

VCCI NEWS



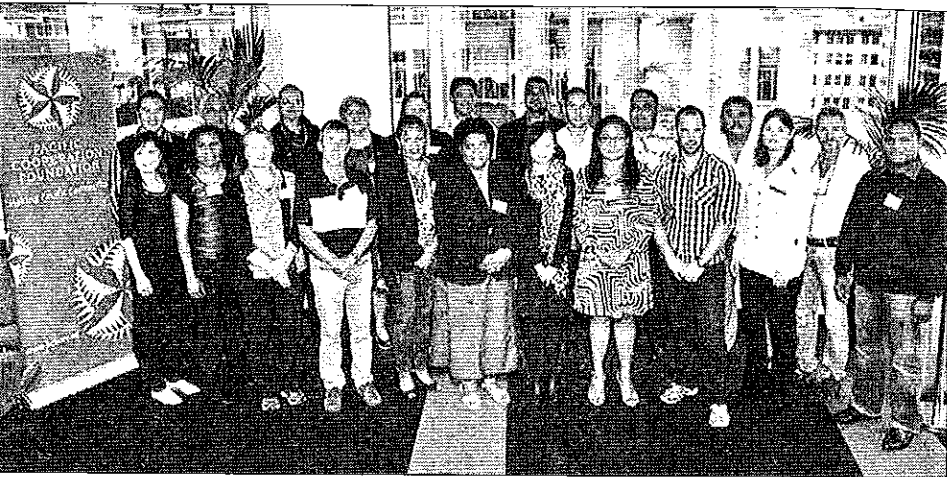
Vanuatu Chamber of Commerce & Industry

Business Column

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Supporting Our Business Community

IT Connectivity in the Pacific training



Pacific business owners who attended the training and conference

THE PACIFIC COOPERATION Foundation (PCF) this year organized a Pacific Wave conference held at the Hilton Hotel, Auckland on 15th May 2015. The focus of the conference was on 'IT Connectivity in the Pacific'. Prior to the main Pacific Wave Conference, PCF in partnership with the Pacific Islands Private Sector Organization (PIPSO) hosted a

Marketing and Communication seminar and ICT training as a component of the seminar. This came as a result of the feedback received from businesses in the region that ICT training is an experience that they require and the organizers intended to support this requirement by organizing that training seminar on the 14th May 2015 before the main

conference the next day. Vanuatu businesses were represented in the training and the conference by the CEO of the Vanuatu Direct Limited, Business Partner of the Volcanic Earth and the Marketing Manager of the Evergreen Limited. Asked to give their views on the training and the conference, all three Vanuatu representatives stated that Day 1 which was the

training was very informative and it was specifically tailored to businesses that are trying to meet marketing challenges in the face of global competition. The training created platforms to develop engines to drive online presence as well as covered needed tools to create such platforms. The training went on to teach the participants on the reasons why developing a well designed website

matters in terms of business. The participants learnt that producing high quality products or services, having a unique selling position and knowing one's core target groups helps businesses grow faster. The conference that took place on Day 2 saw successful entrepreneurs within the region who have used IT to start and operate their businesses gave presentations. The participants

learnt from the presenters that there are a lot of business opportunities out there that can be done online and do not need physical infrastructure. More-so the participants learnt that the cost of connectivity in the Pacific is very high however if proper satellite connections are done, the use of IT in the rural areas can reduce telecommunication costs as well as improve businesses.