

## **Enabling Business Environment Modernization – Business Regulatory Environment**

### **Strategic Reforms**

- 1) Fijian Government is continuously working towards improving the business environment for the private sector to thrive and expand. Tax rates have been reduced substantially, registration and licensing requirements are being streamlined, the new Companies Act has been enacted, business-opening hours have been relaxed, private sector participation in strategic areas is being pursued and supportive infrastructure is being developed.
- 2) Effective public sector engagement with the private sector and civil society is essential for economic, social and environmental welfare. The private sector supports inclusive growth by generating decent jobs, contributing public revenue and providing affordable goods and services.
- 3) In the next 5 years, further improvements will be made to support business activity. The Government is developing Wairabetia Economic Zone in the Western Division which is based on “plug and play” concept with tailor made incentives to attract investments in the services and manufacturing industries and encourage foreign direct investment in a number of new industries.
- 4) The Government has engaged Singapore Cooperation Enterprise to provide technical assistance to improve the ease of doing business.
- 5) Approvals processes for regulatory agencies in the provision of services such as registration, land-use, administration, development control, environmental protection, employment relations and tax administration will be using e-government. Tax administration will be further improved through development of the National Tax Information System (NTIS), opening new Fiji Revenue & Customs Services (FRCS) offices around Fiji and streamlining processes to improve efficiency and consistency in tax administration.
- 6) To facilitate available iTaukei land for economic use the Fijian Government introduced the Land Bank initiative in 2010 where landowners can register their land to be leased by potential investors for productive use within the agreed guidelines.
- 7) A PPP policy framework will be adopted to support private-sector investment in major national infrastructure projects and other strategic areas.
- 8) The policy and regulatory framework for investment is being reviewed to entice more investment. Government is working with the International Finance Corporation (IFC) on the review of the investment Policy and legislation and the implementation of new International Arbitration Act allowing for dispute settlement mechanism for investors.

- 9) The Town Planning Act and the Sub-division of Land Act are currently under review. This will fast-track and streamline process to enhance the existing building permits approvals process.
- 10) The competition policy framework is enhanced to promote greater self-regulation and compliance and reduce restrictive trade practices.

### **Strategic Reform-Investment Fiji (IPA)**

Investment Fiji facilitates investments by enabling and assisting investors in establishing their businesses and providing information, support and assistance during their growth phases. Investment Fiji has moved from a process orientation towards a performance orientation by adopting a seamless customer relationship model that focuses on improving the quality and effectiveness of our service aimed to assist our customers throughout their life cycle.

- 1) Customer Engagement Model ( Including both Foreign and Local Investors/Exporters)

The introduction of the Customer Engagement Model approach that allows the organization to better understand its customer's business, outline steps on how to work with the customer, set definite outcomes of the engagement through objectives and activities that allows officers to coordinate with Government agencies and investor to deliver outcomes. The 'Transform to Perform' Corporate Change Program 2015-2018 has successfully concluded. The aim was to provide a roadmap for the corporate transformation of Investment Fiji, by developing step-function productivity and capability improvements in critical business areas leading to an integrated customer focused strategy that combines attraction, facilitation and after-care services. It has fulfilled this vision, and in many respects exceeded these goals.

The Strategic Plan 2018 to 2022 aims at further transforming Investment Fiji to a world-class Investment and Export Promotion Agency by enhancing the organizations effectiveness in attracting foreign direct investment, encouraging domestic investment, fostering technological transfers, generating employment and increasing national exports.

- 2) Reviving of Interagency Committees within Government agencies

Investment Fiji has commenced interagency committee meetings in the Northern Division with the aim to stimulate investment and export in North through collaborative approach and partnership with major government agencies.

- 3) Introduction of the CRM

In 2018 Investment Fiji introduced the CRM system for managing investor and exporter's relationship and life-cycles. This includes data gathering and dissemination and also assist in follow-up and the tracking of customer engagements, Investment Fiji is tasked with regulatory and monitoring functions that can be undertaken in the CRM system.

The CRM system is designed to capture information on investors/exporters and their projects that allows the organization to better coordinate and facilitate both the foreign and domestic investors. The main aim in establishment of CRM is to capture investment, employment, re-investments and compliance of the registered projects, creating policies and assisting local and foreign investors.

In addition to this time-series analysis can be done in order to understand the “life” of investor/exporter, the geographical source of investment, movement of investment, record and maintain client contact details, track every client interaction.

4) Export Capability Program

The trade and export team are currently working with national university in creating programs for Fijian exporters that are grouped as SMEs. This programs are designed to enhance exporters in finding new markets and work towards expansion plans that allow these SMEs with expansion plans.

5) Exporter/Investor Guide

Investment Fiji is currently working on creating ‘first ever’ investor and exporter guidelines. This guide will assist businesses in registration, acquiring information on government agencies, fees, regulation which will assist in making sound financial decision.

6) Memorandum of Understanding (MOU)

To create ease of communication and effective information sharing with government agencies and stakeholders the team has signed MOU with 16 agencies. This implementation has created more awareness on role carried by each agencies and has improved the turnaround time of resolving issues faced by exporters and Investors.

7) Re-Vamp of Investment Fiji Website

Investment Fiji is developing a new website to be able to better communicate information, provide a one-stop shop for investors, and allow ease of access to the prestigious Prime Minister’s International Business Awards registrations. To further enhance the service delivery and ensure the best experience to users, Investment Fiji is revamping its website by providing major section in its website such as the **Investor Portal** - This section will provide the investor the ability to register, make payments, and get the applications processed online. Stakeholder government agencies should also be able to log in and upload relevant documentation against a registered investor’s profile.

Moreover, resources such as sector profiles, quick facts about Fiji, joint venture opportunities, registration forms, the local exporter market and what Fiji has to offer to the international market will also be provided.

8) Research

Investment Fiji has in-house research analyst who is regularly tasked with carrying out comprehensive research and analysis to help inbound investors with initial market research. Thus far, there has been a definite collation of research papers on industries, which are deemed to be of great priority. This has enabled the team to make more evidence based decisions.

#### 9) Public Private Partnership (PPP)

Investment Fiji helps to connect key agencies from both the private and public sectors and further supports the marketing of Government tenders. This allows for more contacts being created and lets the team work alongside key stakeholders while engaging in different projects.

#### 10) Building Relations with International Partners

As one of the Investment Fiji latest initiatives, a more conducive approach is undertaken where each officer is now in regular contact with the Government's several Trade Offices and Embassies around the World. The key purpose is to increase our stake when it comes to marketing brand Fiji.

#### 11) New designed promotional material

In line with Investment Fiji's new branding image and website, a successful overhaul was done on all the marketing collaterals used by the team. This included sector profiles, joint venture teasers and investment guide.

#### 12) Identify other High Impact investment Opportunities

Based on a more proactive approach, Investment Fiji is making its mark by being part of Business council meetings, seminars, forums and other noticeable meetings with Ministries and Government Departments. This greatly throws light on the new changes and trends in the business sectors and helps identify the investment opportunities.

## **Facts about Fiji**

<b>GENERAL</b>	
Territory	18,274 sq. km
Capital	Suva
Coast Line	1,129 km
Climate	Tropical Marine; Only slight seasonal temperate variation
Natural Resource	Timber, Fish, Gold, Bauxite, Mineral Water & Hydropower
Major Industries	Tourism, Sugar, Manufacturing, Fisheries, Agriculture, Forestry
Currency	Fijian Dollar (FJD)
Language	English (Official), Fijian, Hindustani
International Airports	Nausori & Nadi
International Seaports	Lautoka & Suva
Trade Agreements	MSG, PICTA, EPA, SPARTECA, GSP
<b>ECONOMICS</b>	
Real GDP 2018(f)	FJ \$7.2 billion
Nominal GDP (2016)	FJ \$11.2 billion
GDP Growth Rate	3.2% (2018f)
International Trade	Total Export: F\$2,054.2m (2017) and Total Import: F\$4,977.5m (2017)
Unemployment rate	4.5% (2017)
Inflation	2.8% (2017)
International Visitor Arrival	842,884 (2017)
Moody's Rating	Ba3
<b>SOCIAL</b>	
Population	884,887 (2017)
Males	50.7% (2017)
Females	49.3% (2017)
Labour Force	392,148 (2017)
Median Age	27.5 years (2017)
Population Growth Rate	0.6% (2017)
Under 25 years (%)	46.1%
Life Expectancy	70.3 years (2015)
Literacy Rate	93.7% (2016)
<b>OTHER</b>	
Mobile Users-Vodafone	760,000 (2017)
Vehicle-Population	119,960 (2018)
Number of Hotels	395 (2017)
Electricity Sales	841.8 million Kwh (2016)
Legal Marriages	9,295 (2010)

