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## NCOC WRAPS UP AN EVENTFUL & SUCCESSFUL 2024

As 2024 comes to an end, the Niue Chamber of Commerce (NCOC) wrapped up another successful year with a Christmas celebration, bringing together members, partners, and staff to reflect on the year's achievements.

Throughout the year, NCOC has supported local businesses through various programs, workshops, and initiatives, fostering growth and innovation in the private sector. From the Youth Employment Scheme (YES) Program to entrepreneurial education and IT workshops, 2024 has been a year of learning, collaboration, and progress.

To celebrate these accomplishments and usher in the holiday season, NCOC hosted a Christmas party, filled with laughter, delicious food, and festive cheer. It was a time to acknowledge the hard work of local businesses, thank supporters, and strengthen the sense of community within Niue's private sector.

As we look forward to 2025, NCOC remains committed to empowering businesses, creating opportunities, and driving economic growth. We wish everyone a prosperous New Year!



## FROM THE DESK OF THE NCOC CEO CATHERINE ETUATA PAPANI



The lively energy of our small yet remarkable island, Niue, carried on beyond the 50<sup>th</sup> Constitution celebrations and into the festive season. Our Visiting Friends and Relatives (VFR) market surged before, during, and after the Christmas & New Year festivities.

Many in the hospitality sector—especially cafés and restaurants—took a well-deserved break, closing their doors to rest and spend quality time with their families. Visitors arriving for the holidays quietly wondered why these businesses weren't open to serve the influx of tourists.

The reason is simple: most of Niue's businesses are small, family-owned, and operated. After working tirelessly from March to November, they take this opportunity to recharge. Running a business on Niue is not for the faint-hearted—it demands resilience, dedication, and a deep appreciation for hard work. But for those who embrace the challenge, it offers the freedom to make their own decisions, earn a living, support their families, and continue calling Niue home.

As 2024 came to a close and we welcomed the New Year 2025, many of us on Niue found ourselves wrapped in a sense of sorrow, mourning the loss of devoted servants of the Lord and dedicated contributors to Niue's private sector. We remembered, honoured, and bid farewell to four remarkable men: Bob Talagi, Sionepokau Sionetama, Richard Hipa, and Harkai Pihigia. Their hard work, faith, and commitment to our business community, Niue's private sector and our country Niue, will not be forgotten.

The Niue Chamber of Commerce extends warm wishes to everyone in Niue's private sector, our valued development partners, regional collaborators, government agencies, and all who support our work.

As we move forward, our dedicated team at the Niue Chamber of Commerce remains committed to providing the support and resources needed to help businesses in Niue grow and thrive. Here's to a successful and rewarding year ahead for us all!

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Finance, Membership & Marketing Coordinator: Charlotte Magatogia: [marketing@niuechamber.com](mailto:marketing@niuechamber.com)  
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## END OF THE YES PROGRAM 2024 - 2025

*"I enjoyed the YES program because it provided me with the opportunity to gain work experience. I have learned a lot and look forward to working again at my work placement" – YES Student 2024*

This inspiring feedback comes from one of the students registered in the 2024-2025 Youth Employment Scheme (YES) program. Students from year 11 – year 13 (2024) had the opportunity to pair up with a business for work experience over the school holidays and wrapped up their employment in time for the start of the 2025 school year.

As part of the program requirements, students and businesses were asked to complete and submit evaluation forms to the Niue Chamber of Commerce (NCOC). The primary purpose of these evaluations was to assess the program's effectiveness, identify areas for improvement, and inform future programming decisions.



Overall, both students and businesses expressed satisfaction with the YES program. Students gained valuable work experience through their placements in the private sector, while businesses provided meaningful learning opportunities and hands-on experience within their respective industries.





## I.T. WORKSHOP IN THE PRIVATE SECTOR SPACE

The Information and Communications Technology (ICT) workshop held on the 19<sup>th</sup> of December was both insightful and informative.

One key takeaway was the ease of using Canva—a user-friendly design software that provides free images and templates. Not only does Canva allow users to create visually appealing content, but it also offers tools to design business websites with ease.

For NCOC and local businesses, ongoing Canva workshops will empower participants to design and create their own websites, business cards, professional flyers, invitations, and programs—all without requiring extensive graphic design skills.

We look forward to the next workshop and the opportunity to explore even more ways Canva can support our businesses and enhance our digital presence.



## BEGINNERS WEBSITE DEVELOPMENT WORKSHOP

On the 22<sup>nd</sup> of January, the Niue Chamber of commerce hosted the Beginners Website Development Workshop facilitated by Dessyo Sioneholo. The workshop participants came from various different fields hoping to gather information on the topic.

During this workshop participants were able to cover the history and background of website development; the different resources used in building a website; and how to create their own website using Canva. Workshop facilitator, Dessyo Sioneholo is looking forward to seeing the list of websites in Niue grow within the year with this learning opportunity.



## NIUE CHAMBER OF COMMERCE & NIUE NATIONAL DESIGNATED AUTHORITY PARTNERSHIP

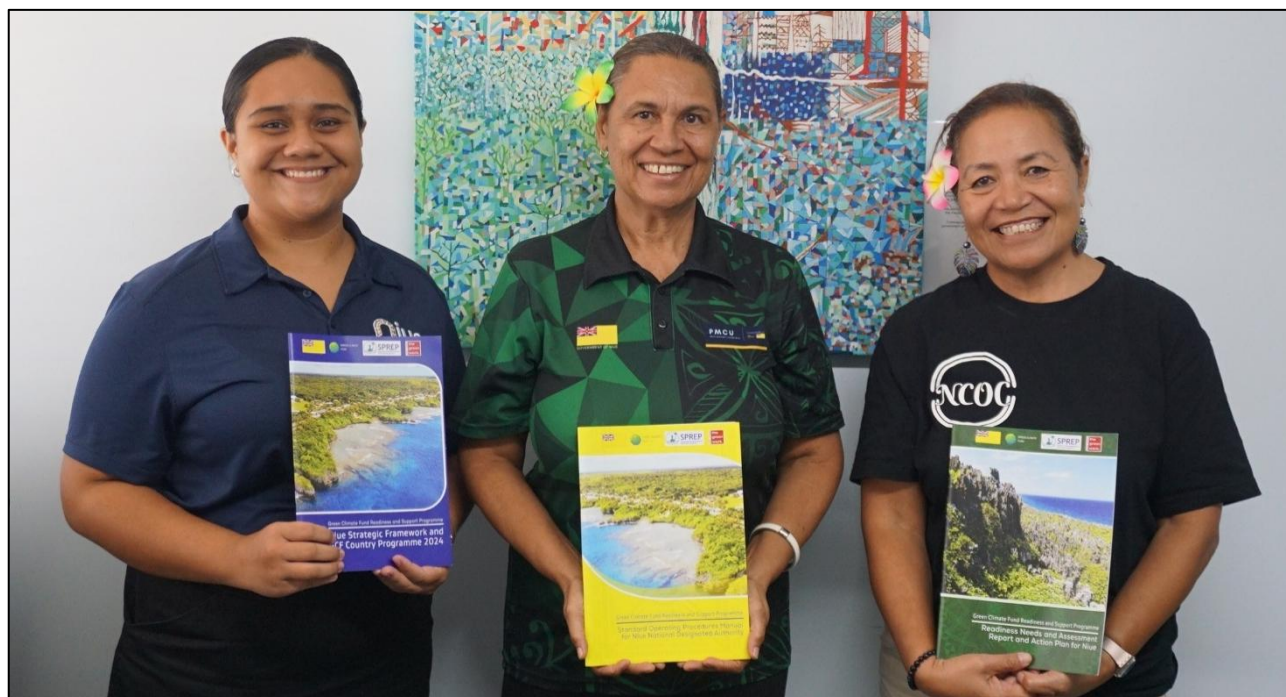
Niue's Readiness Programme Project Manager Annmarie Aholima, presented to the Niue Chamber of Commerce the recently launched Strategic Framework and Country Programme (SFCP), Readiness Needs Assessment, and Standard Operating Procedure, authored by the Greenwork Team.

These documents are a culmination of contributions from the different stakeholders, donors, development partners and community voices.

The Niue Chamber of Commerce represents Niue's private sector and along with many of the voices of our businesses contributed to the published documents.

The working partnership continues as we work towards building our private sector capacity to engage in climate finance activity and progress on the Private Sector Options Paper that was developed under the previous Readiness Project.

It is acknowledged that the private sector plays a key role in supporting the Government of Niue to build an economy that is resilient to the increasing impacts of climate change, especially so in the main private sector industries of agriculture, fisheries and tourism.



Through the Readiness program the work is ongoing to build the understanding of pathways for the private sector within the Green Climate Fund, and to strengthen the regulatory framework to create an enabling regulatory environment for Niue's private sector to engage in climate finance activities.

The Niue Chamber of Commerce looks forward to completing and launching its Private Sector Climate Finance Strategy and Action Plan.

This initiative aims to create clear pathways for accessing essential support to help our private sector build resilience against the impacts of climate change at ground roots level.

Together with Niue's NDA we strive for a more sustainable and resilient future for Niue's businesses and communities.

# Charlotte Magatogia's Experience in the JENESYS 2024 Program

Japan-East Asia Network of Exchange for Students and Youths



Niue Chamber of Commerce's (NCOC) Finance, Marketing & Membership Coordinator, Charlotte Magatogia, recently had the opportunity to participate in the JENESYS 2024 program. Charlotte's involvement comes as a student of the University of the South Pacific's (USP) regional Niue campus, where NCOC has supported her studies since she began her employment in 2022. The JENESYS program provides a valuable platform for professional development and networking within the Pacific region, with the potential to benefit Niue's private sector in the future. Here, Charlotte shares her experience and insights from the program.

JENESYS is a youth exchange initiative launched by the Japanese government to strengthen relations between Japan and other countries, particularly in the Asia-Pacific region. The program fosters mutual understanding, cultural exchange, and cooperation by inviting young participants from across the Pacific to Japan for study tours, cultural experiences, and discussions on topics such as technology, economics, and diplomacy. Activities typically include homestays, university visits, company tours, and cultural immersion, all aimed at building stronger connections between Japan and the Pacific.

From January 22 to January 29, 2025, I had the incredible opportunity to participate in JENESYS 2024 cohort as a student from USP's Niue Campus. With a focus on disaster prevention, our itinerary took us across Tokyo and into the Saitama Prefecture, where we explored Japan's world-leading disaster preparedness strategies. Learning about Japan's risk management frameworks, resilient infrastructure, and the role of the private sector in disaster recovery was particularly insightful. These approaches offer valuable lessons that can contribute to strengthening resilience within Niue's business community.

Beyond disaster prevention, the program also allowed me to engage with Japanese businesses, government agencies, and fellow participants from the Pacific region, expanding my professional network and deepening my understanding of international business. Observing how Japan integrates the private sector and their community into disaster resilience efforts has given me new perspectives that I can apply in my work.

One of the most enriching aspects of the program was the homestay experience in Chichibu City. My host family's warmth and hospitality reinforced the importance of cultural exchange and relationship-building, making this experience especially meaningful.

Overall, the JENESYS program was an incredible opportunity, and I am deeply grateful to the Japanese government for funding this initiative. A big thank you to JTB Corp in Japan and the USP International Office in Fiji for their dedication in organizing the logistics and ensuring an unforgettable experience. For a timeline of events from my trip, you can check out the Instagram account I created specifically for my JENESYS 2024 experience: [@charlottesjapandiary](#).



# Charlotte Magatogia's Experience in the JENESYS 2024 Program

Japan-East Asia Network of Exchange for Students and Youths



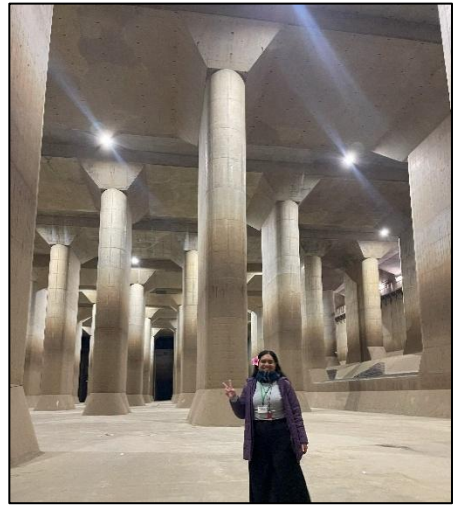
22 Jan 2025: Orientation by JTB Corp (program organizers) & address from the Government of Japan – Ministry of Foreign Affairs



22 Jan 2025: Lecture from Japan's Pacific Island Centre Organization



26 Jan 2025: Farewell ceremony for homestay families in Chichibu City, Saitama Prefecture



27 Jan 2025: Metropolitan Area Underground Discharge Tunnel – The world's largest underground flood water facility.



28 Jan 2025: Debrief session with JTB Corp & guest speakers Pacific Island Ambassadors in Japan from Tonga – H.E. Dr. Tevita Suka Mangisi & Samoa – Helen Tanuvasa Chou-Lee



## NIUE YOUNG ENTREPRENEURS – FIRST CLASS OF 2025

We are excited and inspired to kick off another year of entrepreneurial education for Year 10 students at Niue High School through the Young Entrepreneurs Program.

The first classes of the 2025 school year began on Tuesday, 28 January, marking the start of an exciting journey for over thirty Year 10 students. Throughout the program, students will learn how to identify business opportunities and develop the skills needed to become entrepreneurs in Niue.

The curriculum will cover key topics such as generating business ideas, forming a business with peers, creating business plans, conducting market research, and building financial literacy. These essential skills will equip students with the knowledge and confidence to bring their ideas to life.

The program's main objective is to prepare students to launch their own products or services at the NCOC Annual Business Expo in October, held as part of the Constitution Celebrations.

We wish all our future entrepreneurs the very best for 2025!





# KEEN TO BE A MEMBER OF NCOC?

## JOIN THE PRIVATE SECTOR'S MEMBERSHIP

The Niue Chamber of Commerce (NCOC) plays a crucial role in supporting and advocating for local businesses, helping to foster economic growth and sustainable development on the island. Membership with NCOC provides numerous benefits, making it an invaluable resource for entrepreneurs, small businesses, and larger enterprises alike. Below are some key advantages of becoming a member.

- ***Business Support & Advocacy***

The NCOC serves as the voice of businesses in Niue, advocating for policies that promote economic prosperity. Members benefit from representation in discussions with government agencies, ensuring their concerns are heard and addressed. The Chamber also provides guidance on regulatory compliance, licensing, and other essential business matters.

- ***Networking Opportunities***

Membership offers excellent networking opportunities with other business owners, potential clients, and industry leaders. Regular events, such as business forums, workshops, and trade expos, allow members to establish valuable connections that can lead to new partnerships and collaborations.

- ***Access to Business Training & Development***

The Chamber provides access to training sessions, workshops, and mentorship programs designed to enhance business skills. These cover a range of topics including financial management, marketing strategies, customer service, and digital transformation, helping businesses to stay competitive and adapt to changing market trends.

- ***Marketing & Promotion***

Members gain increased visibility through Chamber-led promotions, social media features, and business directories. The NCOC actively supports local businesses by showcasing their products and services, increasing their exposure to both local and international markets.

- ***Funding & Financial Assistance Guidance***

Navigating financial support options can be challenging. The Chamber provides assistance in identifying grants, loans, and investment opportunities that can help businesses grow. Members are also kept informed about available financial incentives and funding programs.

- ***Support for Startups & Entrepreneurs***

For new and emerging businesses, the Chamber offers guidance on business registration, planning, and development. Through mentoring programs and startup resources, new entrepreneurs gain essential insights to set up and sustain their businesses successfully.

- ***Community Involvement & Corporate Social Responsibility***

Membership in the Chamber provides businesses with opportunities to contribute to community initiatives and corporate social responsibility programs. This helps build a positive business reputation and strengthens the local economy.

- ***Access to Regional & International Trade Opportunities***




Through partnerships with regional and international business networks, the Chamber helps connect local businesses with export and trade opportunities beyond Niue. This is especially beneficial for those looking to expand into global markets.

Joining the Niue Chamber of Commerce is a strategic move for any business looking to grow, gain support, and connect with a larger network of professionals. Whether you are a small startup or an established enterprise, Chamber membership offers valuable resources, advocacy, and business development opportunities that contribute to long-term success.

If you're looking to take your business to the next level, consider becoming a member of the Niue Chamber of Commerce today!




# NCOC RESOURCES AVAILABLE TO MEMBERS...

Stop by the office for a copy or email [bdm@niuechamber.com](mailto:bdm@niuechamber.com)



## Business Integrity Toolkit

For Niue's Young Entrepreneurs.






## Anti-Corruption & Business Integrity Toolkit

For Niue's Women Entrepreneurs.

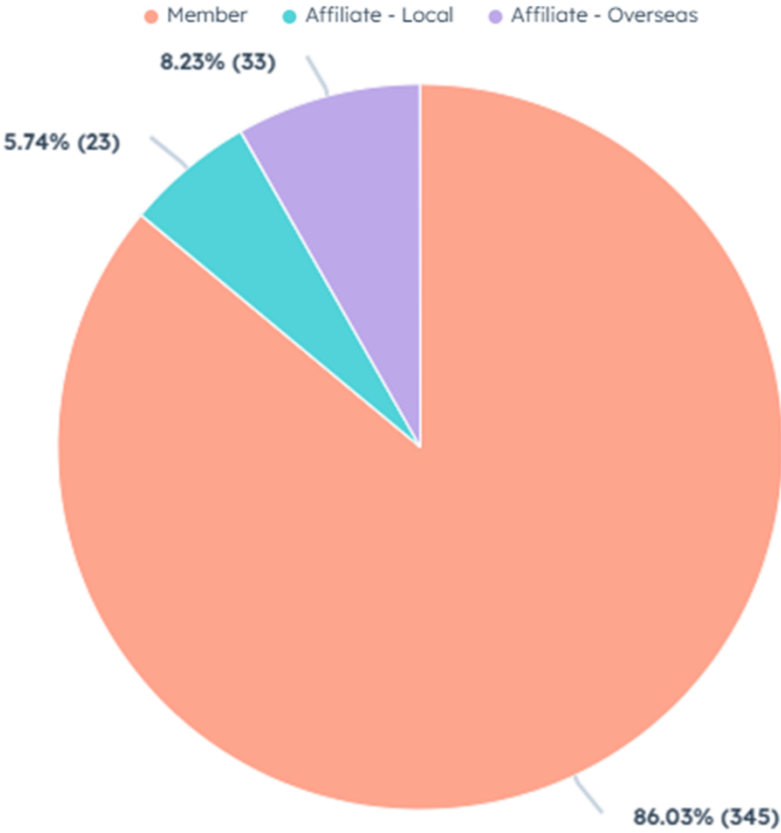
## Business Plan Writing Toolkit




# NCOC's Membership as at 31 January 2025

Total Count of Companies: 401




Member    Affiliate - Local    Affiliate - Overseas




Category	Percentage	Count
Member	86.03%	345
Affiliate - Local	8.23%	33
Affiliate - Overseas	5.74%	23



## NCOC Training Room Styles

Meeting	
Classroom	
Theatre	



## SCHEDULE OF CHARGES

### NCOC MEMBERS

PRINTING:	A4 PAPER	A3 PAPER	A4 CARD
Single Sided Black/ White	\$0.40	\$0.60	\$0.80
Double Sided Black/ White	\$0.60	\$1.20	\$1.00
Single Sided Colour	\$1.00	\$2.00	\$1.20
Double Sided Colour	\$1.20	\$2.20	\$1.50
Laminating	\$2.00	\$3.00	\$2.00

BINDING A4:	(COIL, CLEAR COVER & BACK CARD)
0 - 10 Pages	\$4.00
11 - 30 Pages	\$5.00
30 - 60 Pages	\$6.00

NCOC TRAINING ROOM CHARGES	Half Day	Full Day	After-hours 4 PM-8 PM
Includes tables and chairs in the room	\$40.00	\$80.00	\$100.00
Room hire-age for weekend hours	\$150.00	\$150.00	\$150.00
Zoom Equipment & Room	\$120.00	\$120.00	\$120.00
Internet Access	\$30.00	\$50.00	\$50.00
Projector & Projector Screen	\$40.00	\$80.00	\$100.00
Light Refreshments (Water, Coffee, Tea & Biscuits)	\$5.00 pp	\$5.00 pp	\$5.00 pp

Account Name: Niue Chamber of Commerce

Account Number: 38-9014-0723999-00



# 2025 EVENTS CALENDAR

## JANUARY 2025

January – Fakaue tau  
January – Prayer Week  
January – Takai  
January – Takai Hui  
January – NHS & NPS Restart (NZ Date)

## FEBRUARY 2025

February 6<sup>th</sup> – Waitangi Day  
February 21<sup>th</sup> – Niue Primary School Snap shot Reports  
February 22<sup>nd</sup> – The Rookie Games

## MARCH 2025

March 8<sup>th</sup> – International Women's Day  
March 12<sup>th</sup> – Vagahau Niue Speeches (NCEA Year 10 – Year 12)  
March 23<sup>rd</sup> – World Meteorological Organization Day  
March 29<sup>th</sup> – First Round League 9s

## APRIL 2025

April 4<sup>th</sup> – Niue High School Sports  
*April – Day 1: 12pm*  
April 9<sup>th</sup> – Niue High School Sports  
*April – Day 2: 8:30am*  
April 12<sup>th</sup> – Second Round League 9s  
April 14<sup>th</sup>-25<sup>th</sup> – TERM 1 holiday  
April 18<sup>th</sup> – Good Friday  
April 21<sup>st</sup> – Ester Monday  
April 21<sup>st</sup> – Tuapa Mini Market  
April 25<sup>th</sup> – Anzac  
April 26<sup>th</sup> – Third Round League 9s  
*April – ECCD/ECE Sports Day*  
*April – Hikutavake Show day tbc*  
*April – Niue Arts and Culture Festival*  
*April – Sunday School Rally*

## MAY 2025

May 05<sup>th</sup>-19<sup>th</sup> – FFC Meeting  
May 10<sup>th</sup> – Makefu Showday  
May 11<sup>th</sup> – White Sunday / Mother's Day  
May 17<sup>th</sup> – First Round Tafari VS Motu League  
May 30<sup>th</sup> – Niue Primary School Cultural Sports Day  
*May – Makefu Marine Day*  
*May – World Day for Culture Diversity*  
*May – Hakupu Marine Day*

## JUNE 2025

June 2<sup>nd</sup> – Kings Birthday TBC  
June 2<sup>nd</sup> – Mutalau Marine Day  
June 7<sup>th</sup> – Hakupu Show day TBC  
June 13<sup>th</sup>-20<sup>th</sup> – Rheem Fishing Comp  
June 20<sup>th</sup> – Matariki  
June 27<sup>th</sup> – Vagahau Niue Speech Competition

### NOTE TO ALL:

For more information regarding featured articles contact  
[info@niuechamber.com](mailto:info@niuechamber.com) or 4399.  
Office Opening Hours Monday – Friday, 8.00am – 4.00pm.  
Visit the Niue Chamber Facebook Page to view more images.

## JULY 2025

July 4<sup>th</sup> – ECE Kai Niue  
July 9<sup>th</sup> – Tufuga Motu Culture Concert  
July 14<sup>th</sup>-25<sup>th</sup> – TERM 2 Holidays (NZ)  
July 19<sup>th</sup> – Alofi South Marine Day  
July 26<sup>th</sup> – Alofi Show day  
*July – FFA Ministers Meeting*

## AUGUST 2025

August 15<sup>th</sup>-23<sup>rd</sup> – Niue Bike Adventures  
August – Lakepa Marine Day  
August – Lakepa Show Day  
August – Tamakautoga Show day  
August – Tuapa Marine Day

## SEPTEMBER 2025

September 01<sup>st</sup>-05<sup>th</sup> – NPS Literacy Week  
September 3<sup>rd</sup> – NPS English Speech Competition  
September 5<sup>th</sup> – NPS Book Day/ECE/Open Day  
September 22<sup>nd</sup>-3<sup>rd</sup> Oct – NHS Practice MOCK Exams  
September 13<sup>th</sup> – Tuapa Show day  
September 6<sup>th</sup> – Tuapa Marine Day  
September 17<sup>th</sup>-16<sup>th</sup> – Alofi North Women's Show  
September 20<sup>th</sup> – Alofi North Marine Day  
September 27<sup>th</sup> – Alofi North Show day

## OCTOBER 2025

October 3<sup>rd</sup> – International Teachers Day  
TBC October 4<sup>th</sup> – Avatele Marine Day  
October 8<sup>th</sup> – NHS Netball & Rugby Sports Tournament  
October 10<sup>th</sup> – NPS Concert  
TBC October 11<sup>th</sup> – Avatele Show day  
October 13<sup>th</sup> – Bubble Walk to Remember Baby Loss 5pm  
October 14<sup>th</sup> – Children's Day 8am - 1pm  
TBC October 18<sup>th</sup> – Flag Raising/Closing of Celebrations  
TBC October 20<sup>th</sup> – Peniamina Day  
October 25<sup>th</sup> – Mutalau Show day  
October 13<sup>th</sup>-24<sup>th</sup> – TERM 3 Holiday  
*October – Traditional Vaka Fishing Day 1*  
*October – Traditional Vaka Fishing Day 2*  
*October – Pule Fakamotu Walk for Health*  
*October – National Show day*  
*October – Niue Constitution Service*  
*October – World Food Day*  
*October – Business Expo*

## NOVEMBER 2025

November 12<sup>th</sup>-13<sup>th</sup> – NPS Parent Interviews  
November 03<sup>rd</sup>-27<sup>th</sup> – NCEA EXAMS – External  
November – Namukulu Showday  
November 26<sup>th</sup> – NPS Year 6 Graduation  
November 28<sup>th</sup> – ECE Graduation/Prize Giving  
*November – Toi Showday*

## DECEMBER 2025

December 03<sup>rd</sup>/10<sup>th</sup> – NHS Prize Giving  
December 05<sup>th</sup> – NPS Prize Giving  
*December – Vaiea Showday*  
*December – Liku Showday*

# UPCOMING MARKETS 2025

## Tuesday

### NIUE MARKET

TUESDAYS FROM 6AM TO 8AM

VENUE: NIUE MARKET PLACE

CONTACT: POI OKESENE, DAFF

PHONE: 4032

## Wednesday

### LADY FARMERS

WEDNESDAY FROM 8AM TO 12PM

VENUE: NIUE MARKET PLACE

CONTACT: POI OKESENE, DAFF

PHONE: 4032

## Thursday

### NIUE ORGANIC NIGHT MARKET

FIRST THURSDAY OF EVERY MONTH  
FROM 4PM TO 7PM

VENUE: NIUE MARKET PLACE

CONTACT: JAMAL TALAGI VEIDRETAKI, NIOFA

FACEBOOK: @NIUE ISLAND ORGANIC FARMERS  
ASSOCIATION

## Friday

### NIUE MARKET

FRIDAYS FROM 6AM TO 8AM &

FRIDAYS FROM 4PM TO 7PM

VENUE: NIUE MARKET PLACE

CONTACT: POI OKESENE, DAFF

PHONE: 4032

## Saturday

### WOMEN AT WORK

SATURDAYS FROM 6AM TO 9AM

VENUE: NIUE MARKET PLACE

CONTACT: MERRIANO LUI IAKOPO

PHONE: 5983