



E-KOMES BISNIS TULKIT
BLONG PIFS

FASIN BLONG YUSUM E-KOMES BLONG HELPEM KAVA INDASTRI LONG VANUATU 2024

Wan gaed blong leftemap namba blong olgeta kastoma onlaen





OLGETA SEKSEN INSAED LONG GAED IA

FES TOK BLONG PACIFIC ISLANDS FORUM SECRETARIAT	4
SEKSEN 1: FROM WANEM YUMI MUV I GO ONLAEN? FROM WANEM NAOIA?	5
SEKSEN 2: WANEM NAO OLGETA DIFREN WEI BLONG GO ONLAEN?	7
SEKSEN 3: BAE YU PEM HAMAS IA SIPOS YU WANTED TEKEM BISNIS BLONG YU I GO ONLAEN?	10
SEKSEN 4: FASIN BLONG MEKEM MAN I LUK BISNIS BLONG YU ONLAEN.	12
SEKSEN 5: FASIN BLONG RISIVIM PEIMEN ONLAEN.	14
SEKSEN 6: YUMI MUV: PAKEJEM, SHIPIM, DELIVARI, RITEN.	17
SEKSEN 7: RISPEKTEM OLGETA LOA MO REGULESEN.	19
SEKSEN 8: OLGETA ADVAES LONG SAED BLONG SEKURITI.	22
SEKSEN 9: MOA INFOMESSEN.	24
OLGETA REFRENS GRUP MEMBA BLONG INDASTRI	25



FES TOK BLONG PACIFIC ISLANDS FORUM SECRETARIAT

Long samfala yia we i pas, E-komes i kam wan long olgeta eria blong fokas blong Pacific Islands Forum Secretariat. Mifala i stap wok had long speis ia from mifala i biliv se E-komes i gat wan ril potensol blong givhan long olgeta Pasifik bisnis blong go tru long olgeta jalens blong olgeta mo gat wan kompetitif advantej ova long olgeta kompetita blong olgeta raon wol.

Olgeta aktiviti blong mifala mo olgeta patna blong mifala, mifala i karemaot olgeta anda long ambrela blong Pacific E-commerce Initiative mo folem olgeta daareksen blong Pacific Regional E-commerce Strategy and Roadmap. Hemia i folem olgeta bigfala tingting blong Teknoloji mo Konektiviti blong 2050 Strategy for the Blue Pacific Continent mo implementesen plan blong hem.

Olsem wan rijenol oganaesesen, wok blong yumi hemi blong givhan long olgeta Forum Mema blong yumi blong oli wok tugeta blong ajivim olgeta objektiv blong olgeta, from se fasin blong wok tugeta i save save sevem taem, mane, mo ajivim olgeta risal we oli moa gud. Hemia nao from wanem lonjing blong wan Pasifik Rijenol Kava Dvelopmen Strateji i tekem ples long 2024 blong sapotem kava indastri blong gro strong mo sastenem pipol mo olgeta bisnis blong blu Pasifik rijen blong yumi,

espeseli long olgeta kaontri we oli prodium kava olsem Vanuatu. Mo wan gudfala wei blong mekem hemia, hemi preperesen blong olgeta E-komes bisnis tulkit blong kava sekta.

Kava Tulkit blong Vanuatu hemi wan long olgeta feswan we oli pablim long 2022. Naoia, plante pipol insaed long rijen oli save gud long olgeta E-komes Bisnis Tulkit blong PIFS mo oli kontinu blong sapotem olgeta Pasifik bisnis long onlaen wokbaot blong olgeta. Hemi taem nao blong apdeitem tulkit mo lukim progres we i stap tekem ples long dijital ekosistem blong Vanuatu.

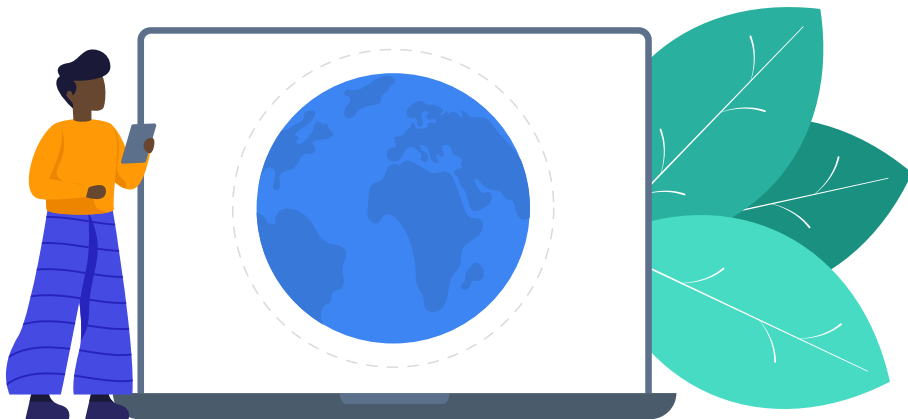
Bes long wan komon metodoloji, we hemi fasin blong wok tugeta, olgeta tulkit blong yumi oli risivim help tru long olgeta skil blong olgeta lokal ekspet mo olgeta bisnis lida blong mekem sua se wanwan tulkit i ansarem olgeta ril nid blong odiens mo sekta we oli tagetem.

Mi komplimentem progresif pablik-praevet patnasip ia mo mi wishim evri sakes long olgeta smosmol bisnis blong yumi long dijital wokbaot blong olgeta.

Zarak Khan

Daereka Program mo Inisietiv,
Ofis blong Pacific Islands Forum

FROM WANEM YUMI MUV I GO ONLAEN? FROM WANEM NAOIA?



Raon long wol, olgeta e-komes sel oli go antap long 60% stat long 2016 kasem 2022. Inkris ia i krietem plante niufala opotuniti blong olgeta bisnis long domestik mo intenasonal maket.

Long Vanuatu, olgeta e-komes sel oli go antap taem oli kasem sapot mo oli go daon taem oli no kasem sapot. Be, E-komes envaeromen blong Vanuatu hemi stap progres. Gavman i bin apruvum wan Nasonal E-komes Strateji mo i bin setemap wan Nasonal E-komes Komiti long 2022. Evri yia, i gat wan Symposium long saed blong nasonal E-komes we i tekem ples blong promotem dijitol tred. Olgeta Dijitol sevis provaeda oli stap kam antap, mo Vanuatu Jemba blong Komes mo Industri, tugeta wetem Vanuatu Innovation and Digital Economy Association, oli stap delivarem olgeta dijitol trening. Telecommunications Radiocommunications and Broadcasting Regulator (TRBR) tu i sapotem olgeta projek blong E-komes mo olgeta grup olsem Van IGF mo Smart Sistas oli mekem aweanes. Moa long hemia, Yumiwork i provaedem dijitol hab sevis long olgeta bisnis.

Long 2024, Pacific Islands Forum Secretariat (PIFS) i delivarem E-komes trening long 30 maekro, smol mo medium entapraes (olgeta MSME) long Vanuatu. Trifala haf dei wokshop ia, we olgeta E-komes ekspet mo nasonal dijitol sevis provaeda oli lidim, i enkarejem olgeta bisnis man mo woman blong advans long olgeta dijitol efot blong olgeta. I gat olgeta grant blong E-komes projek mo speselaes kojing tu we oli stap.

Moa long E-komes, kava hemi wan indastri tu we i stap kam antap. Long Vanuatu, samples haf blong olgeta household i planem kava, wetem domestik valiu blong samples VUV 4 bilien mo olgeta ekspot long VUV 3 bilien long wan yia. Olgeta namba ia oli mekem kava blong vanuatu i kam nambawan ekspot prodak, mo lukluk i stap se bambae hemi no save go daon yet long taem we i stap kam.

Intenasonal maket blong kava hemi bigwan mo i stap gro. Tedei, yu save faenem olgeta kava shot long olgeta Jaenis stoa, namba blong olgeta nakamal (kava bar) i stap go antap long United States, mo naoia yu save ekspotem kava stet i go long Australia tru long niufala jenis we oli mekem long lejislesen. Moa long hemia, olgeta potensol niu maket i inkludum Germany mo narafala kaontri long Europe. Lukluk i stap se bambae globol kava rut mo besol ekstrak maket i gro stat long USD 1.18 bilien long 2022 kasem USD 3.41 bilien long 2029.

Wol i wantem moa kava be prodaksen i no naf yet blong mitim. Wanem we i gud se kapasiti blong prodaksen bae save dabol, wetem wan potensol estimatesen blong ova 30,000 tan blong fresh kava long wan yia (PHAMA Plus).

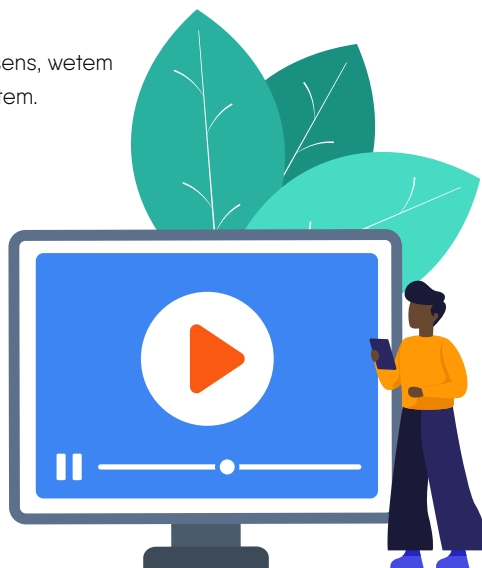
Plante kava saplaea oli openem olgeta bank akaon, we i help wetem faenansol inklusen. E-komes i alaowem olgeta bisnis blong kasem olgeta maket raon long wol long wan isi wei, mo leftemap sel mo impruvum living tru long fasin blong konek stret wetem olgeta konsyuma.

Naoia hemi wan gud taem blong invest long dijitol transfomesen mo stat salem moa kava onlaen!

WANEM NAO OLGETA DIFREN WEI BLONG GO ONLAEN?

I gat tri mein wei blong setemap wan onlaen presens, wetem olgeta difren model, kost, mo odiens we oli tagetem.

1. Olgeta Sosol media platform olsem [Facebook](#) mo [Instagram](#) oli ofarem akses long bigfala odiens – wanwan long tufala, i gat 3 mo 2 bilien pipol raon long wol, we oli stap spendem moa long 2.5 haoo evridei long hem. Blong setemap wan bisnis pej hemi fri mo strefowod nomo, mo i mekem hemi kam wan entri poen we i givim akses long olgeta bisnis. Long Vanuatu i gat 110,000 yusa blong Facebook. Wan eksampol blong gudfala yus blong sosol media hemi [Pacific Santo Kava](#), we hemi pulum 6,000 man we oli folem pej blong hem long Facebook.



2. Olgeta Maketples oli olgeta platform we oli alaowem olgeta bisnis blong listim mo salem olgeta prodak witaot nid blong developem websaet blong yu. Olgeta globol lida i gat Alibaba mo Amazon. blong yusum olgeta platform ia long Vanuatu i save kostem plante mane from shiping mo diuti blong olgeta intenasonal oda we yu mas pem. Insaed long kaontri, yumi gat olgeta maketples olsem [Salem Nomo](#) mo [Maua App](#) we plante pipol i save long olgeta. These platforms offer a low-cost way to start selling online and help businesses get accustomed to essential E-commerce processes.

3. Gat wan websaet blong yu hemi spes blong yu wan long intanet we pipol i save ridim infomesen abaot yu, bisnis blong yu mo/o olgeta prodak blong yu. Hemi dipen plante long fasin blong strong maketing blong yu mo advans yus blong websaet blong jeneretem olgeta sel onlaen. Long Vanuatu, moa kampani oli stap developem websaet blong olgeta, wetem sapot blong wan ejensi o wan indipenden kontrakta. Be plante long olgeta e-stoa ia oli stap wok had wetem olgeta sel from i nogat wan wan strong maketing strateji mo olgeta esensol sevis we oli nidim olsem olgeta opsen blong e-peimen, delivari solusen, mo fasin blong trakem olgeta oda.

Wan imel adres we i wok hemi impoten blong manajemen bisnis blong yu onlaen. Hemi alaowem yu blong komuniket wetem olgeta kastoma mo rejista from olgeta tul olsem Meta Business Suite, olgeta maketples, mo olgeta narafala bisnis solusen. Presens blong yu long Google Search Engine tu hemi impoten: deskripsen blong bisnis, ples we bisnis i operet long hem, mo reiting we olgeta yusa oli givim.

Eksampil blong olgeta e-stoa blong Vanuatu we oli stap salem kava:

	Tru long wan visen blong serem olgeta valiu blong “storian” mo “waes blong kava,” El Manaro Export i komitim hem blong bringim kava we i isi blong priperem mo drae kava long wol.
	<u>The Kava House</u> i salem plante difren prodak: paoda, kakae, meresin, mo fabrik we oli printim.
	https://kavavanuatu.com.au hemi wan naesfala websaet we oli dediketem long kava. Oli salem paoda, basket blong strenem kava, mo olgeta tul blong Priperem kava blong dring.
	<u>Vanuatu's Kava House Australia</u> i ofarem fri standed shiping blong ful Australia. Oli salem kava paoda.
	<u>Vanuatu Noble Kava</u> i bin setap long 2021 mo hem i tagetem maket blong Australia. Oli salem olgeta kava ti, kava shot, basket blong strena, mo wan smol bol we oli seksekem blong miksim kava blong dring.

Olgeta gudfala saed mo rabis saed blong olgeta aveilebol janel:

	Mein gudfala saed	Mein rabis saed
Sosol Media	- Yusa bes we oli inkludum, hemi bigwan mo i difren. - Maketing i no kostem tumas mane, be i givim gud risal. - Jip mo simpel setup, we i nidim smol ekspens mo smol teknikal save nomo. - Kwik interaksen wetem olgeta kastoma. - Hemi pulum intres blong pipol blong go long websaet blong yu.	- Hemi dipen long olgeta set blong instraksen we i gat long platform (algorithms). - Kontent bae save lus insaed long olgeta feeds long hom pej (Facebook). - Hemi ofarem olgeta besik aspek nomo wetem sam advans opsen. - Fasin blong prosesem peimen i nogat tru long olgeta sosol media platform long Vanuatu.
Olgeta Maketples	- Yusa bes we oli inkludum, hemi bigwan mo i difren. - Hemi kasem wan bigfala namba blong odiens wetem wan smol faenansol komitmen nomo. - Hemi inkludum olgeta peimen opsen we oli adem blong provaedem olgeta smut transaksen.	- No save kastomaesem branding, kastoma eksperiens, mo presentesen blong prodak.
Websaet blong yu	- Oli save konektem long bank akaon blong yu long Vanuatu blong mekem se hemi isi nomo blong risivim peimen. - Ful kontrol ova long disaen, kontent, yusa eksperiens, mo branding, we i alowem wan kastomaes onlaen presens.	- Hemi no gat wan yusa bes we oli inkludum. - Hemi nidim bigfala investmen blong fes setup mo regula mentenens. - Hemi nidim plante taem mo efot blong setemap mo manejem. - Hemi no isi blong adem long olgeta narafala platform, mo hemia i save mekem olgeta operesen oli kompliket lelbet.

BAE YU PEM HAMAS IA SIPOS YU WANTEM TEKEM BISNIS BLONG YU I GO ONLAEN?

Olgeta kost we i semak long evri opsen:

- Fes samting, tingbaot se wokbaot blong e-komes i tekem plante taem. Wanem janel we yu yusum, bambae hemi nidim sam taem blong deskraebem mo apdeitem sevis blong yu, aplodem olgeta niufala bana, manejem olgeta oda, ansarem olgeta rikwes blong olgeta kastoma, mo analaesem fasin blong olgeta kastoma onlaen.
- Hemi impoten blong gat wan gudfala **intanet koneksen**. Wetem wan intanet spid we i no bitim 1 Mbps, olgeta besik aktiviti olsem wok blong sendem imel o aplodem olgeta foto bae save slo tumas, mo mekem komunikesen wetem olgeta kastoma i dilei. Olgeta provaeda olsem [3 Links](#), [Digicel](#), [Vodafone](#), mo [WanTok](#) oli ofarem olgeta intanet pakej, mo praes blong olgeta i go daon long olgeta yia we i jes pas: 1 GB blong data naeia hemi samples VUV 100.
- Blong olgeta **divaes**, hemi wan rikomendesen blong gat wan smatfon wetem wan gudfala kamera mo storej kapasiti. Praes blong olgeta besik smatfon i no bitim VUV 10,000. Blong manejem plante janel mo yusum olgeta difren sofwea, bae hemi gud blong yusum wan laptop o wan tablet.
- Olgeta narafala pat blong wok we oli kostem mane we yu shud ekspektem hemi inkludum wok blong pakejem samting, putum lebol, mekem inventri, delivari, olgeta diuti mo riten. (Lukluk Seksen 6 blong moa infomesen)

Olgeta kost we i spesifik long sosol media:

- Bae yu nid blong putum wan badjet long saed blong advetaesmen, espeseli long olgeta platform olsem Facebook, Instagram, o TikTok, blong save kasem gud odiens we yu tagetem. Yu shud stat wetem wan badjet blong VUV 120 long wan kampen blong andastanem hao hem i wok.

Olgeta kost we i spesifik long olgeta maketples:

- Bambae oli save jajem olgeta **komisen fi** olsem wan pesentej blong wanwan transaksen, o olsem wan kost long wan yunit we yu salem.
- Olgeta kost bakegen we i kam wetem **intenasonal transfea** blong olgeta mane mo **karensi konvesen**.

Olgeta kost we i spesifik long websaet blong yu:

Olgeta kost we i spesifik blong gat wan websaet blong yu: taem bae yu askem wan kwotesen wetem diteil long olgeta potensol saplaea, yu mas tingbaot olgeta mein pat blong wok we oli stap daon ia:

- Teknikol divelopmen:** hemia i inkludum wok blong krietem websaet folem olgeta spesifikesen we oli agri long hem, olsem olgeta mein yus mo lanwis sapot.
- Prodaksen blong kontent:** olgeta kost blong krietem olgeta foto, video, translesen mo sam narafala bakegen.

- **Dijital maketing:** olgeta ekspens blong Search Engine Optimisation (SEO) mo wok blong advetaesmen onlaen.
- **Mentenens:** hemi inkludum olgeta kost blong olgeta laesens, hosting, rejistresen blong domein, adisenol plugins, mo olgeta sekuriti setifiket.
- Olgeta komisen fi blong bank: go kasem 4% blong transaksen amaon wetem olgeta peimen akses sevis we BRED Bank o ANZ Bank i provaedem.

Olgeta kwotesen we bae yu save karem long Vanuatu blong developem websaet blong yu:

	Besik wan	Hemia we oli developem wetem moa citeil
Setap	VUV 200,000	VUV 800,000
Mentenens long evri manis	VUV 4,000	VUV 50,000

Eksampol blong olgeta besik ICT nid:

<u>Vodafone</u> i ofarem bisnis bandel akses we i stat long wan amaon we i no bitim VUV 10,000 long wan manis.	• Fibre unlimited, 5Mbps. • Fiks voes: Unlimited long Vodafone & 5 haoa long narafala netwok. • MiFi: 3GB blong data.
<u>Digicel</u> i ofarem olgeta jip smatfon, olsem Alcatel A1 mo Energizer U505S, we praes blong olgeta hemi samples VUV 7,000.	 Key features • 5.0MP/2.0MP Main Camera / Selfie Camera • 5" Screen Size • 480 x 960 Screen Resolution • Android v8.1 Operating System • 1.3GHz Quad-core CPU • 2000mAh Battery
<u>WanTok</u> i ofarem olgeta websaet hosting sevis we i stat long VUV 1,000 long wan manis.	 • 2GB blong spes. • 2 meilboks.

FASIN BLONG MEKEM MAN I LUK BISNIS BLONG YU ONLAEN.

Taem yu stap onlaen, hemi impoten blong pulum atensen mo mekem man i notisim bisnis blong yu. Long Riteil mo Konsyuma Guds indastri, samples haf blong olgeta sel i hapen afta long wan dijital kontak bitwin kastoma mo kampani tru long sosol media, meil, sej long web, o teks mesej. Hemia i haelaetem impotens blong gudfala dijital maketing blong draevem olgeta onlaen sel, we bae yu save ajivim long olgeta difren wei.

- **Imel signeja:** Krietem wan imel signeja we i inkludum olgeta link long olgeta sosol media profael blong yu mo pesonal websaet blong yu, sipos i gat.
- **Olgeta Sosol Netwok:** on long wol, ova haf blong evri websaet trafik i kam long olgeta sosol netwok. Fokas long kwaliti blong olgeta post blong yu tru long yus blong olgeta hae kwaliti foto, olgeta stret tag, hashtag, mo ogeta emoji. Long Vanuatu, wan smol badjet blong advetaesmen nomo olsem VUV 120 long sosol media, bae stil save inkrisim gud odiens blong yu mo provaedem wan gudfala riten long investmen.
- **Daerek maketing:** I yusum olgeta tul olsem [Mailchimp](#) blong sendem imel we oli tagetem i go long olgeta klaen blong yu. Gudfala daerek maketing i involvem olgeta flaea we oli disaenem gud, olgeta kampen we oli divaedem long olgeta segment, mo olgeta otomatik imel (olsem olgeta welkam mesej o befddei ofa).
- **Search Engine Optimisation (SEO):** I influensem ranking blong yu long olgeta risal blong search engine. I dipen long olgeta samting we oli bildim websaet blong yu wetem, olsem mein toktok, kwaliti blong kontent, mo olgeta intenol link.
- **Google Ads:** Yu save impruvum visibiliti blong yu wetem [Google Ads](#).
- **Olgeta Analitik Solusen:** Yusum olgeta analitik solusen truaot long olgeta onlaen janel blong yu blong trakem mo inkrisim namba blong olgeta visita we yu atraktem (odiens akwisisen reit) mo hamas long olgeta visita ia oli kam kastoma (konvesen reit). Luk se wanem nao olgeta kampen we i pulum pipol i go onlaen, faenem ples we olgeta kastoma oli stop long hem, mo adresem isu olsem fasin blong livim onlaen shopping basket bihaen, from se 2/3 blong olgeta basket ia oli livim bihaen.



EKSAMPOL BLONG WAN BIGFALA ODIENS WE OLI KASEM LONG FACEBOOK:



Kava World i bin postem wan Facebook advetaesmen we i bin jeneretem samples 35,000 interaksen.

I gat 8,000 pipol we i folem pej ia.



FASIN BLONG RISIVIM PEIMEN ONLAEN.

- Long Vanuatu, plante taem olgeta domestik mo smol transaksen oli stap mekem yet long kash. Long E-komes, fasin blong mekem peimen ia oli singaotem **cash on delivery** (kash peimen long taem blong deliveri).
- Plante long olgeta oda onlaen oli konfemem wetem wan rikwes blong oda we i askem wan peimen, espeseli tru long **bank transfea**. Proses ia hemi isi mo oli save mekem tru long olgeta bank aplikesen, nomata sipos se olgeta difren bank i save kostem samples VUV 500. Long kava indastri, olgeta bigfala volum eksport oli pem plante taem tru long olgeta bank transfea, mo olgeta domestik transaksen oli pem long kash nomo.



- **Mobael peimen** hemi niufala solusen long Vanuatu. Oli jip, mo yu save yusum blong pem sam bil. Olgeta solusen ia oli yusum plante blong sendem mo risivim mane be nacia we i stap, oli no isi blong inkludum long olgeta narafala platform (nogat link wetem oda manejmen mo klaen databes). Hemia olgeta we oli provaedem olgeta mobael peimen opsen: Vodafone ([M-Vatu](#)), Digicel ([MyCash](#)), Vanuatu Post Office ([KwikPay](#)), [KickEx](#), mo [WanTok](#).
- Fasin blong yusum **QR kod** blong olgeta peimen hemi intresting. Yu save krietem wan QR kod blong fasilitetem olgeta bank transfea o mobael peimen, mo alaowem olgeta kastoma blong skanem kod, putum amaon blong pem mo komplitim transaksen. Stat long 2024, samples 40 kampani oli yusum M-Vatu QR kod.
- BRED mo ANZ Bank i ofarem olgeta **sevis blong peimen akses** we i mekem se hemi konektem websaet blong yu long bank akaon blong yu long Vanuatu. Be, olgeta akses ia bae yu no save yusum wetem evri e-stoa solusen (olsem, Wix). Jekem festaem sipos yu save yusum bifo yu developem e-stoa blong yu.
- Nacia we i stap, olgeta intenasonal peimen solusen we plante pipol i save long olgeta olsem PayPal mo Shopify, oli no save linkim long olgeta bisnis bank akaon long Vanuatu.



KEIS STADI: PEIMEN AKSES BLONG BRED BANK

BRED Bank i bin lonjem payment gateway kolosap 10 yia i pas, we i alaowem olgeta e-stoa blong inkludum wantaem wetem olgeta BRED bank akaon long Vanuatu. I gat 40 kampani finis insaed long kaontri we oli yusum solusen ia naoia. Yu save yusum wetem plante platfom blong E-komes mo hemi provaedem olgeta samting olsem multi-karensi sapat mo otomatik peimen. Olgeta kastoma oli save yusum lokol smat kad blong BRED semak olsem evri bigfala kredit o debit kad.

Sipos yu nogat wan e-stoa yet, yu stil save statem wokbaot blong yu long saed blong E-komes tru long fasin blong promotem olgeta prodak blong yu long sosol media mo yusum olgeta narafala wei blong mekem peimen. Hemia i inkludum olgeta bank transfea, QR kod tru long aplikesen blong BRED Bank o Payzen peimen link.

Hemia olgeta fasin blong mezkem onlaen peimen we oli stap yusum naoia long Vanuatu:

Payment option	Mein gudfala saed	Mein rabis saed
Kash peimen long taem blong delivari	- I nogat eni fi bakegen blong yu olsem man we i salem prodak (from peimen i tekem ples long taem we oli kam delivarem prodak).	- Peimen i dipen long kastoma sipos hemi kam mo akseptem blong pem, mo hemia i save kam wan posibol isu.
Bank transfea	- Hemi isi blong aksesem wetem evri lokol bank.	- Oli no inkludum long olgeta websaet o aplikesen blong olgeta strimlaen operesen. - I gat wan fi blong VUV 500 blong olgeta transfea bitwin tufala lokol bank.
Mobael peimen	- Hemi jip. - Hemi isi blong olgeta kastoma long Vanuatu oli yusum.	- Hemi no isi blong konektem wetem olgeta narafala sistem.
Peimen Akses	- Olgeta kastoma oli no livim e-stoa blong yu, be oli stap nomo mo komplitim peimen blong olgeta.	- Long Vanuatu, hemi posibol tru long BRED Bank mo ANZ Bank nomo. - Komisen i go kasem 4% blong transaksen amaan.

E-komes i dipen long gudfala lojistik mo delivari sevis. Long Vanuatu, i nogat tumas provaeda long saed blong lojistik we yu sav efaenem onlaen. [Vanuatu Post Limited](#) i ofarem opsen blong olgeta sevis blong leta, meil, mo pasel we i moa jip. Yu save faenemaot moa diteil wetem lokol post ofis long saed blong olgeta sevis blong pasel blong olgeta o kontaktem wan niu saplaea [KAIKAI KOKO](#) (luluklul keis stadi daon ia) blong mekem delivari insaed long Port Vila.

Olgeta konsyuma ovasi oli no intres blong pem olgeta smosmol samting long Vanuatu folem hae kost blong delivari mo longfala dilei long saed blong shipim olgeta oda. Insted long hemia, oli laekem blong pem samting long olgeta lokol websaet we oli handelem inventri mo delivari insaed long kaontri blong olgeta.

- **Wok blong pakejem samting:** Bifo yu stat blong salem samting onlaen, yu mas tingting se olsem wanem nao bae yu pakejem wanwan prodak blong yu. Hemia i inkludum materiel, lebol, mo eni neseleri woning.
- **Shipim samting i go ovasi:** Intenasonal shiping i save tekem plante taem mo kostem plante mane. Olgeta fi i dipen long destinesen, hevi, mo volum blong pasel. E-stoa blong yu i save inkludum wan sistem long bak blong hem we i kalkuletem olgeta shiping fi tru long yus blong kalkuleta blong [Vanuatu Post Office](#), bes long olgeta diteil blong prodak mo ples we kastoma i stap long hem. Diman blong smol-volum kava eksport i go long Australia i go antap, mo yu save faenem olgeta difren kondisen blong bigfala shipmen long [Vanuatu Trade Portal](#).
- **Delivari Polisi:** Tokbaot olgeta kapabiliti blong yu long saed blong delivari mo olgeta opsen, olsem wan globol shiping we yu save delivarem wanwan prodak blong yu long eni ples raon long wol, klik-mo-kolekt, o hom delivari. Tokbaot olgeta taemfrem blong delivari mo olgeta kost blong manejem gud ekspektesen blong kastoma.
- **Riten Polisi:** Tokbaot gud olgeta prosija blong olgeta riten, inkludum wanem i hapen sipos kastoma i no kasem prodak long stret taem, o hemi brok, o hemi no wanem we kastoma i ekspektem. Mekem i klia se wetaem nao olgeta kastoma bae oli save mekem wan komplek, siops oli nid blong ritenem prodak, mo hu nao bae pem kost blong sendem prodak i kambak.
- **Rifan Polisi:** Sipos yu ofarem rifan, yu mas givim diteil long proses blong hao kastoma i save klem from wan rifan. Hemia i save inkludum olgeta wei blong rifan mo faenansol responsibiliti blong olgeta kost.
- Yu mas tingting blong inkludum wan **diskleima** we i askem long olgeta kastoma blong yu blong jekem gud infomesen wetem lokol kastoms ofis blong olgeta long saed blong olgeta guds we i kam aotsaed long kaontri, bifo oli konfemem transaksen blong olgeta. Olsem eksampol,

Natural Organic Living i inkludum wan notis long websaet blong hem olsem: "Plis tekem not – Hemi responsibiliti blong kastoma blong mekem sua se prodak we oli odarem bambae i nogat problem blong pas tru long Kastoms blong kaontri we mifala i stap postem pasel i go long hem – eksampol, kava hemi no alao long samfala kaontri. Bambae i nogat rifan sipos Kastoms i holem taet olgeta guds from kastoma i no bin jekem gud bifo hemi putum oda."

KEIS STADI: KAIKAI KOKO



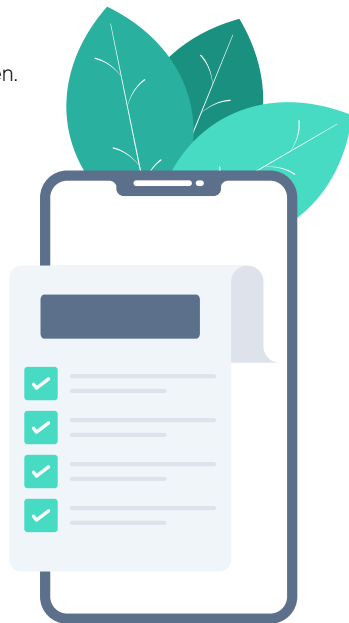
Kaikai Koko i provaedem olgeta sevis blong delivari wetem yus blong wan motobaek. Olgeta praes blong hem naoia hemi VUV 300, 500 o 700, dipen long ples we hemi go deliva long hem.

Sam long olgeta kastoma blong hem oli adem sevis blong Kaikai Koko stret long niufala websaet blong olgeta, olsem Homemade Pâtisserie we i mekem blong impruvum kastoma eksperiens blong ogeta we oli stap pem kek blong olgeta. Oli provaedem tu wan klia map, wetem samfala nem blong olgeta eria, blong soem olgeta opsen blong delivari mo praes.

RISPEKTEM OLGETA LOA MO REGULESEN.

Blong statem bisnis blong yu onlaen, yu mas mekem sua se bisnis operesen blong yu i mas rispektem olgeta nasional loa mo regulesen. Hemia samfala mein samting blong ligol jeklist blong yu:

- **Rejistresen blong Kampani:** Fi blong rejestresen blong wan kampani long Vanuatu i stat long VUV 30,000, wetem wan anuol riniuwol i we i stat tu long VUV 30,000. Be, sipos yu wantem wan bisnis strakja we i moa simpol, yu save operet olsem wan bisnis we yu wan yu kontrolem o olsem wan patnasip. Blong setemap kaen oganaesesen ia, yu nid blong rejestarem nem blong bisnis nomo wetem Rejistrar blong olgeta Bisnis Nem long Vanuatu Faenansol Sevis Komisen (VFSK). Fi blong rejestarem wan bisnis nem hemi VUV 10,000 wetem wan anuol riniuwol fi blong VUV 5,000. [Link](#).
- **Bisnis laesens:** Wan bisnis laesens i alaowem yu blong operet long wan ligol fasin long wan spesifik eria o indastri. Dipatmen blong Kastoms mo Inlan Revenu i givimaot olgeta bisnis laesens blong olgeta bisnis we oli stap operet insaed long olgeta munisipol eria long Port Vila, Luganville mo Lenakel. Be, blong olgeta bisnis we oli operet aotsaed long olgeta munisipol eria, olgeta Provinsol Gavman nao oli laesensing otoriti blong givimaot bisnis laesens long olgeta. Olgeta fi oli stat long VUV 10,000. [Link](#).
- **Kava eksport laesens:** Baeosekuriti Vanuatu i gat ligol mandeit blong apruvum mo setifaem olgeta eksport blong kava mo hemia i inkludum olgeta kwaliti standed blong kava. Blong kasem wan eksport laesens, kampani blong yu i mas soem se kava eksport fasiliti blong hem i mitim olgeta minimam rikwaemen. Hemia olsem wanem bae yu mekem: Baeosekuriti Vanuatu i jekem fasiliti blong yu blong prodaksen blong kava mo sipos hemi mitim evri rikwaemen bambae hemi givim wan setifikesen blong fasiliti ia. Taem yu gat wan setifikesen blong fasiliti, bae yu save karem wan laesens we i kam long Vanuatu Commodities Marketing Board. Bambae Baeosekuriti Vanuatu i oditim fasiliti blong yu tu long wan taem long wan yia, mo kost hemi VUV 120,000 long wan yia. [Link](#).
- **Taks rejestresen:** Rejistarem mo kasem wan Tax Identification Number. Yu save komplitim aplikesen fom blong hem mo provaedem olgeta dokumen we oli nidim long Dipatmen blong Kastoms mo Inlan Revenu. [Link](#).



- **Phytosanitary setifiket:** Ofisol dokumen ia i konfem se kava blong yu o olgeta kava prodak blong yu we oli ekspotem oli sef mo oli no karem eni rabis bebet mo siknes. Baeosekuriti Vanuatu yet hemi fasilitetem proses ia. [Link](#).
- **Data proteksen:** Wetem olgeta niufala rul long saed blong data proteksen mo praevesi (i dipen long vot blong Bill blong Data Proteksen mo Praevesi long neks Palemen siting), hemi impoten blong gat transparensi mo komplaens. I no longtaem bae yu nid blong karem pemisen bifo yu askem pesonal infomesen blong eniwan. Mekem sua blong eksplenem gud praevesi polisi blong yu tru long olgeta kwesten ia: wanem infomesen nao yu stap kolektem? From wanem nao yu stap kolektem infomesen ia? Hao nao bambae olgeta konsyuma oli save luk mo save mekem jenis long infomesen blong olgeta?
- **Olgeta Tem mo kondisen:** I gat olgeta templet long intanet we yu save yusum blong setemaot olgeta tem mo kondisen blong yu. Yu save luk eksampol long [ples ia](#).
- **Intelektjuol propeti:** [VanIPO](#) i protektem olgeta tredmak mo olgeta intelektjuol propeti raet long Vanuatu, mo hemi konekt wetem [Global Brand Database](#) (GBD, raon long wol) blong help blong kipim kava brand mo olgeta tingting blong yu i sef.
- **Olgeta prosija blong tred:** Blong impot mo ekspot blong olgeta prodak mo sevis, [Vanuatu Trade Portal](#) i tokbaot olgeta step we i nid blong folem, olgeta dokumen, olgeta institusen we oli pat long hem, olgeta kost mo olgeta dilei blong ekspektem. Tingting bihaen long Portal ia hemi blong mekem se olgeta prosija blong tred, investmen, imigresen mo lan manejmen i moa klia.
- **Fasin blong tredem kava:** Rul blong prodaksen mo ekspot blong kava oli setem anda long [Kava Act, 2002](#). Seksen 5 blong Kava Act i talem se wan lokol bisnis we wan sitisen blong Vanuatu i onem o i patna wetem wan man Vanuatu we i onem samples 51% blong bisnis, bambae hem nao i tredem kava. Vanuatu i gat ova long 80 kaen kava, be 12 nomo long olgeta kaen ia oli gud mo yu save ekspotem raon long wol. 'Tudei kava' hemi tabu blong ekspotem.
- **Fasin blong putum lebol:** Eni kontena o bag i gat kava insaed o olgeta kava prodak oli mas gat olgeta lebol we i klia wetem nem blong kava, aelan we hemi kam long hem, pat blong kava (rus o stamba) mo i mas gat olgeta toktok ia "Original Vanuatu Kava".

Ilustresen blong infomesen long Vanuatu Trade Portal, wetem wan fokas long kava eksport:

blong wan spesifik objektiv, olsem kava eksport tru long plen aot long Port Vila, yu save luk samari blong prosija, wetem olgeta dokumen we oli nidim, estimatesen blong olgeta kost, totol duresen, mo olgeta loa.

The screenshot displays the Vanuatu Trade Portal interface. At the top, the portal's name and logo are visible, along with navigation links for 'About us', 'Contact us', and 'Select Language'. Below this, a main navigation bar includes 'HOME', 'PROCEDURES', 'LEGISLATION', 'SINGLE WINDOW PORTAL', 'ONLINE CUSTOMS TARIFF', and 'ONLINE SERVICES'. A secondary navigation bar allows users to filter by 'Trade in Goods', 'Investments', 'Movement of Natural Persons', 'IPR Registrations', and 'Lands Management'. Below this, there are dropdown menus for 'Choose regime', 'Commodity', 'Pref. Treatment', and 'Entry / Exit Port', followed by a 'Search' button.

The main content area is titled 'EXPORT > KAVA > FULL PROCEDURE > NO PREFERENTIAL TREATMENT > Full procedure for exports of Kava (Port Vila seaport)'. It features a 'Number of steps (17)' sidebar on the left and a 'Summary of the procedure' main panel on the right.

Number of steps (17):

- Obtain a Kava facility certificate - Biosecurity (4)
 - 1 Submit application
 - 2 Facility Inspection
 - 3 Pays Kava Facility Fee
 - 4 Receive Kava Facility certificate
- Obtain an Export Certificate (2)
 - 5 Pays Export Certificate Fee
 - 6 Receive Export Certificate
- Obtain a Kava Phytosanitary Certificate - Biosecurity (4)
 - 7 Submit application (Single Window System)
 - 8 Kava consignment Inspection
 - 9 Pays Kava Phytosanitary Certificate Fee
 - 10 Receives Kava Phytosanitary Certificate
- Obtaining bill of lading at Port Vila seaport (1)
 - 11 Obtain bill of lading
- Customs and Biosecurity clearance at Port Vila seaport (3)
 - 12 Contract a Customs Broker
 - 13 Declare cargo (Single Window System)
 - 14 Obtain clearance (green)
- Releasing cargo at Port Vila seaport (3)
 - 15 Obtain invoice

Summary of the procedure:

Institutions involved (6):

- Biosecurity Vanuatu (x 3)
- Single Window Team (x 2)
- Shipping Agent
- Customs Broker
- Customs Border and Enforcement Office
- Lapetasi International Container Terminal (x 1)

Results (5):

- Kava Facility Certificate
- Kava Export Permit Certificate
- Phytosanitary Export Certificate - Vanuatu
- Payment receipt import VSEA
- Release Order - VSEA

Required Documents (23):

- Kava Export Facility Registration (PDF)
- Business Name Certificate
- Business Licence Certificate
- Foreign Investment Approval Certificate (FIAC)
- Payment receipt Biosecurity (x 2)
- Inspection and Purification Docket
- Details of export consignment
- Export booking form (PDF)
- Export Container release form - Port Vila (PDF)
- Container VGM Declaration (PDF)
- Commercial Invoice (x 2)
- Packing List (x 2)

Olgeta advaes we oli simpol mo gud blong helpem yu blong kipim bisnis blong yu i sef:

Taem yu stap statem wokbaot blong yu insaed long E-komes, hemi impoten blong protektem yuwan long olgeta risk we i stap kam antap blong olgeta onlaen skam mo saeba risk. Sekuriti brij i save lid i go long bigfala trabol, inkludum lus blong olgeta sel, akses long kastoma data, mo damejem nem blong bisnis blong yu – tekem olgeta aksen we bambae i save helpem yu blong no spendem bigfala mane.

Sekuriti advaes	Aksen	Risen
Leftemap saes blong paswod blong yu	Yusum paswod we i strong mo yu wan nomo yu save, wetem 12 karakta, inkludum olgeta leta, namba, mo saen. No yusum infomesen we i isi nomo blong man i faenem. Yu save yusum wan sevis olsem LastPass o 1Password blong jeneretem mo leftemap saes blong paswod blong yu.	Olgeta paswod we oli longfala mo oli moa kompleks oli had blong kasem, mo oli provaedem wan ekstra sekuriti kot we hemi impoten.
Apgreid i go long Tu-wei blong konfemem aedentifikesen	Mekem se i gat Tu-wei blong konfemem aedentifikesen long evri impoten akaon blong yu. Proses ia hemi involvem wan narafala sekuriti step bakegen antap long paswod blong yu. Afta we yu putum paswod blong yu, bambae yu risivim wan kod we oli sendem long mobael fon tru long teks mesej o long imel blong yu. Kod ia bae yu nidim blong komplitim login blong yu.	Adem wan ekstra step, blong mekem i had moa blong olgeta yusa we oli no otoresem blong aksesem olgeta akaon blong yu, nomata sipos oli gat paswod blong yu.
Apdeitem aplikesen blong yu oltaem	Kipim sofwea, olgeta aplikesen, mo olgeta opereting sistem blong yu i apdeit oltaem. Sipos i posibol, setem long otomatik apdeit.	Plante taem olgeta apdeit oli inkludum olgeta sekuriti patj blong olgeta niufala wiknes we oli jes faenemaot, we i protektem olgeta sistem blong yu from olgeta atak.

Protektem Praevesi blong yu	Yu lukaot long olgeta infomesen we yu serem onlaen. Jenisim Praevesi seting long sosol media blong limitim akses long sensitiv data.	Katem daon risk blong olgeta skam o akses we oli no otoraesem long olgeta infomesen blong yu.
Impruvum Bakap blong Data mo olgeta Sistem blong yu	Yu mas gat bakap oltaem blong olgeta data blong yu. Yusum olgeta lokol mo klaod storej solusen. Testem olgeta bakap blong yu blong mekem sua se oli wok.	Mekem sua se yu save tekem bak data we i lus from olgeta saeba atak, sistem we i daon, o taem yu mestem yu dilitim wan samting, blong hemi alaowem bisnis operesen blong i gohed wetem minimam disrapsen.

Blong moa infomesen, go long link ia: <https://pacson.org/cyber-smart-pacific/cyber-smart-pacific-2023>



**Department of Agriculture
and Rural Development**

malffb.gov.vu

**Commodities Marketing
Board Act (Cap. 133)**

<https://faolex.fao.org/docs/pdf/van89005.pdf>

Kava Act, 2002

<https://biosecurity.gov.vu/images/Export/kava-act-2002.pdf>



PHAMA Plus Program
Supported by Australia and New Zealand

**Pacific Horticultural and
Agricultural Market
Access plus**

phamaplus.com.au



Vanuatu Trade Portal

tradeportal.gov.vu



**Pacific
E-commerce
Initiative**

Pacific E-commerce portal

pacificcommerce.org



**Department of Customs,
Inland Revenue and VAT**

customsinlandrevenue.gov.vu



**Vanuatu Financial Services
Commission**

vfsc.vu



**Vanuatu Chamber of
Commerce and Industry**

vcci.vu



OLGETA INDASTRI REFRENS GRUP MEMBA

WETEM BIGFALA TANGKYU LONG KONTRIBUSEN BLONG OLGETA:

Bred Bank Vanuatu

Kava World

Lionfish Design studios

OGCIO

Pacific Digital Transformation Consulting

Polinet – Love at first site

Vanuatu Innovation and Digital Economy Association

Worth It Agency

TANGKYU LONG TEKNIKOL SAPOT:

Vashti Maharaj – Advasesa, Digital Trade Policy Commonwealth Connectivity Agenda



