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Page 5: ABOUT YOU

**Q1** Respondent

**SAMOA**

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**Q2** About you

Name

**Nella Tavita Levy**

Position

**Assistant CEO Trade**

Ministry

**Foreign Affairs & Trade**

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**nella@mfat.gov.ws**

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Page 7: SECTION 1: AID-FOR-TRADE PRIORITIES (YOUR GOVERNMENT'S AID-FOR-TRADE PRIORITIES)

**Q3** Does your national development strategy include trade priorities ? (i.e. Aid-for-Trade priorities)

**Yes**

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Page 8: SECTION 1: AID-FOR-TRADE PRIORITIES

**Q4** If yes, please indicate your Aid-for-Trade priorities:Below are listed the most common priority areas grouped according to broad Aid-for-Trade categories. Please rank the top 5 priority areas among the ones listed below.(1 being the most important)

Export diversification	4
International competitiveness	1
Network infrastructure (power, water, telecommunications)	3
Services development	2
Trade policy analysis, negotiations and implementation	5

Please specify further the priorities that you selected above as well as the main problems/obstacles encountered in furthering them and provide a weblink to the relevant strategy.

**The Strategy for the Development of Samoa 2016/2017 - 2019/2020 is the national strategy document for Samoa for the next year. 'Aid for Trade' priorities are an integral part of the strategy which has four key priority areas: Economic, Social, Infrastructure and the Environment. Exports can only increase if they are able to compete internationally including meeting overseas market requirements and demand. Need to build capacity of supply in meeting these requirements and enable us to also diversify exports through value addition, etc While services dominate the economy, there is potential to further develop opportunities in trade in services including services framework, statistics, etc It is necessary that appropriate network infrastructure is available and fully accessible to support production and service delivery including e-commerce development, trade facilitation; Implementation of trade policy remains a challenge including realizing and utilizing trade agreements to promote Samoa's interests The impacts of climate change and managing trade risks associated therewith**

## Page 9: SECTION 1: AID-FOR-TRADE PRIORITIES

**Q5** Have your Aid-for-Trade priorities changed since 2016?

**No,**

Please specify further the priorities that you selected above, as well as the main problems/obstacles encountered in furthering them. Please include a weblink to the relevant strategy.:

The SDS 16/17 - 19/20 priorities build on the progress of the previous strategy. There's a focus on increased exports and private sector participation in development. This requires a coordinated approach to develop potential opportunities - commercial agricultural / agri-processing, manufacturing, services, fashion, cosmetics, tourism, investment; and a framework to develop capacity to supply

## Page 10: SECTION 1 : AID-FOR-TRADE PRIORITIES

**Q6** If yes, please rank the top 3 drivers of these changes : (Please choose no more than 3 options)

Economic diversification	<b>2</b>
New national development strategy	<b>1</b>
Regional Trade Agreements (e.g. CFTA)	<b>3</b>
Additional information on the top 3 drivers of changes in your Aid-for-Trade priorities since 2016.:	The direction of the National Strategy for the Development of Samoa (SDS) 16/17 - 19/20 is aligned to the SDG2030 goals and the 2014 SAMOA Pathway Look at opportunities to diversify economy; and poverty reduction objectives. Look at promoting Samoa's trade interests in the PACER Plus; Interim Economic Partnership Agreement

**Q7** Have these changes been reflected in your dialogue with development partners? **Yes**

## Page 11: SECTION 1: AID-FOR-TRADE PRIORITIES

**Q8** Please provide names, titles, references or weblinks to policy documents relevant to Aid for Trade in your country.

SDS 16/17 - 20/21  
Sector Plans - TCM, Finance, Agriculture, Tourism and Infrastructure

## Page 13: SECTION 2: AID FOR TRADE IN SUPPORT OF ECONOMIC DIVERSIFICATION

**Q9** Is economic diversification a priority in your national or regional development strategy? **Yes,**  
If yes, please provide additional information (including as to how economic diversification is defined and measured).: Refer to [https://www.mof.gov.ws/Portals/195/EPPD/SDS%201617-1920\\_Eng.pdf](https://www.mof.gov.ws/Portals/195/EPPD/SDS%201617-1920_Eng.pdf) The Economy is one of the 3 priority areas in the Strategy for the Development of Samoa: Key Outcome 1: Macroeconomic Resilience Increased and Sustained Key Outcome 2: Agriculture and Fisheries Productivity Increased Key Outcome 3: Export Products Increased Key Outcome 4: Tourism Development and Performance Improved Key Outcome 5: Participation of Private Sector Development Enhanced Infrastructure development and the Environment are the other two priority areas.

**Q10** What are the main constraints to economic diversification identified in your national or regional development strategy?(You may tick more than 1 box)

- High input costs** ,
- High trade costs** ,
- Limited agricultural production capacity** ,
- Limited e-trade readiness,**
- Limited inward foreign direct investment** ,
- Limited industrial or manufacturing capacity** ,
- Limited network and/or transport infrastructure of a cross border nature** ,
- Limited standards compliance** ,
- Poor international competitiveness,**
- Small domestic market** ,
- Transport infrastructure (airport, roads, rail, port)** ,
- Other, (please specify)** ,

Additional information on the main constraints to economic diversification as identified in your national or regional development strategy.:

Business risk management including climate change;  
coordination of internal links

**Q11** Please indicate in which of category(ies) of aid-for-trade financing you receive aid-for-trade support for economic diversification.(You may tick more than 1 box and/or leave boxes unticked if you do not receive support)

**Trade policy and regulations (Including training of trade officials, analysis of proposals and positions and their impact, support for national stakeholders to articulate commercial interest and identify trade-offs, dispute issues, institutional and technical support to facilitate implementation of trade agreements and to adapt to and comply with rules and standards)**

**Trade-related infrastructure (Including physical infrastructure)**

**Transport and storage infrastructure**

**Communications infrastructure,**

**Energy supply and generation infrastructure**

**Trade development (Including investment promotion, analysis and institutional support for trade in services, business support services and institutions, public-private sector networking, e-commerce, trade finance, trade promotion, market analysis and development)**

**Agriculture,**

Additional information on which category(ies) of aid-for-trade financing you receive aid-for-trade support for economic diversification.:

Most times development partner support are not demand driven. A number of reports have been prepared and lacks implementation

**Q12** Does the aid-for-trade support you receive for economic diversification align with the priorities established in your national or regional trade and development strategy(ies)?

**Yes,**

Additional information on how the aid-for-trade support you receive for economic diversification aligns with the priorities established in your national or regional trade and development strategy(ies).:

Yes if discussions with development partners enable the country to articulate its actual needs

**Q13** Has your government recorded progress in economic diversification since the launch of the Aid-for-Trade initiative in 2006?

**No,**

Additional information on whether your government has recorded progress in economic diversification since the launch of the Aid-for-Trade initiative in 2006?:

Not specifically 'Aid for Trade'

**Q14** If yes, please specify in which area(s): (You may tick more than 1 box)

Respondent skipped this question

**Q15** If yes, please also indicate in which sector(s): (You may tick more than 1 box)

Respondent skipped this question

Page 15: SECTION 2: AID FOR TRADE IN SUPPORT OF ECONOMIC DIVERSIFICATION

**Q16** In which category(ies) of Aid for Trade is the support you receive impactful for economic diversification? (You may tick more than 1 box and/or leave boxes unticked if you do not receive support)

**Regional trade agreements (RTAs)** ,

**Trade-related infrastructure (Including physical infrastructure)** ,

**Trade development (Including investment promotion, analysis and institutional support for trade in services, business support services and institutions, public-private sector networking, e-commerce, trade finance, trade promotion, market analysis and development)** ,

**Building productive capacity** ,

**Agriculture,**

**Trade related adjustment (Including supporting developing countries to put in place accompanying measures that assist them to benefit from liberalized trade)**

Page 16: SECTION 2: AID FOR TRADE IN SUPPORT OF ECONOMIC DIVERSIFICATION

**Q17** What factors contribute to the success of the aid-for-trade support you receive for economic diversification? (You may tick more than 1 box. Please limit your answer to the top five factors)

**Alignment of aid-for-trade support with national/regional priorities** ,

**Capacity to draft funding applications** ,

**Coordination among donors** ,

**Country ownership,**

**Good digital and ICT connectivity** ,

**Good trade-related infrastructure** ,

**Institutional capacity to implement projects** ,

**National/regional coordination**

**Q18** What factors may limit the success of the aid-for-trade support you receive for economic diversification? (You may tick more than 1 box. Please limit your answer to the top five factors.)

- Diverging priorities between partner and donor**
- Inadequate infrastructure,**
- Failure to mobilize domestic private investment**
- Inability to leverage foreign direct investment**
- Lack of country ownership**
- Poor digital and ICT connectivity**
- Poor alignment of aid-for-trade received with national/regional priorities**
- Poor national/regional coordination,**
- Weak institutional capacity,**

Additional information on the factors that may limit the success of the aid- for-trade support you receive for economic diversification.:

Small private sector / production capacity

Page 17: SECTION 2: AID FOR TRADE IN SUPPORT OF ECONOMIC DIVERSIFICATION

**Q19** Does the Aid for Trade you receive help mobilize other forms of development finance for economic diversification (i.e. non-concessional financing, foreign direct investment, remittances, trade finance, etc.). **Yes**

**Q20** Which development partner(s) are the most important source of aid-for-trade financing for economic diversification?(You may tick more than 1 box)

**Australia,**  
**European Union,**  
**Japan,**  
**New Zealand**  
**Asian Development Bank (AsDB),**  
**Climate Investment Funds (CIF),**  
**Enhanced Integrated Framework (EIF),**  
**Global Environment Facility (GEF),**  
**World Bank**

Additional information on the development partners that are important sources of aid-for-trade financing for economic diversification.:

OPEC

**Q21** Which South-South partner(s) are the most important source of financing for your economic diversification?(You may tick more than 1 box)

**China**

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## Page 18: SECTION 2: AID FOR TRADE IN SUPPORT OF ECONOMIC DIVERSIFICATION

**Q22** Looking ahead, in which sector(s) will future support for economic diversification be most required? (You may tick more than 1 box)

**Agriculture,**  
**Industry,**  
**Services,**  
**Fisheries,**

Additional information on the sector(s) that will require most support for economic diversification.:

There is much potential to develop services

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**Q23** Looking ahead, in which category of aid-for-trade financing do you think that your government will require aid-for-trade support for economic diversification. (You may tick more than 1 box and/or leave boxes unticked if you do not receive support)

Trade policy and regulations (Including training of trade officials, analysis of proposals and positions and their impact, support for national stakeholders to articulate commercial interest and identify trade-offs, dispute issues, institutional and technical support to facilitate implementation of trade agreements and to adapt to and comply with rules and standards)

,

Trade policy and administrative management

Trade facilitation,

Regional trade agreements (RTAs)

Multilateral trade negotiations

Trade education/training,

Trade-related infrastructure (Including physical infrastructure)

,

Transport and storage infrastructure

Communications infrastructure,

Energy supply and generation infrastructure

Trade development (Including investment promotion, analysis and institutional support for trade in services, business support services and institutions, public-private sector networking, e-commerce, trade finance, trade promotion, market analysis and development)

,

Building productive capacity

Agriculture,

Fishing,

Industry,

Travel and tourism

Trade related adjustment (Including supporting developing countries to put in place accompanying measures that assist them to benefit from liberalized trade)

,

Other trade related needs

## Page 19: SECTION 2: AID FOR TRADE IN SUPPORT OF ECONOMIC DIVERSIFICATION

**Q24** Is there any Aid-for-Trade project or programme for economic diversification that you would like to showcase as an example of best practice?(Please provide additional information and include weblinks as relevant)

Revitalised Banana Exports

Exports of bananas to New Zealand dominated Samoa's balance of trade in the 1950s and early 1960s. Banana exports ceased in the late 1960s when pests and diseases affected most of the banana plantations and supply was unable to meet market demand and biosecurity requirements.

As part of the Government of Samoa's program to revitalise banana exports, two improved varieties of the Cavendish cultivar were brought to Samoa in 2016 from South Africa to trial. The improved varieties were expected to be harvested earlier than 8 months of the existing varieties in Samoa and believed to be free from diseases such as banana bunch top (laufeti'iti'i) and banana black leaf streak (lausului).

The first shipment arrived in Samoa in 2016 enabled by the World Bank Group through the Samoa Agriculture Competitiveness Enhancement Project (SACEP). Subsequent shipments followed which included support from the Pacific Horticultural Agricultural Market Access (PHAMA) programme by Australia and New Zealand. The Ministry of Agriculture and Fisheries (MAF), through the Crops Division, transplanted the banana seedlings and carefully monitored and nurtured the plants in the nursery unit to ensure freedom from pests and diseases. The plants were then distributed to banana growers in Savaii and Upolu with continuous monitoring and assistance from MAF.

The MAF, through its Biosecurity and Crops Divisions negotiated the banana export pathway with the New Zealand Ministry for Primary Industries with success achieved in February 2018.

The Samoa Banana Growers Association was established in September 2017 with the objective of sharing knowledge and experience in developing the Samoa's banana industry and to ensure quality and sustainable produce for the domestic and export markets. The first exports of 500 boxes of fresh green bananas were shipped to New Zealand in October 2018. To date, some 2550 boxes have been exported to New Zealand. As part of the New Zealand export pathway for bananas, all bananas to be exported are inspected and packed at the certified packing facility, which is privately owned, under MAF's supervision.

While the share of Samoa's banana exports in the New Zealand market is very small relative to established major suppliers from Ecuador, there remains opportunity to promote Samoan produce in New Zealand retail shelves. There is also export potential to other neighbouring countries such as Tonga which 24 boxes of bananas were shipped in November 2018. The challenge now is to maintain pest and disease free banana plantations, ensure production is consistent to meet market demand and managing risks associated with natural disasters.

## Page 21: SECTION 3 : AID FOR TRADE IN SUPPORT OF ECONOMIC EMPOWERMENT

**Q25** Is economic empowerment a priority in your national or regional development strategy? **Yes**

## Page 22: SECTION 3 : AID FOR TRADE IN SUPPORT OF ECONOMIC EMPOWERMENT

**Q26** For which groups does your national or regional development strategy seek to promote economic empowerment?(You may tick more than 1 box)

**Women's economic empowerment** ,

**Micro, Small and Medium Sized Enterprises** ,

**Youth economic empowerment**

**Q27** Does the national or regional development strategy propose any indicators to track economic empowerment or include any targets to achieve? **Yes**

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**Q28** Does the national or regional development strategy link economic empowerment to participation in international trade? **Yes**

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**Q29** Please indicate in which category(ies) of aid-for-trade financing you receive aid-for-trade support for economic empowerment.(You may tick more than 1 box and/or leave all boxes unticked if you do not receive support)

**Trade policy and regulations (Including training of trade officials, analysis of proposals and positions and their impact, support for national stakeholders to articulate commercial interest and identify trade-offs, dispute issues, institutional and technical support to facilitate implementation of trade agreements and to adapt to and comply with rules and standards)**

**Regional trade agreements (RTAs)**

**Business support services,**

**Agriculture,**

**Travel and tourism**

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**Q30** Does the aid-for-trade support you receive for economic empowerment align with the empowerment priorities established in your national or regional trade and development strategy(ies)? **Yes**

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**Q31** How best can Aid for Trade make a contribution to women's economic empowerment?(You may tick more than 1 box. Please limit your answer to the top five factors)

- Improving access to information ,
  - Improving access to foreign markets ,
  - Improving access to global value chains ,
  - Improving digital connectivity ,
  - Improving the provision of services ,
  - Supporting the growth and economic development of women ,
  - Supporting rural trade ,
  - Supporting the elaboration of gender-sensitive policies ,
  - Supporting the growth and economic development of Youth ,
  - Upgrading business skills,
  - Upgrading ICT skills
-

**Q32** What forms of aid-for-trade financing, in your view, best support women's economic empowerment? (You may tick more than 1 box and/or leave all boxes unticked if you do not receive support)

**Trade policy and regulations (Including training of trade officials, analysis of proposals and positions and their impact, support for national stakeholders to articulate commercial interest and identify trade-offs, dispute issues, institutional and technical support to facilitate implementation of trade agreements and to adapt to and comply with rules and standards).**

**Trade policy and administrative management**

**Regional trade agreements (RTAs)**

**Multilateral trade negotiations**

**Trade education/training,**

**Communications infrastructure,**

**Energy supply and generation infrastructure**

**Trade development (Including investment promotion, analysis and institutional support for trade in services, business support services and institutions, public-private sector networking, e-commerce, trade finance, trade promotion, market analysis and development.)**

**Business support services,**

**Banking and financial services**

**Building productive capacity**

**Agriculture,**

**Fishing,**

**Industry,**

**Travel and tourism**

**Trade related adjustment (Including supporting developing countries to put in place accompanying measures that assist them to benefit from liberalized trade.)**

**Other trade related needs**

**Q33** What factors contribute to the success of Aid for Trade in promoting women's economic empowerment? (You may tick more than 1 box. Please limit your answer to the top five factors)

**Alignment of aid-for-trade support with national/regional priorities**

,

**Capacity to draft funding applications**

,

**Coordination among donors**

,

**Country ownership,**

**Good trade-related infrastructure**

,

**Leveraging of foreign direct investment**

,

**Mobilization of domestic private investment**

,

**Institutional capacity to implement projects**

,

**National/regional coordination,**

**Services capacity,**

**Sufficient funding and appropriate implementation timelines**

**Q34** How best can Aid for Trade make a contribution to the economic empowerment of MSMEs?(You may tick more than 1 box. Please limit your answer to the top five factors)

**Improving the flow of goods at borders (Trade Facilitation)**

,

**Supporting rural trade**

**Supporting the elaboration of gender-sensitive policies**

,

**Supporting the growth and economic development of Youth**

,

**Upgrading business skills,**

**Upgrading ICT skills**

**Upgrading the energy infrastructure**

**Upgrading the transport infrastructure,**

**Improving access to information**

**Improving access to foreign markets**

**Improving access to global value chains**

**Improving digital connectivity**

**Improving the provision of services**

Additional information or examples of projects and programmes on how Aid for Trade can make a contribution to the economic empowerment of MSMEs.:

with the exception perhaps of the BAT cigarette and Samoa Breweries manufacturing company, Samoa's private sector is substantially made up of MSMEs. As such, interventions to support economic diversification and empowerment should be focused on what works for MSMEs in Samoa including cultural considerations. There's the shift from subsistence / communal living to business start-ups; from micro businesses to small entities and then consideration of expanding small /med businesses to diversify into exports etc

**Q35** What forms of aid-for-trade financing, in your view, best support the economic empowerment of MSMEs? (You may tick more than 1 box and/or leave all boxes unticked if you do not receive support)

**Business support services,**

**Banking and financial services** ,

**Building productive capacity** ,

**Agriculture,**

**Trade policy and regulations (Including training of trade officials, analysis of proposals and positions and their impact, support for national stakeholders to articulate commercial interest and identify trade-offs, dispute issues, institutional and technical support to facilitate implementation of trade agreements and to adapt to and comply with rules and standards).**

**Trade policy and administrative management** ,

**Trade facilitation,**

**Regional trade agreements (RTAs)** ,

**Multilateral trade negotiations** ,

**Trade education/training,**

**Trade-related infrastructure (Including physical infrastructure)**

**Transport and storage infrastructure** ,

**Communications infrastructure,**

**Energy supply and generation infrastructure** ,

**Trade development (Including investment promotion, analysis and institutional support for trade in services, business support services and institutions, public-private sector networking, e-commerce, trade finance, trade promotion, market analysis and development.)**

**Fishing,**

**Industry,**

**Travel and tourism** ,

**Trade related adjustment (Including supporting developing countries to put in place accompanying measures that assist them to benefit from liberalized trade.)**

**Other trade related needs**



**Q36** What factors contribute to the success of Aid for Trade in promoting the economic empowerment of MSMEs? (You may tick more than 1 box. Please limit your answer to the top five factors)

**Alignment of aid-for-trade support with national/regional priorities**

,

**Capacity to draft funding applications**

,

**Coordination among donors**

,

**Country ownership,**

**Good digital and ICT connectivity**

,

**Good trade-related infrastructure**

,

**Mobilization of domestic private investment**

,

**Institutional capacity to implement projects**

,

**National/regional coordination,**

**Services capacity,**

**Sufficient funding and appropriate implementation timelines**

**Q37** How best can Aid for Trade make a contribution to Youth economic empowerment?(You may tick more than 1 box. Please limit your answer to the top five factors)

- Providing access to finance
- Supporting rural trade
- Supporting the growth and economic development of Youth
- Upgrading business skills,
- Upgrading ICT skills
- Upgrading the energy infrastructure
- Upgrading the transport infrastructure,
- Improving access to information
- Improving access to foreign markets
- Improving access to global value chains
- Improving digital connectivity
- Improving the provision of services

**Q38** What forms of aid-for-trade financing, in your view, best support to Youth economic empowerment?(You may tick more than 1 box and/or leave all boxes unticked if you do not receive support)

**Business support services,**

**Banking and financial services** ,

**Building productive capacity** ,

**Agriculture,**

**Trade policy and regulations (Including training of trade officials, analysis of proposals and positions and their impact, support for national stakeholders to articulate commercial interest and identify trade-offs, dispute issues, institutional and technical support to facilitate implementation of trade agreements and to adapt to and comply with rules and standards).**

,

**Trade policy and administrative management** ,

**Trade facilitation,**

**Regional trade agreements (RTAs)** ,

**Multilateral trade negotiations** ,

**Trade education/training,**

**Trade-related infrastructure (Including physical infrastructure)**

,

**Transport and storage infrastructure** ,

**Communications infrastructure,**

**Energy supply and generation infrastructure** ,

**Trade development (Including investment promotion, analysis and institutional support for trade in services, business support services and institutions, public-private sector networking, e-commerce, trade finance, trade promotion, market analysis and development.)**

,

**Fishing,**

**Industry,**

**Travel and tourism** ,

**Trade related adjustment (Including supporting developing countries to put in place accompanying measures that assist them to benefit from liberalized trade.)**

,

**Other trade related needs**

**Q39** What factors contribute to the success of Aid for Trade in promoting to Youth economic empowerment? (You may tick more than 1 box. Please limit your answer to the top five factors)

**Alignment of aid-for-trade support with national/regional priorities**

,

**Capacity to draft funding applications**

,

**Coordination among donors**

,

**Country ownership,**

**Good digital and ICT connectivity**

,

**Good trade-related infrastructure**

,

**Mobilization of domestic private investment**

,

**Institutional capacity to implement projects**

,

**Services capacity,**

**Sufficient funding and appropriate implementation timelines**

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Page 27: SECTION 3: AID FOR TRADE IN SUPPORT OF ECONOMIC EMPOWERMENT

**Q40** In your view, can Aid for Trade make a contribution to the achievement of the 2030 Sustainable Development Agenda ?

**Yes,**

Please provide a weblink to the relevant national strategy or policy document in which SDGs are referred to.:

The SDS 16/17 - 19/20 is aligned with the SDGs, SAMOA Pathway and other international conventions

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**Q41** If yes, please specify which Sustainable Development Goal or Goals (SDGs) Aid for Trade can help to achieve. (You may tick more than 1 box) Sustainable Development Goals:

1. No poverty
2. Zero hunger,
3. Good health and well-being
4. Quality education,
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduce inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnership for the goals

Additional information on the Sustainable Development Goal(s) Aid for Trade can help to achieve.:

All the Goals, some more so than others

**Q42** Which donor(s) are now the most important source aid-for-trade financing for your economic empowerment.(You may tick more than 1 box)

Australia,  
 European Union,  
 New Zealand,  
 Asian Development Bank (AsDB),  
 Climate Investment Funds (CIF),  
 Enhanced Integrated Framework (EIF),  
 Global Environment Facility (GEF),  
 International Fund for Agricultural Development (IFAD),  
 World Bank,  
 Asian Infrastructure Investment Bank (AIIB)

**Q43** Which South-South partner(s) are the most important source of financing for your economic empowerment?(You may tick more than 1 box)

China

**Q44** Looking ahead, in which category(ies) of aid-for-trade financing do you think that further support for economic empowerment will be required. (You may tick more than 1 box and/or leave boxes unticked if you do not receive support)

- Business support services,**
- Banking and financial services** ,
- Building productive capacity** ,
- Agriculture,**
- Trade policy and regulations (Including training of trade officials, analysis of proposals and positions and their impact, support for national stakeholders to articulate commercial interest and identify trade-offs, dispute issues, institutional and technical support to facilitate implementation of trade agreements and to adapt to and comply with rules and standards).**
- ,
- Trade policy and administrative management** ,
- Trade facilitation,**
- Regional trade agreements (RTAs)** ,
- Multilateral trade negotiations** ,
- Trade education/training,**
- Trade-related infrastructure (Including physical infrastructure)**
- ,
- Transport and storage infrastructure** ,
- Communications infrastructure,**
- Energy supply and generation infrastructure** ,
- Trade development (Including investment promotion, analysis and institutional support for trade in services, business support services and institutions, public-private sector networking, e-commerce, trade finance, trade promotion, market analysis and development.)**
- ,
- Forestry,**
- Fishing,**
- Industry,**
- Travel and tourism** ,
- Trade related adjustment (Including supporting developing countries to put in place accompanying measures that assist them to benefit from liberalized trade.)**

## Page 29: SECTION 3: AID FOR TRADE IN SUPPORT OF ECONOMIC EMPOWERMENT

**Q45** Please provide any additional information that you think may be relevant. (Please references in the form of weblinks, document symbols etc.) **Respondent skipped this question**

**Q46** Is there any Aid for Trade project or programme for economic empowerment you would like to showcase as particularly important for your country or as an example of best practice? (Please provide any relevant additional information and include weblinks as relevant)

#### Financial Inclusion

About 49% of Samoan adults are not included in the formal financial sector. In 2009, the Pacific Island Forum Economic Ministers adopted four goals to give direction to improve the financial competencies of financial inclusion among Pacific Islanders. Following the adoption of the 2020 MoneyPACIFIC Goals and the G20 principles for Innovative Financial Inclusion, Samoa also made a commitment to the Maya declaration to unlock the economic and social potential of the poor through greater financial inclusion. From the regional and global initiatives towards financial inclusion, the Government of Samoa mandated the Central Bank of Samoa (CBS) with the goal to promote financial inclusion and literacy across the country in 2010. This was reinforced in the CBS Act 2015 which established the National Financial Inclusion Taskforce (NFIT) consisting of representatives from both the public and private sector.

The NFIT Members are CBS, South Pacific Business Development (SPBD), Samoa National Provident Fund, Development Bank of Samoa, MOF, MESC, MWCSA, Australia New Zealand Bank Samoa Ltd, National Bank of Samoa, Samoa life Assurance Corporation, Samoa Commercial Bank, Digicel, Pacific Financial Inclusion Programme (PFIP), Bank of the South Pacific, UN Capital Development Fund, Australian Aid, European Union, New Zealand Aid and UNDP.

This taskforce endorsed the National Financial Inclusion Strategy 2017-2020 (NFIS) which sets out the overarching approach to drive financial inclusion in Samoa to be implemented through various programmes. These include SNPF's \$8.9 million micro finance assistance towards the South Pacific Business Development; ANZ Bank's financial education programs such as the MoneyMinded Adult Financial Program for Samoan adults (2011- 2014) and the launch of the ANZ Pacific App for its users; the Ezibank digital product under the National Bank of Samoa and Digicel Samoa co-funded through a grant from the United Nations PFIP; and the recent launch of the M Tala mobile wallet by Bluesky Samoa which enables Bluesky users to transfer funds between customers using mobile phones.

In addition, the CBS hosts 'be money wise' competitions and awareness programs to improve financial literacy and inclusion for all schools during its annual Global Money Week. The Central Bank is also advocating to integrate financial inclusion in the curriculum system to help students be financially literate through the support of Pacific Islands Regional Initiative, Alliance of Financial Inclusion and PFIP.

## Page 30: END OF SURVEY

**Q47** CONSULTATION (Other ministries/agencies consulted in preparing this questionnaire reply):

MCIL, MOF, MAF, CBS