

Strategies

From the five (5) thematic goals, there are eighteen (18) strategies formulated, which are summarized below:

- ⇒ Create an incentives framework, Identify and raise awareness for opportunities for high value addition and investment in sunrise and priority industries.
- ⇒ Identify opportunities for productivity-enhancement for existing/mature sectors, enhance the business enabling environment, reduce the cost of exporting and engaged in ongoing SOE reforms.
- ⇒ Develop and improve the Transport and ICT infrastructure , improve the provision of Business Advisory Services , increase investment in renewable energy, and address barriers to accessing financial services.
- ⇒ Enable the creation of Public-private partnerships, engage the Samoan diaspora in partnerships, and establish partnerships between formal and informal businesses in priority sectors.
- ⇒ Develop and strengthen a skilled labour force, address technical and vocational skill shortages , and address the needs of priority industries through ICT training and capacity building efforts.

Implementation

The implementation of the National Industry Development Policy and Strategy requires a sector-wide approach that is inclusive of the government, the private sector and development partners. The Government of Samoa has mandated the Ministry of Commerce, Industry and Labour (MCIL) to lead the development and implementation of the NIDPS, with its Industry Development and Investment Promotion (IDIP) Division tasked with the coordination of the Policy's implementation.

Review

The ten-year NIDPS should be reviewed every 2-3 years, more frequently if necessary, and be subject of an independent and participatory mid-term review (MTR) around FY2028/2029.

For further enquiries contact:

Industry Development and Investment Promotion
Ministry of Commerce, Industry and Labour
4th Floor, ACC House
Apia, Samoa
Phone: 20441 / 20442 / 28096
E-mail: info@mcil.gov.ws or industry@mcil.gov.ws



Ministry of Commerce, Industry and Labour
Matagaluega o Pisinisi, Alamanuia ma Leipa



+685 20441 | 20442
info@mcil.gov.ws
www.mcil.gov.ws

Please address all correspondence to the Chief Executive Officer

P.O Box 862, Level 4 ACC House Apia SAMOA

National Industry Development Policy and Strategy FY2024/25—2033/34





Background

Industry policies play a central role in inducing industry transformation, diversification and upgrading towards more resilient and competitive, environmentally friendly and socially inclusive industries. The need to develop a National Industry Development Policy and Strategy (NIDPS) was identified in the Diagnostic Trade Integration Study Update 2016 and the TCM Sector Plan 2017/18—2020/21.

Definition

The National Industry Development Policy and Strategy adopts a broad definition of what comprises “industry” - namely any private sector/ business activity other than subsistence agriculture/fishing and other non-commercial household-level activities.

Vision

Accelerated transformation of priority industries where Samoa has potential competitive advantage that contributes to sustainable and inclusive economic growth.



Objectives

The long-term objectives of the Samoa National Industry Development Policy and Strategy are to:

1. Increase sustainable economic growth that supports improved prosperity for all Samoans.
2. Support and encourage the transition from low to high productivity industries, whilst improve productivity across all sectors.
3. Encourage investment in emerging/sunrise industries where Samoa has a potential competitive edge.
4. Accelerate formalization and generate high quality jobs in the formal sector.
5. Improve Samoa's trade balance.

The NIDPS is based on thematic goals determined through extensive consultation and desk study of relevant policies and plans for Samoa, as well as source materials from other Small Island Developing States (SIDS).

- Goal 1 - Support innovation and entrepreneurship in the creation and expansion of priority industries.
- Goal 2 - Facilitate diversification, productivity, and profitability of existing/mature sectors.
- Goal 3 - Develop the infrastructure and services needed to attract investment in priority industries and improve productivity and profitability in existing/mature sectors.
- Goal 4 - Enable the creation of partnerships to drive industry development initiatives.
- Goal 5 - Develop and strengthen Samoa's skilled labour force in ways that complement successful industry development.

