNG Embassy 32-20 Shimo, Meguro5-Chome, Meguro –ku TOKYO 153-0064 JAPAN Ph: 00-813-3-7107001 Fax: 00-813-3-7107040 Email: png.tokyo@png.org.jp Website: www.png.or.jp</p>

<p>Institute of Engineers PNG Inc. PO Box 881, Waigani National Capital District Ph: (675) 325 8763/325 8765 Fax: (675) 325 8718 Email: emiemavoko@iepng.org.pg</p>	<p>REPUBLIC OF KOREA Ms Helen Aitsi Charge'de Affaires PNG Embassy Unit#210 Doosan We've Pavillion Building 58 Soosong-dong Jongn-gu, SEOUL, Republic of South Korea Ph: 00-82-2-21985779 Fax: 00-82-2-21985779/80 Email:ambassador@kunduseoul.kr pngambassy@kunduseoul.kr Website: www.kunduseoul.kr</p>
<p>PNG Institute of Banking & Business Management PO box 1721, Port Moresby National Capital District Ph: (675) 321 2088 Fax: (675) 321 2960 Email: customerservice@ibbm.com.pg</p>	<p>PEOPLE'S REPUBLIC OF CHINA Papua New Guinea Embassy 2-11-2/F, Tayuan Diplomatic Office Building BEIJING 100600 People's Republic of China Ph: 00-86-10-6-5324312/4709 Fax: 00-86-10-6-5324312/4709 Email: kundu_beijing@pngembassy.org.cn Website: www.pngembassy.org.cn</p>
<p>Business Council of PNG PO Box 404, Konedobu National Capital District Ph: (675) 320 0700/0419 Fax: (675) 320 0701 Email: Executive@bcpng.org.pg Website: www.bcpng.org.pg Business Council of PNG PO Box 404, Konedobu</p>	<p>PHILIPPINES H. E Ms Betty Palaso Ambassador 3rd Floor, Corinthian Plaza Building Paseo de Roxas Corner, Gamboa Street, Makati City People's Republic of China Ph: 00-86-10-6-5324312/4709 Fax: 00-86-10-6-5324312/4709 Email: kundu_beijing@pngembassy.org.cn Website: www.pngembassy.org.cn</p>
<p>Australia PNG Business Council PO Box 1621, Port Moresby National Capital District Ph: (675) 321 0966 Fax: (675) 321 0566 Email: pngbc@apngbc.org.pg Website: www.apngbc.org.pg</p>	<p>INDONESIA Jakarta Mr Gregory Homboahin Charge'de Affaires a.i Papua New Guinea Embassy Panin Bank Centre (6th Fl) Jalan Jendral Sudirman 1 JAKARTA 10270 Republic of Indonesia Ph: 00-62-21-7251225/218 Fax: 00-62-21-7201012 Email: kdujkt@cbn.net.id</p>

PNG Forest Industry Association PO Box 229, Waigani National Capital District Ph: (675) 325 9458 Fax: (675) 325 95673 Email: bob@fiapng.com Website: www.fiapng.com	Jayapura Colonel Geoffrey Wiri Consul General Papua New Guinea Consulate General PO Box 1947, JAYAPURA Papua Province Republic of Indonesia Ph: 00-62-967-531250/531564 Fax: 00-62-967-531898 Email: congenpng_id@yahoo.com
Certified Practicing Accountants PNG PO Box 1937, Port Moresby, NCD Ph: (675) 321 2105/320 1891/321 7698 Fax: (675) 320 0469 Email: cpapng@cpapng.org.pg Website: www.cppng.org.pg	MALAYSIA Papua New Guinea High Commission No. 11 Jalan Linkungan Uthant Ampang 55000 KUALA LUMPUR Malaysia Tel: 00-603-42575405/9260 Fax: 00-603-42576203 Email: kunsukl@streamyx.com
PNG- Fiji Business Council Level 1, Foji Haus, S35, L35, Comrade Crescent, Hohola, Waigani PO Box 6117, BOROKO, NCD Ph: (675) 323 8614/323 8615 Fax: (675) 323 8617 Email: sbray@fijihighcom.org.pg/vilitatim@fiji-highcom	INDIA H. E. Mr Paulias Korni High Commissioner Papua New Guinea High commission B-2/191st Fl, Vasant Vihar NEW DELHI 110057 Republic of India Ph: 00-91-11-26145909/26145911 Fax: 00-91-11-46012812 Email: kundund@pngcdelhi.in Web: www.pngcdelhi.in
PNG Insurance Council Inc. PO box 1264, Port Moresby National Capital District Ph: (675) 321 2612 Fax: (675) 321 2813	SINGAPORE Mr Basil Gerari Acting High Commissioner Papua New Guinea High Commission 143 Cecil Street, #19-03/04 GB Building SINGAPORE 069542 Republic of Singapore Ph: 00-65-6222-9179 Fax: 00-65-6222-9179
RESIDENT DIPLOMATIC MISSIONS IN PNG	

<p>AUSTRALIA H.E. Mr. Jonathan Philip High Commissioner Australia High Commission God with Road, WAIGANI Locked Bag 129 WAIGANI, NCD Phone; 325 9333 Fax: 325 9183 Email: beth.mcconell@dfat.gov.au</p>	<p>UNITED KINGDOM Mr Joseph Varo Acting High Commissioner Papua New Guinea High Commission 14 Waterloo Place LONDON SW1Y4AR United Kingdom of Great Britain Ph: 00-44-207-9300922 Fax: 00-44-207-9300828 Email: kunsuldnhc@btconnect.com Website: Kunduln3@btconnect.com</p>
<p>PEOPLE'S REPUBLIC OF CHINA H.E. Mr. Zeng Fanhua Ambassador Dean of the Diplomatic Corp Embassy of the People's Republic of China Section 216, Lot 5, Sir John Guise Drive P. O. Box 1351 BOROKO, NCD Phone: 325 9836 Fax: 325 8247/4191 Email: cinaemb-g@mfa.gov.au</p>	<p>BELGIUM Ms Daphanne Hangatt Charge'de Affaires Papua New Guinea Embassy Avenue de Tervuren 430 Woluwe St Pierre BRUSSELS 1150 Kingdom of Belgium Phone: 00-322-7790826/765/609 Fax: 00-322-7727088 Email: kundu.brussels@skynet.be</p>
<p>REPUBLIC OF FIJI High Commission of Republic of Fiji Islands Defence Haus Champion Parade P. O. Box 6117, BOROKO, NCD Phone: 323 8614/8615 Fax: 323 8617 Email: chinaemb-g@mfa.gov.au</p>	<p>UNITED STATES OF AMERICA Washington DC Mr Cephas Kayo Charge'de Affaires Papua New Guinea Embassy 1779 Massachusetts Avenue ns, Suite 805 WASHINGTON DC 20036 United State of America Phone: 00-1-202-7453680 Fax: 00-1-202-7453679 Email: ewohengu@pngembassy.org Website: www.pmgembassy.org</p>
<p>REPUBLIC OF FRANCE H. E. Mr. Guillaume Lemoine Ambassador Embassy of the Republic of France Champion Parade P. O. Box 1155 PORT MORESBY, NCD Phone: 321 5550/5551 Fax: 321 5549 Email: cad.port-moresby.amba@diplomatie.gouv. frambfrpom@datec.net.pg</p>	<p>NEW YORK H.E. Mr. Max Rai Ambassador Permanent Mission of Papua New Guinea to the United Nations 201 East 42nd Street Suite 405 NEW YORK NY 10017 United State of America Phone: 00-1-212-5575001 Fax: 00-1-212-5575009 Email: pngmission_un@verzon.net</p>

<p>REPUBLIC OF INDIA H.E. Mr. Imbasekar Sundaramurthi High Commissioner Indian High Commission Section 8, Lot 20, Unit No. 02 Tanatana Street, Boroko P. O. Box 86, WAIGANI, NCD Phone: 77034967/77035933 Fax: 325 2784 Email: mwportmoreby@kln.gov.my Website: www.hcipom.gov.in</p>	<p>MALAYSIA H.E. Mr. Mohamad Nasir Abdul Rahman High Commissioner High Commissioner of Malaysia Lot 16 Section 531 Rosewood Executive Residence Savannah Height P. O. Box 1400 PORT MORESBY, NCD Phone: 325 1506/325 2076 Fax: 325 0565/0285 Email: malpmresby@kin.gov.pg</p>
<p>INDONESIA H.E. Mr. Adriana Supandy Ambassador Embassy of the Republic of Indonesia 1+2/10Kikori Street, Sir John Guise Drive P. O. Box 7165 BOROKO, NCD Phone: 325 3116/3544 Fax: 325 0535 Email: kbripom@daltron.com.pg</p>	<p>REPUBLIC OF PHILIPPINES H.E. Ms Sheryl Uy Charge'de Affaires Embassy of the Republic of Philippines Section 440, Lot 01 Islander Village, Hohola P. O. Box 5916, BOROKO, NCD, Phone: 325 6577/325 6414 Fax: 323 1803 Email: bompe@datec.net.pg</p>
<p>JAPAN H.E. Mr. Satoshi Nakajima Ambassador Embassy of Japan 1st & 2nd Floor, Cuthbertson House P. O. Box 1040, BOROKO, NCD Phone: 321 1800/1483/1305/7878/48/68 Fax: 321 7906/320 0972 Email: acceoj@pm.mosa.go.jp website: eoj2@datec.net.pg/eoj2online.net.pg</p>	<p>SOLOMON ISLAND H.E. Mr. William Soaki High Commissioner High Commissioner of Solomon Islands Chancery Office Section 411, Lot 2 Kikori Street, WAIGANI P. O. Box 8922, BOROKO Phone: 323 4333 Fax: 323 4334 Email: sihicom@telinet.com.pg</p>

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Ambassador

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EW ZEALAND

H.E. Mr Philip Nathan Taula

High Commissioner

High Commissioner of New Zealand

Waigani Crescent

P. O. Box 1051

WAIGANI, NCD

Phone: 325 9444

Fax: 325 0565/0285

Email: nzhcpom@dg.com.pg

UNITED STATES OF AMERICA

Mr Joseph Zadrozny

Charge'de Affaires

Embassy of the United States of America

Douglas Street, PORT MORESBY, NCD

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Email: northwe@sate.gov

Website; <http://portmoresby.usembassy.gov>

APPENDIX 7

URLS OF VIDEOS ON TRADE POLICY MATTERS

A. Trade Policy Analysis

01 - WTO - Measuring trade at http://wto.http.internapcdn.net/WTO/flash/2017_04_03_statistic_high.mp4

02 - Trade Map 1 Entering Trade Map at <https://www.youtube.com/watch?v=GIDZL0iUKF0&index=1&list=PLBD125D3A2EB0D420>

03 – ITC Market Access Map Introductory Video at <https://www.youtube.com/playlist?list=PLBD125D3A2EB0D420>

04 – ITC Market Access Map: Tariff reduction simulation - Applied tariffs at <https://www.youtube.com/watch?v=6cXmUlt7Cvg>

05 - The Gravity Equation and Cost of Trade at <https://www.youtube.com/watch?v=GJa83B5uEg>

06 - Mike Moore: CGE model at https://youtu.be/erEChHAv6_c

B. Market Research

01 - WB: Introduction to WITS and Trade Stats at http://wits.worldbank.org/data/public/WITS_videos/wits/tradestats-home.mp4

02 - Advanced Query (UN COMTRADE) WITS Video Tutorials at [http://wits.worldbank.org/data/public/WITS_videos/wits/Bulk%20Download%20\(UN%20Comtrade\).mp4](http://wits.worldbank.org/data/public/WITS_videos/wits/Bulk%20Download%20(UN%20Comtrade).mp4)

03 - ITC Market Access Map - Find Tariffs at https://www.youtube.com/watch?v=-5YeFV_OtCI&list=PLTZPF2lAdflOiJxNvc6ubm9nND4L8nWXA&index=5

04 – ITC Market Access Map: Find non-tariff measures at <https://www.youtube.com/watch?v=xliCaSwiqBQ&index=6&list=PLTZPF2lAdflOiJxNvc6ubm9nND4L8nWXA>

C. Non-Tariff Measures

01 – WTO: The Routes of Trade at http://wto.http.internapcdn.net/WTO/flash/2009_09_03_Openday_e.mp4

02 – WTO: Quantitative Restrictions in the WTO framework at http://wto.http.internapcdn.net/WTO/flash/2014_05_15_qr_high.mp4

03 – Ten Examples of Non-Tariff Barriers at <https://www.youtube.com/watch?v=n0YWnRNa6sU>

04 – ITC Video Tutorial on Non-Tariff Measures at https://www.youtube.com/watch?v=GK_oC31xDqs

05 – 3M UK & Ireland: What are the REACH Regulations? at <https://www.youtube.com/watch?v=tmD9dAIsS-Q>

06 – WTO: Trading Safely: Protecting health, promoting development at http://wto.http.internapcdn.net/WTO/flash/2009_07_21_trading_hr_e.mp4

07 – WTO: E-Learning short videos - The SPS Agreement at <https://www.youtube.com/watch?v=2k4It2Vd7os>

D. The Multilateral Trading System

01 – WTO: From GATT to WTO at http://wto.http.internapcdn.net/WTO/flash/1999_intro_GATT_e.mp4

02 – WTO: Interview with Professor John Jackson on the WTO's Dispute Settlement System at http://wto.http.internapcdn.net/WTO/flash/2012_07_03_itv_jackson.mp4

E. Trade, the environment and sustainable development

01. Prof. Jagdish Bhagwati Discusses Trade & Environment
<https://www.youtube.com/watch?v=ktHLrz09gcs>

02. 2015_05_12_ Trade and the environment
www.wto.org

03. Climate change What is the role of trade
www.wto.org

05. Achim Steiner - WTO UNEP Report on trade and climate change
www.wto.org

06. Debate! Trade and Sustainable Energy 2012_08_28_energy
www.wto.org

07. Trade and SDGs 2017_09_18_wto_pf_2030_en_high
www.wto.org

08. Sustainable Development Goals (SDGs) explained (Youtube)

09. FAO - Illegal, Unreported and Unregulated (IUU) Fishing
www.fao.org

09. How can trade help achieve the MDGs 2010_09_20_wtoforum_mdgs
www.wto.org

10. Millennium Development Goals and Trade
www.worldbank.org


11. Trade and CC 2008_09_29_wtoforum_climate
www.wto.org

12. Trade and Environment at the WTO - Highlights of Experts
www.wto.org

F. Costs, benefits and challenges of implementing the WTO

01 - Facilitating Trade Across Borders
<https://www.youtube.com/watch?v=ibqhKZ8EcCs>

02 - Trade facilitation in 4 steps and 5 voices



www.wto.org

03 - WTO Azevêdo Trade Facilitation Agreement now in force

www.wto.org

04 - WTO Press Conference TFA enters into force

www.wto.org

05 - TFAF (Trade Facilitation Agreement Facility)

www.wto.org

06 - Advantages of the Trade Facilitation Agreement

<https://www.youtube.com/watch?v=Cc6GmjGjjNM>

APPENDIX 8

USEFUL DATABASES FOR TRADE INFORMATION

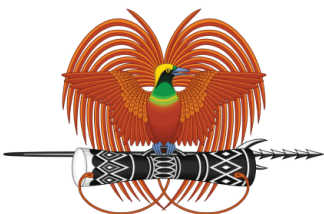
Name	Description	Link/URLs
World Integrated Trade Solution	World Integrated Trade Solution (WITS) software provides access to international merchandise trade tariff and non-tariff measures (NTM) data. Browse the Country profile section to obtain countries exports, imports and tariff statistics.	https://wits.worldbank.org
Observatory of Economic Complexity (OEC)	The Observatory of Economic Complexity (OEC) is an online data visualization and distribution platform focused on the geography and dynamics of economic activities. The OEC integrates and distributes data from a variety of sources to empower analysts in the private sector, public sector, and academia.	https://oec.world/en/profile/country
International Trade Centre (ITC)	ITC's Market Analysis Tools provide users with export and import statistics for more than 220 countries and territories so they can better understand supply and demand trends for about 5,300 internationally traded products.	https://www.intracen.org/ > (http://www.trademap.org/), > Market Access Map (http://www.macmap.org/), > Investment Map (http://www.investmentmap.org/), > Trade Competitiveness Map (http://legacy.intracen.org/marketanalysis/tradecompetitivenessmap.aspx), > Export Potential Map (https://exportpotential.intracen.org/en/), (https://www.sustainabilitymap.org/home)and > Standard Map (https://www.standardsmap.org/standards_intro)
World trade atlas (WTA)	Global Trade Information Services, Inc. (GTI) supplies international merchandise trade data. Currently, GTI publishes monthly official government trade statistics for more than 65 countries, representing nearly 100 per cent of total world trade.	http://www.gtis.com/english/GTIS_WTA.html

The Rules of Origin Facilitator	It's a new online tool (developed by ICT and WCO) that makes navigating the complex landscape of trade agreements easier. It allows SME and MSME to find opportunities to benefit from preferential duty rates and learn about the conditions they would need to fulfill.	https://findrulesoforigin.org/
EU Trade Help Desk	The EU Trade Helpdesk is an online service created by the European Commission specifically to help entrepreneurs from developing countries to get free access to information about the conditions of export to the EU.	www.https://trade.ec.europa.eu>tradehelp
International Chamber of Commerce	Provide information on trade policies such as various forms needed for export.	www.https://iccwbo.org Email: icc@iccwbo.org or infohearingcentre@iccwbo.org
Global trade Help Desk	Provide trade opportunities in one place with detailed information about imports, market dynamics, tariffs, regulatory requirements, potential buyers and more.	https://globaltradehelpdesk.org/en
EUROMONITOR	Monitor trade in the EU	www.euromonitor.com < http://www.euromonitor.com >
Business Insights	Provide in depth information on business	www.businessinsights.com < http://www.businessinsights.com >
Mintel	Provide global market research and insight	www.mintel.com < http://www.mintel.com >
Market Research	Provide market research information	www.marketresearch.com < http://www.marketresearch.com >
Trademap		www.trademap.com < http://www.trademap.com >
Countryreport	Provide country profile report	www.countryreports.com < http://www.countryreports.com >
Frost and Sullivan	Provide research and consultation service on trade	www.frostandsullivan.com < http://www.frostandsullivan.com >
Japan	Trade website/portal	> www.jetro.go.jp/ttpe
Thailand	Trade website/portal	> www.thai-trade.com/main
Australia	Trade website/portal	> www.austrade.gov.au
New Zealand	Trade website/portal	> https://www.customs.govt.nz or www.mfat.govt.nz › trade ›
Malaysia	Trade website/portal	> https://www.matrade.gov.my
Korea	Trade website/portal	> https://www.tradekorea.com/
Singapore	Trade website/portal	> https://www.mti.gov.sg



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