



# ppportunity

Issue #8 - August 2021

Business News, reviews and overviews from the IPA

## MD's INBOX



CLARENCE M HOOT  
Managing Director

**D**ear Readers and welcome to **eight(8)** edition of the IPA's *Opportunity* newsletter.

The Corona virus continues to present greater challenges across the globe and more so, to us in Papua New Guinea with the arrival of the Delta Variant in the country. This has caused re-arrangements in the work places in response to the ever-increasing threats from the surge in delta variant cases.

At the IPA, we have adopted certain pandemic measures that staff and clients are to adhere to when coming in for our services. All our staff continue to work

Much of our work were disrupted last year and the first two (2) quarters of this year but we continue to persevere and managed to pull things through. We are now into the third quarter of this year and we will continue to ensure that we deliver on our mandated roles and responsibilities to facilitate inbound and out-bound investments.

Aside from focusing on facilitating foreign direct investments into the country, efforts are also focused on ensuring that the services that IPA provides, are extended to the majority of our people around the country. We will continue the partnerships with Provincial Governments for the establishments of IPA Help Desks throughout the country. So far IPA has signed a total of over 8 MOUs with various provinces followed by the launching of several help desks.

We will be launching a Help Desk for West New Britain Province next month. This follows the signing of an MOU with the WNBPA in 2018.

Meanwhile, to avoid the risk of spreading COVID-19 or the delta variant strand, I would like to encourage our valued customers to utilize the Online Registry System for your lodgments and searches.

Please continue to observe the pandem-

ic measures and support each other in these trying times. Happy reading and I look forward to your usual cooperation going forward.

Thank you.

**Clarence M. Hoot**  
Managing Director

## Tips & Traps

A NAME must be reserved before a company can be registered under that name.

Use *Company Form 6* to reserve a name.

The reservation of name process is essentially an "approval process". The Registrar of Companies will not approve a name which:

1. Would contravene any law
2. Is identical or similar to the name of another company, or a reserved name;

## Why it is important to reserve a COMPANY NAME?

3. Is undesirable, misleading, deceptive or offensive
4. The Minister has directed the Registrar not to accept.

The Registrar will not register a Company, nor register a change of name unless the name has been reserved beforehand, or an application for reservation of the name is also attached.

**Note:** The Registrar can direct a Company to change its registered name if the name is one which should not

have been registered in the first place.

The word "**Limited**" must appear at the end of the company name. The word "**Proprietary**" and the abbreviations "**Pty**" and "**NL**" have been dispensed with.

# World Expo 2020 in Dubai

Preparations by the PNG delegation to participate in the World Expo 2020 in Dubai are on track and an advance team is expected to fly to Dubai next month.

The World Expo starts on October 1<sup>st</sup> 2021 and ends on April 31<sup>st</sup> 2022.

Vice Minister Assisting the Prime Minister on Foreign Direct Investment or FDI, Richard Masare revealed that the expo is of substantial national interest to PNG therefore the Government is giving its backing towards PNG's participation.

The Prime Minister Honourable James Marape has tasked the Vice Minister to provide political leadership, guidance and support behind the national coordination team to ensure that they achieve an appropriate return on investment from the programs and projects being developed for the Expo.

The Vice Minister is satisfied with preparations so far and he is optimistic that the PNG team will do the country proud at the event.

Vice Minister Masare said the Government will adequately resource and fund our participation as well as continue to provide appropriate political oversight.



Hon. Richard Masare, Member for Ijivitari and Vice Minister Assisting Prime Minister on Foreign Direct Investment

“IPA will also stage monthly investment roadshows through out the exposition period, promoting the PNG packaged projects and other business opportunities from the private sector and SMEs.”

“PNG intends to use its presence at the expo to attract investment in agriculture, resources, construction, manufacturing, financial services, and

renewable energy. It will be an opportunity to showcase the PNG story to the world,” said Vice Minister Masare. stage monthly roadshows through out the exposition period, promoting the packaged projects and other business opportunities from the private sector and SMEs”.

“Apart from the individual and company participation, the Investment Promotion Authority will also PNG will be given the opportunity to tell its story, in business, government,

SMEs, academia, the arts, culture, tradition and heritage. It will reflect on the beauty and diversity of our great nation, highlighting our tourism industry.

There are several theme weeks through out the 6-month expo program- each representing an opportunity to present PNG in accordance with the themes.



Heads of all the Government Departments and statutory organisations who will participate in the Dubai Expo 2020 sign an MOU to enable the exchange of information during the expo.



# PNG signs agreement for Development assistance with OECD.



His Excellency Mr. Joshua Kalinoe, Papua New Guinea Ambassador to the Kingdom of Belgium and the EU with concurrent accreditation to the Republic of France (right) exchanges the signed Agreement with Josee Fecteau, Director for Legal Affairs of the OECD in Paris - Source: PR- Embassy of PNG-Brussels

Papua New Guinea signed the Multilateral Convention on Mutual Administrative Assistance with the Organization for Economic Co-operation and Development (OECD) in Paris, France, on the 11<sup>th</sup> of August 2021, joining 142 other countries, that include countries from the G20, OECD, and a growing list of developing countries from the Organization of African Caribbean and Pacific States (OACPS) Group.

Papua New Guinea Ambassador to the Kingdom of Belgium and EU with concurrent accreditation to the Republic of France, HE Joshua Kalinoe signed the Agreement on behalf of the State of Papua Guinea with delegated powers from the Minister for Foreign Affairs and in his capacity as Ambassador Extraordinary and Plenipotentiary.

Accession to the Convention means that Papua New Guinea will firstly open up its treaty network for the exchange of information for tax purposes, including on tax evasion and avoidance with signatory jurisdictions.

Secondly, this will facilitate and strengthen access to OECD led initiatives

such as Tax Inspectors without Borders and other internationally accepted tax compliance and transparency standards.

In thanking the OECD for facilitating PNG's accession to the MAAC, Ambassador Kalinoe said that PNG has so far been compliant with the EU standards on tax compliance and money laundering and noted that the OECD could assist in working with the country's competent authorities to ensure that PNG continue to meet international standards, including those of the EU.

"It is my hope that PNG will work closely with the OECD to ensure that my country meets international financial accountability standards, including on tax compliance and money laundering," Ambassador Kalinoe said.



## 2<sup>nd</sup> EU-PNG Business, Trade & Investment Conference

A two (2) days 2<sup>nd</sup> EU-PNG Business, Trade and Investment Conference will be held in Port Moresby from the 11<sup>th</sup> to the 12<sup>th</sup> of October, 2021.

The conference is themed **"Strengthening sustainable trade and investment ties between the EU and PNG"**

This two-day Business-to-Business (B2B) conference will help increase business contacts, discover new business opportunities and new collaboration partners between the EU and PNG, Fiji, Samoa, Solomon Islands, Tonga and Timor-Leste with particular attention to trade and investment aspects of sustainable development.

The first day will feature an opening session serving as a "curtain raiser" for the two-day programme, with round-table discussion panels and a business match-making session.

Market analysis for specific economic sectors identified as potential priorities for trade and investment in PNG will be provided to participants.

The second day will focus on trade and investment as critical tools in achieving sustainable development, in light of global crisis and challenges faced by PNG, the Pacific region and the European Union as a partner. A practical dimension will look at particular business sectors in PNG and the region (e.g. industrial agriculture) and their development in a sustainable and environmentally friendly way.

Information will also be shared about trade and sustainability principles, with the view to inducing their mainstreaming in government policies and in business plans by aspiring entrepreneurs and business investors.

Formal presentations will offer the necessary information to trigger discussions in the round tables and interaction sessions. Moderators will guide each session and facilitate the discussion.

After the conference, a report or outcome document will be prepared and disseminated to relevant stakeholders, including the print media and social media.

## IPA COMMENCES FIRST TALK-BACK SHOW WITH NBC



The Investment Promotion Authority commenced its first talkback show at the National Broadcasting Corporation (NBC) on the 4<sup>th</sup> of August, 2021. Pictured above are the IPA management team who appeared on that first talkback show. **From Left to Right- Registrar of the PNG Intellectual Property Office, Ms Amelia Naáru, Director of the Investor Servicing and Promotion Division, Mr Daroa Peter, IPA's Managing Director, Mr Clarence Hoot(Centre), Director of the Corporate Service Division, Ms Anna Marikawa and Acting Registrar of Companies, Ms Harriet Kokiva (Far Right).** The talkback show is made possible through a partnership between IPA and NBC. The show will be hosted on a monthly basis and IPA Unit and Divisional heads will be making appearances at the end of every scheduled month. (August-December).

## Senior Officers attend Job Evaluation and Analysis Workshop



29 of IPA's Senior Officers attended a four (4) days workshop on Job Analysis and Job Evaluation. The course was conducted by a Concept Training and Coaching Group and was hosted from the 12<sup>th</sup> to the 22<sup>nd</sup> of July, 2021 at the G4S Security Headquarters Training Room.

During the workshop, the participants were taught two (2) short courses including **Job Analysis, Designing and Describing Work** and **Introduction to Hay Job Evaluation Methodology**

The short course on **Job Analysis, Designing and Describing Work** was about the Steps on how to write up a fitting job description for a job and the course on **Introduction to Hay Job Evaluation Methodology** was about how to put monetary value on a job.



LET'S HEAR IT!

# Niugini Organics exports coconut products to Japan

Tropic Fronds Oils Limited trading as 'Niugini Organics' is achieving new heights with its recent export of products into the Japanese market.

This follows the company's participation in a trade exposition organised by the Japan External Trade Organisation (JETRO), a Japanese Government-related organisation promoting trade and investment.

A Japanese Distributor was appointed, following meetings at the Foodex tradeshow and sales of coconut oil and soap since have been very pleasing. An exciting development for this 100% PNG owned company who were also recently awarded *Processed Export Product of the Year* at the 2021 SME Awards.

Established in 1994 by couple Dennis and Debra Hill, Tropic Frond Oils Limited is based in the small township of Kerevat, in the East New Britain Province. The company has been manufacturing coconut oil products for the local PNG market for over 27 years, and in 2008 they exported their first shipments of certified organic coconut oil to Australia under the brand name *Niugini Organics*.

Since then, Niugini Organics has been exporting products to Australia, New Zealand, UK, Ireland, Korea, Hong Kong, and now most recently, Japan. Products are also supplied through Amazon in 10 countries including several European countries and USA.

The Niugini Organics [Virgin Coconut Oil](#) is processed in a small, modern plant and issingle origin, raw, unrefined, unbleached, undeodorized and certified organic. The [soaps](#) are also produced using the same premium quality coconut oil, with the addition of pure essential oils. No artificial fragrances or colours are used.

Dennis and Debra have spent over 20 years developing their unique process that produces a coconut oil of the highest possible quality. Sadly, Dennis passed away in February this year, leaving the operations of the company with his wife, and while he will be deeply missed, Niugini Organics remains committed to upholding his vision of establishing PNG as an exporting leader of high-quality organic coconut oil and soaps.

With 1,150 square metres under factory floor, modern soap and coconut oil production lines and a well-equipped lab, Niugini Organics is a major employer in the Keravat township. Niugini Organics is also the primary source of income for many local villagers, who wild harvest their organic coconuts from their

own land and sell their produce to the Niugini Organic factory.

Pauline Cleaver is the International Marketing Manager for Niugini Organics and offered the following advice to SMEs:

- Perseverance is essential – it can take several years to succeed with a potential customer. If you get a rejection from a customer it just means “not at the moment”. Try again in 6 months.
- Invest in your website – it needs to clearly show what your products are and where they are from.
- Utilize the social media platforms and develop professional looking packaging for your products.
- Attend trade shows such as the one organised by Foodex, (JETRO), as they offer product exposure and an opportunity to establish new partnerships/relationships prospective customers.
- Develop a dedicated marketing team within your business or outsource this aspect and concentrate on the manufacturing.
- There will always be a problem to solve. Accept it as a challenge.

The challenge that Niugini Organics currently has is being able to produce sufficient virgin coconut oil to meet the demand from our loyal customers. Landowners are supplying slightly fewer coconuts compared with pre-covid times which is temporarily putting some strain on production.” However, the company is confident that they will be able to ‘ride the Covid-19 storm’ and produce great quality export products for decades to come.

For more information,  
you may contact Niugini Organics  
on:  
[info@niuginiorganics.com](mailto:info@niuginiorganics.com)



LET'S HEAR IT!



Organic Virgin coconut oil soap products - Source: Niugini Organics



## Why is it important for SMEs or businesses to protect their Intellectual Property Rights?

SMEs or businesses must dedicate time and resources to protecting their intellectual property assets. By doing that, they can increase their competitiveness in a variety of ways.

### Intellectual property protection helps in:

- Preventing competitors from copying or closely imitating a company's products or services.
- Avoiding wasteful investments in research and development and marketing;
- Creating a corporate identity through a trademark and branding strategy;
- Negotiating licensing, franchising or other IP-based contractual agreements;
- Increasing the market value of the company;
- Acquiring venture capital and enhancing access to finance;
- Obtaining access to new Markets.

In addition, enterprises which search systematically for conflicting IP rights of others prior to seeking IP protection are able to avoid unnecessary litigation, thereby saving time and resources.

#### For more Information on Intellectual Property:

#### Contact:

Tel: (675) 321 7311 / 308 4432 / 321 3900

Fax: (675) 321 5155

Email: [registrar.ipopng@ipa.gov.pg](mailto:registrar.ipopng@ipa.gov.pg)

Website: [www.ipopng.gov.pg](http://www.ipopng.gov.pg)



## **Usage IPA Logo as a Trademark**

It has come to the attention of the Investment Promotion Authority (IPA) that certain businesses and individuals are using the IPA logo to promote their business services and products.

Please be advised that the IPA logo is a registered trademark and has been in use since its establishment. You can be held liable for the improper use of the logo without the consent of the Authority.

Any usage of the IPA logo must be authorized by the Managing Director of IPA.

We hereby advise businesses and individuals who are currently using the IPA logo to immediately cease and refrain from using it forthwith.

Failure to adhere to this notice will result in legal action taken against those concerned.

Authorized for release by:

**Clarence M Hoot**  
Managing Director



***I have created an online account in the IPA's online registry system to do my lodgments. However, I am still unable to change the details of shareholders in an existing Company. Is there a step I'm missing?***

**Yes**, there is a step you are missing.

After you've created an online account, you still **cannot** do any changes to the entity's records. Creating an online account makes you become a registered user. Registered users can do entity searches and register new entities online ONLY.

In order for you to be able to change records of an entity such as directorship, shareholders, addresses, etc, you will need to have authority over that entity. You can do so by logging into your dashboard, clicking on the name of the entity and under "Maintain Authority" select "Request Authority".

You will be requested to upload a authority letter and one of the Director's Identification card. These documents will verify that you have been given the authority to do changes to the details of that particular company. The IPA will do its screening of

your request before it grants you the Authority so you can be able to do changes.

You must have a Visa card to do payment.

**Do you have a general question about the regulatory side of running a business or have a query on investment promotion, Intellectual Property rights or wish to know more on Securities? If so, email your question to: [click](mailto:nlurang@ipa.gov.pg)**

[nlurang@ipa.gov.pg](mailto:nlurang@ipa.gov.pg)

We will publish a selection of questions and our answers in each issue of Opportunity.

## IPA BRANCHES:

### Port Moresby, Head Office

Level 1, IPA HAUS, Munidubu Street  
(Corner of Lawes Rd and Champion Pde)  
Konedobu, Port Moresby

Phone: (675) 308 4400 / (675) 321 7311

Facsimile: (675) 320 2237

Email: [ipa@ipa.gov.pg](mailto:ipa@ipa.gov.pg)

### Lae Regional Office

Level 1, Nambawan Supa Building,  
P.O. Box 1074, Lae,  
Morobe Province

Phone: (675) 479 2001 / 479 2606

Fax: (675) 479 2001

Email: [ipalae@ipa.gov.pg](mailto:ipalae@ipa.gov.pg)

### Mt. Hagen Regional Office

Level 1, Gapina Building,  
P.O. Box 1834, Mt. Hagen,  
Western Highlands Province,

Phone: (675) 542 0399

Fax: (675) 542 0599

Email: [ipahagen@ipa.gov.pg](mailto:ipahagen@ipa.gov.pg)

### Kokopo Regional Office

Ground Floor, Marau Haus,  
P.O. Box 870, Kokopo,  
East New Britain Province,

Phone: (675) 982 9460

Fax: (675) 479 2001

Email: [iparabaul@ipa.gov.pg](mailto:iparabaul@ipa.gov.pg)

### Buka Regional Office

Commerce Office, Haku Street  
P.O. Box 782, Buka  
AROB,

Phone: (675) 973 9344 / 973 9189

Fax: (675) 973 9344

Email: [ipa\\_buka@ipa.gov.pg](mailto:ipa_buka@ipa.gov.pg)



[www.ipa.gov.pg](http://www.ipa.gov.pg)



[www.ipopng.gov.pg](http://www.ipopng.gov.pg)

**Disclaimer** > *Opportunity* is intended to provide information of a general nature only. The content of this newsletter is not intended to be advice or recommendation. It is not appropriate for the purposes of carrying out a transaction or making an investment decision. > The IPA takes reasonable steps to ensure the information provided in the newsletter is accurate and up-to-date at the time of issue, as well as to obtain reliable content from third parties. However, the IPA does not guarantee the accuracy or completeness of the information or endorse the views or opinions given by any third party provider, nor takes responsibility for any errors made in the process of providing this newsletter.