



FROM THE MD's DESK



Dear Readers,

Welcome to another issue of our **Invest PNG Newsletter**.

In this issue we highlight some key developments in our work towards promoting investment and trade with other countries.

We also bring to you investment statistics and the current investment trend in the country based on proposed figures

captured in the IPA database over the last five (5) years. The proposed figures are extracted from the applications submitted by foreign investors when they register with the IPA.

As you will note from this issue, the IPA has been undertaking several investment missions, and has also lined up a few others in the coming months, to strategic regions around the globe. Read more in the upcoming events and also the story on the Ministerial discussions between PNG and the United Arab Emirates.

There is also a team going around the country to do awareness on the online registry system. Contact our Companies Office on 308 4454 and find out when the team will be in your province for you to go and learn about how to use the online registry system.

Otherwise, we have now passed the first half of the year and we're moving fast into the last remaining half. From

where I sit, I note the challenges faced by businesses in the country. On the flip side, I see opportunities for companies in the nation's capital including new investors who wish to do business in Papua New Guinea, to consider venturing to the provinces and explore the potentials and resources available in the provinces to be developed. What may seem as a challenge in the provinces may be a business opportunity for you if you have the right resources.

Talk to my team and we'll be more than happy to give you some options.

Hope you enjoy this issue.

Thank you.

Clarence M Hoot
Managing Director,
Investment Promotion Authority

NEWS

Invest PNG newsletter

PNG and UAE to sign off Investment Promotion and Protection Agreement



PNG's Minister for International Trade and Investment Hon. Maru presenting a PNG bag (bilum) to UAE Minister of State Hon. Noura Al Kaabi.

Pic courtesy of Department of International Trade and Investment.

Trade and investment between Papua New Guinea and the United Arab Emirates looks promising after a successful meeting by the two countries' Government Ministers to advance certain key Economic Agreements.

PNG Minister for International Trade and Investment Honorable Richard Maru and the United Arab Emirate's Minister of State Honorable Noura Al Kaabi met in Abu Dhabi to discuss ways to deepen the bilateral relations and boost partnerships in key areas of mutual interest including Tourism.

Minister Maru announced after the meeting that PNG is eager to formalise



continued from previous page.....



PNG Minister for International Trade and Investment Honorable Richard Maru and the United Arab Emirate's Minister of State Honorable Noura Al Kaabi

trade and investment relations through the signing of the Investment Promotion and Protection Agreement (IPPA) and Air Services Agreement (ASA) by September.

Minister Maru was accompanied by IPA Managing Director Mr. Clarence Hoot as well as senior officers from the Department of International Trade and Investment.

Minister Maru has challenged the relevant Departments and Agencies including the IPA to finalise the documents and allow for the signing to take place in PNG in September.

Tips & Traps

Invest PNG newsletter

Understanding the definition of Beneficial Ownership

Beneficial Ownership or BO refers to the true owners of an asset such as shares in a company, even if the assets are held in the name of another person or entity (the legal owner).

The BO enjoys the benefits such as dividends or profits and has control over the assets even though they are not listed as the legal owner.

Difference between a beneficial owner and a legal owner

A Beneficial Owner is the person or entity that actually benefits from the asset, even though it may be held by someone else on their behalf.

A legal Owner on the other hand is the person or entity whose name is on the official records (such as a share register).

Legal Basis of Beneficial Ownership in PNG

International anti-money laundering mandates require that beneficial ownership information for companies be made available to appropriate governmental authorities. PNG through the IPA amended the Companies Act 1997 in 2022 to partially address this matter by adding new Section 72, which requires companies to maintain BO information and to disclose it to the Registrar upon request. Under Sect. 72, a BO is any natural person who:

- owns or controls a share or other membership interest in a company; or
- exercises ultimate effective control directly or indirectly over a legal person or arrangement affecting shares or membership interests or decisions in a company.

Penalties for non-compliance

In PNG if a company fails to comply, directors of the company and the company itself can be convicted of an offence and appropriate penalties applied.

Why does Beneficial Ownership matter?

Transparency is good for PNG. BO disclosure helps prevent tax fraud, money laundering and other illegal activities by ensuring the true owners of assets are identified.

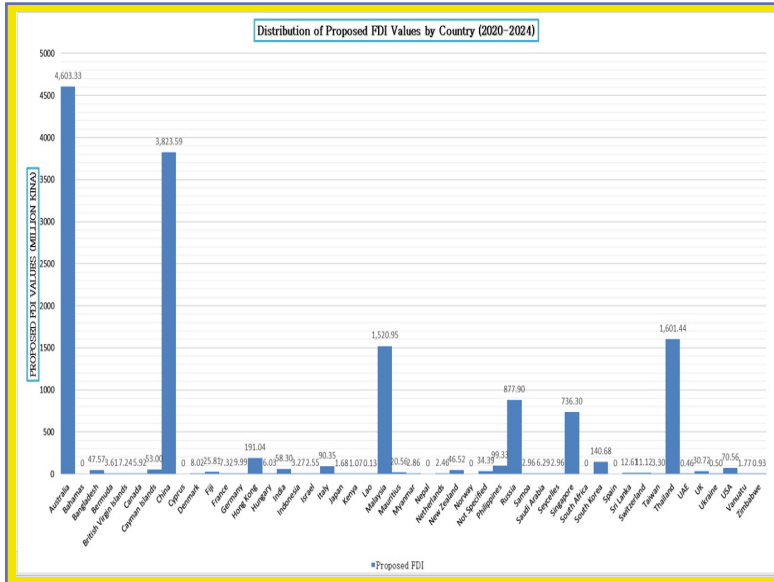
Compliance with international mandates International standards require countries to address BO matters or face severe consequences.

The Investment Promotion Authority (IPA) through the office of the Registrar of Companies (ROC) administers the Companies Act 1997. This means any matters relating to beneficial ownership (BO) compliance is enforced by the ROC, though the ROC may refer violations to the public prosecutor.

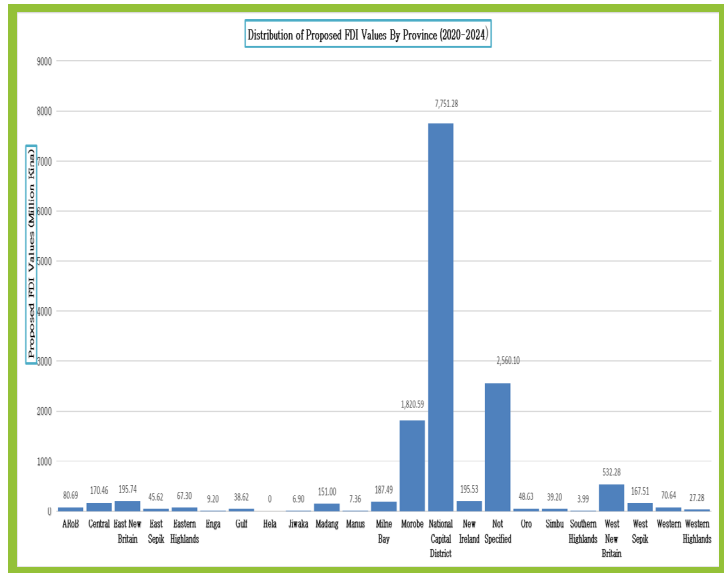
PNG Investment as at the end of 2024

The Investment Promotion Authority has recently presented statistics of the investment trend in Papua New Guinea as at the end of 2024.

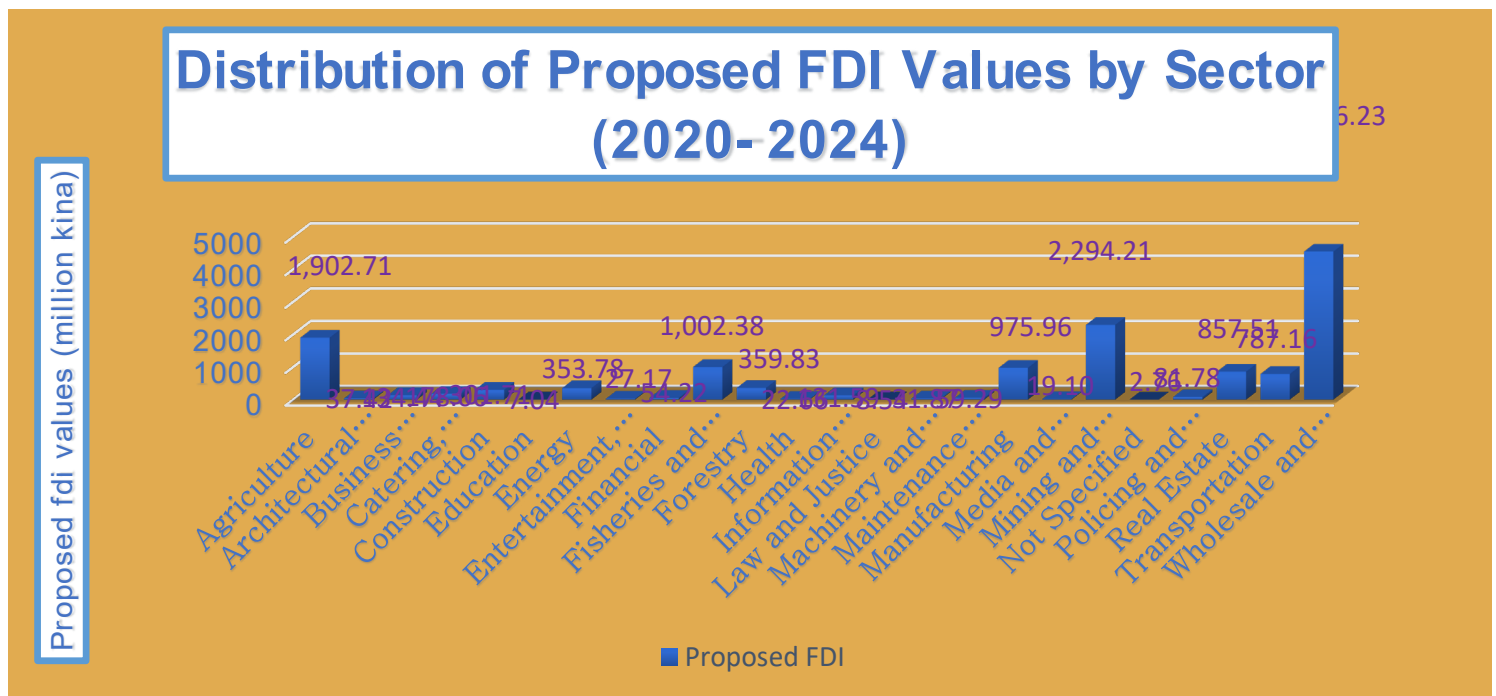
Proposed FDIs by country:



FDI Values by Province:



FDI values by Sector:



We will bring you the 2025 statistics in our next issue of the *Invest PNG Newsletter*.

Vitis Industries diversifies to shipping industry



The challenges in distributing their products nationwide has caused Papua New Guinea's once famous liquor manufacturer Vitis Industries to venture into the shipping industry.

The company's cargo ship "Vitis Spirit" has now entered the shipping industry and is currently servicing the Port Moresby to Kiunga route.

Founder and Director of Vitis Industries Sergey Mosin said Vitis Shipping was established to support the growing logistics needs of the company's nationwide operations and to provide an efficient, cost-effective alternative for businesses and communities in Papua New Guinea.

"We aim to take greater control over transportation schedules, minimise freight delays, and directly service remote regions that face logistical challenges," he said.

Mr. Mosin said the shipping and logistics industry in PNG can be challenging due to geographical constraints, limited infrastructure, and unpredictable weather conditions.

The Vitis Spirit can carry 126 20ft containers, 40ft containers, iso-tanks, vehicles, machinery, construction materials and 20ft freezer containers.

The ship also has capacity to deliver 100,000L of fuel in their bulk fuel tanks.

Currently, Vitis Shipping operates one primary vessel, the MV Vitis Spirit, which is capable of carrying both containerised and breakbulk cargo. However, the company maintains strategic partnerships with partner vessels, enabling them to increase capacity and meet varying customer demands.

Mr. Mosin has indicated plans to expand to other regions in the country after carefully assessing port infrastructure, mapping routes, and other issues.



A taste of PNG Coffee at the Osaka World Expo 2025

The Investment Promotion Authority (IPA) is proud to have come up with the initiative to do coffee cupping sessions at the PNG Pavilion at the 2025 Osaka World Expo. The PNG Pavilion is located in the Commons A building with many other countries from the Pacific, African continent, and the Middle-East.

The initiative to allow visitors to have a taste of PNG coffee was mooted a few months after the official opening of the Expo in April 2025. Mr. Stewart Rom, Senior Marketing Officer from the Investor Servicing & Promotion Division of IPA came up with the initiative and organized for the first cupping session that was held in early July 2025, just before the PNG National Day on 21 July. Mr. Narimistu Sasakai from Boina Malan Coffee in Japan was on hand to do the first coffee cupping session. Mr. Sasakai is a Japanese citizen who has spent many years working with JICA in the East New Britain Province.

After returning home to Japan, he started importing coffee beans from PNG and began his coffee brand known as Hamamas Coffee, which are sold at the duty-free shops of Kansai International Airport in Osaka and Haneda International Airport in Tokyo.

Following this first tasting session, a second cupping session was organized on Tuesday 05 August 2025 at the PNG Pavilion. This time, another Japanese importer of PNG coffee, Saka no Tochu, trading as Mudman Coffee in Japan, was involved. On hand to assist PNG Pavilion staff was Mr. Hirofumi Yamamoto, the Chief Trader of the Company. PNG Pavilion officials Mr. Desmond Pokajam, Senior Investment Officer, with the IPA, Mr. Henry Foeike and Ms. Lynn Mesibere from the Department of Agriculture & Livestock, and Ms. Noreen Wohengu, of the PNG Expo Secretariat, were on deck to provide a taste of PNG coffee to the many coffee lovers at

the Expo site.

The general feedback received from the tasting was that PNG coffee has a rich natural coffee flavour and taste, and is smooth and organically sweet.

A number of coffee cupping sessions have been planned for the remaining months of the Expo.



PNG cocoa blends with Kyrgyz white honey and makes hot sales in Japan

Papua New Guinea's cocoa nibs, originally from the Autonomous Region of Bougainville blended with white honey from Kyrgyzstan was a unique product with great taste created in Japan along the margins of the world expo currently happening in Osaka.

The white honey from Kyrgyzstan is a rare and unique product produced by bees that collect nectar from sainfloan flowers which grow in the high altitudes areas of Kyrgyzstan. The white honey is an exclusive product and highly sought after.

The white honey was blended with cocoa nibs from DJ Organics, a female owned business of Bougainville.

PNG Investment Promotion Authority's Senior Marketing Officer Stewart Rom collaborated with Japanese Barrister and owner of Boina Malana coffee Mr. Narimistu Sasaki who produced the magnificent "Cacao White Honey".

Mr. Narimistu Sasaki once lived and worked in PNG as a volunteer with the Japan International Corporation Agency. When he returned to Japan he started his company called Boina Malana where he imports cocoa and coffee from PNG and processes and distributes them in Japan.

Mr. Rom supplied a kilo of PNG cocoa nibs to the Japanese to blend with the Kyrgyzstan white honey and developed the Cacao White Honey in 120g bottles. His company also imports cocoa from Central America.

The products were a fast sell out and they were priced at JPY3 500, an equivalent of PGK97.00 or US\$22.59.

"This is positive indication of a prospective market given that Japanese consumers are very conscious when it comes to new products", said Mr. Rom.

Discussions are ongoing between IPA and the two product owners to explore further collaboration including market access requirements.



Importance of being aware of international investment obligations

Violations of an investment treaty are a serious matter.

If a government official takes a measure contrary to the obligations contained in an investment treaty, that action can generate costly liability for PNG.

To ensure that governmental actions are consistent with its investment treaty obligations, it is important for government officials at all levels and in all branches of government to:

1. Be aware of their duties under the relevant laws and regulation of PNG;
2. Be aware of PNG's investment treaty obligations;
3. Understand how treaty obligations relate to decision making and domestic policy making; and
4. Ensure there is timely communication and consultation within government regarding the potential application of these obligations to decisions regarding individual investors and investments.



**KNOW
ABOUT** *IP*

Invest PNG newsletter

What is Geographical Indication?

The use of geographical indications is an important method of indicating the origin of goods and services. One of the aims of their use is to promote commerce by informing the customer of the origin of the products. Often this may imply a certain quality, which the customer may be looking for. They can be used for industrial and agricultural products. Protection of such indications is on a national basis but there are various international treaties that assist the protection in a range of countries.

Geographical indications in a broad sense include indications of source, appellation of origin, and geographical indication (in the strict sense). The Paris Convention does not use in its terminology the term geographical indication; it rather utilizes the terms, indications of source and appellations of origin.

An indication of source means any expression or sign used to indicate that a product or service originates in a country, a region, and a specific place where the product originated. Example: Made in Japan. An appellation of origin means the geographical name of a country, region, specific place which serves to designate a product originating therein, the characteristic qualities of which are due exclusively or essentially to the geographical environment, including natural or human factors or both.

Example: Champagne.

Basically, a geographical indication is a notice stating that a

given product originates in a given geographical area. The best known

examples of geographical indications are those used for wines and spirits. For instance, the geographical indication Champagne is used to indicate that a special kind of sparkling wine originates in the Champagne region of France. In the same way, Cognac is used for brandy from the French region around the town of Cognac. However, geographical indications are also used for products other than wines and spirits, such as tobacco from Cuba, or for cheeses such as Roquefort. They may also be used for industrial products, as Sheffield is for steel.

The IPA through the Intellectual Property Office of PNG (IPO PNG) has now developed a Draft GI Bill and is conducting consultations with stakeholders to seek their views on the draft Bill.

In a recent workshop in Port Moresby the team consulted with participants on the current state of products' controls in PNG especially for industries such as agriculture, food, forestry and handcrafts. The workshop also tried to identify and link the roles of public & private authorities that certify products in terms of quality and standards.

KOKODA ORGANIC GINGER PROJECT:

FARMING, HARVESTING, AND SUPPLY FOR LOCAL MARKETS



The project involves mainly farming, harvesting, and supplying fresh and organic ginger to the local markets in Port Moresby. There are more than 1,000 committed smallholder ginger farmers who supply their produce to Kokoda Organic Ginger Company. Ginger is very organic and highly demanded by a lot of major shops in the capital city, as well as informal market vendors in the open markets in Port Moresby. The project is managed and owned by a local who is an agriculturalist himself, mobilizing every member of the community to go into farming. The company has a huge potential to export in tones, however, the government of PNG is in talks with its neighboring countries like Australia and New Zealand in regards to compliance and meeting trade regulatory requirements for ease of international market access. Once the compliance issues are addressed and rectified, Kokoda Organic Ginger company envisages cultivating another 100 hectares of land to meet the demand both in quantity and quality. The objective of the project is to farm more than 200 hectares of land and export the produce to the overseas market. Through investor collaboration, the company will rely heavily on foreign investors in terms of investment decision-making, management, and other necessary investment undertakings.

Kokokda Organic Ginger has 100 hectares of land already in use for farming ginger producing more than 10 tones of ginger every year. The people are always willing to work on the land since this project is bringing them so many benefits and are willing to even free up more land for cultivating and farming ginger. The project has already secured markets with major shopping centers, catering companies, local open markets, and even individual clients who come and buy ginger from the farm site in bulk to go and sell it again at retail price.

- Growing Demand for Organic Products: Increasing consumer preference for organic and health-conscious products supports the market potential for fresh, organic ginger.
- Sustainable and Eco-friendly Farming Practices: Organic farming practices promote environmental sustainability, which can attract eco-conscious consumers and align with growing environmental regulations.
- Health Benefits of Ginger: Ginger is widely recognized for its medicinal properties, such as aiding digestion and reducing inflammation, positioning it as a high-demand product in both food and wellness markets.

Project Sector

Growing of fruit, nuts, beverage and spice crops

Project Campaign

PNG_SMEC_2024

Project Code

I-PNG-240429-033901-1

Projected Annual Sales

183.8K EUR

Products or services resulting from project

Spices; ginger, neither crushed nor ground

Opportunity Type

Establishing a Joint Venture

Country



Papua New Guinea

Opportunity Type

SOGERI SALVATION ARMY CHURCH c/ - PO BOX 116, BOROKO, NCD, Other, Central Province, Papua New Guinea

Projected Employment

1,071

Total Investment (Funding Gap)

735.0K EUR (685.0K EUR)

Call out for Professional Photographers

The Investment Promotion Authority is making a call out to professional photographers who have high resolution photos of the following sectors;

- Tourism
- Agriculture
- Construction
- Mining, oil and gas
- Plantations – cocoa, coconut, oil palm, rubber, coffee, tea, etc
- Infrastructure
- Fisheries

The images will be utilised in the Invest Papua New Guinea website which we are currently developing. Please email beverlyp@ipa.gov.pg for more information.

Thank you

QUESTION TIME

Invest PNG newsletter

How many investment treaties has PNG concluded?

As of 1 January 2024, PNG has concluded five (5) Investment Protection and Promotion Agreements (IPPAs) with some of its largest trading and investment partners. They include Australia, China, Germany, Japan and the United Kingdom.

UPCOMING EVENTS

Invest PNG newsletter

PNG Investment Conference

11th - 12th August 2025, Brisbane, Australia

Contact: events@businessadvantageinternational.com

9th Pacific Tuna Forum

14th – 15th October, Nadi, Fiji

Contact: vbisambi@fisheries.gov.pg

PNG - Fiji Investment Mission

21st - 22nd August 2025, Nadi, Fiji

Contact: hbae@ipa.gov.pg

Sepik Bilum and Basket Show

12th – 15th October, Wewak, ESP, PNG

Contact Air Niugini for tour packages: tours@airniugini.com.pg

YOU SAID IT...
EMU HEREVA

Right content coming out of IPA.

The presentation by the IPA Managing Director, Mr Clarence Hoot at the Institute of Business Studies University (IBSU) this month was excellent and exactly what we need to pitch aspiring young entrepreneurs.

I am a student studying business studies and I've always wanted to know the work that IPA does or the role they play in towards SME growth and also promoting investments.

John.P

Student-IBSU



**We have covered the globe
and we're expanding.**

Do you have a general question about the regulatory side of running a business or have a query on investment promotion or Intellectual Property rights?

If so, email your question to: click



beverlyp@ipa.gov.pg

We will publish a selection of questions and our answers in each issue of *Invest PNG newsletter*.

PUBLICATION

The *Invest PNG* newsletter is produced by the Public Relations Team of the IPA.

Authorizing Head: Mr Clarence Hoot, Managing Director

Beverly Puton Piawu: Senior Public Relations Officer
Nasayau Lurang: Assistant Public Relations Officer
Raphael Momong: Graphic Designer

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

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

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

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

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



IPA

www.ipa.gov.pg



www.ipopng.gov.pg

**"Your business,
Your Investment,
Our advice"**

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.