



SAME

SAMOA ASSOCIATION OF MANUFACTURERS & EXPORTERS

Oloa ma Tautua mai Samoa

8th April 2015

Distinguish

Members & Stakeholders,
Samoa Association of Manufacturers & Exporters
Apia. Samoa.

Dear Members.

President's Report - AGM 8th April 2015

It is indeed a pleasure for me to welcome you to the Samoa Association of Manufacturers & Exporters Annual General Meeting for 2014/2015. This last financial year has been very hectic for SAME – but also rewarding.

We have made substantial progress in a number of areas which I will comment on in more detail shortly. It has been very satisfying to see the profile of the Association increase amongst our key government stakeholder as well as seeing the membership of the Association steadily increasing, not just in numbers but also in the diversity of the members

None of this could have been achieved without the support of members and our other stakeholders and I thank them for their confidence in supporting the Association with its various initiatives.

I am happy to provide some of the highlight for SAME during the last financial year.

1. International Accreditation Program for SAME- Awarded 2014-2016

In April 2014, SAME awarded the contract to the Firm of New Zealand International Certification Limited (NZ-ICL) to continue the SAME ISO certification project. An integral part of the program was the extension of the SAME ISO program to include other standards-such as Food & Safety management (HACCP)-ISO 22,000; Environment & others-such as Organic Certification.

The new arrangements were launched by the Hon. Deputy Prime Minister-Afioga Fonotoe N.P.Lauofo in April 2014 at the Insel- Fehmarn Hotel with 15 companies continuing from the last intervention under Quality Catalyst of India.

2. Buy Samoa Made-New Zealand-Australia

In August 2014 SAME Launched its New Permanent Exhibition Centre at the Samoa House in K-Road, Auckland New Zealand. This was in line with the outcomes of the Buy Samoa Made-New Zealand Trade Show carried out in November 2013 in Mangere, Auckland New Zealand. The exhibition centre display in two Glass Display Units with Led

lightning a selection of about 50 products and services offered by SAME members to the New Zealand market. The Exhibition Centre also houses a 60 inch flat screen TV which displays a promotional DVD of SAME: Buy Samoa Made-products & services.

A review of the Buy Samoa Made-New Zealand project reveals significant increase in Samoa exports to New Zealand in 2014 which almost treble exports of various commodities such as Beer; Taro; Coconut/Cocoa Based Products; Garments; Nonu & others. Following the resounding success of the SAME-Buy Samoa Made-New Zealand, the Government and SAME embarked on the SAME-Buy Samoa Made-Australia which took place 23rd to 25th March 2015. The Australian SAME Buy Samoa Made- has also been a resounding success- with an outcome statement expected to be made public by mid-April 2015.

3. HACCP

SAME launched its Food Safety Management (HACCP) training program in November 2014 with over 20 companies. The program involves the training, HACCP Systems establishment and Accreditation by the end of 2015. The program is funded under the Pacific Horticulture & Agriculture Market Access (PHAMA) scheme to the tune of AUD\$60,000 with member contributions expected to complete.

4. ISO Certification of 9 Members of SAME

An additional nine members of SAME completed their accreditation and became ISO 9001:2008 Certified in December 2015. The Hon. Prime Minister gave the Key Note address at the Accreditation Ceremony and provided the 9 companies with their Accreditation certificates.

5. SAME Office Becomes ISO certified

Of historical significance, the SAME Office was ISO 9001:2008 Accredited in December 2015 amongst 8 other members of SAME.

6. SAME Staff /New Zealand Volunteers

The SAME technical Advisor, Laisene Tuioti Mariner completed here 12 months term with SAME in November 2015. The position was funded by UNDP-Pacific Private Sector development program.

The SAME NZ-VSA Volunteers Eth & Charles Lloyds completed their one year term with SAME in October 2014.

Laisene and the Lloyds made significant inroads in establishing systems for the SAME office, getting it ISO certified and providing technical support to members.

SAME has since the departure of Laisene recruited the services of Mr. Colin Stringer as Technical Consultant for SAME. Colin is an Advisor for SAME after completing his assignment to the Prime Minister's Office, and former World Bank/ADB consultant.

A Policy Analyst, Miss Henrietta McNeill is being provided for SAME under the NZ-VSA scheme. Henrietta commences work with SAME for 12 months starting today, 8th April 2015.

7. Future Directives/Vision

The future directive for SAME is to continue with initiatives to help its members to grow their businesses both in Import Substitution and Export. This is through an on-going program of Capacity Building; International Accreditation and Export Promotion.

For SAME and its members to achieve this Objective, the association will need to establish a SAME Office that is well equipped with Professional Staff who will ensure delivery of the Association's Strategic Plan; effective communication amongst all members and stakeholders, and timely delivery of support projects designed from time to time to support members.

8. Appreciation/Acknowledgement

I would like to acknowledge with great appreciation the hard work and contribution from my Vice President-Funefeai Oliva Vaai and various members of the Executive Council to enabling me to carry out my duties as your President for 2014/15. Special appreciation to Mr. Colin Stringer- whom has made a significant contribution to SAME in the short time he has joined.

Special gratitude for the strong support of our Government Leaders, the Hon. Prime Minister Afioga Tuilaepa Sailele Malielegaoi, as well as the invaluable contribution and leadership of the Hon. Deputy Prime Minister-Afioga Fonotoe P.N.Lauofo during 2014. SAME also acknowledges the continuing support from the New Zealand & Australian Governments, as well as our key sponsors- the Private Sector Support Facility; TCM Secretariat; The PHAMA/MWAG Program and the individual member companies of SAME who have all contributed to a very successful year for SAME. May God Bless You All.

Soifua



Tagaloa Eddie Wilson
President