

*Accelerating SME Development in PNG in
the Creative Industries for Global Markets*

NOVEMBER 2019



**INNOVATION
PNG 2019**

**FRIDAY 8 NOVEMBER
THE STANLEY HOTEL
PORT MORESBY, PNG**

*INNOVATING A NEW ECONOMIC SECTOR
THROUGH VALUE CHAIN CREATION,
TECHNOLOGY AND GLOBAL CONNECTIVITY*

DESIGN LED SYSTEMS THINKING

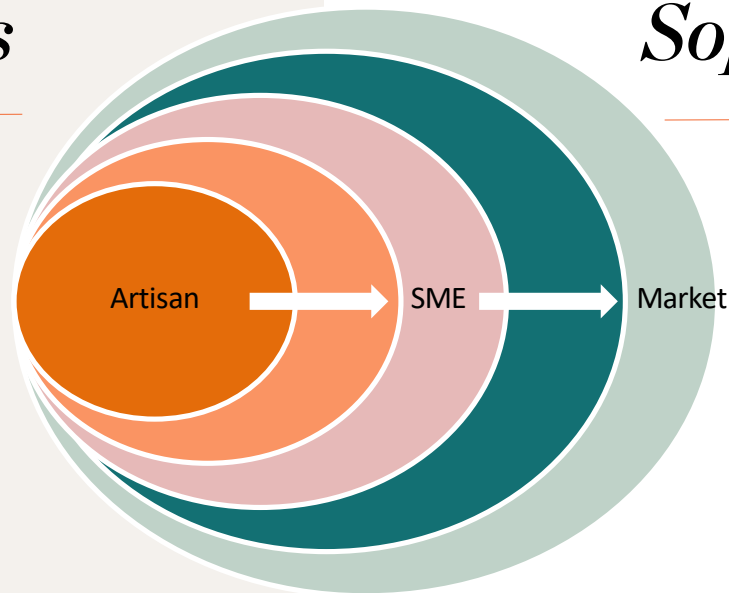
THE PROBLEM – MARKET ACCESS

Informal Economies

Development

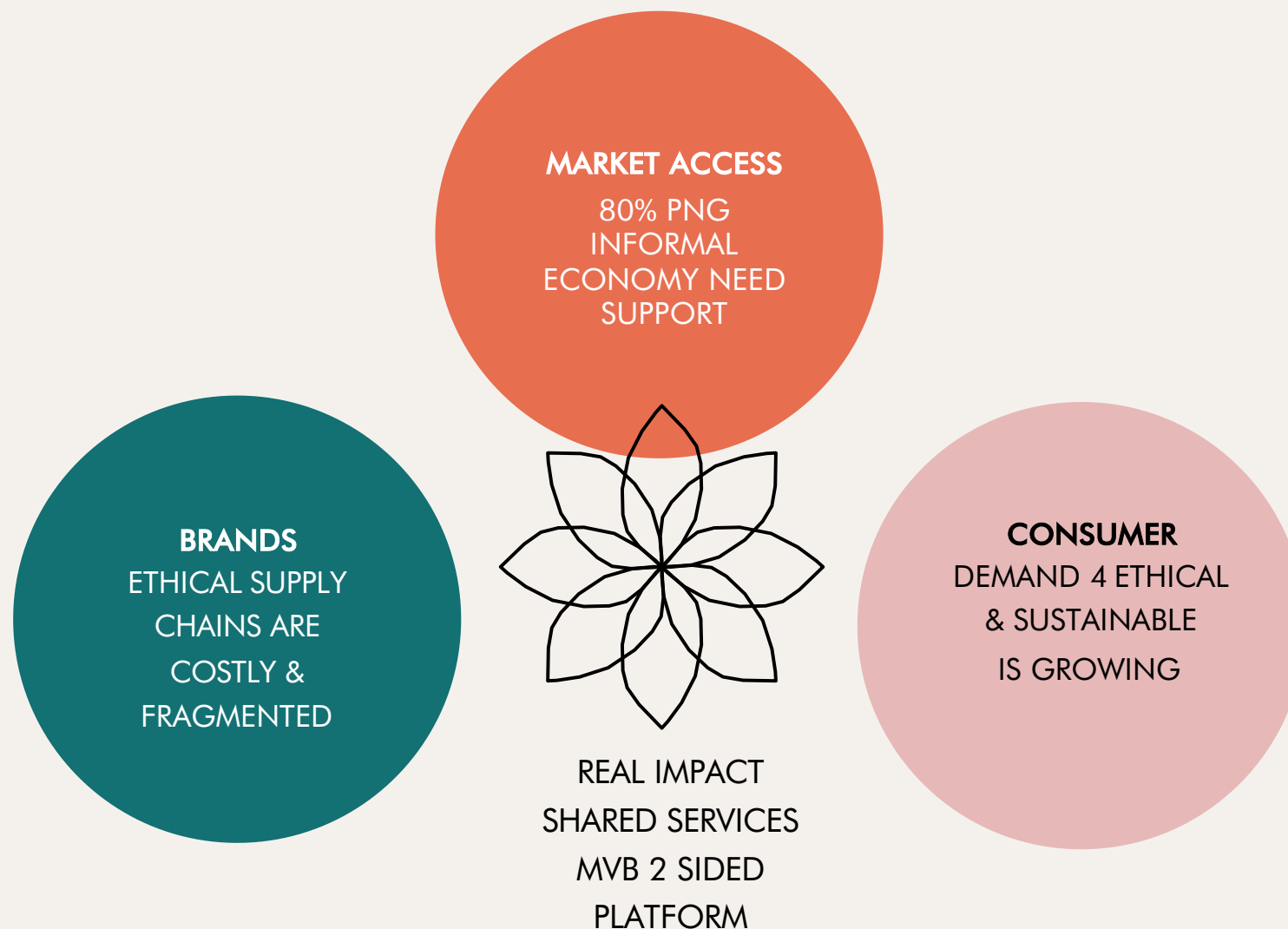
Sophisticated Markets

Commercial



The Challenge – two worlds colliding

OPPORTUNITY



The Land of 1000's tribe

Opportunity

- *USD\$38B GLOBAL MARKET*
- *2nd LARGEST EMPLOYER*
- *65% WOMEN*
- *FASHION & INTERIOR DESIGN*



DESIGN LED SYSTEMS THINKING

Top down - Demand

Commercial

1. B2B / B2C E-commerce

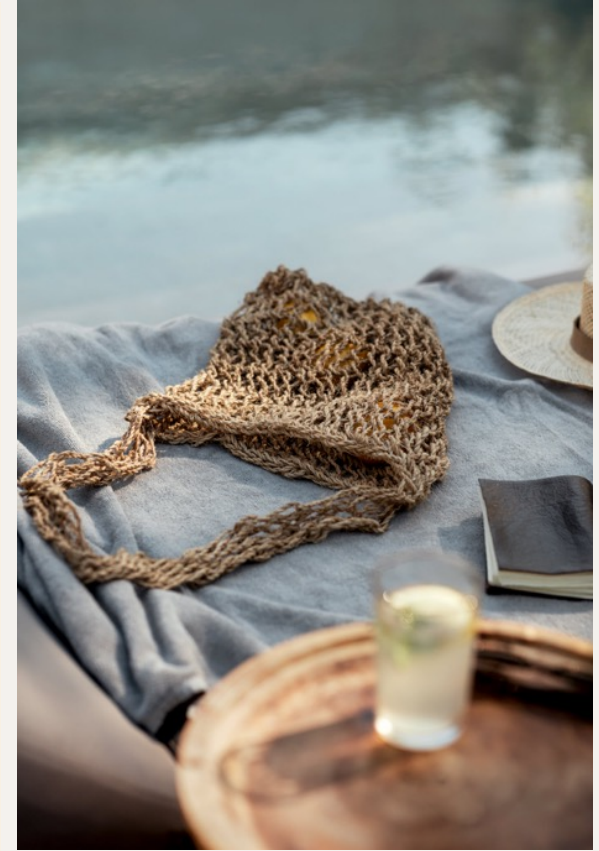
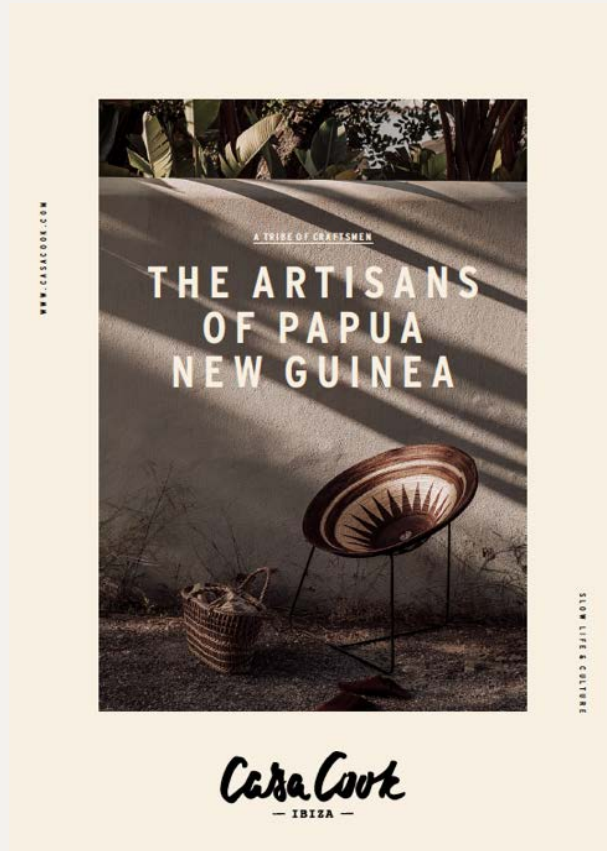
Bottom up -Supply

Development

2. SHARED ECONOMY platform

COMBINED THEY ACTIVATE HIGH IMPACT VALUE CHAINS GLOBALLY TO DELIVER SOCIAL AND
SUSTAINABLE ECONOMIC DEVELOPMENT AND PROFIT

Brand PNG Halo Effect



JULY 2019 COMMERCIAL PARTNERSHIP DURING POC – CASA COOK IBIZA

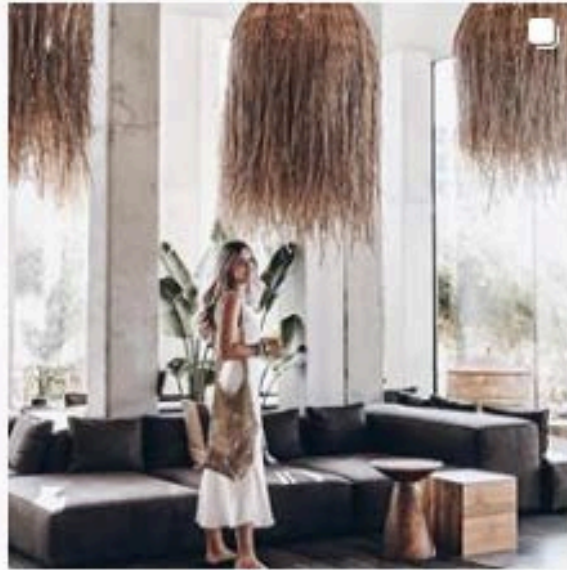
Value Creation is held in country



Capacity Building - Kirane Weavers July 2019



It diversifies the economy - A National Development Objective–



Applied learning across entire Value Chain

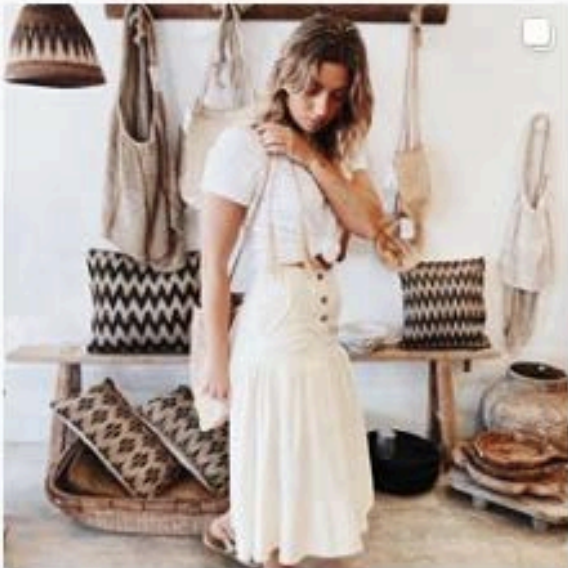
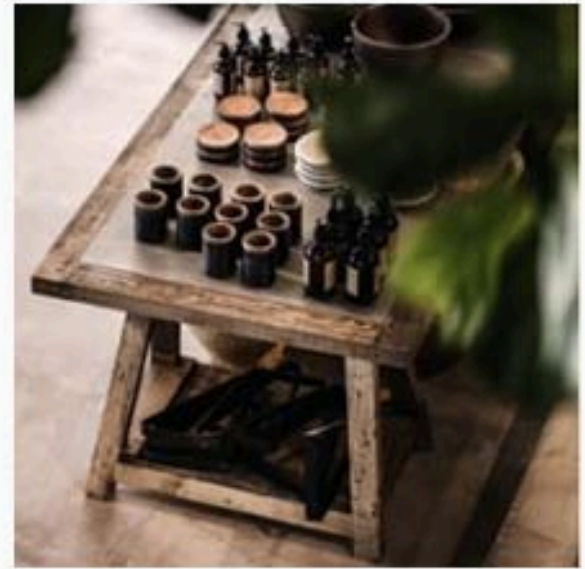
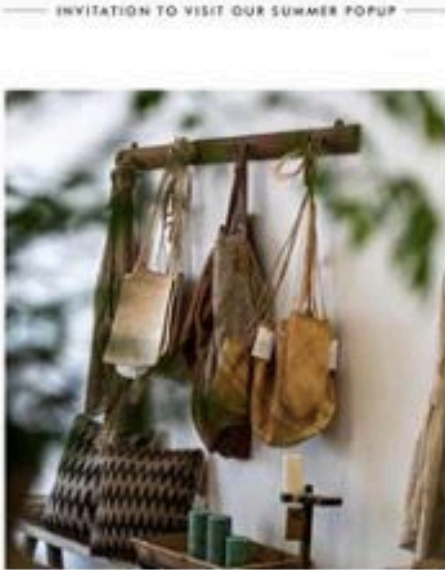


COMMUNITY MAPPING TRIP, EASTERN SEPIK, OCTOBER 2019

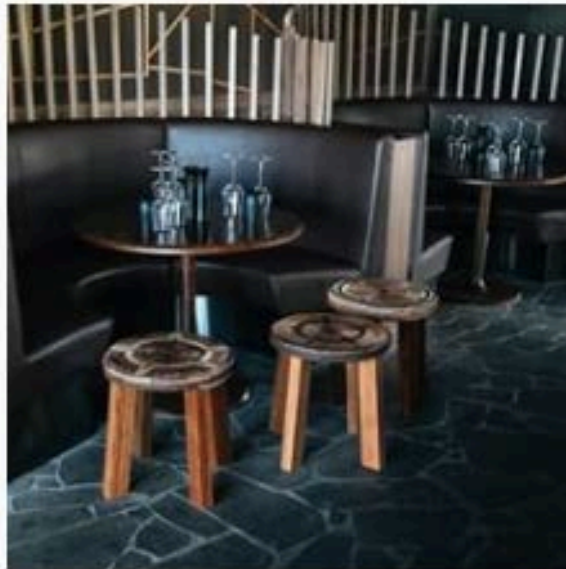
Impact to date 150 artisans, 4 SME's, 4 provinces,



Exports to USA, Japan, Australia, Spain, Europe



Social Media Engagement 50% higher than average



It accelerates SME's – through MVB process



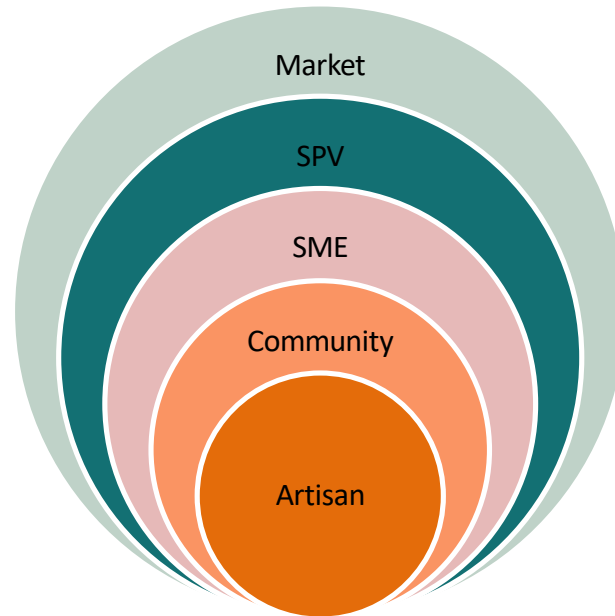
It accelerates SME's – through MVB process



COMMUNITY MAPPING TRIP, ORO PROVINCE, OCTOBER 2019

The Challenges Continue

INVESTMENT FORMALIZES ENGAGEMENT & PARTICIPATION ENSURING A BETTER CHANCE OF SUCCESS



CURRENTLY ROLLING OUT IN:

TROBRIAND ISLANDS
WESTERN PROVINCE
SOUTHERN HIGHLANDS
ORO PROVINCE
EAST SEPIK



Thankyou

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