



5 Reasons to Invest in Samoa

Industry Development & Investment Promotion Division
Ministry of Commerce, Industry and Labour

June 2026

5 Reasons to invest in Samoa

➤ 1. Young & emerging economy with attractive investment opportunities

4th largest economy in the Pacific, with a GDP growth projected to exceed East Asia & Pacific and world average rates for the next 2 years

➤ 2. Strategic export platform

Preferential market access to over 1.2bn people in 54 countries, with strategic maritime and air connectivity in the South Pacific region

➤ 3. Friendly and stable business environment with attractive tax incentives and a strong Public-Private Partnership

Boosting a robust legal framework, Samoa boasts high scores in Regulatory Framework and Operational Efficiency in the Pacific, excelling in different indices such as political stability & absence of violence and rule of law

➤ 4. Competitive operational costs with a vibrant and educated labour force

One of the lowest utility tariffs, competitive salaries, and young labor force in the region

➤ 5. Committed to sustainable development and environment protection

One of the lowest CO2 emissions per capita and largest forest coverage (%) in the Pacific, exceeding East Asia & Pacific and world average rates



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4. Friendly business environment with solid legal framework
5. Competitive operational costs & labour force
6. Sustainable development & environment protection



1

Who we are



Industry Development & Investment Promotion (IDIP) Division

A Division of the Ministry of Commerce, Industry and Labour, responsible for the promotion, facilitation, registration and monitoring of foreign investments in Samoa

1



Market analysis & tailored information

2



Institutional & commercial linkages (agendas)

3



Soft-landing support

4



Investment registration & monitoring

Priority sectors with investment opportunities



Sustainable Tourism

- Accommodation: Modern hotels and guest houses
- Ecotourism: Diving & snorkel, surfing, cultural activities, and other soft adventure tourism

Fisheries

- Sustainable harvesting: Inshore, deep-bottom, long-line and trolling fishing
- Vessel support: Transshipment and onshore activities
- Processing: Fresh-chilled and frozen fish, and processing facilities
- Aquaculture projects

Food Processing

- Downstream processing: Coconut Oil, avocado oil and banana and taro chips
- Animal feed mill rehabilitation
- Abattoir

Light manufacturing & others

- Light garment & textiles
- Furniture
- Paper recycling
- Construction materials
- Renewable energies (solar & wind)
- Motors maintenance and repair

Samoa at a glance



Independent since 1962 (before administered by British - New Zealand (1919-1962) and German colony (1889-1919))



Parliamentary representative democracy based on the Westminster system



Island state in the Pacific with 2,780km² of land area, 403 km of coastline and 120,000 km² of exclusive economic zone water



+218K inhabitants



Samoaan tālā as currency (USD \$1 = WST \$2.7 avg)



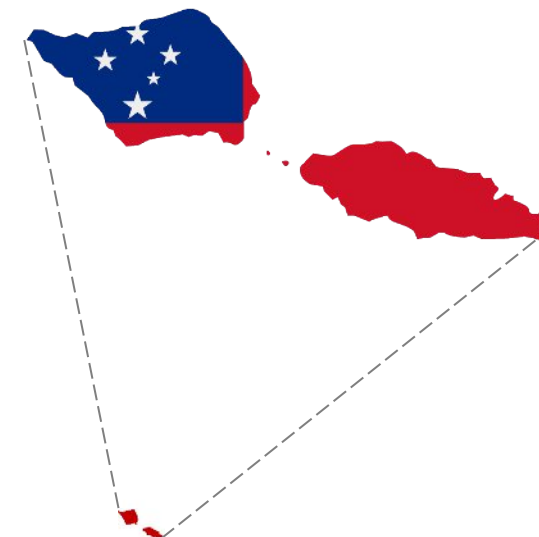
English and Samoan as official languages



Christian dominant religion



Tropical climate (hot & humid) all year. Rainy season Nov-April (susceptible to cyclone)



Data as of 2024.

Source: The World Bank Database - Samoa (<https://data.worldbank.org/country/samoa>)





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Emerging & dynamic economy

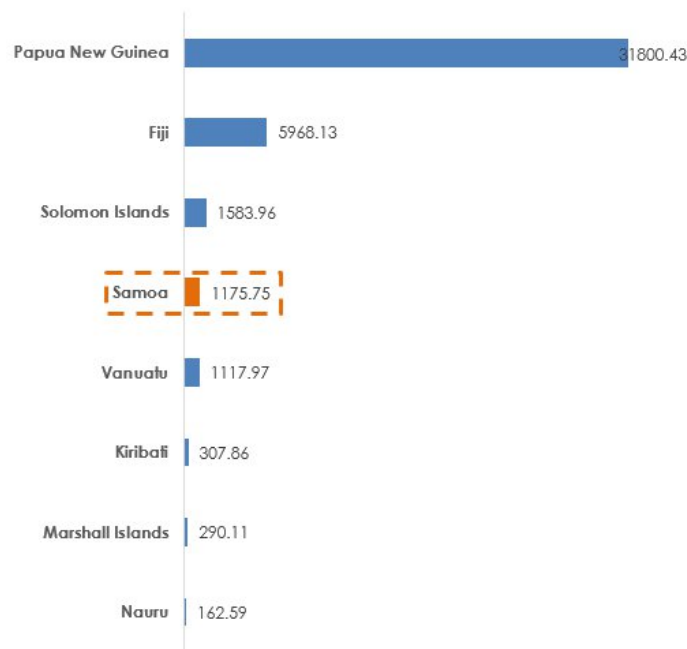


Young & emerging economy with outstanding performance

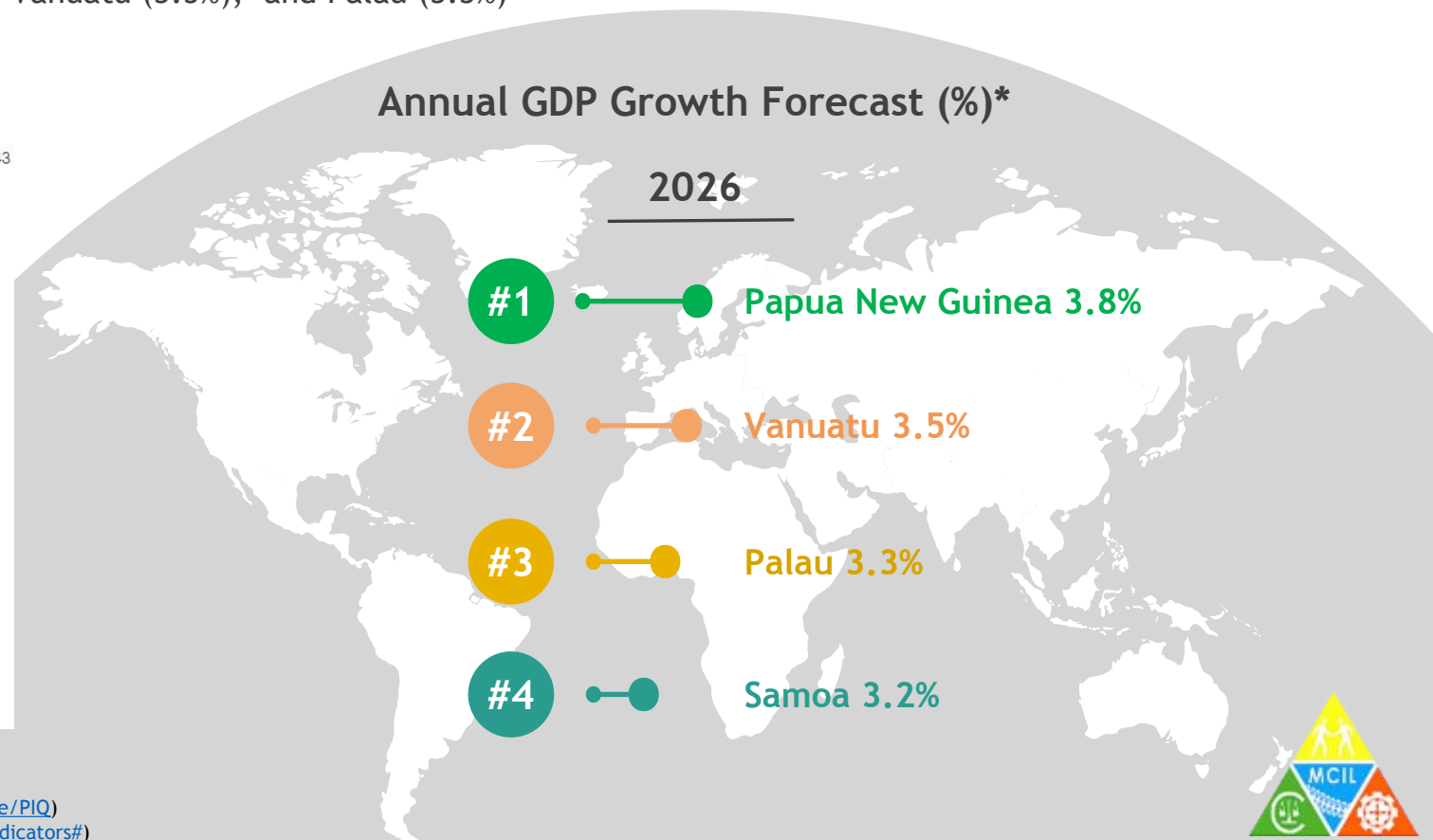


- **Regional leader:** Samoa stands out as one of the most dynamic economies in the Pacific region
- **4th largest regional economy** with a GDP exceeding US\$1billion
- **Impressive projected GDP growth:** 3.2% as of 2026, placing Samoa in the top 4 Pacific economies with the highest annual GDP growth rates along Papua New Guinea (3.8%), Vanuatu (3.5%), and Palau (3.3%)

GDP in Current USD\$ for the Pacific, 2024
(Millions)



Annual GDP Growth Forecast (%)*



*Annual GDP Growth Rate as of April 2026.

Source:

IMF World Economic Outlook Database (<https://www.imf.org/external/datamapper/profile/PIQ>)

The World Bank Database (<https://databank.worldbank.org/source/world-development-indicators#>)

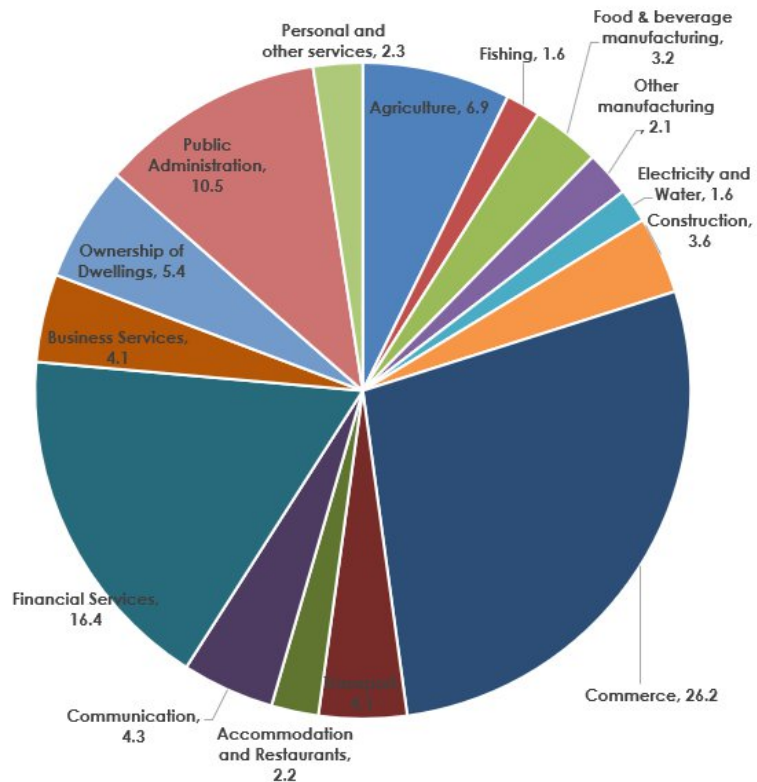


Solid and diverse economy



- **Diversified economy:** Commerce, Financial Services and Public Administration are the leading sectors contributing to GDP (as of December quarter 2025)
- **Service-oriented economy:** Commerce, Financial Services, and Business Services contributed to a 4.8% increase in GDP for 2025 (at current prices)

GDP by Sectors, December Quarter 2025



Other: Communications (4,1%), Utilities (3,3%), Transport (3,2%), Owner occupied dwell (3,2%), Accommodation & restaurants (2,9%), Business services (2,6%) and Personal & other (6,3%)

Source: Samoa Bureau of Statistics (<https://www.sbs.gov.ws/national-accounts/>)



Emerging and dynamic economy



2.2% Inflation 2024
Lower than in 2023 (7.9%)

5% Unemployment rate 2025
Lower than in 2021 (6.66%)



US\$5,392.88 GDP per capita 2024
Higher than Pacific Island States avg.
(US\$3,912), ranking at the top of Lower
Middle-Income Country*

218K inhabitants 2024
One of the largest population
among Pacific Island States

*Lower Middle-Income: US\$1,086-4,255

Source:

The World Bank Database (<https://databank.worldbank.org/source/world-development-indicators>)

ILO Samoa Factsheet (<https://share.google/85A4UAMvxvuavSKox>)

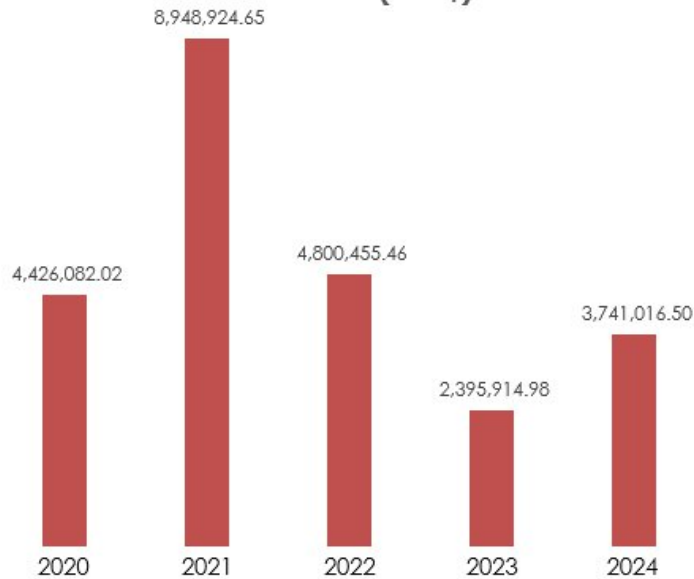
The Global Economy (https://www.theglobaleconomy.com/Samoa/unemployment_rate/)



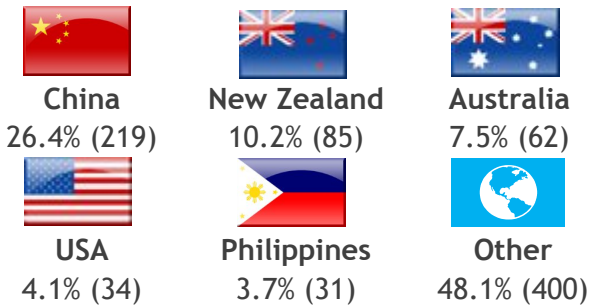
Foreign Direct Investment (FDI) in Samoa

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Dynamic growth: Despite its cyclical trend, Samoa recently experienced a 56% increase from 2023 to 2024 in foreign direct investment into Samoa
- Top investors:** China, New Zealand and Australia make up over 40% of the inflows to Samoa
- Leading recipient sectors:** Professional services, Retail and Accommodation emerge as the top 3 sectors receiving FDI in Samoa, accounting for over 67% of the flows

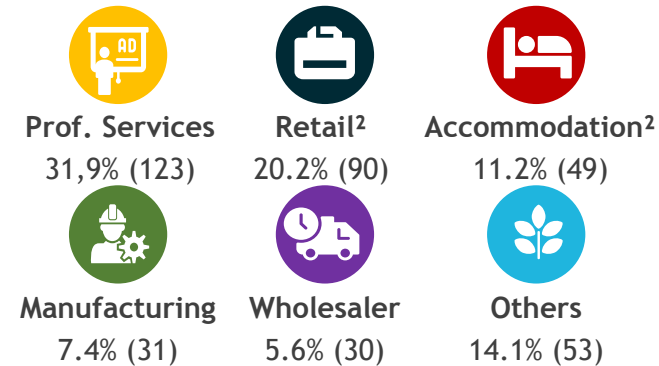
Foreign Direct Investment in Samoa, 2020-2024 (USD\$)



FDI by Country (by FIC¹), 2016-2025

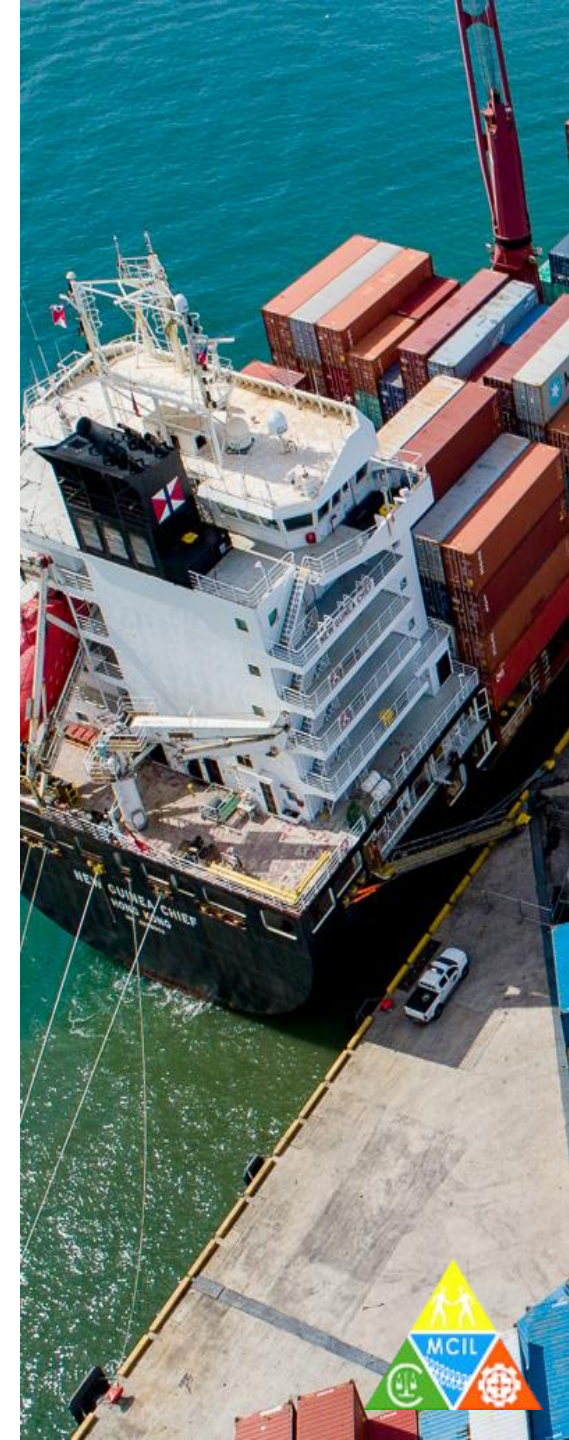


FDI by Sector (by FIC¹), 2016-2023



¹ FIC: Number of Foreign Investment Certificates issued by the Ministry of Commerce, Industry and Labour to investors

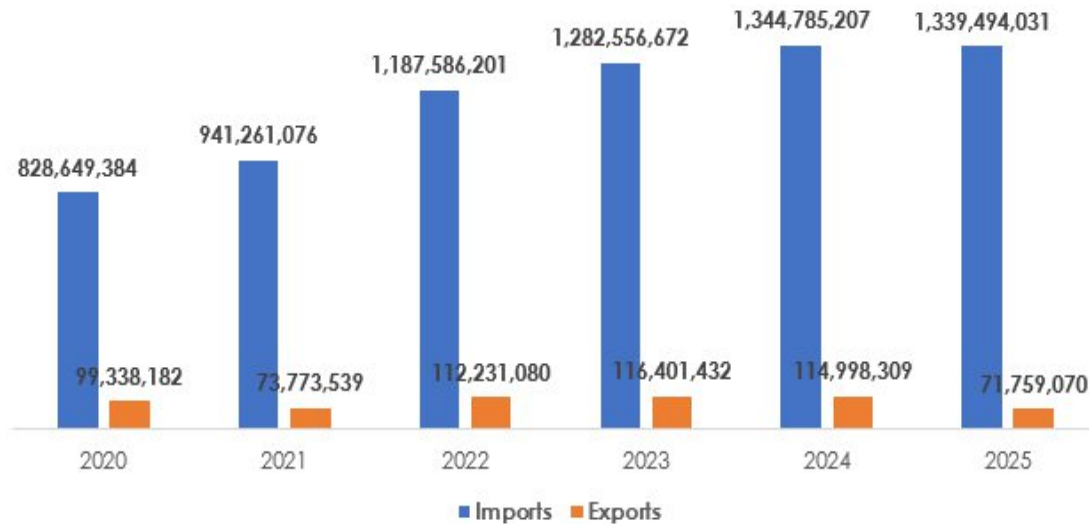
Sources:
 World Bank Data (<https://databank.worldbank.org/source/world-development-indicators#>)
 Ministry of Commerce Industry and Labour - FIC Database



Samoa international trade

- //////////
Top exports destinations: New Zealand is the main destination for Samoa exports, accounting for 40% (\$8.7 million) of export revenue for the final quarter of 2025. Other popular destinations for Samoa exports include USA and Australia.
- Top imports sources:** New Zealand, Singapore and USA are some of the top sources of imports for Samoa. New Zealand imports contributed \$103.8 million in the final quarter of 2025.

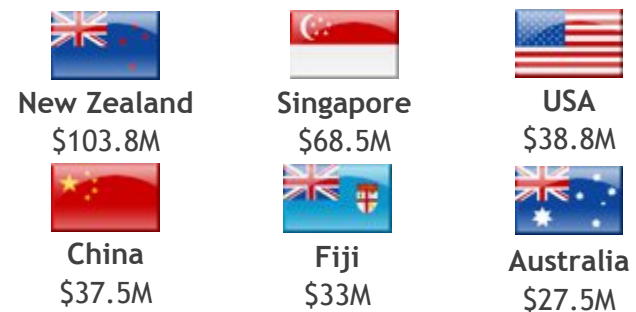
Samoa's Trade Balance of Goods, 2020-2025 (WST\$)



Top export destination (WST\$), Q4 2025



Top import sources (WST\$), Q4 2025



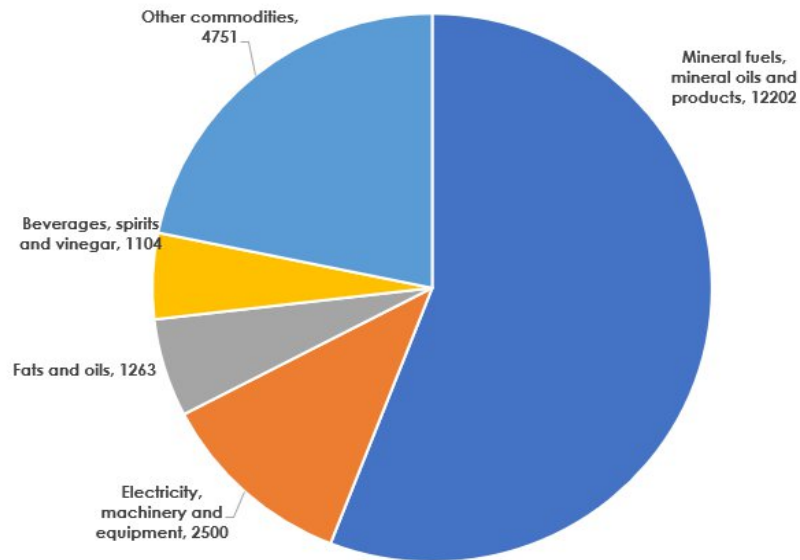
Source: Samoa Bureau of Statistics
<https://www.sbs.gov.ws/trade-imports-exports/>
<https://www.sbs.gov.ws/samoa-trade-imports/>



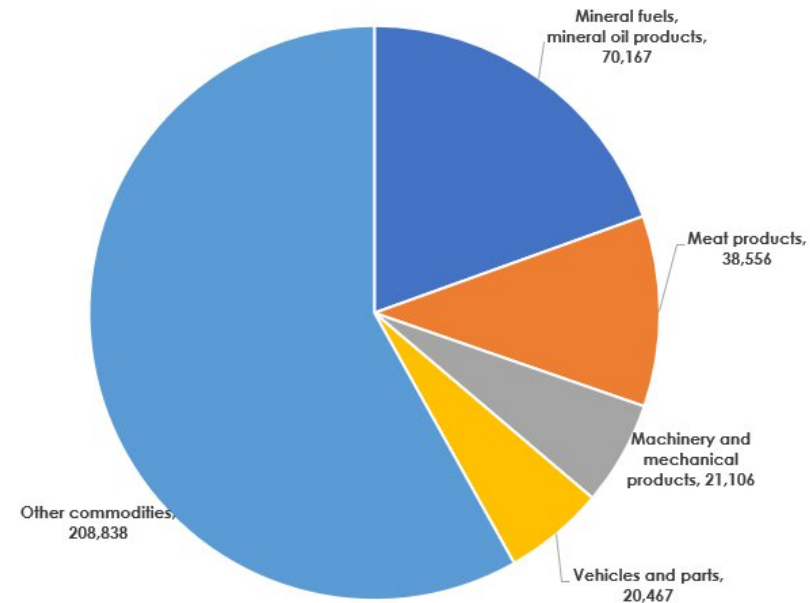
Main traded goods

- **Concentrated export mix:** Mineral fuels is the top exported product, accounting for 55.9% of total exports, followed by electrical and machinery equipment (11.5%) and animal and vegetable oil (5.8%)
- **Diverse import portfolio:** Wide range of products, with mineral fuels, meat, and machinery stand out as the top 3 imported goods

Exports by Commodities, December 2025 (Tala Millions)



Imports by Commodities, December 2025 (Tala Millions)



Note: All figures as of December Quarter 2025

Source: Trade Imports and Exports - Samoa Bureau of Statistics (<https://www.sbs.gov.ws/trade-imports-exports/>)





Strategic connectivity
with preferential
market access



Samoa's connectivity by air



Excellent Connectivity by Air: Despite its remote location, Samoa offers great connectivity in the South Pacific region with 19 direct weekly flights to 5 overseas destinations



Primary International Gateway: Located 40 km west of Apia, Faleolo International Airport is the main gateway for international travelers to Samoa



Domestic Connections: Two additional domestic airports facilitate travel between the islands of Samoa (Asau and Maota airports)



Note: Information only as reference. Air routes and airlines may change due to latest updates
Source: www.flightconnections.com/



Samoa's maritime connectivity



Strategic location: Position in the South Pacific, Samoa connect the island states with the rest of the world



Extensive shipping network: 2 international shipping companies provide services to 5 direct overseas destinations in the region



Key port infrastructure: Apia Port is a costal natural harbor offering deep water access with channel and anchorage depths exceeding 76 feet, while cargo piers range from 26 to 30 feet and oil terminals reach 36 to 40 feet, accommodating vessels over 500 feet in length

Matson

PFL
Your Pacific Shipping Line



SWIRE SHIPPING



MAERSK

Direct routes from Apia Port



Suva, Fiji



Nuku'alofa, Tonga



Parrotonga, Cook Islands



Pago Pago,
American Samoa

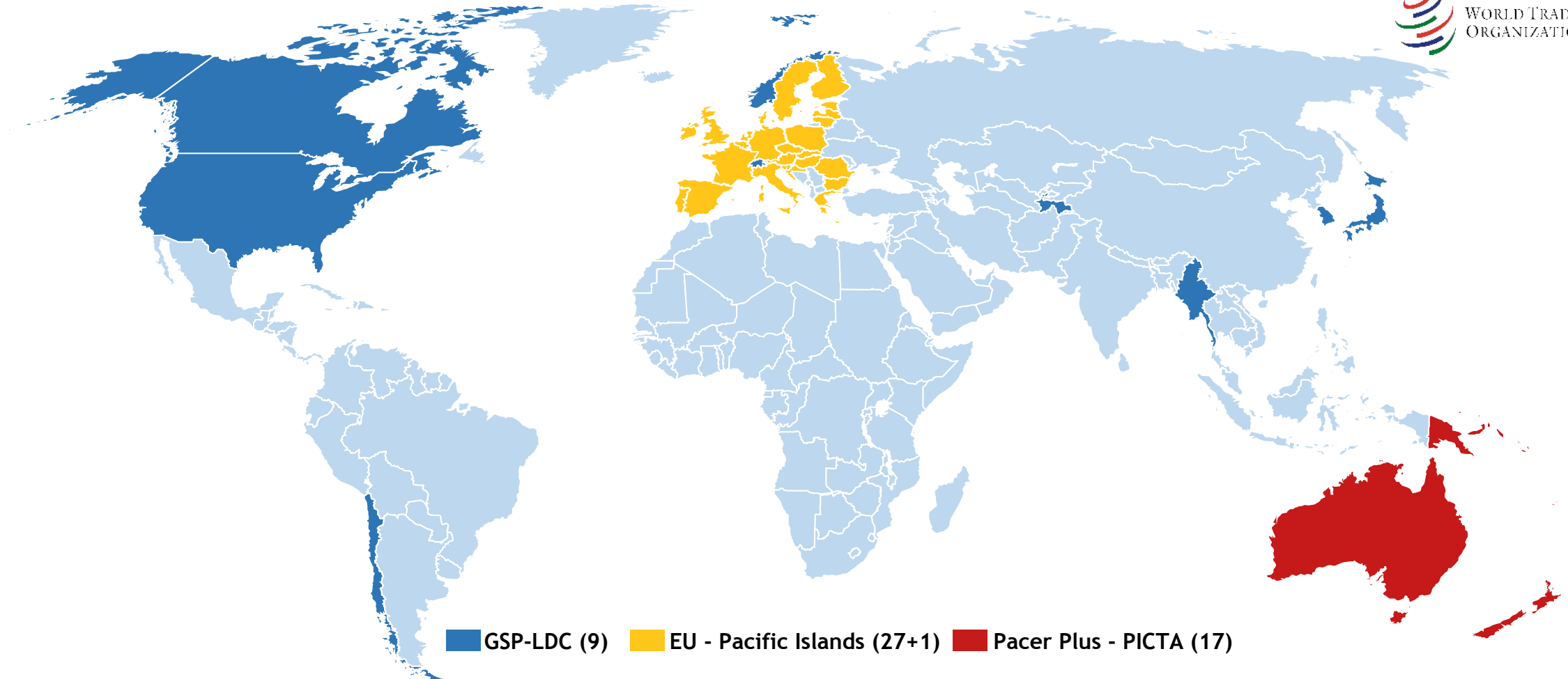


Papeete, French
Polynesia



Export platform to 5 continents

Preferential market access to +1.2bn people in 54 countries



Generalized System of Preferences (GSP) and Least Developed Countries (LDC): 9 countries grant duty-free and quota-free market access for exports (Chile, Canada, Japan, Korea, Norway, Switzerland, Tajikistan, Thailand and USA). World Trade Organization WTO member since 2012.

EU - Pacific Islands: European Union 27 countries + UK, grant duty-free and quota-free market access for exports to Pacific Islands (interim Economic Partnership Agreement).

Pacer Plus - PICTA: Plurilateral free trade agreement between 14 Pacific island countries (Australia, Cook Islands, Fiji, Kiribati, New Zealand, Marshall Islands, Micronesia, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu).

Source: MacMap.org





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Friendly business environment with solid legal framework

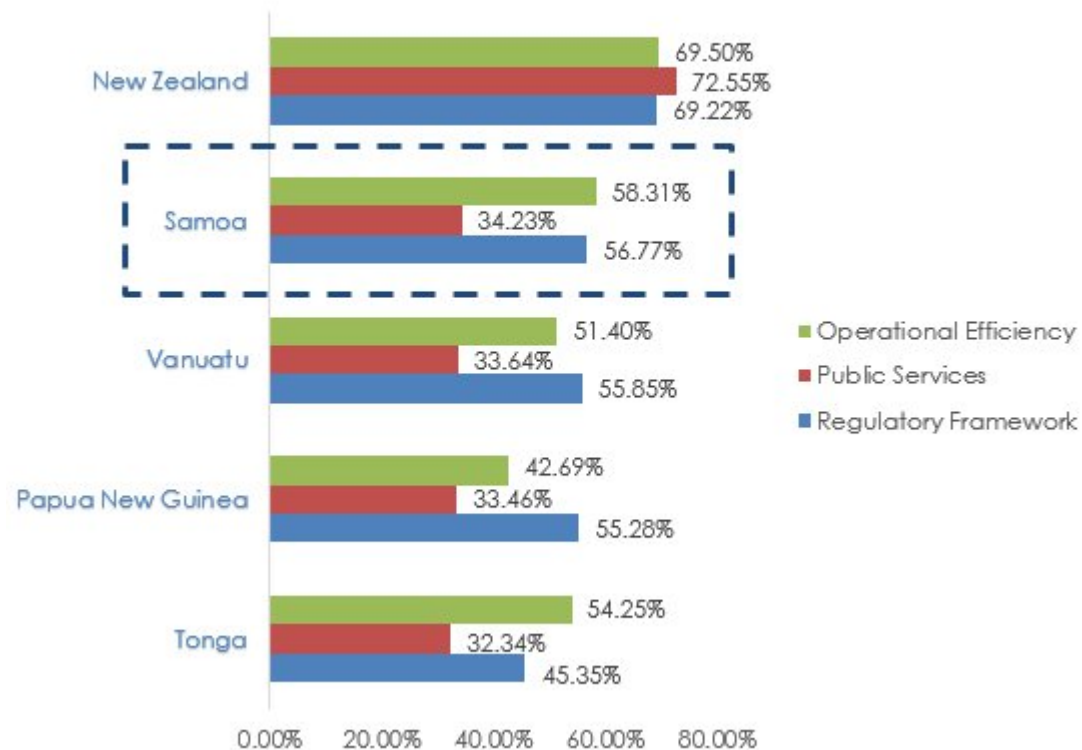


Best place for doing business

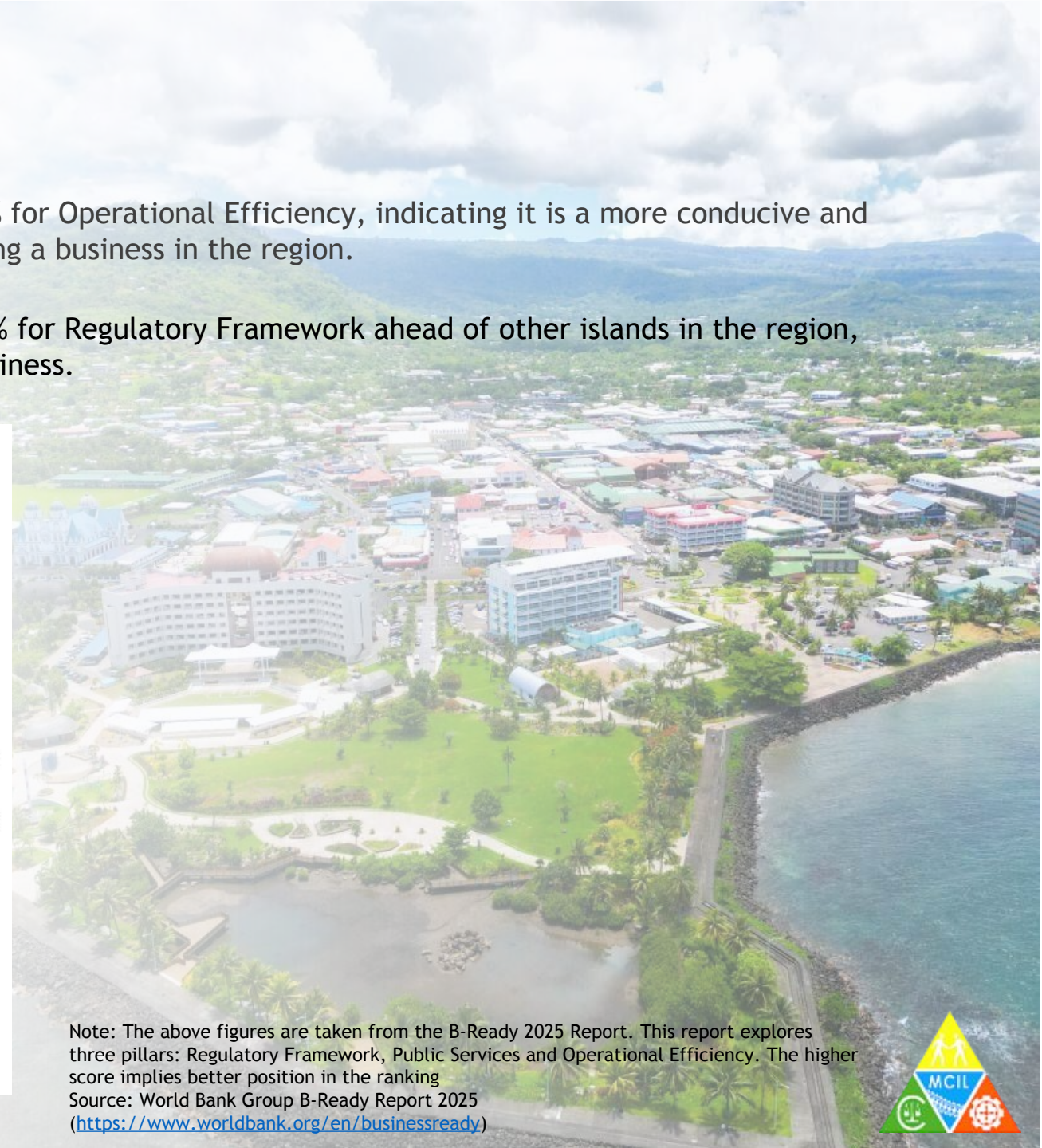


- **Operational Efficiency:** Samoa scores a 58.31% for Operational Efficiency, indicating it is a more conducive and streamlined landscape for starting and operating a business in the region.
- **Regulatory Framework:** Samoa scores a 56.77% for Regulatory Framework ahead of other islands in the region, boasting a stable landscape for operating a business.

B-Ready Index for Pacific Region 2025



Note: The above figures are taken from the B-Ready 2025 Report. This report explores three pillars: Regulatory Framework, Public Services and Operational Efficiency. The higher score implies better position in the ranking
Source: World Bank Group B-Ready Report 2025
(<https://www.worldbank.org/en/businessready>)

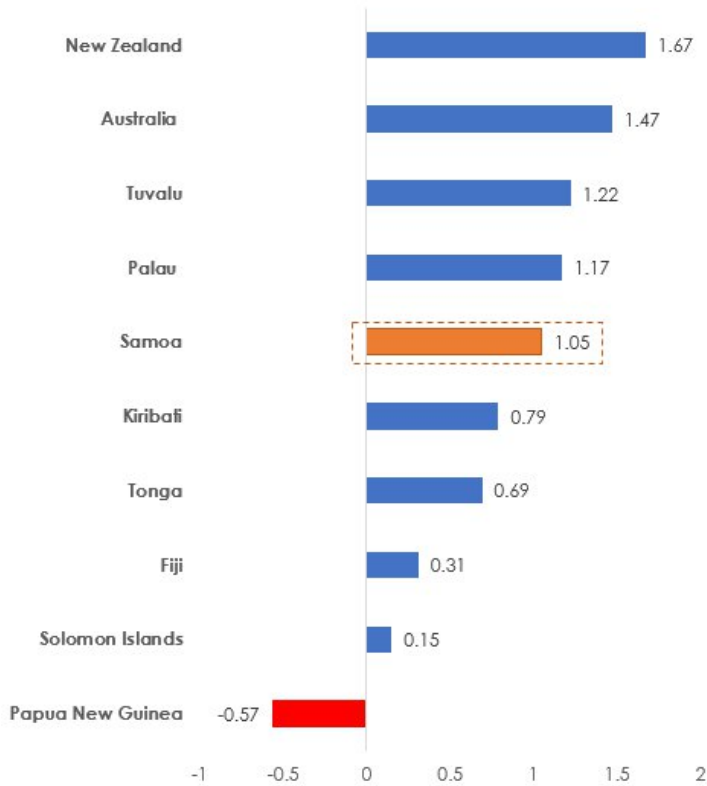


Peaceful and stable country



- Samoa stands out as one of the most peaceful and stable economies in Southeast Asia & Pacific
- **High ranking in governance:** Samoa ranks 5th in Rule of Law and 3rd in Political Stability within the Australia-Pacific region

Rule of Law for the Pacific Region, 2024

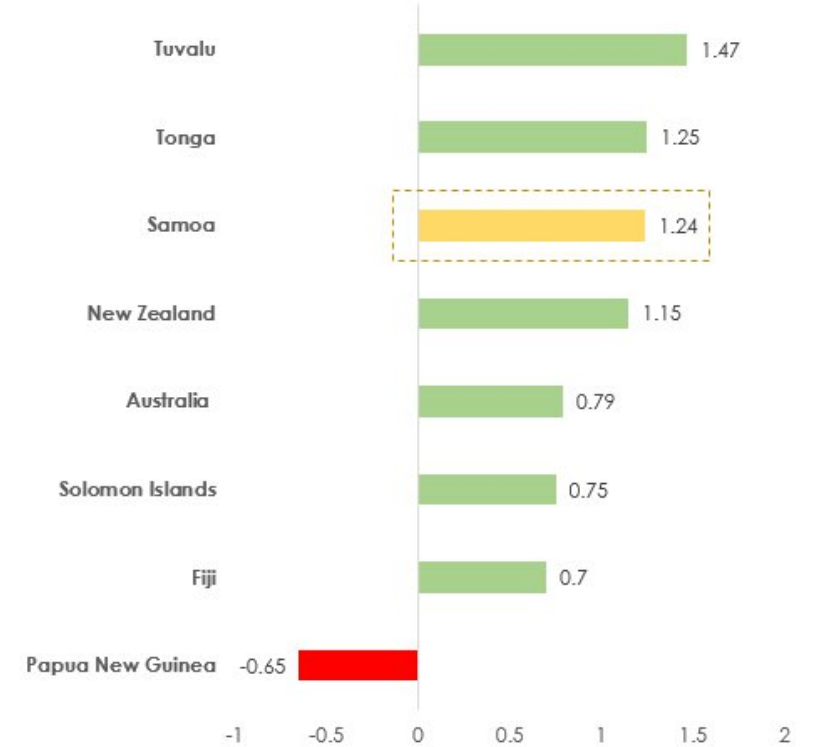


*Excluding high income economies (Australia, New Zealand & Singapore)

Note: most recent figures for some countries are not available

Source: <https://www.theglobaleconomy.com/compare-countries/>

Political Stability in the Pacific Region, 2024



Rule of Law: Perceptions of the extent to which agents have confidence in and abide by the rules of society, the quality of contract enforcement, property rights, the police, and the courts, as well as the likelihood of crime and violence (-2.5 Weak; 2.5 Strong)

Political Stability and Absence of Violence/Terrorism: Perceptions of the likelihood of political instability and/or politically-motivated violence, including terrorism. (-2.5 Weak; 2.5 Strong)

Solid and robust legal framework for investors



Investment Legislation

- Foreign Investment Act 2000
- Samoa National Investment Policy Statement (NIPS) 2024
- Investment Promotion Policy 2023
- Constitutional investment guarantee Article 14: “Rights regarding property” apply to all foreign investment

International investment agreements

- ACP - EU Samoa Agreement (2023)³
- PACER Plus (2017)⁴
- Cotonou Agreement (2000)
- SPARTECA (1980)
- Dispute resolutions⁵: Convention Settlement of Investment Disputes and Washington Intl. Centre for Settlement of Investment Disputes (1978)

Some Investment Principles & Rights

- Non-discrimination between local & foreigners
- Freedom to invest and manage own business
- Freedom to repatriate profits and capital¹
- Access to freely convertible currency
- Freedom to repay principal and pay interest on foreign loans
- Protection from expropriation or similar²
- Provide effective investment facilitation and aftercare
- Transparency and good regulatory practices
- Facilitate entry and sojourn of personnel

¹ Subject to central bank approval

² Except for public purpose and on non-discriminatory basis, and subject to compensation.

³ ACP - EU Samoa Agreement: African, Caribbean and Pacific Group of States (77 states) - European Union (28 states). It includes same states from Cotonou Agreement

⁴ Pacer Plus: Pacific Agreement on Closer Economic Relations Plus (14 states). It includes same states from SPARTECA

⁵ Domestic legislation: Arbitration Act 1976, Alternative Dispute Resolution Act of 2007, and Labour and Employment Relations Act 2013



Steps to set up a foreign enterprise in Samoa

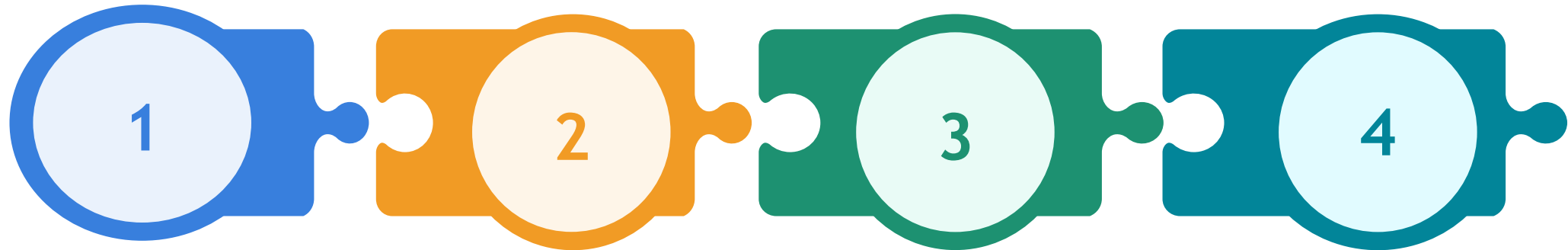


Step 1: Ministry of Commerce, Industry and Labour (MCIL)

- Company Registration (Online application¹)
- Foreign Investment Registration-Certificate (renewed annually)

Step 3: Ministry of the Prime Minister and Cabinet - Immigration Office

- Residency Permits
- Foreign Employee Employment Permits (the assessment is done by MCIL)



Step 2: Ministry of Revenue (MOR)

- Business License

Step 4: Other sectoral permits

- **Development Consent:** Activity affecting land (PUMA)
- **Building Permit:** MWTI
- **Land²:** Leased up to 30 + 30 years renewal. It varies by economic activity and type of land (Customary land, Government land, & Freehold land)

¹ www.businessregistries.gov.ws

² About 80% of all land is customary land (owned by villages & cannot be mortgaged), with the remainder either freehold or government owned. Only Samoan citizens may buy freehold land. For detailed information review Samoa Investment Guide (<https://share.google/bvC1IkPFR5NfSAF5J>) - Ministry of Commerce, Industry and Labour



Restrained activities for foreign investors



Reserved List (Samoan Citizens)

- Bus transport services for the general public
- Taxi transport services for the general public
- Rental Vehicles
- Retailing of food and drink items
- Saw Milling
- Traditional elei garment designing and printing

Restricted List of Activities

- Commercial fishing vessels (max 40% equity foreign investor)
- Manufacturing of Nonu and unrefined coconut virgin oil² (joint venture with local partner)
- Architectural services (joint venture with local partner)
- Professional engineering and general construction services (only through incorporation in Samoa)
- Sewage services, Refuse disposal, Sanitation and similar services (joint venture with local partner)

Prohibited List¹

- Nuclear and toxic waste disposal or storage
- Export of products that are prohibited under any law
- Prostitution
- Processing and export of endangered species
- Production of weapons of warfare

¹ Business License Act 1998

² Nonu known scientifically as *Morinda citrifolia*, is a tropical fruit processed as juice for many folk remedy uses). Coconut virgin oil must be unrefined without fragrance and other added preservatives etc.

Source: Foreign Investment Act 2000



Attractive tax incentives for foreign and domestic investors



- Sectors: Tourism, Manufacturing, Agriculture, Fisheries and Aviation
- Up to 3 years exemption of import customs duty
- Goods: Building materials, machineries, furniture and fittings, raw materials, approved aircrafts and parts

- Sector: Domestic businesses in the fisheries Industry
- Import duty Reduction to 5%
- Goods: Parts and equipment used for fishing boats and fishing supplies and equipment



- Sectors: Domestic businesses in poultry farming, agricultural farming, handicraft manufacturing and “elei” garment manufacturing
- Reduction of import duty from 8 to 0%
- Imported raw materials, tools and equipment

¹ Implemented by MCIL under the Customs Amendment Act 2007, Customs (Development Projects) Regulations 2010 and Customs (Aviation Transport Development) Regulations 2012,

² Implemented by MCIL under the Customs Tariff Amendment Act 2008. The type of imported products may vary according to the economic activity.

³ Implemented by the Fisheries Division, MAF





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Competitive
operational costs &
labour force

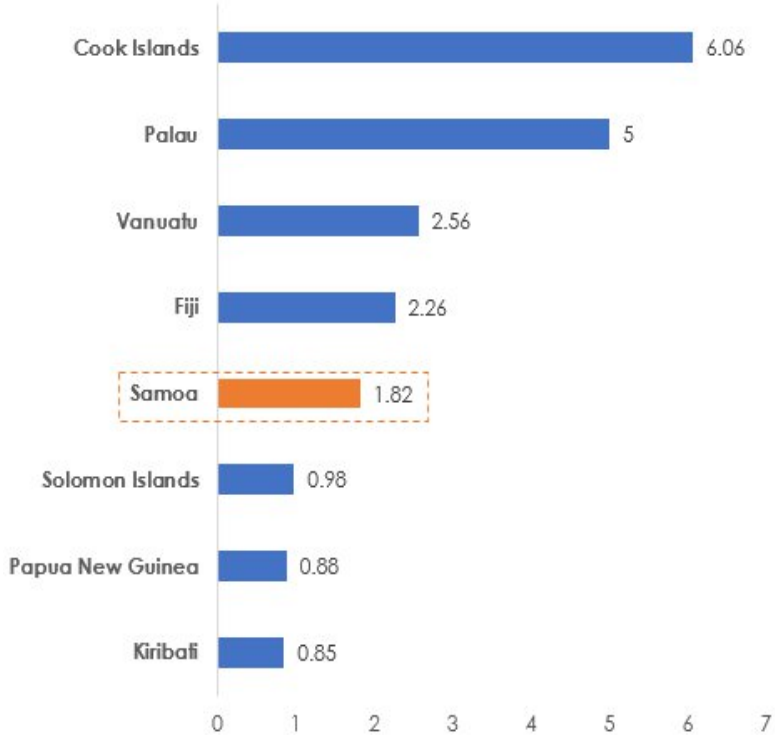


Competitive salaries in the Pacific region



- 5th most competitive salary among the Pacific states with a minimum wage rate per hour of US\$1.82
- Friendly and business-oriented labour regime, fostering the creation of new employment

Minimum Wage per hour in the Pacific, 2025 (US\$)



Social benefits in Samoa



US\$1.82/hour
Competitive
minimum wage
(WS\$4.84/hr)



10% Social
security & 1%
Accident
compensation



12 salaries per
year
No obligation for
bonuses

Note: Values only for reference. These may change according to exchange rate fluctuations. Salaries do not include mandatory social benefits.

- Minimum wages are set according to province, industry and skill level. In this case an average is taken.
- There is no statutory minimum wage. Lowest average salary is used in stead.
- 20% of which 10% is for the employer and 10% for the employee. **Accident compensation levy** varies according to sectoral risk. No obligation for **Health insurance** (Public Healthcare System).
- **Working hours:** Max 8hrs per day and max 40 hrs per week (Employer of Record Samoa-EOR). **Overtime:** 150% rate (starting at +40 hrs per week). **Annual leave:** 10 paid days (plus 10 more for sickness). For more info review Labour and Employment Relations Act 2013 (LERA)

Source: https://www.ilo.org/sites/default/files/2025-11/Pacific_minimum_wage_systems.pdf

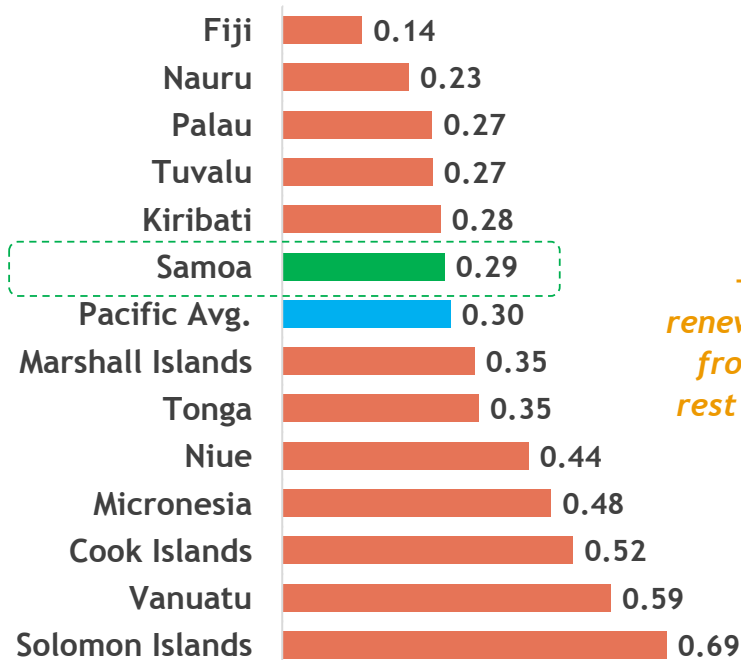


Competitive electricity prices in the Pacific



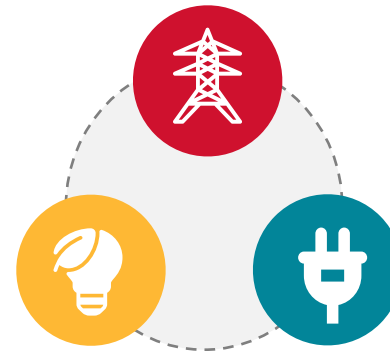
- Samoa offers competitive electricity prices at an average of US\$0.29 per kWh, lower than regional average of US\$ 0.32 per kWh

Average Electricity Price in the Pacific, 2021 (US\$ per kWh)



*Cheapest: US\$0.238 kWh
Most expensive: US\$0.292 kWh*

+50% of generation is renewable, coming mainly from hydro & solar. The rest corresponds to fossil fuel



99% of the population has electricity access, surpassing Pacific region avg. 86%

Note: Oceania is the most expensive region in the world, averaging USD 0.303 KW/h

Source: <https://bestbroadbanddeals.co.uk/energy/worldwide-pricing/>

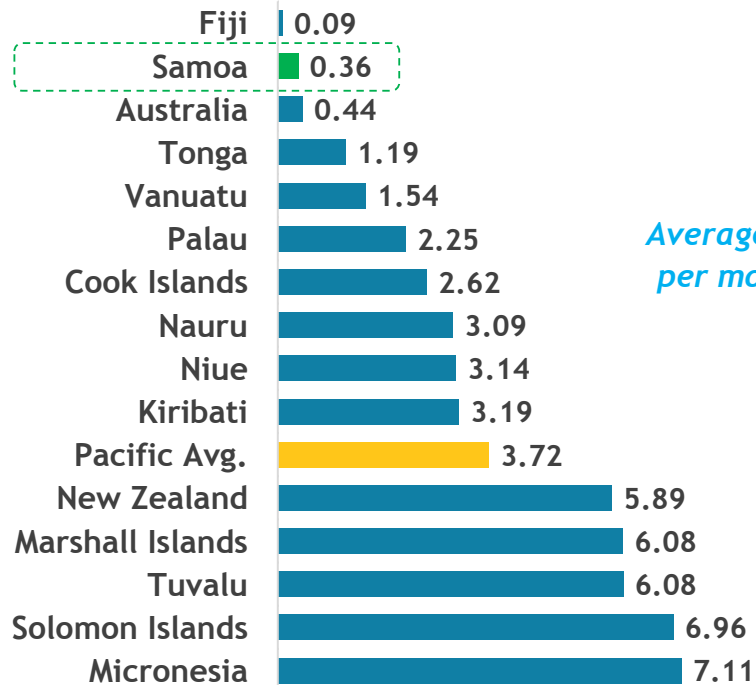


Competitive mobile data in the Pacific



- 2nd most competitive mobile data prices among the Pacific states averaging US\$0.36 per 1GB, lower than the regional avg. of US\$ 3.72, Australia (US\$0.44) and New Zealand (US\$5.89)
- Excellent connectivity: 2nd best connected country among Pacific islands, after Fiji, with 3 submarine cables providing high-speed and reliable internet

Average Mobile data Price in the Pacific¹, 2023 (US\$ per 1GB²)



Cheapest: US\$0.24 per 1GB
Most expensive: US\$1.9 per 1GB

Average cost of broadband per month is US\$135. Avg. in Pacific is US\$105



78% population access, surpassing East Asia & Pacific avg. 72%

¹ Pacific (Oceania including Australia and New Zealand) is one of the most expensive continents in the world per 1GB per 30 days.

Source: <https://bestbroadbanddeals.co.uk/mobiles/worldwide-data-pricing/#resources>

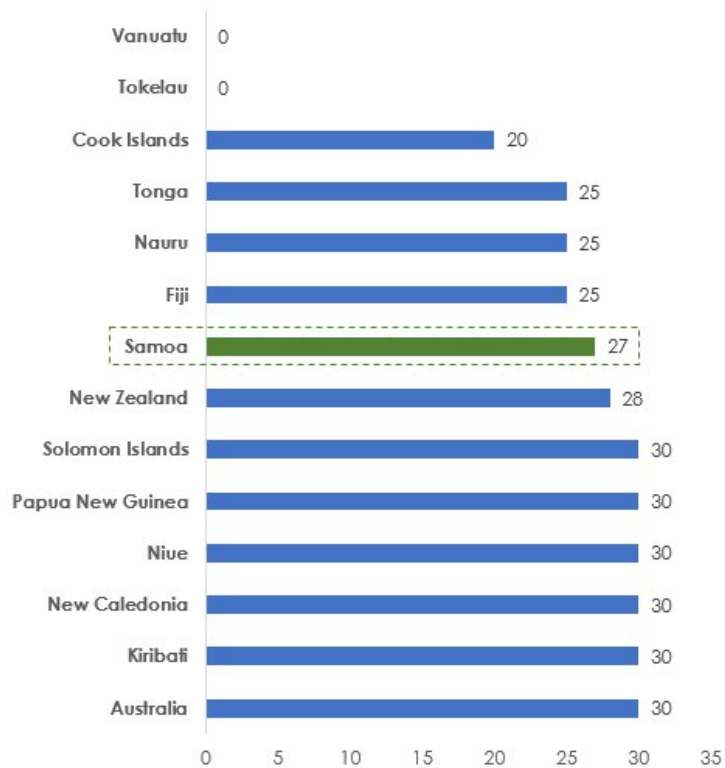


Competitive tax regime among Pacific Island States

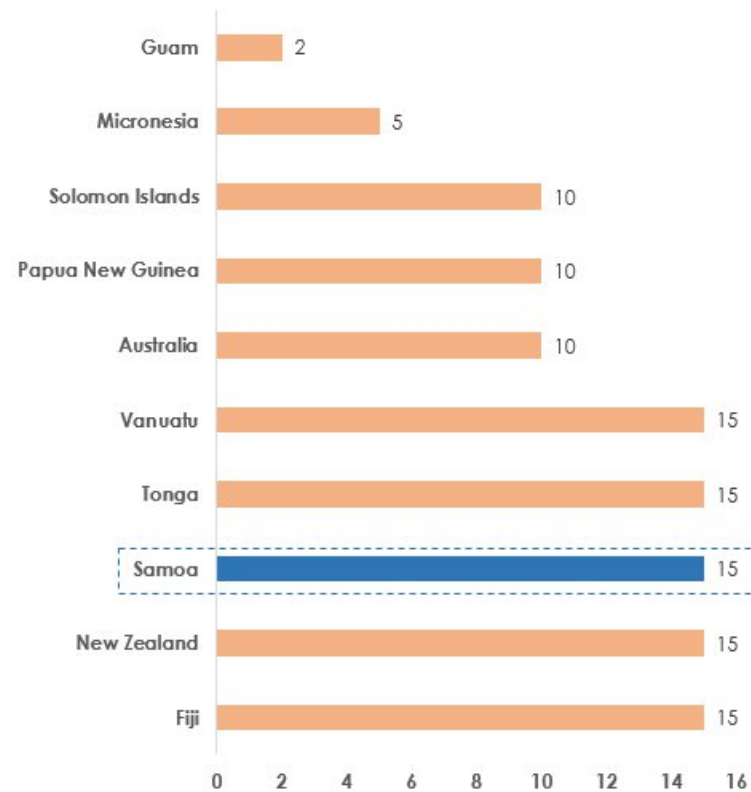


- Competitive corporate tax rate of 27%, lower than many other Pacific states including Australia (30%), and New Zealand (28%)
- Standard Sales Tax Rate of 15%, comparable to other Pacific states such as New Zealand, Vanuatu, or Tonga

Corporate Income Tax Rate in the Pacific, 2024 (%)

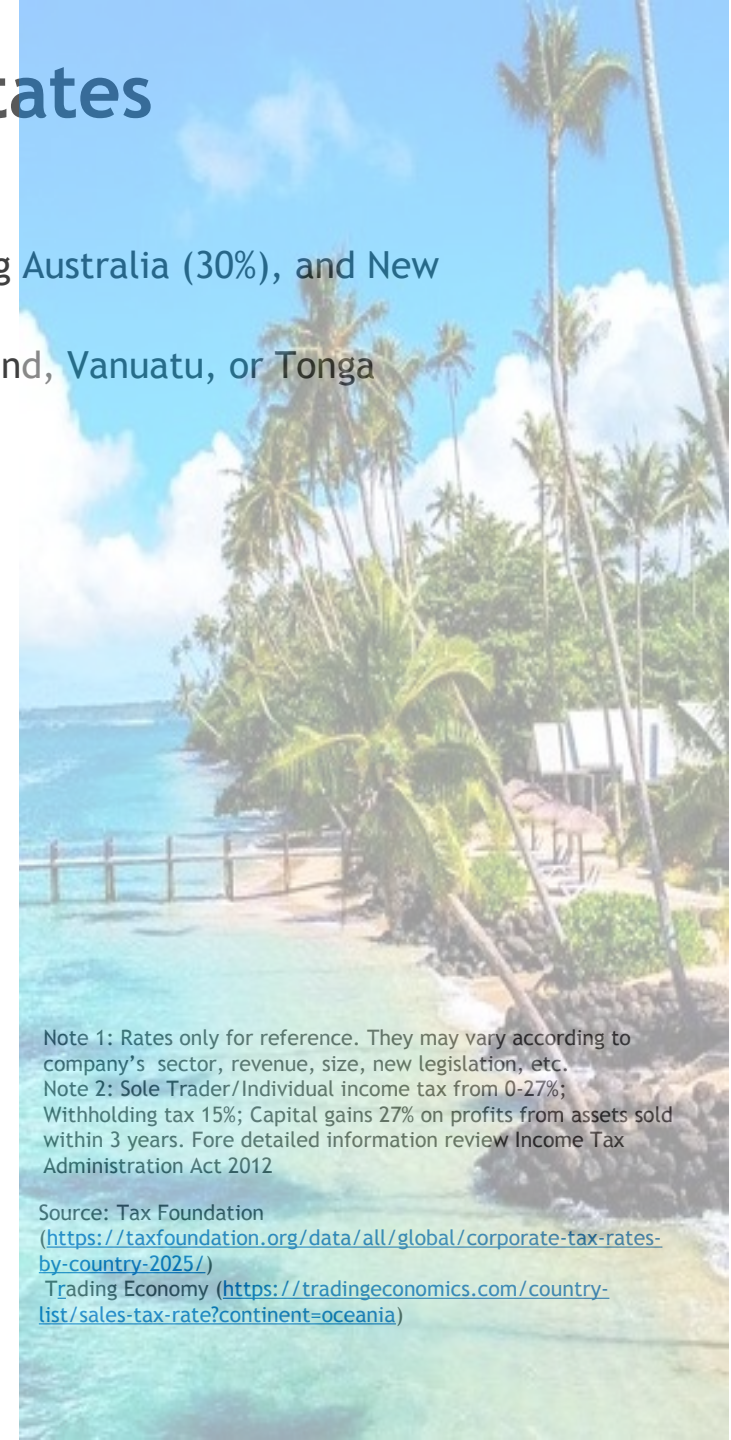


Sales Tax (VAT) Rate in the Pacific, 2025



Note 1: Rates only for reference. They may vary according to company's sector, revenue, size, new legislation, etc.
Note 2: Sole Trader/Individual income tax from 0-27%;
Withholding tax 15%; Capital gains 27% on profits from assets sold within 3 years. For detailed information review Income Tax Administration Act 2012

Source: Tax Foundation (<https://taxfoundation.org/data/all/global/corporate-tax-rates-by-country-2025/>)
Trading Economy (<https://tradingeconomics.com/country-list/sales-tax-rate?continent=oceania>)



Young and vibrant labour market



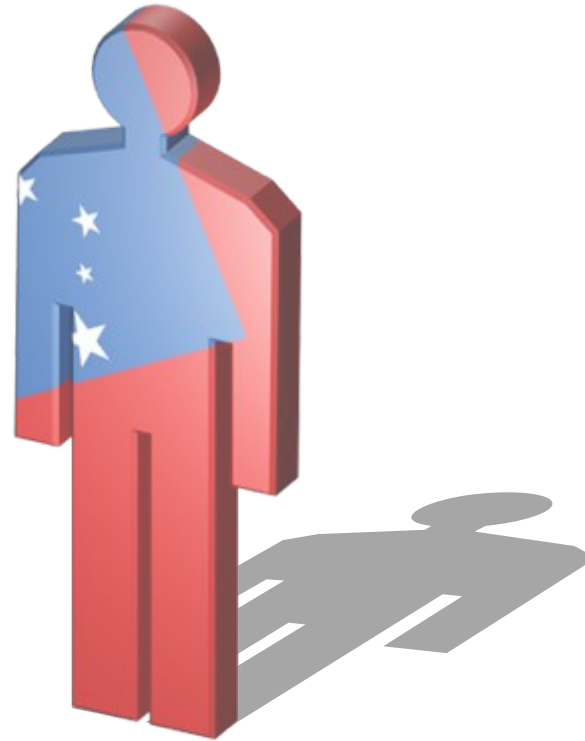
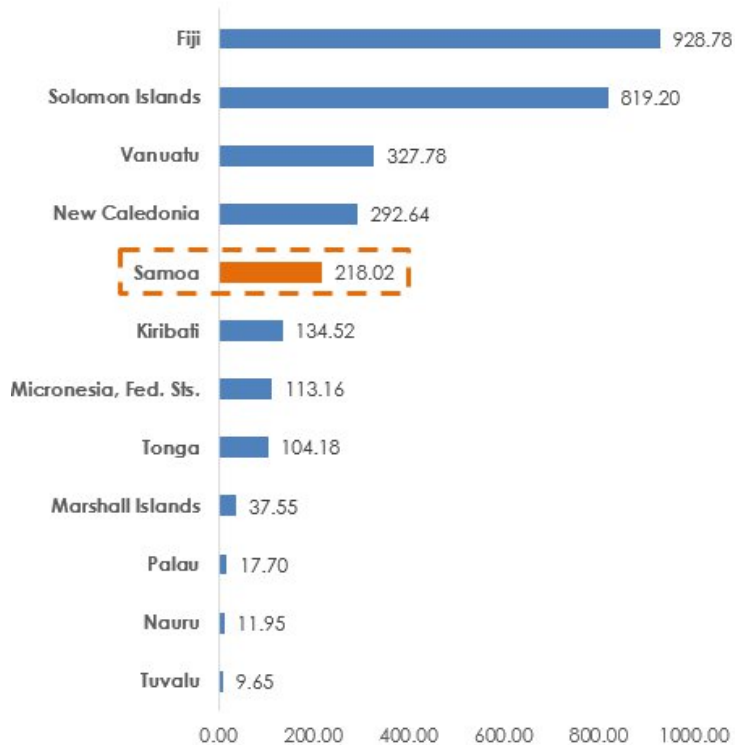
218k Samoan population
Among the largest in the Pacific islands

58k Labour force population
Above quarter of the population

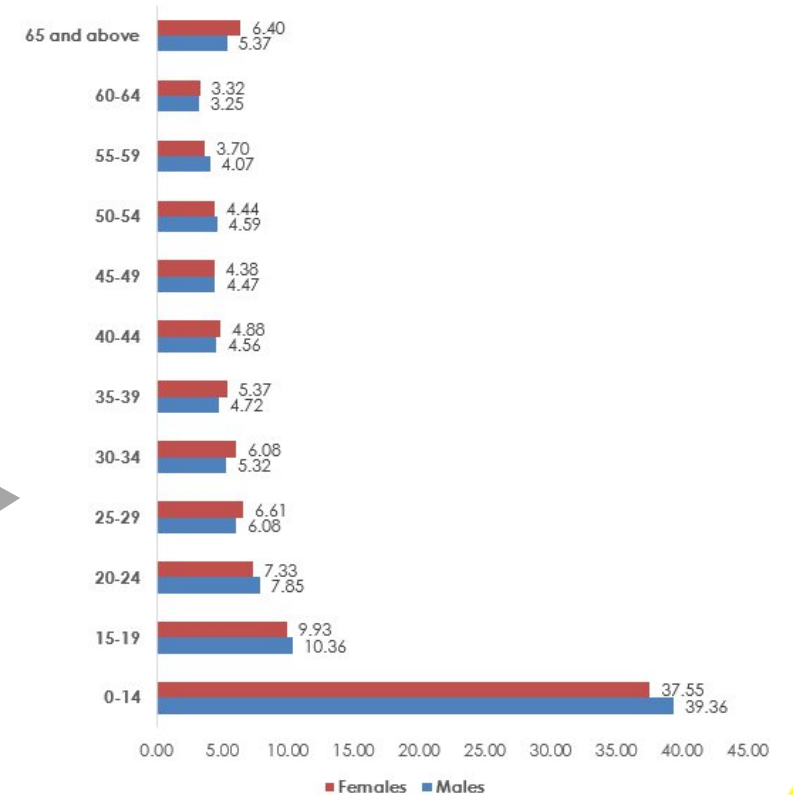
56% Eligible working population
More than half of population eligible to work

0.6% Annual growth rate (2023-2024)
Greater growth than East Asia & Pacific (0.2%)

Populations in the Pacific, 2024
(Thousands)



Population by Age and Gender in Samoa, 2024
(%)



Labour force: population aged 15-64.

Note: figures for the total population have been rounded to the nearest 2 decimal places

Source: The World Bank Database (<https://databank.worldbank.org/source/world-development-indicators#>)



Educated and energized population



● **High literacy rate:** 99.1% literacy rate, larger than East Asia & Pacific average of 96% and World average of 86.8% (2021)



● **Significant education investment:** Samoa's government expenditure on education is 5.46% of GDP (2024), exceeding the World average of 3.57% and East Asia & Pacific average of 3.51% (2023)



● **70% of students in formal education were enrolled in university-based studies, followed by 23% of students enrolled with TVET providers (2023)**



● **3 institutions lead higher education in Samoa**



TVET: Technical and Vocational Education and Training

Sources:

The World Bank Database ([World Bank Indicators](https://data.worldbank.org/))

<https://www.sqa.gov.ws/wp-content/uploads/2025/03/PSET-STATISTICAL-BULLETIN-2023.pdf>





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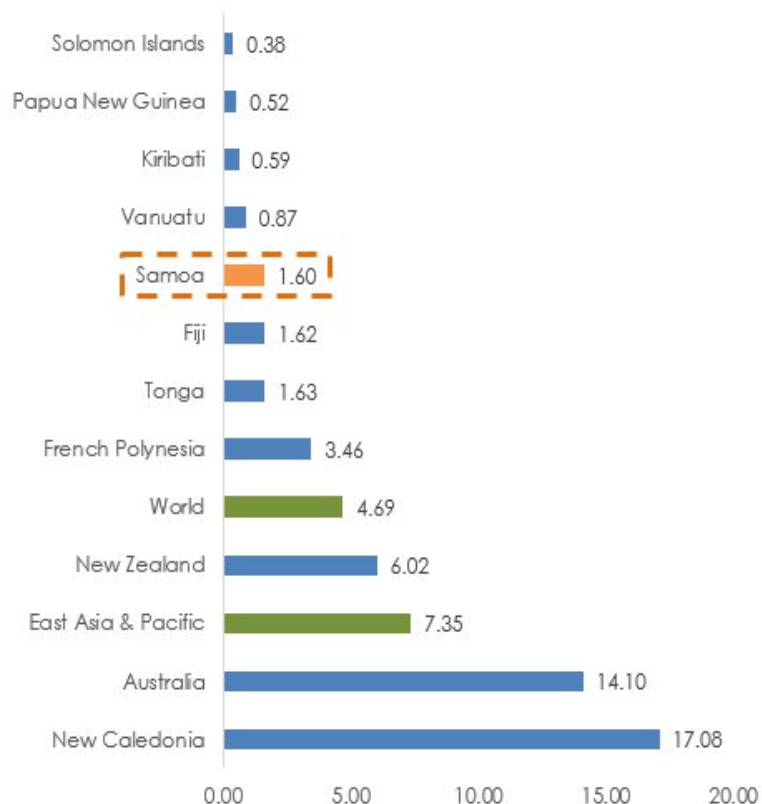
Sustainable
development &
environment
protection



Committed with the environmental protection



CO2 Emissions per capita in the Pacific
2024 (tonnes)



One of the lowest CO2 emissions per capita in the Pacific* region with 1.60 tonnes, lower than the World (4.69tonnes) and East Asia & Pacific (7.35tonnes)



58% of Samoa´s territory is cover by forest, overpassing the World average (31%) and East Asia & Pacific average (27%) (2022)



Samoa scored a 47.1 in the Environmental Performance Index, leading in sustainability efforts compared to other Pacific countries (2024)

*Includes Australia and New Zealand

Note: The 8.2% of Samoa´s land area correspond to terrestrial protected areas, while 0.14% of its territorial waters are marine protected

Sources:

The World Bank Database (<https://databank.worldbank.org/source/world-development-indicators>)

Environmental Performance Index 2024 (<https://epi.yale.edu/measure/2024/EPI>)



Let's explore the Pacific together!

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