



PIFS E-COMMERCE  
**BUSINESS TOOLKITS**

# USING E-COMMERCE TO HELP THE KAVA INDUSTRY IN VANUATU 2024

A guide to getting more customers online



**Pacific**  
E-commerce  
Initiative



PACIFIC ISLANDS FORUM





# CONTENTS

|  |    |
|--|----|
| <b>FOREWORD FROM THE PACIFIC ISLANDS FORUM SECRETARIAT</b>                     | 4  |
| <b>SECTION 1:</b> WHY MOVE ONLINE, WHY NOW?                                    | 5  |
| <b>SECTION 2:</b> WHAT ARE THE DIFFERENT OPTIONS TO GO ONLINE?                 | 6  |
| <b>SECTION 3:</b> WHAT COSTS SHOULD YOU CONSIDER TO TAKE YOUR BUSINESS ONLINE? | 9  |
| <b>SECTION 4:</b> GETTING NOTICED ONLINE.                                      | 11 |
| <b>SECTION 5:</b> GETTING PAID ONLINE.   | 13 |
| <b>SECTION 6:</b> GET MOVING: PACKAGING, SHIPPING, DELIVERY, RETURN.           | 15 |
| <b>SECTION 7:</b> COMPLYING WITH LAWS AND REGULATIONS.                         | 17 |
| <b>SECTION 8:</b> SECURITY TIPS.   | 20 |
| <b>SECTION 9:</b> FURTHER INFORMATION.   | 21 |
| <b>INDUSTRY REFERENCE GROUP MEMBERS</b>  | 22 |



# FOREWORD FROM THE PACIFIC ISLANDS FORUM SECRETARIAT

Over the past few years, E-commerce has become a focus for the Pacific Islands Forum Secretariat. We are working hard in this space because we believe that E-commerce has potential to help Pacific businesses overcome their structural challenges and gain a competitive advantage over global competitors.

Our activities and those of our partners are carried out under the umbrella of the [Pacific E-commerce Initiative](#) and guided by the [Pacific Regional E-commerce Strategy and Roadmap](#). This aligns with the Technology and Connectivity thematic area of the [2050 Strategy](#) and its implementation plan.

As a regional organisation, our role is to help our Forum Members work together to achieve their objectives, as working together can save time, money, and achieve better results. This is why a Pacific Regional Kava Development Strategy was launched in 2024 to support the kava industry to grow strong and sustain the people and businesses of our blue Pacific region, particularly in kava-producing countries like Vanuatu. The

preparation of E-commerce business toolkits for the kava sector is another practical way to do so.

Vanuatu's Kava Toolkit was one of the first that we published back in 2022. The PIFS E-commerce Business Toolkits are now a well-known series in the region and continue to support Pacific businesses in their online journey. It is now time we update the toolkit to capture the progress occurring in Vanuatu's digital ecosystem.

Based on a common methodology, which is how we work together, our toolkits have benefited from the skills of local experts and business leaders to ensure that each toolkit responds to the real needs of the target audience and sector.

I commend this progressive public-private partnership and wish our small business every success in their digital journey.

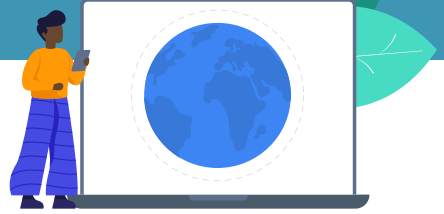
---

**Zarak Khan**

Director Programmes and Initiatives  
Pacific Islands Forum Secretariat

# 1

# WHY MOVE ONLINE, WHY NOW?



Worldwide, E-commerce sales grew by 60% from 2016 to 2022. This growth creates many new opportunities for businesses in both domestic and international markets.

In Vanuatu, E-commerce sales grew when supported and declined when they were not. However, Vanuatu's E-commerce environment is dynamic. The government has endorsed a National E-commerce Strategy and established a National E-commerce Committee in 2022. Every year, a national E-commerce Symposium is held to promote digital trade. Digital service providers are emerging, and the Vanuatu Chamber of Commerce and Industry, along with the Vanuatu Innovation and Digital Economy Association, are delivering digital training. E-commerce projects are also supported by the Telecommunications Radiocommunications and Broadcasting Regulator and awareness is raised by groups such as Van IGF and Smart Sistas. Additionally, Yumiwork provides digital hub services to businesses.

In 2024, the Pacific Islands Forum Secretariat (PIFS) delivered E-commerce training to 30 micro, small and medium enterprises (MSMEs) in Vanuatu. This series of three half-day workshops, led by E-commerce experts and national digital service providers, motivated entrepreneurs to advance their digital efforts. Grants for E-commerce projects and specialised coaching are also available.

In addition to E-commerce, kava is also an industry on the rise. In Vanuatu, about half of households cultivate kava, with the domestic market valued at approximately VUV 4 billion and exports at VUV 3 billion annually. These numbers make kava Vanuatu's top export product, and it does not seem to be decreasing any time soon.

The international market for kava is large and growing. Today, you can find kava shots in Chinese stores, a rising number of kava bars across the United States, and kava directly exported to Australia thanks to recent changes in legislation. Additionally, potential new markets include Germany and other European countries. It is estimated that the global kava root and basal extract market will grow from USD 1.18 billion in 2022 to USD 3.41 billion in 2029.

The world wants more and more kava but production is not yet enough to match it. What's promising is that production capacity in Vanuatu could double, with an estimated potential of over 30,000 tonnes of fresh kava per year (PHAMA Plus).

Thousands of kava suppliers have opened bank accounts, which helps with financial inclusion. E-commerce allows businesses to reach global markets more easily, increasing sales and improving livelihoods by connecting directly with consumers.

Now is an opportune time to invest in digital transformation and begin selling more kava online!

# WHAT ARE THE DIFFERENT OPTIONS TO GO ONLINE?

There are three main ways to establish an online presence, each with distinct models, costs, and target audiences.

**1. Social media** platforms such as [Facebook](#) and [Instagram](#) offer access to vast audiences – respectively, 3 and 2 billion people globally, spending more than 2.5 hours daily. Setting up a business page is free and straightforward, making it an accessible entry point for businesses. There are 110,000 Facebook users in Vanuatu. An example of effective social media use is [Pacific Santo Kava](#), which has attracted 6,000 followers on Facebook.



**2. Marketplaces** are platforms that allow businesses to list and sell products without the need to develop your own site. Global leaders include Alibaba and Amazon. However, using these platforms from Vanuatu can be expensive due to shipping and duties for international orders. Locally, marketplaces such as [Salem Nomu](#) and the [Maua App](#) are popular. These platforms offer a low-cost way to start selling online and help businesses get accustomed to essential E-commerce processes.

**3. Own website** is your own space on the internet where people can learn about you, your business and/or your products. Their effectiveness depends on strong marketing and advanced online functionalities to drive sales. In Vanuatu, more companies are developing their own websites, typically with the help of agencies or freelancers. However, many of these e-shops struggle with sales due to the lack of a robust marketing strategy and essential services such as e-payment options, delivery solutions, and order tracking.

A functional email address is essential for managing your business online. It allows you to communicate with customers and register for tools such as Meta Business Suite, marketplaces, and other business solutions. Your presence on the Google Search Engine is important as well: business description, business location, and rating by users.

## Examples of e-shops from Vanuatu selling kava:

|  |  |
|--|--|
|    | <p>Driven by a vision to share the values of “storian” and “wise bong kava,” <u>El Manaro Export</u> is committed to bringing instant and dried kava to the world.</p>       |
|    | <p><u>The Kava House</u> sells a wide range of products: powder, food, pharmaceutical, printed fabric.</p>   |
|    | <p><a href="https://kavavanuatu.com.au">https://kavavanuatu.com.au</a> is a beautiful website dedicated to kava. They sell powder, strainer bags, and kava drink makers.</p> |
|  | <p><u>Vanuatu's Kava House Australia</u> offers free standard shipping Australia wide. They sell kava powder.</p>  |
|  | <p><u>Vanuatu Noble Kava</u> was founded in 2021 and targets the Australian market. Range includes kava tea, kava shots, strainer bags, and a ball shaker.</p>               |

**Pros and cons of the available channels:**

|                     | <b>Main pros</b>  | <b>Main cons</b>  |
|---------------------|---|---|
| <b>Social Media</b> | <ul style="list-style-type: none"> <li>- Built-in user base is vast and diverse.</li> <li>- Cost-effective marketing.</li> <li>- Affordable and simple setup, requiring minimal expenses and little technical knowledge.</li> <li>- Quick interaction with customers.</li> <li>- Drives traffic to your website.</li> </ul> | <ul style="list-style-type: none"> <li>- Dependent on platform algorithms.</li> <li>- Content may get lost in feeds (Facebook).</li> <li>- Offers only basic features with few advanced options.</li> <li>- Payment processing is not available through social media platforms in Vanuatu.</li> </ul>   |
| <b>Marketplaces</b> | <ul style="list-style-type: none"> <li>- Built-in user base is vast and diverse.</li> <li>- Reach a broad audience with relatively low financial commitment.</li> <li>- Include built-in payment options for smooth and easy transactions.</li> </ul>   | <ul style="list-style-type: none"> <li>- Restricted ability to customise branding, customer experience, and product presentation.</li> </ul>  |
| <b>Own website</b>  | <ul style="list-style-type: none"> <li>- May be connected to your bank account in Vanuatu to easily receive payments.</li> <li>- Full control over design, content, user experience, and branding, allowing for a customised online presence.</li> </ul>  | <ul style="list-style-type: none"> <li>- Does not have a built-in user base.</li> <li>- Requires significant investment for both initial setup and ongoing maintenance.</li> <li>- Demands considerable time and effort to establish and manage.</li> <li>- Not easy to integrate with other platforms, which can complicate operations.</li> </ul> |

# WHAT COSTS SHOULD YOU CONSIDER TO TAKE YOUR BUSINESS ONLINE?

## Common costs for all options:

- First, remember that the E-commerce journey is time consuming. Whatever the channel, some time will be required for describing and updating your services, uploading new banners, managing orders, answering customers' requests, and analysing online customers behaviours.
- A reliable **internet connection** is essential. With speeds below 1 Mbps, basic activities such as sending emails or uploading photos can become very slow, hindering communication with customers. Providers such as [3 Links](#), [Digicel](#), [Vodafone](#), and [WanTok](#) offer internet packages, and their prices have decreased in recent years: 1 GB of data can now cost about VUV 100.
- For **devices**, a smartphone with a good camera and ample storage capacity is recommended. Basic smartphones are priced under VUV 10,000. For managing multiple channels and using various software, a laptop or tablet is also very useful.
- Other cost components to anticipate include packaging, labelling, inventory management, delivery, duties, and returns. (See Section 6 for more information.)

## Costs specific to social media:

- You may need to allocate a budget for advertising, particularly on platforms such as Facebook, Instagram, or TikTok, to effectively reach and engage your target audience. You should start with a VUV 120 budget per campaign to understand how it works.

## Costs specific to marketplaces:

- **Commission fees** can be charged as a percentage of each transaction, or as a cost per unit sold.
- Additional costs associated with the **international transfer** of funds and **currency conversion**.

## Costs specific to your own website:

When requesting detailed quotations from potential suppliers, consider the following key components:



- **Technical development:** this includes creating the website according to agreed specifications, such as key functionalities and language support.
- **Content production:** costs for creating photos, videos, translations, etc.
- **Digital marketing:** expenses for Search Engine Optimisation (SEO) and online advertising.

- **Maintenance:** includes costs for licences, hosting, domain registration, additional plugins, and security certificates.
- Bank commission fees: up to 4% of the transaction amount with payment gateway services provided by BRED Bank or ANZ Bank.

**Quotations you may get in Vanuatu to develop your own website:**

|                            | Basic       | Advanced    |
|----------------------------|-------------|-------------|
| <b>Setup</b>               | VUV 200,000 | VUV 800,000 |
| <b>Monthly maintenance</b> | VUV 4,000   | VUV 50,000  |

**Example of basic ICT needs:**

|  |   |
|--|---|
| <p><b><u>Vodafone</u></b><br/>offers business bundle access starting at under VUV 10,000 per month.</p>                              | <ul style="list-style-type: none"> <li>• Fibre unlimited, 5Mbps.</li> <li>• Fixed voice: Unlimited to Vodafone &amp; 5 hours of calls to other networks.</li> <li>• MiFi: 3GB of data.</li> </ul>   |
| <p><b><u>Digicel</u></b><br/>offers affordable smartphones, such as the Alcatel A1 and Energizer U505S, priced around VUV 7,000.</p> | <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p><b>Key features</b></p> <ul style="list-style-type: none"> <li>• 5.0MP/2.0MP Main Camera / Selfie Camera</li> <li>• 5" Screen Size</li> <li>• 480 x 960 Screen Resolution</li> <li>• Android v8.1 Operating System</li> <li>• 1.3GHz Quad-core CPU</li> <li>• 2000mAh Battery</li> </ul> </div> </div> |
| <p><b><u>WanTok</u></b><br/>offers website hosting services starting at VUV 1,000 per month.</p>                                     | <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <ul style="list-style-type: none"> <li>• 2GB space.</li> <li>• 2 mailboxes.</li> </ul> </div> </div>   |

Once you are online, it is important to get noticed and attract attention. In the Retail and Consumer Goods industries, about half of sales happen after a digital interaction between the customer and the business through social media, email, web searches, or text. This highlights the importance of effective digital marketing to drive online sales, which can be achieved in several ways.

- **Email Signature:** Create an email signature that includes links to your social media profiles and your personal website, if available.
- **Social Networks:** Focus on the quality of your posts by using high-quality photos, relevant tags, hashtags, and emojis. In Vanuatu, even a small advertisement budget such as VUV 120 on social media can effectively increase your audience and provide a good return on investment.
- **Direct Marketing:** Use tools such as [Mailchimp](#) to send targeted emails to your clients. Effective direct marketing involves well-designed flyers, segmented campaigns, and automated emails (such as welcome messages or birthday offers).
- **Search Engine Optimisation (SEO):** Influences your ranking in search engine results. It depends on factors such as keywords, content quality, and internal links.
- **Google Ads:** You can improve your visibility with [Google Ads](#).
- **Analytics solutions:** Use analytics solutions across your online channels to track and increase the number of visitors you attract (audience acquisition rate) and how many of these visitors are becoming customers (conversion rate). Monitor which campaigns drive traffic, identify where customers drop off, and address issues such as shopping cart abandonment, since two-thirds of online carts are abandoned.



# EXAMPLE OF A MASSIVE REACH OF AUDIENCE ON SOCIAL NETWORK:



An advertised Facebook post by [Kava World](#) generated approximately 35,000 interactions. The page has 8,000 followers.



# 5

## GETTING PAID ONLINE.

- In Vanuatu, domestic and small transactions are often still settled in cash. In E-commerce, this method of payment is known as **cash on delivery**.
- Most online orders are confirmed with an order request that requires payment, typically via **bank transfers**. This process is simple and can be done via bank apps, though transfers between different banks can incur fees of around VUV 500. In the kava industry, large-volume exports are generally paid via bank transfers, while domestic transactions are often settled in cash.



- **Mobile payments** are still a new solution in Vanuatu. They are affordable, and can be used to pay some bills. Those solutions are useful to send and receive money but are difficult to integrate with other platforms at this stage (no link with order management and client database). Mobile payment options are provided by Vodafone ([M-Vatu](#)), Digicel ([MyCash](#)), Vanuatu Post Office ([KwikPay](#)), [KickEx](#), and [WanTok](#).
- Using **QR codes** for payments is an interesting option. You can create a QR code to facilitate bank transfers or mobile payments, allowing customers to scan the code, enter the amount, and complete the transaction. As of 2024, approximately 40 companies use M-Vatu's QR code feature.
- **Payment gateway services** offered by BRED and ANZ Banks enable you to connect your website to your Vanuatu bank account. However, these gateways may not be compatible with all e-shop solutions (e.g., Wix). Verify compatibility before developing your e-shop.
- Currently, popular international payment solutions such as PayPal and Shopify cannot be linked to business bank accounts in Vanuatu.



## CASE STUDY: BRED BANK PAYMENT GATEWAY

BRED Bank launched its payment gateway nearly a decade ago, allowing e-shops to integrate directly with BRED Bank accounts in Vanuatu. This solution is now used by over 40 companies. It is compatible with most E-commerce platforms and provides features such as multi-currency support and automated payments. Customers can use local BRED smart cards as well as all major credit and debit cards.

If you do not yet have an e-shop, you can still embark on your E-commerce journey by promoting your products on social media and using alternative payment methods. These include bank transfers, QR codes via the BRED app, or Payzen payment links.

### Available payment options in Vanuatu:

| Payment option                | Main pros  | Main cons   |
|-------------------------------|--|---|
| <b>Cash on delivery (COD)</b> | <ul style="list-style-type: none"><li>- There are no additional fees for you as the seller.</li></ul>              | <ul style="list-style-type: none"><li>- Payment depends on the customer's effective arrival and willingness to pay, which can lead to potential issues.</li></ul>   |
| <b>Bank transfer</b>          | <ul style="list-style-type: none"><li>- Easily accessible with all local banks.</li><li>- Simple to use.</li></ul> | <ul style="list-style-type: none"><li>- Does not integrate with websites or apps for streamlined operations.</li><li>- Typically incurs a fee of about VUV 500 for transfers between two local banks.</li></ul> |
| <b>Mobile payment</b>         | <ul style="list-style-type: none"><li>- Affordable.</li><li>- Easy for customers in Vanuatu to use.</li></ul>      | <ul style="list-style-type: none"><li>- Does not connect with other systems.</li><li>- Hardly used by customers overseas.</li></ul>   |
| <b>Payment gateway</b>        | <ul style="list-style-type: none"><li>- Clients can complete their payment without leaving your e-shop.</li></ul>  | <ul style="list-style-type: none"><li>- In Vanuatu, only available through BRED and ANZ Banks.</li><li>- Commission up to 4% of the transaction amount.</li></ul>   |

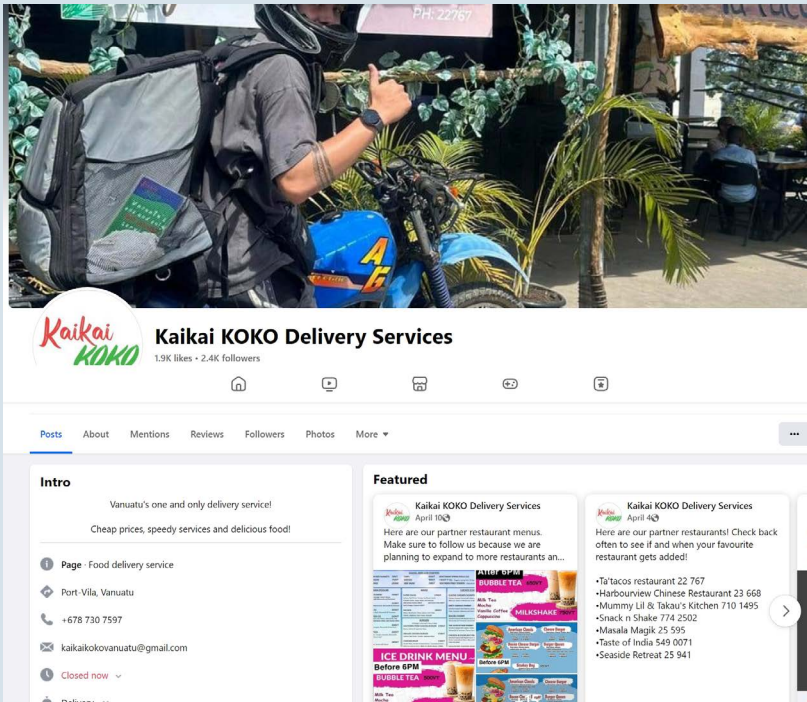
# GET MOVING: PACKAGING, SHIPPING, DELIVERY, RETURN.

E-commerce relies on efficient logistics and delivery services. In Vanuatu, digital-friendly logistics providers are limited. [Vanuatu Post Limited](#) offers the most affordable options for letter, mail, and parcel services. You can consult with the local post office for details on their parcel services or contact a new supplier [KAIKAI KOKO](#) (see case study below) for deliveries within Port Vila.

Overseas consumers are generally not interested in purchasing small volumes from Vanuatu due to high delivery costs and long shipping delays. Instead, they prefer to buy from local websites that handle inventory and deliveries within their own country.

- **Packaging:** Before starting online sales, you must decide how each product will be packaged, including materials, labels, and any necessary warnings.
- **Shipping:** International shipping can be both time-consuming and expensive. Costs are determined by destination, weight, and volume. Your e-shop can include a backend system that calculates shipping fees using the [Vanuatu Post Office's](#) calculator, based on product details and customer location. The demand for small-volume kava exports to Australia has increased, and various conditions for larger shipments can be found on the [Vanuatu Trade Portal](#).
- **Delivery Policy:** Define your delivery capabilities and options, such as global shipping, click-and-collect, or home delivery. Clearly state delivery timeframes and costs to manage customer expectations effectively.
- **Return Policy:** Clearly outline procedures for returns, including what happens if the product is delivered late, damaged, or does not look as expected. Specify when customers can raise a complaint, whether they need to return the product, and who bears the cost.
- **Refund Policy:** If you offer refunds, detail the process for claiming a reimbursement. This should include methods of reimbursement and financial responsibility for the costs.
- Consider including a **disclaimer** advising customers to verify product acceptability with their local customs. For instance, [Natural Organic Living](#) includes a notice on its website: "Please Note – It is our customers' responsibility to ensure that the goods they order comply with their postal country's Customs regulations—for example, kava is prohibited in some countries. No refunds will be provided if goods are seized by Customs due to non-compliance."

# CASE STUDY: KAIKAI KOKO



Kaikai Koko provides delivery services by motorbike. Prices are currently VUV 300, 500 or 700, depending on the delivery location. This new company works mainly with restaurants at this stage.

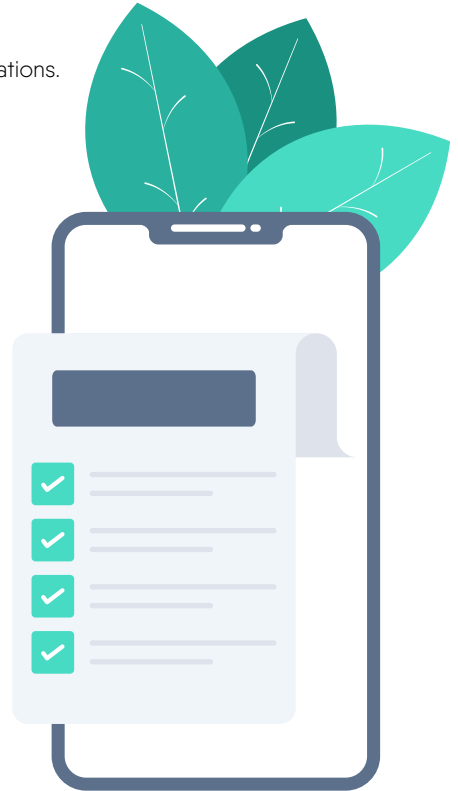
Some of its customers add Kaikai Koko's service directly on their new websites, such as Homemade Pâtisserie that does it to improve the customer experience for those who buy their cakes. A clear map is provided, with several zones, to define delivery options and prices.

# 7

# COMPLYING WITH LAWS AND REGULATIONS.

Starting your online business involves ensuring that your business operations comply with national laws and regulations. Here are key elements for your legal checklist:

- **Company registration:** The registration fee for a company in Vanuatu starts at VUV 30,000, with an annual renewal fee also starting at VUV 30,000. However, if you prefer a simpler business structure, you can operate as a sole proprietorship or a partnership. To establish this type of entity, you only need to register the business name with the Registrar of Business Names at the VFSC. The fee for registering a business name is VUV 10,000, with an annual renewal fee of VUV 5,000. [Link](#).
- **Business licensing:** A business licence allows you to operate legally in a specific area or industry. The Department of Customs and Inland Revenue issues business licences for businesses operating within the municipal areas in Port-Vila, Luganville, and Lenakel. Provincial Governments are the licensing authority for issuing licences for businesses operating outside municipal areas. Cost starts at VUV 10,000. [Link](#).
- **Kava export licence:** Biosecurity Vanuatu has the mandate to approve and certify exports of kava and this includes quality standards of kava. To obtain an export licence, your company is required to show that its kava export facility meets certain minimum requirements. This is done as follows: Biosecurity Vanuatu verifies your facility for the production of kava and provides a facility certification if all requirements are met. Once you have a facility certification, you can get a licence from Vanuatu Commodities Marketing Board. Your facility will be audited by Biosecurity Vanuatu at least once a year. Cost is VUV 120,000 per year. [Link](#).
- **Tax registration:** To register and obtain a Tax Identification Number, you can complete the relevant application form and provide the required documents to the Department of Customs and Inland Revenue. [Link](#).



- **Phytosanitary certificate:** This official document confirms that your kava or kava-related products being exported are safe and free from harmful pests and diseases. This process is facilitated by Biosecurity Vanuatu. [Link](#).
- **Data protection:** With the new rules on data protection and privacy (depending on the upcoming vote on the Bill on Data Protection and Privacy), it is important to ensure transparency and compliance. You will soon need to get permission before collecting anyone's personal information. Make sure to clearly explain your privacy policy by answering these questions: What information are you collecting? Why are you collecting this information? How can consumers see and change their information?
- **Terms and conditions:** Customisable templates are available on the internet, for example [here](#).
- **Intellectual property:** [VanIPO](#) protects trademarks and intellectual property rights in Vanuatu, and connects with the [Global Brand Database](#) (GBD, worldwide) to help keep your kava brand and ideas safe.
- Trade procedures: For the **import and export** of products and services, [Vanuatu Trade Portal](#) describes required steps, documents, involved institutions, expected costs, expected delays. The portal aims at making trade, investment, immigration and lands management procedures more transparent.
- **Trading of kava:** The production and export of kava is regulated under the [Kava Act, 2002](#). Section 5 of the Kava Act outlines that the trade of kava must be carried out by a local business that is owned by a citizen of Vanuatu or in partnership with a national of Vanuatu who owns at least 51% of it. Vanuatu has over 80 varieties of kava, but only 12 noble varieties can be exported globally. *Tudei kava* is strictly prohibited for export.
- **Labelling:** Any containers or bags containing kava or kava products must be clearly labelled with the name of the variety, the island of origin, the distinct plant parts (roots or stems) and the words "Original Vanuatu Kava".

## Illustration of information from Vanuatu Trade Portal, with a focus on kava export:

For a specific objective, such as kava export by plane from Port Vila, one can see the summary of the procedure, with the corresponding required documents, estimated costs, total duration, and laws.

The screenshot displays the Vanuatu Trade Portal interface. At the top, the logo for VANUATU TRADE PORTAL is visible, along with navigation links for 'About us', 'Contact us', 'fr', 'en', and a 'Select Language' dropdown. Below the header, a menu bar includes 'HOME', 'PROCEDURES', 'LEGISLATION', 'SINGLE WINDOW PORTAL', 'ONLINE CUSTOMS TARIFF', and 'ONLINE SERVICES'. A secondary menu lists categories: 'Trade in Goods', 'Investments', 'Movement of Natural Persons', 'IPR Registrations', and 'Lands Management'. A search bar is present with filters for 'Choose regime', 'Commodity', 'Pref. Treatment', and 'Entry / Exit Port'. The main content area shows the breadcrumb path: 'EXPORT > KAVA > FULL PROCEDURE > NO PREFERENTIAL TREATMENT > Full procedure for exports of Kava (Port Vila seaport)'. On the left, a sidebar titled 'Number of steps (17)' lists the procedure steps, grouped into sections: 'Obtain a Kava facility certificate - Biosecurity (4)', 'Obtain an Export Certificate (2)', 'Obtain a Kava Phytosanitary Certificate - Biosecurity (4)', 'Obtaining bill of lading at Port Vila seaport (1)', 'Customs and Biosecurity clearance at Port Vila seaport (3)', and 'Releasing cargo at Port Vila seaport (3)'. The main area is titled 'Summary of the procedure' and is divided into three sections: 'Institutions involved (6)', 'Results (5)', and 'Required Documents (23)'. Each section contains numbered icons and images representing the entities, documents, and outcomes associated with the procedure.

**Number of steps (17)**

- Obtain a Kava facility certificate - Biosecurity (4)
  - Submit application
  - Facility Inspection
  - Pays Kava Facility Fee
  - Receive Kava Facility certificate
- Obtain an Export Certificate (2)
  - Pays Export Certificate Fee
  - Receive Export Certificate
- Obtain a Kava Phytosanitary Certificate - Biosecurity (4)
  - Submit application ( Single Window System)
  - Kava consignment Inspection
  - Pays Kava Phytosanitary Certificate Fee
  - Receives Kava Phytosanitary Certificate
- Obtaining bill of lading at Port Vila seaport (1)
  - Obtain bill of lading
- Customs and Biosecurity clearance at Port Vila seaport (3)
  - Contract a Customs Broker
  - Declare cargo (Single Window System)
  - Obtain clearance (green)
- Releasing cargo at Port Vila seaport (3)
  - 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
- Labetai 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
- Container UGM Declaration (PDF)
- Commercial Invoice (x 2)
- Packing List (x 2)

## 8

## SECURITY TIPS.

**Security tips: protecting your business online**

As you venture into E-commerce, it's crucial to protect yourself from the increasing risk of online scams and cyber threats. Security breaches can lead to major disruptions, including lost sales, compromised customer data, and damage to your business reputation - costs that can be avoided by taking preventive measures.

| Security tip                                | Action  | Reason  |
|---|---|---|
| <b>Upsize your passwords</b>                | Use strong, unique passwords with at least 12 characters, including letters, numbers, and symbols. Avoid easily guessable information. You can use a service such as LastPass or 1Password to upsize your password. | Longer and more complex passwords are harder to crack, providing an essential layer of security.  |
| <b>Upgrade to two-factor authentication</b> | Enable two-factor authentication on all important accounts, involving a code sent to your phone or email.   | Adds an extra step, making it significantly harder for unauthorised users to access your accounts, even if they have your password.                                   |
| <b>Update your apps regularly</b>           | Keep software, apps, and operating systems up to date. Enable automatic updates if possible.  | Updates often include security patches for newly discovered vulnerabilities, protecting your systems from attacks.  |
| <b>Uphold your privacy</b>                  | Be mindful of the information shared online. Adjust privacy settings on social media to limit access to sensitive data.   | Reduce the risk of your information being exploited for scams or unauthorised access.   |
| <b>Upscale your data and systems backup</b> | Regularly back up your data using both local and cloud storage solutions. Test your backups to ensure they work.  | Ensure you can recover from data loss due to cyberattacks, system failures, or accidental deletion, allowing business operations to continue with minimal disruption. |

For more information: <https://pacson.org/cyber-smart-pacific/cyber-smart-pacific-2023>

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

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



**Department of Agriculture  
and Rural Development**

[malffb.gov.vu](http://malffb.gov.vu)

**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](http://phamaplus.com.au)



**Vanuatu Trade Portal**

[tradeportal.gov.vu](http://tradeportal.gov.vu)



**Pacific  
E-commerce  
Initiative**

**Pacific E-commerce portal**

[pacificcommerce.org](http://pacificcommerce.org)



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

[customsinlandrevenue.gov.vu](http://customsinlandrevenue.gov.vu)



**Vanuatu Financial Services  
Commission**

[vfsc.vu](http://vfsc.vu)



**Vanuatu Chamber of  
Commerce and Industry**

[vcci.vu](http://vcci.vu)



# INDUSTRY REFERENCE GROUP MEMBERS

## WITH MANY THANKS FOR THEIR CONTRIBUTIONS:

[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](#)

## THANK YOU FOR THE TECHNICAL SUPPORT:

Vashti Maharaj - Advisor, Digital Trade Policy Commonwealth Connectivity Agenda



