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INVESTING IN TOMORROW: NJE & NYE 2025

As 2025 concludes, the Niue Chamber of Commerce proudly celebrates another successful year of the Niue Junior Enterprise (NJE) and Niue Young Enterprise (NYE) programmes.

Delivered annually with Niue Primary School (Year 5 & 6) and Niue High School (Year 10), these Chamber-facilitated programmes equip students with practical business skills — from product development and pricing to marketing and customer engagement. The journey culminates in the annual Niue Business Expo, where students launch and showcase their enterprises to the wider community.

This year’s cohort demonstrated creativity, confidence, and professionalism beyond their years, reflecting the strength of youth entrepreneurship in Niue. The programme concluded with certificate ceremonies at both NPS and NHS, recognising their commitment and growth.

More than a classroom exercise, NJE and NYE introduce young Niueans to real pathways beyond school — including opportunities within the private sector. Through these initiatives, the Chamber continues to invest in capability, ambition, and continuity — strengthening the future of Niue’s private sector, one young entrepreneur at a time.





FROM THE DESK OF THE NCOC CEO CATHERINE ETUATA PAPANI

Happy New Year

Strengthening Foundations, Looking Ahead to 2026

The final quarter of 2025 was a period of steady progress and consolidation for the Niue Chamber of Commerce (NCOC), as we continued to deliver practical support to businesses while strengthening the systems and partnerships that underpin a resilient private sector .

Across October to December, our work spanned business advice and mentoring, funding support, entrepreneurship education, tourism development, advocacy, and strategic partnerships. Highlights included successful Business Link Pacific (BLP) workshops and consultations, continued delivery of the Niue Community-Based Tourism Initiative, strong outcomes from the Young and Junior Entrepreneurs programmes showcased at the NCOC Business Expo, and ongoing engagement with Government and regional partners on key issues affecting our business community—from trade facilitation and non-tariff measures to infrastructure and digital connectivity .

Behind the scenes, important operational and governance work also continued. This included managing Fonuakula Industrial Park (FIP) matters, progressing budgetary support, completing staff performance reviews, strengthening communications through our CRM and digital platforms, and ensuring NCOC remains a trusted, accountable voice for the private sector.

As we move into 2026, our focus is firmly on continuity, impact, and readiness for the future. This includes advancing our strategic priorities, deepening climate-resilient and sustainable business support, strengthening labour-market and skills pathways, and ensuring our programmes remain practical and accessible for Niue businesses of all sizes.

FROM THE DESK OF THE NCOC CEO CATHERINE ETUATA PAPANI

I am also pleased to warmly welcome two new staff members into newly established roles that will significantly strengthen our service delivery:

- Joanne Talamahina, Business Link Pacific Business Services Manager, supporting businesses to access finance, grants, and advisory services; and
- Patricia Jackson, Business Sustainability Coordinator, leading work on sustainable, climate-resilient business development.

Their appointments reflect NCOC’s commitment to building internal capacity so we can better serve our members and the wider private sector.

As always, I thank our Board, development partners, funders, stakeholders, and business community for your continued trust and collaboration. We step into 2026 encouraged by what has been achieved and committed to doing the work ahead with diligence, partnership, and purpose.

“Together, we move forward—stronger, smarter, and ready for 2026.”



Joe Talamahina
blp@niuechamber.com



Tricia Jackson
now@niuechamber.com

KEEN TO BE A MEMBER OF NCOC?

Joining the Niue Chamber of Commerce means being part of a growing network dedicated to strengthening Niue’s private sector.

As a member, you gain access to exclusive business support services, training opportunities, funding pathways, and promotional platforms – all designed to help your business thrive. Whether you’re just starting out or expanding, NCOC is here to champion your success.

Let’s build a stronger, more connected business community together.

To become a member you can sign up on our website or contact the team for form to join!



NCOC CONTRIBUTES TO NIUE NATIONAL STRATEGIC PLAN 2027–2037 PRE-SUMMIT

On 4 December 2025, senior government officials gathered at Scenic Matavai Resort for the Pre-Summit preparations of Niue's National Strategic Plan (NSP) 2027–2037. The session provided an opportunity to reflect on the performance and measurable outcomes of the current plan, while setting the foundation for shaping Niue's strategic direction over the next decade. The Niue Chamber of Commerce (NCOC) was honoured to contribute the private sector perspective to this important national dialogue.

As the representative body for Niue's business community, NCOC's presentation emphasised that sustainable national development must be anchored in a strong, resilient and empowered private sector. Economic growth, workforce development, regulatory clarity and business confidence are not secondary considerations – they are central pillars of long-term national prosperity.

In a small island context, policy decisions carry amplified impact. The Chamber highlighted the importance of ensuring that strategic priorities align with the lived realities of local enterprises, from operational costs and labour availability to market access and innovation capacity. A forward-looking NSP must not only articulate vision, but also enable practical implementation.

Over the next ten years, Niue faces both opportunity and responsibility. Climate resilience, digital transformation, economic diversification and youth retention will shape the national landscape. NCOC stressed the need for deliberate collaboration between Government and the private sector to build systems that support entrepreneurship, strengthen local capability and encourage investment.

A thriving private sector creates employment pathways, drives innovation, and contributes directly to community wellbeing. It is through partnership and shared accountability that the NSP 2027–2037 can truly deliver measurable, inclusive growth.

NCOC looks forward to continued engagement throughout the Summit process and remains committed to advocating for a strategic framework that is practical, measurable and reflective of Niue's economic realities.



YOUTH EMPLOYMENT SCHEME PROGRAM 2025–2026

The 2025–2026 (Dec–Jan) Youth Employment Support (YES) Program marked another successful year of investing in Niue’s future workforce. Overseen by Myrtle Magatogia, Projects & Education Coordinator at the Niue Chamber of Commerce, the two-month programme engaged approximately 25 students across various sectors within Niue’s private sector.



Participants gained practical, hands-on experience in real business environments, developing workplace skills, confidence, and a stronger understanding of career pathways within Niue. For employers, the programme provided valuable support while fostering mentorship and knowledge transfer between generations.



The YES Program continues to play an important role in strengthening workforce readiness and ensuring continuity within Niue’s private sector. By connecting youth with local businesses, the Chamber remains committed to building capacity, nurturing talent, and creating meaningful opportunities that support long-term economic sustainability for Niue.



NIUE COMMUNITY BASED TOURISM PROJECT: PROGRESS UPDATE

In December 2025, the Niue Chamber of Commerce hosted a public update on the Niue Community Based Tourism Project at the Taoga Niue Auditorium. Since commencing in June, progress has included sea track and coastal access developments, tour operator training initiatives, steps toward first aid certification and AED accessibility, digital platform development, and targeted support for marine-based businesses — strengthening Niue’s capacity for safe, community-led tourism growth.



NIUE NATIONAL TRADE FACILITATION COMMITTEE MEETING: NCOC ENGAGEMENT



In December 2025, the Niue National Trade Facilitation Committee (NTFC) met to review progress on efforts to improve trade processes and coordination between government agencies and the private sector.

The meeting brought together departments including Customs, Biosecurity and the Regulator Office, alongside development partners and private sector representatives, to discuss practical steps to enhance efficiency and transparency within Niue's trade environment.

The Niue Chamber of Commerce presented at the engagement, ensuring that local business perspectives were reflected in national trade discussions. Trade facilitation remains critical to reducing administrative burdens, lowering costs, and improving the overall ease of doing business in Niue.

Through continued engagement in the NTFC, the Chamber supports reforms that strengthen opportunities for local enterprises and contribute to a more competitive and resilient economy.

PRIVATE SECTOR ENGAGEMENT WITH GON



On Wednesday 17 December, private sector representatives gathered at Pacific Way Bar for an open engagement session with Members of Parliament and key leaders within Niue's Public Service.

The meeting provided a valuable platform for business owners and operators to raise questions, share perspectives, and engage directly with decision-makers on matters impacting the local business environment. Discussions covered a range of topics relevant to economic development, regulatory processes, and opportunities for strengthening collaboration between Government and the private sector.

The turnout from the business community was encouraging, reflecting strong interest in maintaining open dialogue and constructive engagement with national leadership. Forums such as this reinforce the importance of transparent communication and mutual understanding in shaping policies that support enterprise growth and economic resilience.

The Niue Chamber of Commerce welcomes continued opportunities for meaningful engagement that ensure the voices of local businesses are heard and considered in national discussions.

STRENGTHENING CYBER AWARENESS: NIUE CYBER UP ROADSHOW

As Niue continues to adopt digital platforms for banking, communication, marketing and operations, cyber security is becoming an essential component of doing business safely and responsibly. In December 2025, the Niue Chamber of Commerce NCOC supported the Niue Cyber UP Roadshow in delivering targeted cyber-security training to community groups and private-sector participants. Facilitated in partnership with New Zealand's Protective Security Requirements (PSR), New Zealand Police, and the National Cyber Security Centre (NCSC), the sessions focused on strengthening awareness of online risks and promoting practical cyber-safe behaviors.

Participants were guided through key topics including phishing awareness, password protection, safeguarding sensitive business information, and responding to potential cyber incidents. For Niue's small and growing business community, these preventative measures are critical. With increasing reliance on online systems and digital transactions, even minor security breaches can have significant financial and reputational consequences.

The NCOC team also undertook facilitation training with the visiting experts, strengthening our capacity to continue supporting members in this space. This ensures that cyber awareness remains an ongoing priority rather than a one-off initiative.

As Niue navigates an evolving digital landscape, the Chamber remains committed to supporting businesses to become cyber-equipped, resilient, and confident online. Strengthening cyber capability today is an investment in the long-term sustainability and competitiveness of Niue's private sector.



OUT N' ABOUT IN NIUE & THE PRIVATE SECTOR



OUT N' ABOUT IN NIUE & THE PRIVATE SECTOR



NIUE–AUSTRALIA FRIENDSHIP DAY 2025

The first week of November 2025 marked a vibrant celebration of the enduring relationship between Niue and Australia, with a series of events held across the island in recognition of Niue–Australia Friendship Day.

Festivities commenced with a lively market evening that showcased local vendors, food producers, artisans and small businesses. The event provided a valuable platform for Niue’s private sector to engage directly with the community and visitors, highlighting the diversity and resilience of local enterprise. Market activations such as this continue to reinforce the role of small businesses as the backbone of Niue’s economy, while strengthening community participation in economic development.

The celebrations continued with an exhibition by an Australian artist at the Niue Arts & Culture Gallery. The exhibition created a meaningful cultural exchange opportunity, fostering creative dialogue between Niuean and Australian artists and opening avenues for future collaboration within the creative and tourism industries. Events of this nature contribute not only to cultural enrichment, but also to the positioning of Niue as a destination that values artistic engagement and international partnerships.

The week concluded with a formal dinner hosted by the Australian High Commission, bringing together Government representatives, private sector stakeholders and development partners to acknowledge the strength of the bilateral relationship. The Niue Chamber of Commerce (NCOC) recognises the importance of Australia as a long-standing development partner and its continued support for Niue’s economic resilience and private sector growth.

In particular, NCOC acknowledges the support of the Australian Government through the Department of Foreign Affairs and Trade (DFAT) in funding the Niue Community Based Tourism (NCBT) Project, which the Chamber has been facilitating since June 2025. The project commenced with its first community outreach engagement earlier this year and aims to empower villages, entrepreneurs and tourism operators to develop authentic, community-led visitor experiences.

The NCBT initiative supports capacity building, product development and increased participation of local businesses in Niue’s tourism value chain. Through strengthened partnerships and targeted investment, the project aligns with broader efforts to diversify income streams, create employment opportunities and enhance Niue’s positioning as a sustainable Pacific destination.

As Niue and Australia continue to deepen their relationship, events such as Friendship Day serve as an important reminder of the shared commitment to collaboration, cultural exchange and private sector development.

NIUE-AUSTRALIA FRIENDSHIP DAY 2025



NIUE SME WORKSHOP & APPOINTMENT OF BLP REPRESENTATIVE

From 18–21 November 2025, the Niue Chamber of Commerce, in partnership with Business Link Pacific (BLP) and the Niue Development Bank, hosted the Niue Small & Medium Enterprise (SME) Workshop at the NCOC office.

The workshop delivered a comprehensive programme of group training sessions and one-on-one consultations, equipping local businesses with practical tools in cash flow management, budgeting, expense tracking, taxation, accounting systems such as Xero, and long-term financial planning. Site visits and tailored advisory sessions provided participating SMEs with direct, hands-on support to strengthen their operations and improve overall business performance.

This engagement also marks an important milestone for the Chamber with the appointment of Joe Talamahina as the newly appointed NCOC Business Link Pacific Representative. In this role, Joe will oversee and coordinate BLP's work in Niue, supporting local enterprises to access advisory services, capability-building opportunities, and growth support initiatives.

The workshop reinforced the Chamber's commitment to strengthening SME resilience, improving financial literacy, and fostering a more sustainable and competitive private sector. Through ongoing collaboration with BLP and national partners, NCOC continues to champion practical support that empowers Niue's business community.



PROFITABLE TOUR EXPERIENCES WORKSHOP WITH ZITA SEFO-MARTEL

In partnership with Australian Aid and key tourism stakeholders, the Niue Chamber of Commerce proudly hosted a specialised Tour Operators Workshop led by Vaimasanu'u Zita Sefo-Martel, a Pacific tourism entrepreneur and business coach with over 35 years of experience in premium tourism markets.

The two-day programme focused on designing profitable, community-based, premium tour experiences grounded in Niue's culture, faith, identity, and environment. Participants were guided through defining their unique positioning, identifying their ideal visitor niche, and structuring tours with clear storytelling, flow, and intentional "WOW" moments.

A strong emphasis was placed on low-volume, high-yield tourism – attracting visitors who value authenticity, cultural immersion, and meaningful connection. Operators developed practical skills in costing and pricing, using structured formulas to ensure sustainability and profitability from day one.

Importantly, the workshop reinforced that Niue's greatest tourism asset is its people. Community-based tourism models were positioned not only as culturally respectful, but commercially viable – ensuring income remains within villages and families while protecting heritage and natural resources.

This initiative strengthens the Chamber's ongoing commitment to building capability within the tourism sector and supporting operators to confidently deliver high-quality, premium experiences that reflect what makes Niue truly "Nowhere Like Us."



LAUNCH OF NIUE'S FIRST BUSINESS ESTABLISHMENT CENSUS REPORT



In October 2025, the Niue Statistics Office officially launched the 2024 Business Establishment Census (BEC) Report, marking the first time Niue has produced a comprehensive snapshot of its national business landscape.

For the private sector, this milestone represents more than data collection – it provides an evidence-based foundation to guide smarter planning, investment, and policy development. Reliable business data strengthens decision-making at both national and enterprise levels and ensures that economic strategies reflect the realities of Niue's operating environment.

The Niue Chamber of Commerce was pleased to support the development of the BEC survey through input and collaboration during its drafting stages. Ensuring that the survey accurately captured the diversity and structure of Niue's private sector was a key priority, and we acknowledge the leadership of the Niue Statistics Office and its partners, including the Asian Development Bank.

Having a national, validated dataset creates stronger alignment between Government and business stakeholders. It enhances the Chamber's advocacy role by providing an objective evidence base to inform discussions around regulation, resource allocation, and sector growth.

The Chamber looks forward to continued collaboration with the Statistics Office to cultivate and refine data initiatives that deepen understanding of Niue's private sector and support sustainable economic development moving forward.

NIUE VAKA RACES

As part of Niue's 51st Constitution Celebrations

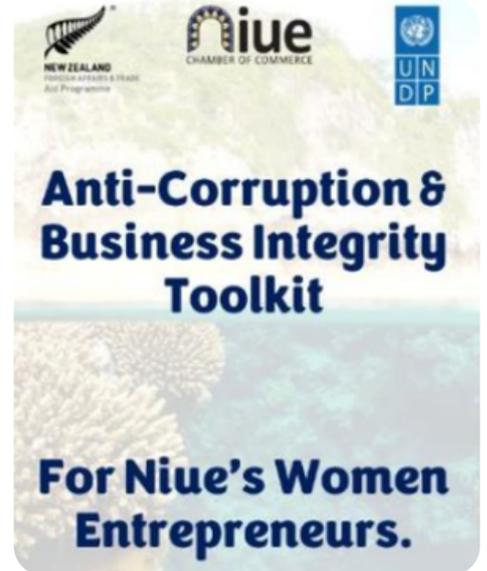


RESOURCES

AVAILABLE TO

NCOC MEMBERS...

Contact the team for a copy



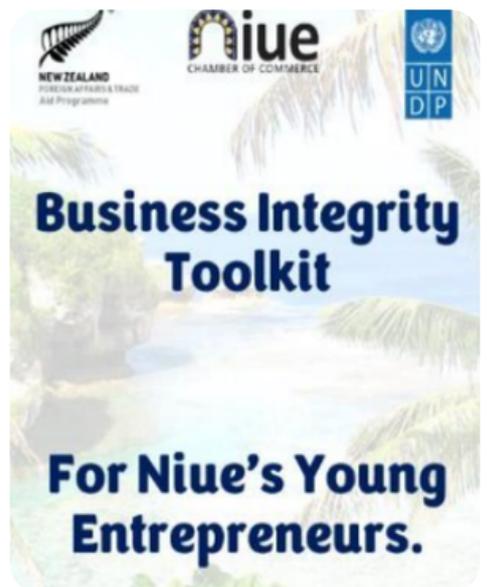
NEW ZEALAND
Foreign Affairs & Trade
Aid Programme

niue
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UN
DP

Anti-Corruption & Business Integrity Toolkit

For Niue's Women Entrepreneurs.



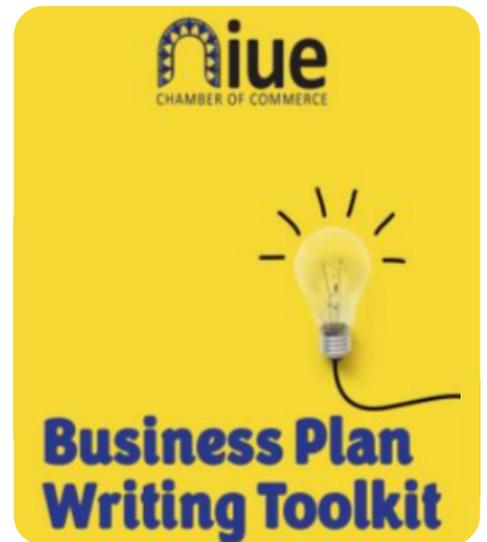
NEW ZEALAND
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Business Integrity Toolkit

For Niue's Young Entrepreneurs.



niue
CHAMBER OF COMMERCE

Business Plan Writing Toolkit

NATIONAL SHOW DAY 2025

The National Show Day once again brought together the wider community in celebration of Niue's culture, enterprise, and shared identity for the 51st constitution celebrations. With a strong turnout from families, organizations, and local businesses, the event highlighted the vibrancy and resilience of our island community.

The Niue Chamber of Commerce was pleased to have a display booth at this year's show, engaging directly with members and the public. Our presence provided an opportunity to share updates on Chamber initiatives, upcoming programmes, and support services available to the private sector.

Events such as Show Day reinforce the importance of community connection and collaboration. For the Chamber, it is not only about business – it is about being visible, accessible, and actively involved in the spaces where Niue comes together.

We thank organizers and participants for another successful celebration of local pride and enterprise.



Schedule of Charges
Contact info@niuechamber.com for bookings and printing



SCHEDULE OF CHARGES

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 & 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	\$ 5.00	\$ 5.00



NIUE BUSINESS EXPO

The 2025 Niue Business Expo brought together 18 exhibitions from local businesses, NGOs, and overseas affiliates—each a valued member of the Niue Chamber of Commerce and an important contributor to Niue’s growing private sector. Held at the Alofi Commercial Centre, the expo showcased a vibrant mix of products, services, and community initiatives, highlighting innovation across tourism, creative industries, agriculture, retail, and social development.

Throughout the day, exhibitors engaged directly with the public, shared their business journeys, demonstrated products and services, and built meaningful connections with customers, partners, and fellow entrepreneurs. The Expo provided a practical platform for visibility, networking, and collaboration, particularly for small and emerging enterprises seeking to expand their reach within the local market.

The event also reinforced the importance of collaboration between local enterprises and regional partners, reflecting the Chamber’s ongoing efforts to strengthen opportunities for business growth, diversification, and sector resilience. The 2025 Expo stood as a strong reminder of the private sector’s essential role in driving economic development, fostering entrepreneurship, creating employment opportunities, and supporting a thriving and sustainable future for Niue.



STRENGTHENING PUBLIC AND PRIVATE COLLABORATION TO ADDRESS CLIMATE CHANGE



The Regional Training Stage 2 on “Strengthening Public and Private Collaboration to Address Climate Change” was delivered in a dual format (online and in-person) as part of the PCCC-JICA Project for Innovative Solutions for the Pacific Climate Change Resilience (ISPCCR). The training comprised two components:

- Online Self-Paced Learning: 1–19 September 2025
- In-Person Training in Apia, Samoa: 22–26 September 2025

Representing the Niue Chamber of Commerce, Myrtle Magatogia, Projects & Education Coordinator, participated in both the online and in-person components of this regional training, engaging alongside representatives from across the Pacific.

The programme offered participants valuable insights into the development of climate change project proposals and a broader understanding of regional climate resilience frameworks. It underscored the importance and benefits of strong public-private partnerships in addressing climate challenges, particularly for small island economies where coordinated action is essential.

Through case studies, peer learning, and interactive sessions, participants explored effective methodologies and innovative strategies for climate change adaptation and mitigation across sectors such as tourism, infrastructure, and community development. The training also strengthened core project management skills, particularly in project formulation, implementation, monitoring, and operational delivery—critical for the long-term success and sustainability of climate-related initiatives.

The combination of online modules, face-to-face discussions, and field visits provided practical knowledge directly applicable to NCOC’s project portfolio. This experience reinforces the Chamber’s ongoing commitment to building local capacity, strengthening cross-sector collaboration, and supporting initiatives that enhance Niue’s environmental resilience and economic sustainability.

NIUE CHAMBER OF COMMERCE REPRESENTS NIUE AT EU-PACIFIC BUSINESS FORUM IN FIJI

The Niue Chamber of Commerce (NCOC) proudly represented Niue at the EU-Pacific Business Forum, held in Nadi, Fiji, from 4–5 September 2025. This major regional event brought together Pacific and European leaders, business owners, and development partners to strengthen trade, investment, and sustainable development under the EU’s Global Gateway initiative.

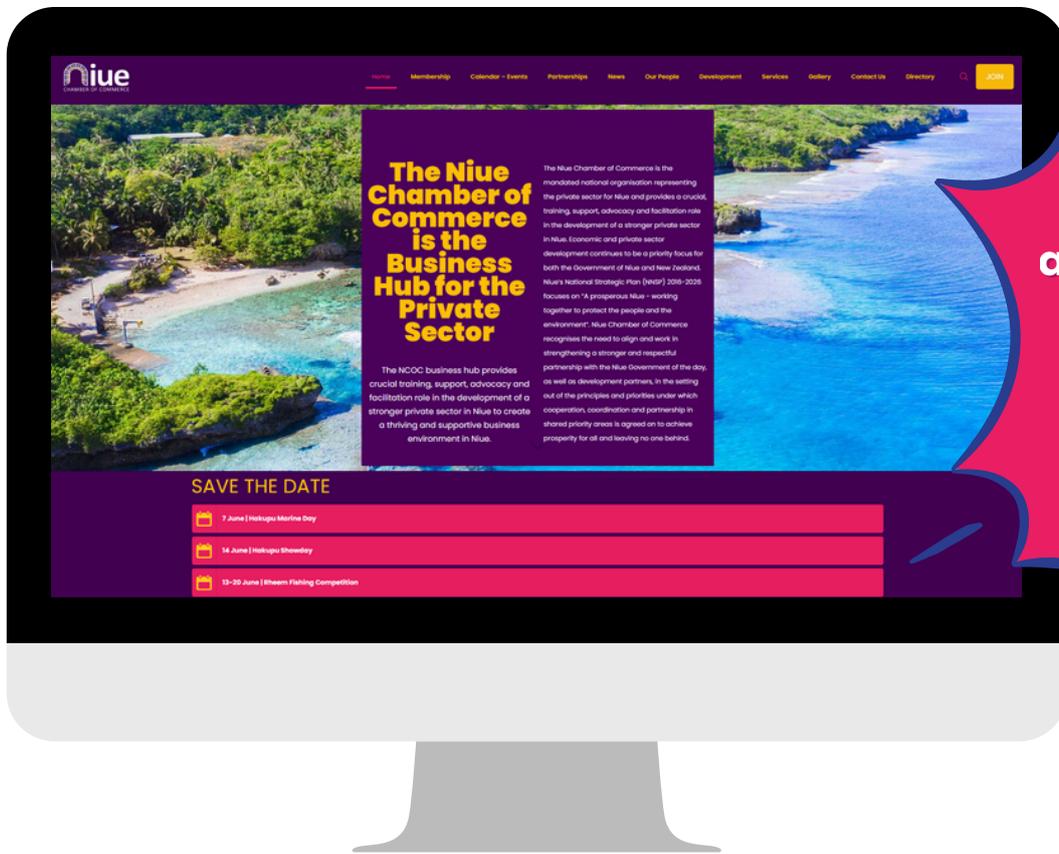
The Forum’s sessions covered key sectors shaping the Pacific’s economic future, including renewable energy and climate action, blue economy investments, digital infrastructure, e-commerce, and sustainable tourism. Discussions also highlighted the importance of inclusive trade through the Interim Economic Partnership Agreement (iEPA), which opens new pathways for Pacific exports to the European market.

NCOC’s participation reinforced Niue’s ongoing efforts to connect local entrepreneurs with regional and international opportunities. It ensured that the voices of Niue’s private sector were represented in discussions around green innovation, digital connectivity, and resilient trade partnerships that drive long-term growth across the Pacific.

Niue’s involvement in this high-level gathering reflects the resilience and innovation of our private sector and strengthens future collaboration with Pacific and European partners. Fakaauē lahi to all organisers and participants supporting inclusive business growth and regional cooperation.



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