



PRESS RELEASE

MINISTRY OF COMMERCE, INDUSTRY AND LABOUR **AWARENESS PROGRAMS**

The Ministry of Commerce, Industry and Labour (MCIL) is conducting a series of awareness programs across Upolu and Savaii.

These awareness initiatives are being conducted in Savaii from 10 November – 12 November 2025 and will subsequently continue in Upolu on 26 November 2025. The primary objective of these programs is to significantly enhance the comprehension of MCIL roles and services among consumers, businesses operators and the general public.

MCIL is committed to its vision of establishing a thriving business environment within Samoa and maintains its steadfast mission despite global and domestic challenges. The current awareness campaigns will concurrently serve to fortify strategic partnerships with development partners, private sector entities and the broader community which is crucial for achieving this vision.

The Honorable Minister, Fata Ryan Schuster underscored the necessity of augmenting the public knowledge regarding MCIL's services and statutory functions. Increased awareness is anticipated to substantially contribute to the advancement of business development, promotion of fair trading and competition, expansion of export and foreign investments, subsequent creation of greater employment opportunities and most importantly ensuring Samoan citizens are fully aware of their respective rights concerning these matters.

The awareness series commenced in Sagone Savaii on 10 November 2025 and is scheduled to proceed through the following districts:

- 11 November 2025, Neiafu Uta
- 12 November 2025, Samauga
- 26 November 2025, Lotofaga Aleipata