



# Opportunity

Issue #10 October, 2023

Business News, Reviews and Updates from the IPA

## MD's INBOX



**CLARENCE M HOOT**  
Managing Director

Dear Readers,  
Welcome to the 10<sup>th</sup> edition of the IPA **Opportunity Newsletter** for 2023.

The month of October was a hectic one for us at the Investment Promotion Authority. This month saw the country host a series of international forums in the country as well as abroad.

Here at the IPA front, we co-hosted the PNG-EU Business, Trade and Investment Conference together with the PNG EU Delegation and the National Trade Office. The IPA was also in attendance at the Inaugural PNG-Asia Investment Conference

in Hong Kong, People's Republic of China.

Read more about the event in our inside story.

The IPA also rolled out 90% of its awareness program this month. One of the key highlights of this program was the launching of two IPA Help Desks, one in Goroka, Eastern Highlands Province and another in Popondetta, Oro Province bringing the number of IPA Help Desks throughout the country to eight. Read full details of this in our lead story.

As we are into the final quarter of this year, we would like to invite you to share some of the experiences your business went through this year. We would be delighted to feature your business in the "Let's Hear It" section of the newsletter.

On the compliance side of things, we would like to remind companies again that November 30th is the deadline for all companies to Re-register. On the 1st of December we will switch on the automated compliance component of the registry, whereby, the system will automatically change the status of non-compliant companies to

"Removed". To have the company reinstated, it will take a tedious process and relevant penalty fees will be imposed.

During this grace period we are calling on companies to come forward and re-register to avoid penalty fees except for a K500 one-off fee for Annual Returns regardless of the number of years your Annual Returns are outstanding.

Thank you and hope you enjoy this issue of the newsletter.

**Clarence M Hoot**  
Managing Director

## Tips & Traps

If you have not renewed your Business Name in September of this year when we gave our deadline, you would have noticed that your Business Name status would now be showing as "Lapsed".

If you have Authority over the Business Name then go to your dashboard, select the Business Name, click on it and select "New Filing". This will take you to the page that will ask you for the "Form category" you wish to lodge.

Select "Winding Up" and in the Forms Available to File box you select J-53 "Application for revocation of business name cancellation". Refer to the screen-

shot below. You will be required to pay a fee of K250. Once this process is completed then you can then proceed to renewing your Business Name with a fee of K150.



## IPA CO-HOSTS THE 4TH EU-PNG BUSINESS, TRADE AND INVESTMENT CONFERENCE

SINCE the inaugural EU-PNG Business, Trade and Investment Conference, four (4) years ago, there has been an increased visibility and investment interest between the European Union countries, Papua New Guinea and the Pacific.

As one of the key agencies involved in the event, the Investment Promotion Authority has maintained its partnership with the EU Delegation in PNG to continue to drive the partnership interests since 2019.

The conference has also given the opportunity for our PNG and Pacific MSMEs to showcase their businesses and connect with the markets in Europe. Last year, we were able to bring in some of our MSMEs from our 22 provinces and it was pleasing to see how they told their stories and make connections with partners and industry players during the conference then.

Since 2012, IPA foreign certification records shows that a total of more than 110 companies were registered by EU companies in the last decade. The proposed investment value of this cluster is almost K3billion with about a thousand jobs created.

The source of those investments are from Netherlands, France, Germany, Italy, Greece and Denmark amongst others from Europe. The main sectors of investment are mining

and petroleum, construction, transport, wholesale and retail, real estate and forestry.

As one of the main stakeholders that supported this program from its initial stages five years ago, we will continue to work with the EU Delegation and the EU-PNG Business Council and other government and private sector partners to ensure that

we attract more investments from the EU region.

We have more opportunities for investments in sustainable sectors especially agriculture, tourism, fisheries, clean renewable energy, carbon trade and hydrogen development apart from oil and gas, mining and forestry.



*From Right: Registrar Intellectual Property Office, Amelia Na'aru, Director Corporate Service, Anna Marikawa, Executive Officer to MD's Office, Ronald Maru, Senior Marketing Officer-Trade, Ken Pep and Raphael Momong.*

# Papua New Guinea is open for business: Clarence Hoot

PAPUA NEW GUINEA is attractive with its natural resources endowments and pristine natural environment. There is space for everyone to do business given its diverse resources and sectoral opportunities which most remain untapped; and most importantly, Papua New Guinea is open for business.

This were the key messages delivered by Managing Director of the Investment Promotion Authority, Mr. Clarence Hoot at the inaugural Papua New Guinea-Asia Investment Conference in Hong Kong.

Mr. Hoot presented the outlook of PNG's investment climate and zoomed into the key roles of the IPA for the purposes of those who may have business interests and wish to do business in PNG.

He also gave a brief run down on the business entry requirements in place for potential investors who contemplating coming to do business in PNG.

Key areas Mr. Hoot mentioned included visa, foreign certification of companies, work permits, tax registrations, sectoral licenses, compliance with other

business laws including the winding up processes.

The conference was the first of its kind for PNG in the Asian region and it provided PNG the opportunity to explore potential prospects for investment from the People's Republic of China and its provinces and special territories including Hong Kong, and other major Asian economies of Japan, India, Korea and South East Asian economies.



From left to right: President, PNG Chamber of Mines & Petroleum, Mr. Anthony Smare, Southern Highlands Governor, Hon. William Powi, MP, Acting Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the HKSAR, Mr. Li Yongsheng, Prime Minister, Hon. James Marape, MP, Minister for International Trade and Investment. Hon. Richard Maru and Investment Promotion Authority Managing Director, Mr. Clarence Hoot

## IPA participates at the World Indigenous Business Forum



IPA team at the booth



Senior Marketing Officer-Trade, Ken Pep serving coffee at the IPA booth

## IPA rolls out provincial outreach program



*Acting Senior Registration Officer-Intellectual Property Office, Geno Raka addressing the participants in Kokopo.*



*IPA doing one-on-one sessions on Online Registry System (ORS) with participants during the awareness in Vanimo*



*Participants expressed satisfaction after the awareness session held at the Sir Ignatius Stadium indoor complex in Lae and gathered for a photoshoot. Insert: Participants with the IPA team during the awareness at Mutzing Station of Markham District, Morobe Province*

## IPA launches Help Desk in Oro Province

The Investment Promotion Authority (IPA) launched the IPA Help-Desk in Popondetta, Oro Province on **Friday 27th of October 2023**. The IPA Help-Desk will help the people in the province in terms of business registrations and the provision of investment information.

The IPA Help-Desk launching follows the signing of a Memorandum of Understanding (MoU) between the Oro Provincial Administration and the IPA in November 2021.

The then IPA Acting Managing Director and Director of Investor Servicing & Promotion Division, Mr. Daroa Peter, when officiating during the launch highlighted that the launching of the Oro IPA Help-Desk will make IPA services accessible to the people at the provincial levels and



assist our local SMEs prosper in their business endeavours.

The IPA Help-Desk was officially launched in a small but significant ceremony in Popondetta, Oro Province by Mr. Peter and the Oro Provincial Administrator, Mr. Trevor Magei.

Mr Peter highlighted the importance of the help desk in bringing IPA services to the provinces where IPA does not have an office. He emphasized that the IPA Help Desk will allow for the commerce division to not only register businesses but to also profile investment opportunities in various sectors for promotion. He urged the Oro Provincial Administration, particularly the commerce officers who attended the IPA Help Desk launch to further train and impart the skills and knowledge they have gained to others in their districts, local level government wards, and villages. The Oro Province Commerce Officers who attended the IPA Help Desk

launch were trained on how to operate the IPA Help Desk and in particular, on how to use the IPA online Registration System and do project and sector profiling for investment opportunities in the Province.

Mr Peter also thanked the Oro Provincial Administration under the leadership of Mr. Magei, for the ongoing support and cooperation since the signing of the MoU back in 2021. He also acknowledged Mr Colin Otoha – Acting Advisor – Commerce Division and the IPA management and staff for the tireless efforts in organising the official launching of the IPA Help-Desk in Oro Province.

Provincial Administrator, Mr. Magei was emotional when giving his speech saying that the IPA Help Desk launch event maybe small but holds greater potential to impact the lives of the people by engaging in business activities and partake in the development of the prov-

ince as a whole. He was grateful to IPA for honouring the IPA-Oro Province MOU by providing the IPA Help Desk and he gave his full support to the Oro Province Commerce Division to strategize on the best approach of engaging the people in business and investment activities and opportunities in the province.

He said that the launching was timely in the sense that the local people will now have access to IPA services within the Province.

The IPA Help Desk launching also coincided with the IPA Provincial Awareness in Oro Province which took place at the Birdwing Butterfly Lodge on Thursday 26th October 2023. The awareness and launching was attended by businesses and District Business Development Officers from Popondetta, Sohe, and Ijivitari.

## IPA launches Help Desk in Eastern Highlands Province

The Investment Promotion Authority (IPA) launched the IPA Help-Desk in Goroka, Eastern Highlands Province on Tuesday 3rd of October 2023.

The IPA Help-Desk will assist the people, particularly businesses in the province access IPA services such as business registration, promoting of business opportunities and the provision of investment information including intellectual property information in the province.

The Help-Desk launching follows the signing of a Memorandum of Understanding (MoU) between the Eastern Highlands Provincial Administration and the IPA on the 1st of February, 2023.

The IPA's Director for the Investor Servicing and Promotion Division, Mr Daroa Peter when officiating during the launch on behalf of IPA, highlighted that the launching of the IPA/EHP's Help-Desk is bringing the IPA services closer to the people in the province and districts of EHP and thanked the Eastern Highlands Province for recognising the importance of its people having access to IPA services.

He said the establishment of the IPA Help Desk will make IPA services accessible to the people at the provincial and the district levels and assist our local SMEs prosper in their business endeavours.



*IPA's Director for Investor Servicing & Promotion Division, Mr Daroa Peter (second from left) with officers from the Eastern Highlands Provincial Government.*

The IPA Help-Desk was established within the Provincial Commerce Division of the Eastern Highlands Provincial Administration.

This is the 7th Help Desk established by the IPA in the provinces around the country.

## What is Geographical Indication?

The use of geographical indications is an important method of indicating the origin of goods and services. One of the aims of their use is to promote commerce by informing the customer of the origin of the products. Often this may imply a certain quality, which the customer may be looking for. They can be used for industrial and agricultural products. Protection of such indications is on a national basis but there are various international treaties that assist the protection in a range of countries.

Geographical indications in a broad sense include indications of source, appellation of origin, and geographical indication (in the strict sense). The Paris Convention does not use in its terminology the term geographical indication; it rather utilizes the terms, indications of source and appellations of origin.

An indication of source means any expression or sign used to indicate that a product or service originates in a country, a region, and a specific place where the product originated. Example: Made in Japan.

An appellation of origin means the geographical name of a country, region, specific place which serves to designate a product originating therein, the characteristic qualities of which are due exclusively or essentially to the geographical environment, including natural or human factors or both. Example: Champagne.

Basically, a geographical indication is a notice stating that a given product originates in a given geographical area. The best known examples of geographical indications are those

used for wines and spirits.

For instance, the geographical indication Champagne is used to indicate that a special kind of sparkling wine originates in the Champagne region of France. In the same way, Cognac is used for brandy from the French region around the town of Cognac. However, geographical indications are also used for products other than wines and spirits, such as tobacco from Cuba, or for cheeses such as Roquefort. They may also be used for industrial products, as Sheffield is for steel.

The IPA through the Intellectual Property Office of PNG (IP-OPNG) has now developed a Draft GI Bill and is conducting consultations with stakeholders to seek their views on the draft Bill.

In a recent workshop in Port Moresby the team consulted with participants on the current state of products' controls in PNG especially for industries such as agriculture, food, forestry and handcrafts. The workshop also tried to identify and link the roles of public & private authorities that certify products in terms of quality and standards.

*For more information on Intellectual Property, Contact:*

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**LET'S HEAR IT!**



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# FIFI'S TREATS – CATERING & EVENTS BUSINESS

This month we introduce to you Fifi's Treats, a small business, which started off as a home-based venture of preparing sweets and treats for birthdays and class parties, and now a fully pledged events and catering business.

Fifi's Treats was born out of Vanessa Dalele and her partner Raymond Pakure for their daughter Fiona when they would prepare cakes and sweets for Fiona's class parties and birthday parties. It was from these treats that they created a unique taste and décor for their cakes and products in Port Moresby.

With a feminine touch in the products, Vanessa instils more than just cakes and sweets in their products. She pours love into her cooking and baking and she embraces a healthy and cheerful environment for the best outcome. When asked what the unique thing was about Fifi's Treats, Vanessa said it is "love".

"The unique thing about Fifi's Treats is the love we have for what we do. When we prepare a customer's order, we make sure our environment at home is calm, happy, and filled with

love. When you put all these feelings into your work, it will show through your customers – that smile when they see your work and taste the magic in your goodies." From a humble baking and delivering cakes and treats in 2021, Fifi's Treats has ventured into a catering and events planning business.

The Opportunity Newsletter found Fifi's Treats through Pacifund Limited who has provided coaching and mentoring for the business through its Biz Launch Challenge.



The Pacifund Biz Launch Challenge is a program designed by Pacifund Limited as a financial services and BD assistance program for MSMEs to assist entrepreneurs in starting a new business or improving an existing business. The goal of Biz Launch is to enable entrepreneurs to generate at least K10,000 per month. Since 2018, Pacifund has offered financial education and strategic business consulting to more than 1,500 MSMEs.

In March and April of 2023, Vanessa decided to take up the challenge in learning new management techniques and build new network and strategies to improve business performance and encouraged her husband Raymond Pakure to join Pacifund Biz Launch Challenge. According to the couple, the 30 Day Business Challenge Program has helped Fifi's Treats expand and improved their business performance and enabled them to launch a new marketing strategy to track their business properly and maintain sales targets.

"Before we joined Biz Launch, Fifi's Treats was struggling to keep up with sales. We didn't really know how to get in the right track. But after we joined Biz Launch, everything changed. We followed the steps taught to us in setting up our business properly. And right after our launching at Gateway, our sales increased rapidly," Vanessa said.

Fifi's Treats, is now a registered catering & events business and aims to open a cafeteria to sell their delicacies and catering services. In the near future, they plan to also secure an office space to store event equipment and manage an admin support staff of more than 30 personnel.

Ms. Dalele's advice to aspiring and existing business owners who are either just starting out or are still struggling to find their place in the business world is this "Never give up! Even when life throws you down, you get back up, focus on your goal and keep going. If you feel like giving up, take a breath and look back at what inspired you from the very beginning and remind yourself that you have what it takes to make your business become a success. You are powerful than you think!"



Fifi's Treats are located at Kennedy Estate, Wantok Apartment and they can be contacted on: 70766835. They also have Facebook and Instagram pages:

Facebook: Fifi's Treats - Catering & Events  
Instagram: Fifi's Treats - Catering & Events

## QUESTION TIME

**Question:** Is it possible to merge two Business Names together?

**Answer:** No it is not possible. A Business Name allows you to carry out one particular type of business activity. The intention to merge two Business Names means that two different types of business activities will be carried out under one Business Name. A separate certificate of Business Name registration must be obtained for each Business Name used.

On the other hand, a person or persons may conduct business under more than one business name, provided that the use of multiple business names is not calculated to seriously mislead the public about the business it conducts.

In particular, the business name is merely a trading name of a sole proprietor, a partnership or an incorporated body or firm.

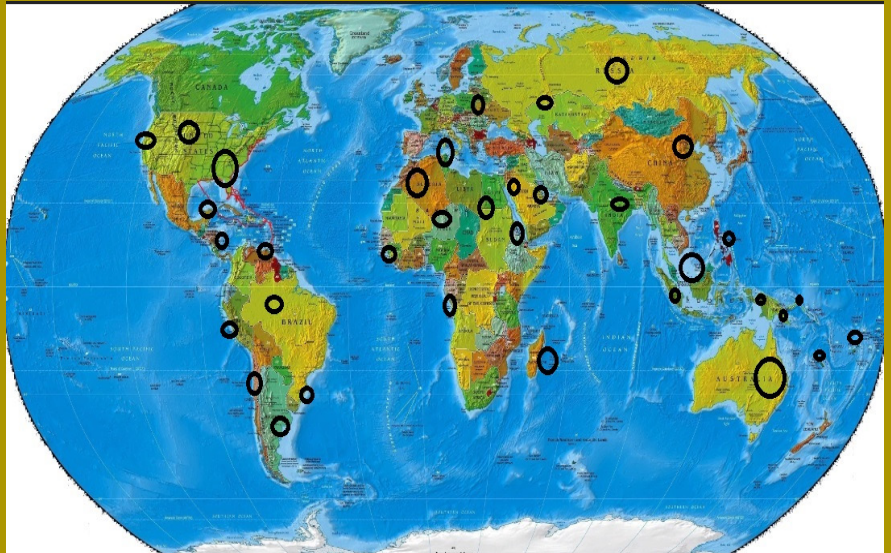
Do you have a general question about the regulatory side of running a business or have a query on investment promotion or Intellectual Property rights?

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We will publish a selection of questions and our answers in each issue of *Opportunity*.

**“Your business,  
Your Investment,  
Our advice”**

## Opportunity newsletter



**We have covered  
the globe and we're  
expanding.**

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