



MINISTRY OF COMMERCE,
INDUSTRY AND LABOUR

ANNUAL REPORT

2024 - 2025





Government of Samoa

**OFFICE OF THE HON. MINISTER FOR PUBLIC ENTERPRISES,
COMMERCE, INDUSTRY & LABOUR**

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Honourable Speaker of the House,

It is my pleasure to table the Annual Report of the Ministry of Commerce, Industry and Labour for the financial year July 2024 to June 2025, for consideration and discussion in this current session of the House.

A handwritten signature in black ink, appearing to read 'Leatinu'u'.

Leatinu'u Wayne So'oialo

MINISTER FOR COMMERCE, INDUSTRY AND LABOUR



Ministry of Commerce, Industry and Labour
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Honourable Leatinu'u Wayne So'oialo
Minister for Commerce, Industry and Labour

Pursuant to section 15 of the Public Service Act 2004, I hereby submit the Annual Report of the Ministry of Commerce, Industry and Labour for the financial year July 2024 to June 2025.

Faafetai

Houlton Faasau
ACTING CHIEF EXECUTIVE OFFICER

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THE MINISTER'S STATEMENT



As the Minister for the Ministry of Commerce, Industry and Labour (MCIL), I am pleased to present its Annual Report for the period 1 July 2024 to 30 June 2025.

I am honoured to have been entrusted again with the leadership of the MCIL in April 2025, to help ensure the continued delivery of our Government's priorities. During the fiscal year from July 2024 to June 2025, MCIL played a vital role in advancing *Key Strategic Outcome 2: A Diversified and Sustainable Economy*, through our focus on *Key Priority Area 9: Business Innovation and Growth*, as outlined in the Pathway for the Development of Samoa (PDS). The Government remains committed to broadening business and market opportunities to drive job creation, enhance exports and foreign exchange earnings, and support the growth of the private sector. As we approach the final year of our PDS, we take note of the achievements as listed below and complex challenges.

- Efforts to stimulate business innovation and promote investment opportunities have resulted in a 144% increase in foreign investment enterprise registrations over the past five years.
- Number of registered companies increased notably by 49% over the past 5 years reflecting post COVID recovery.
- Strengthened regulatory and investment frameworks to better support private sector development and attract foreign investment, ultimately fostering broader, more inclusive economic growth and job creation.
- Establishing a robust quality infrastructure aligned with international standards aimed to support sustainable growth, enhance the quality of goods and services, and build a national quality culture through the development of our first ever National Quality Policy.
- The signing of Samoa's 4th Decent Work Country Programme (DWCP) 2024-2028 further advancing Samoa's sustainable development by fostering inclusive economic recovery, securing worker protection and social safety nets, and empowering effective social dialogue and governance within the labour market.

Despite the political upheaval which caused uncertainties during this reporting period and many other challenges encountered by the MCIL that extended beyond the scope of its current legislation and policies, I am proud of the Ministry's efforts in continuing to implement its strategies and deliver on key priorities. Much remains to be accomplished in advancing an innovative and enabling business environment and expanding private sector. However, with strong coordination and committed support, these goals are achievable - especially with the groundwork established through our TCM Sector Plan 2024/25–2028/29, which will serve as a roadmap to guide and track the Sector's collective efforts toward achieving national outcomes. We take pride in the progress achieved during the fiscal year which was made possible through the ongoing support of our valued stakeholders and development partners.

I extend my appreciation to my predecessor, Honourable Faleomavaega Titimaea Tafua, for his leadership and dedication. I also wish to specially acknowledge the former Chief Executive Officer, Pulotu Lyndon Chu Ling, who served MCIL with distinction for ten years as CEO. His steadfast commitment, leadership and unwavering loyalty to the public service over many years have been instrumental in shaping MCIL's progress and achievements.

I also commend and thank sincerely the Management and staff of MCIL for their unwavering commitment, perseverance, resilience, hard work and continuing professional development, without which the milestones achieved and significant policy and legislative reforms initiated by the Ministry and implemented throughout the years, would not have been possible.

Lastly, I express my sincere appreciation and gratitude to all our stakeholders and development partners for your continued support and invaluable contributions towards MCIL's efforts and achievements during this financial year.

Soifua ma ia Manuia

OUR ORGANISATION

MCIL was officially established in July 2003 under the Ministerial and Departmental Arrangements Act 2003. The Act incorporates the former Department of Labour and the Commerce and Industry divisions from the former Department of Trade, Commerce and Industry and the Registries of Companies and Intellectual Properties from the former Department of Justice.

MCIL is mandated by more than 30 pieces of legislation in **Appendix 1** to administer regulatory frameworks that:

- Promotes industry development, foreign investment and guarantees the rights of citizens to participate in the economy of Samoa;
- Sets standards to regulate fair competitive practices to promote a level playing field in all trades;
- Administers the Apprenticeship Scheme, employment services, conducting of labour market surveys, collection and dissemination of Labour Market Information;
- Enforces labour and employment standards, approval of foreign employment permits and promote occupational safety and health;
- Manages the registries of companies and other legal entities, Intellectual property registers, and the protection of rights of Intellectual Property holders and enforces statutory obligations.

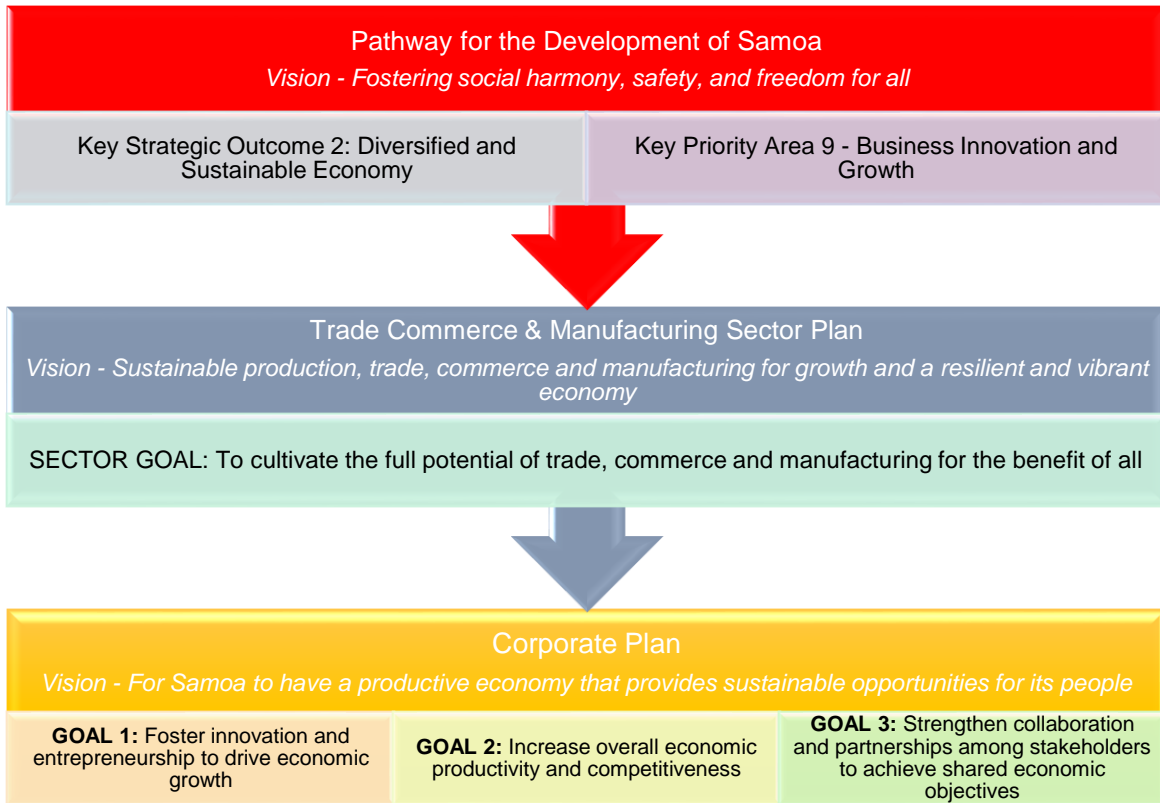
MCIL is also the national focal contact point for the following international conventions and agreements:

- ILO Conventions
- Madrid Protocol
- Hague Agreement
- Lisbon Agreement
- Trade Related Aspects of Intellectual Property Rights (TRIPS)

Other international and regional platforms include: World Intellectual Property Organisation (WIPO), International Labour Organisation (ILO), Companies Registries Forum, International Standards Organisation (ISO), Asia Pacific Legal Metrology Forum (APLMF), Codex Alimentarius, International Organisation of Consumer Union (IOCU), United Nations Industry Development Organisation (UNIDO), World Association of Investment Promotion Agency (WAIPA).

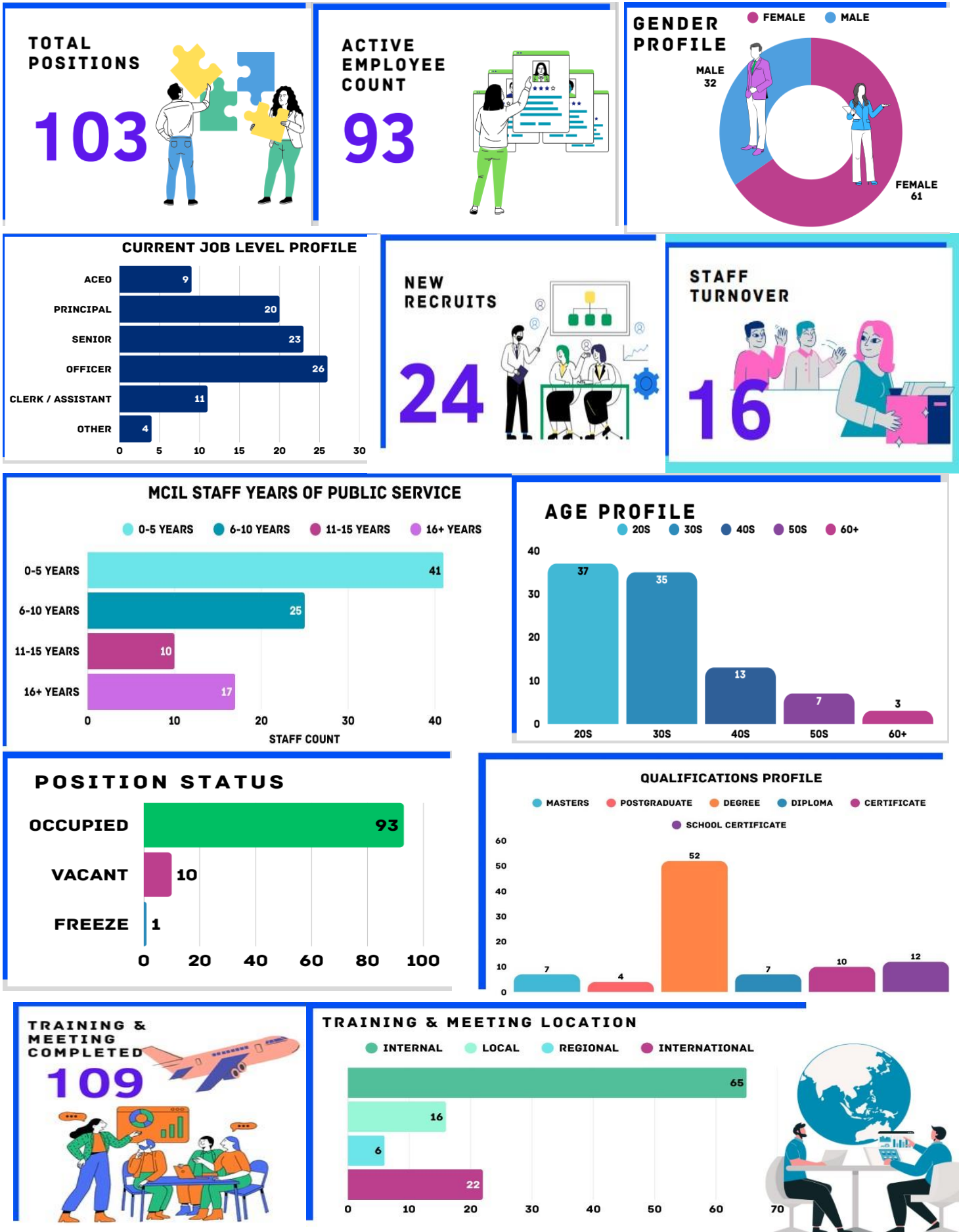
OUR STRATEGIC DIRECTION

MCIL serves the people of Samoa in alignment with its mandated functions, and the overarching intentions of the Government as stipulated in the PDS Key Strategic Outcome 2: Diversified and Sustainable Economy, Key Priority Area 9: *Business Innovation and Growth*. In addition, our work is aligned with the goals of our Trade, Commerce & Manufacturing Sector Plan 2024/25 - 2028/29 and Corporate Plan 2024/25 - 2028/29 as illustrated below.



OUR PEOPLE

HUMAN RESOURCE DASHBOARD AS OF 30 JUNE 2025



WORKFORCE PROFILE

During the 2024/25 financial year, MCIL focused on strengthening its workforce through strategic planning, targeted recruitment, performance management, and capability development. As of the end of the reporting period, MCIL had 103 established positions, of which 93 were filled, 8 remained vacant across various levels, and 2 were held by temporary contract staff. The workforce profile reflected a gender distribution of 66% male and 34% female employees, with a predominantly young demographic — the majority being under 40 years of age, particularly in their 20s and 30s — providing a strong foundation of early- to mid-career professionals.

Recruitment efforts during the year saw 24 new employees join MCIL, 34 internal promotions, while 16 staff members departed due to retirements, transfers, resignations, and contract completions, resulting in an overall turnover rate of approximately 17%. Several of the vacancies occurred at senior and officer levels, creating operational gaps that required careful management. MCIL continued to maintain a highly qualified workforce, with most staff holding Bachelor's degrees, a growing number attaining postgraduate and Master's qualifications, adding significant technical depth and academic expertise to MCIL's capacity.

Capacity building remained a core focus, with 109 training and in house sessions attended by staff – 16 delivered locally and 6 provided at the regional level and 22 at the international level. MCIL recognised this as an opportunity for continuous exponential exposure to global best practices in the future. The Ministry also conducted 65 in house capacity building sessions like on boarding for newly recruits, weekly knowledge sharing, refresher sessions on policies, procedures and legislation, and awareness of divisional core functions.

Looking ahead to the 2025/26 fiscal year, MCIL will prioritise initiatives to strengthen workforce performance, retention, and well-being. Key strategies will include addressing attendance challenges, particularly lateness and absenteeism, through structured programs promoting punctuality and accountability. Performance improvement measures will target gaps in Key Result Area achievement and workplace behaviour, supported by tailored coaching, continuous feedback, and mentoring. Recruitment processes will be expedited to fill vacancies more quickly, with stronger onboarding to ensure new staff are integrated effectively. MCIL will also broaden learning and development opportunities, including pursuing more international training avenues, to drive innovation and align with global standards. Furthermore, employee engagement and well-being will be embedded into HR strategies through enhanced recognition programs, inclusive planning processes, and mental health support initiatives, fostering a resilient, motivated, and high-performing workforce.

SECTION 1: STATEMENT OF PERFORMANCE FOR 2024/25

MCIL continued to deliver on its mandate to support sustainable economic development, promote fair and safe workplaces, and facilitate business growth. For the reporting period, MCIL measured its performance through a set of Key Performance Indicators (KPIs) aligned to the outcomes in the Corporate Plan and the Pathway for the Development of Samoa.

Performance Results by Output

Output	% Budget Utilization	# KPIs	Achieved	Not Achieved
Policy Advice to the Minister	95%	4	4	0
Ministerial Support	99%	2	2	0
Industry Development and Investment Promotion (IDIP)	97%	8	4	4
Fair Trading and Consumer Development (FTCD)	99%	9	7	2
Apprenticeship and Employment Labour Market (AELM)	95%	4	2	2
Industry Regulations and Employment Promotion (IREP)	96%	5	5	0
Occupational Safety and Health (OSH)	99%	6	5	1
Registration and Companies Information Processing (RCIP)	91%	53	47	6
TOTAL	96%	91	76	15

Overall, MCIL achieved high budget utilization rates across all outputs, demonstrating prudent resource management and alignment between planned and delivered activities. The performance results are summarised above. Out of 91 total KPIs, MCIL achieved 84% and 16% were not achieved or in progress to the next fiscal year due to factors that are beyond MCIL's control. While a majority of KPIs were achieved, target interventions are required for Outputs with lower achievement rates to ensure continuous improvement in the next fiscal year. Refer to **Appendix 2: Performance Measures Achievements FY2024/25** of this report for more details.

SECTION 2: HIGHLIGHTS OF KEY ACHIEVEMENTS 2024/25

This section highlights key achievements MCIL has made during the 2024/25 in delivering on Government's expectations in providing an enabling environment for private sector development and creating decent employment opportunities for all Samoan.

LEGISLATIVE REFORMS

Review of the Foreign Investment Act 2000

- Completed the drafting phase of the Foreign Investment Amendment Bill with support from the Tautai Facility.
- Cabinet approval of the Bill in March 2025 (FK(25) 12) triggered World Bank budget support for Samoa in FY2025/26.
- Stakeholder consultations conducted in January 2025, with the Foreign Investment Advisory Committee (FIAC) endorsing proposed amendments.
- Key approved amendments awaiting Parliamentary reading include:
 - Updated definitions of “foreign investor” and “foreign investment”
 - Extending Foreign Investment Certificate validity from 12 to 24 months
 - Transferring Reserved and Restricted Lists from the Act to the Regulations
 - Strengthening investment guarantees under Section 15
 - Allowing MCIL four weeks to assess applications, conduct due diligence, and notify applicants of outcomes

Review of the Reserved and Restricted (R&R) Lists

- Review initiated in November 2024 through a Technical Advisor funded by the PACER Plus Implementation Unit (PPIU).
- Stakeholder consultations held with government, private sector, and development partners.
- FIAC endorsed the Review Report in March 2025.
- Recommendations included:
 - Introducing legislative limits and reviewing the lists every three years
 - Clearer and ISIC-aligned definitions for listed activities
 - Incorporating national security considerations
 - Criteria ensuring reserved activities are of high local participation and minimal foreign capital requirements, while restricted activities protect small businesses, align with investment priorities, and comply with trade agreements

Review of the Citizenship by Investment Program

- Cabinet approved proposed amendments to the Citizenship Investment Act in May 2024 (FK(24) Faapitoa 14) and directed MCIL to develop a Policy Framework.
- Further consultations held with MOF and CBS on the use of Government bonds as an investment option; determined as low priority and cost-prohibitive.
- Recruitment of Technical Advisor to develop the policy framework commenced in May 2025, with work to begin in July 2025 under PPIU funding.
- One application for citizenship by investment received in June 2025 but placed on hold pending submission of required documents.

PRIVATE SECTOR SUPPORT AND DEVELOPMENT

In FY2024/25, MCIL delivered significant progress in strengthening Samoa's private sector and trade environment through the following key achievements:

- **National Industry Development Policy and Strategy (NIDPS)** – Developed with assistance from the Government of New Zealand (PSDP), approved by Cabinet in July 2024 and launched in November 2024. The policy outlines five thematic goals—Innovation and Entrepreneurship, Diversification and Productivity, Infrastructure and Services, Partnerships for Industry Development, and Skilled Labour Force Development—aligned to all five Key Strategic Outcomes of the Pathway for the Development of Samoa.
- **Micro, Small and Medium Enterprises (MSMEs) Policy and Strategy** – Initiated mid-term review; endorsed revised MSME classification based solely on annual turnover, and will be submitted to Cabinet for approval. This provides clearer thresholds for targeting support programmes and improving monitoring.
- **Private Sector Organization (PSO) Grant** – Disbursed \$200,000 to eight PSOs, including two first-time recipients (Samoa Society of Agricultural Professionals and Savalalo Fleamarket Society Inc.).
- **Samoa Export Awards Grant** – Provided \$10,000 to SAME to revive the Samoa Export Awards, promoting recognition and growth in manufacturing and export sectors.
- **Duty Concession Scheme (DCS)** – Facilitated investment through approval of five of ten applications; processed and approved all 11 applications under the special CHOGM duty exemption scheme.
- **Trade and Consumer Protection**
 - **E-commerce Development:** Implemented the UNCTAD-supported eTrade Reform Tracker to monitor the Samoa National E-commerce Strategy and Roadmap, with training provided to government and private sector stakeholders.
 - **National Quality Policy:** Cabinet approval secured in April 2025; publication and launch scheduled for November 2025 to strengthen Samoa's quality infrastructure and standards.
 - **Codex Standards Leadership:** Samoa appointed to lead the Electronic Working Group for developing the Regional Standard for Breadfruit Flour and advanced work on the Fermented Noni Juice standard.
 - **Metrology Compliance:** Achieved 96.5% compliance rate for scale verification and 98.5% for fuel dispenser calibration, maintaining high consumer protection standards.
 - **Consumer and Competition Compliance:** Achieved 87% compliance rate for traders compliance in Upolu and 93% traders compliance rate in Savaii.
- **Registry Systems Monitoring and Enhancement**
 - Completed the Catalyst software upgrade from Version 4 to Version 5 for the Companies and Personal Property & Securities Registers, improving system security, processing speed, and accessibility.
 - Progressed the development of a new electronic Incorporated Societies Register, with system testing underway and full launch anticipated in FY2025/26. This will strengthened registry system performance, data security, and compliance tracking capability.

These achievements reflect MCIL's continued commitment to enabling business growth, improving market access, and ensuring a fair, competitive, and standards-compliant trading environment in Samoa.

LABOUR AND EMPLOYMENT

Industrial Relations

- Conciliated and resolved multiple labour disputes in compliance with the Labour and Employment Relations Act 2013 (LERA).
- Provided legislative and policy advice, including Samoa's online participation in the International Labour Conference (ILC).
- Delivered public awareness sessions on employment rights and obligations during MCIL roadshows in Upolu (25–28 November 2024) and Savaii (3–6 December 2024), reaching business owners, village leaders, youth groups, and NGOs.

Occupational Safety and Health (OSH)

- Implemented nationwide OSH awareness campaigns in Upolu and Savaii, engaging employers, workers, and community stakeholders.
- Conducted OSH inspections and follow-ups to ensure compliance with the OSH Act and regulations.

Foreign Employee Employment Permits (FEEP)

- Participated in the Joint Action on Compliance & Enforcement (JACE) launch on 18 June 2025, strengthening multi-agency workplace inspection coordination.
- Processed and issued 555 foreign employee employment permits under Part IX of the LERA and Part VI of the LERA Regulations
- Conducted compliance inspections across 68 businesses employing foreign workers:
 - 20 fully compliant.
 - 35 partially compliant (issued advisory notices).
 - 13 non-compliant (enforcement actions initiated).
- Strengthened inter-agency coordination with Immigration, Customs, and Labour Inspection teams to improve monitoring and enforcement.
- Provided employer guidance on FEEP processes, obligations, and penalties during MCIL roadshows in Upolu and Savaii.
- Enhanced data collection systems to track foreign worker numbers by industry and compliance history.

Apprenticeship Scheme

- Enrolled 117 new apprentices (115 males, 2 females).
- Achieved 100% pass rate in Carpentry Grade 1 (12 candidates) and Welding Grade 1 (18 candidates) trade tests.
- Conducted 223 inspections (exceeding target) and improved employer compliance rate from 52.94% in 2023/24 to 92.30% in 2024/25.
- Completed 30 Workplace Assessments (Level 3 and Level 4 trades), with additional assessments in progress.

Jobseeker Service (JSS)

- Recorded 73 new registrations (19 males, 54 females).
- Facilitated 3 job referrals; no recorded placements.
- Delivered 4 training programs (Upolu & Savaii), focusing on the apprenticeship training program, jobseekers services and to equip jobseekers with job search skills and employability.

OUR MONITORING AND EVALUATION (M&E) WORK

We continued with our monitoring and evaluation during the financial year to ensure that businesses and workplaces are in compliance with the various legislative requirements under our mandates. The M & E work provides a platform for engaging with our stakeholders, including the private sector, and the general public. It helps in gathering feedback and foster close collaboration and our commitment to transparency and accountability.

In compliance with the Foreign Investment Act 2000 and the Customs (Development Projects) Regulations 2010

These monitoring and evaluation (M&E) activities aimed to ensure compliance with scheme conditions, verify that approved goods were used for their intended purposes, and assess the projects' contributions to employment, exports, and other development indicators.

Assistance Schemes (Code 121 & DCS)

MCIL conducted inspections and site visits during the FY2024/25 to obtain updated information on the current status of the approved projects and to ensure all approved projects are compliant with the conditions set under the approved Assistance schemes. In addition, these M&E activities also monitor if the approved goods were used for the purpose for which they were approved, as well as to monitor the progress of each development project in terms of employment, exports, etc.

Site visits (as part of preliminary assessment upon receipt of an application)

Four (4) applications for DCS was received and assessed by MCIL. Two (2) site visits were conducted for the new applications received. Site visits to the remaining two (2) were not conducted as one (1) withdrew their application and the other (1) has yet to commence construction work on the land.

Inspections – Code 121 Scheme and Duty Concession Scheme (DCS) beneficiaries inspected

Two (2) inspections were conducted within this FY2024/25, one for Savaii and one conducted in Upolu. These inspections were conducted in April & May 2025.

Upolu Inspection

A total of twenty-three (23) business entities in Upolu were inspected. Of the 23, there were 7 qualifying projects under the Duty Concession Scheme and 16 qualifying businesses under the Code 121 scheme. All 23 beneficiaries inspected were found operational and fully compliant (i.e.100% compliance) with the conditions prescribed when their projects were initially approved with a qualifying status for duty exemption. These beneficiaries created an approximate total of 669 employment opportunities this FY, representing a 2.29% increase or 14 new job opportunities since the last FY.

Savaii Inspection

A total of five (5) business entities in Savaii were inspected. Of these, four (4) were approved under the Code 121 scheme and one (1) under the COVID-19 Stimulus Package. The eligibility period for all DCS beneficiaries in Savaii has now expired; therefore, there are currently no active DCS beneficiaries in Savaii.

The inspections revealed that one Code 121 beneficiary has ceased operations due to high costs and challenging competition in the international markets while the rest (4) were found operational, and 100% compliant with the conditions of the scheme. In addition, the inspected beneficiaries estimated an approximate total of 41 employees within their businesses, which has remained constant from the last FY.

Foreign Investment Enterprises Inspections

Location	Number of FIEs	Operational Status	Compliance Level based
Inspection - Upolu February 2025	34	20 Active 14 closed down	95% compliant 5% non-compliant
Inspection - Savaii April 2025	20	14 Active 6 closed	87.5% compliant 12.5% non-compliant

A total of 54 FIEs were inspected including 34 in Upolu and 20 in Savaii. Out of the 34 active and 2 followed up cases, 33 (92%) were found compliant while 3 (8%) were non-compliant by engaging in reserved activities. Consequently, the non-compliant FIEs were issued with warnings and FIC cancellation letters.

Spot checks

Upon receipt of requests for FIC renewal and amendments and reports from other parties on any FIE, MCIL conducts spot checks to the identified Foreign Investment Enterprises to assess compliance or investigate the issues raised.

For this reporting period, MCIL conducted spot checks to 228 registered FIEs and noted the following:

- 214 (93.9%) were found compliant with the FIA 2000,
- 9 (3.9%) were still non-compliant by the end of the financial year, and
- 5 (2.2%) other FIEs were put on hold while awaiting further documentation for approval.

To support compliance, over 24 public notices were posted monthly on MCIL's Facebook page, reminding investors of FIC renewal deadlines and the reserved activity list.

Action for Compliance and Enforcement (JACE) Taskforce

The JACE was officially launched in June 2025 following several meetings and consultations between its key members including the Ministry of Customs and Revenue (MCR), Ministry of the Prime Minister and Cabinet (MPMC), Ministry of Police and Prisons (MOPP) and MCIL.

The launch was followed by a two-day awareness workshop to raise awareness of foreign and local business community in Samoa on legal and regulatory requirements and to foster voluntary compliance with national laws relating to business registration, immigration, taxation, customs and public safety.

In compliance with the Price Control Regulations, Consumer and Competition Act and Metrology Act

During the 2024/25 financial year, the Fair Trading, Codex Alimentarius, Consumer Protection and Metrology Division (FTCACPMMD) maintained systematic monitoring and evaluation processes to ensure compliance with relevant legislation, uphold consumer rights, and maintain quality standards in trade.

Quarterly inspections of all stores in Upolu, Savaii, and Manono-Tai were consistently conducted as part of our regulatory and monitoring duties, aimed at ensuring business owners comply with their obligations, promote a competitive and healthy market, and protect consumers from unethical practices. The inspections were conducted to monitor compliance with the following conditions:

- Able to provide customers with receipts when requested;
- Prices should be marked on all goods or shelves;
- Scales to be in good condition and have been calibrated;
- Weighed in goods are measured in metric units (kg, litres, metres et al)
- Prices not to be overcharged (overpricing)

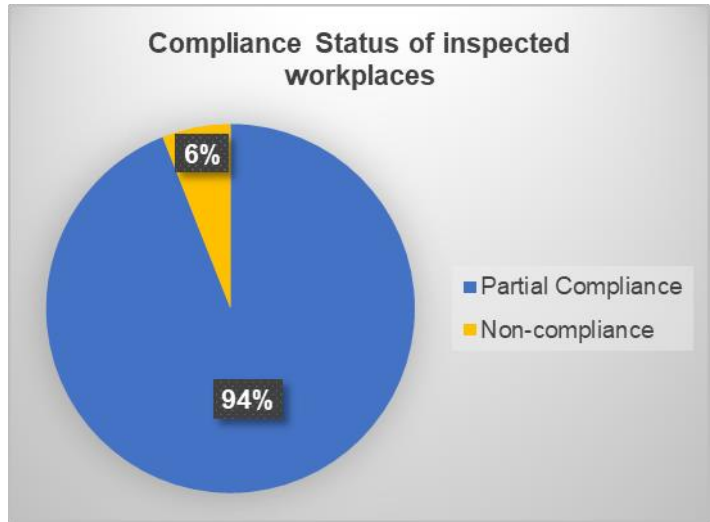
These inspections achieved high compliance rates, with 87% compliance recorded in Upolu and 93% in Savai'i, while non-compliant traders were issued warnings, guided on corrective measures, and re-inspected to confirm rectification. The Division also monitored compliance in the petroleum sector through monthly fuel price adjustment inspections and bi-annual calibration of petrol stations, achieving a 98% compliance rate.

Verification of weighing instruments was carried out quarterly, with compliance rates of 97% in Upolu and 98% in Savai'i, ensuring traders used accurate and certified equipment in line with approved primary standards. The Division also monitored Codex and PQI-related technical standards development, tracking progress on regional standards for fermented noni juice and breadfruit flour, and oversaw the deployment and utilisation of the eTrade Reform Tracker (eTRT) to support the implementation of the National E-commerce Strategy and Roadmap. Through these ongoing monitoring and evaluation activities, FTCACPMMD ensured regulatory compliance, maintained high service quality, and supported continuous improvement in consumer protection and fair trading practices across Samoa.

In Compliance with the Occupational Safety and Health Act 2002 and its Regulations

MCIL is responsible for enforcing the Samoa Occupational Safety and Health Act 2002 (OSH Act) and its 2017 Regulations to ensure safety and health are prioritized in all workplaces, both public and private, across Samoa. This is achieved by providing effective advice based on the legislation, conducting inspections to ensure compliance, thoroughly investigating reported workplace accidents and incidents, and offering solutions to address safety and health issues. We also focus on raising awareness to ensure that employers and employees understand their responsibilities. Our commitment to occupational safety and health was strengthened through the Occupational Safety and Health Framework 2018.

Sector/Industry	Total number of Inspection
Government Ministries & State Owned Enterprise	20
Tourism & Hospitality	6
Gas Service Stations	56
Private sector businesses/ companies	68
Savaii inspection	32
Total of inspections	182



During the reported period, the OSH team conducted 15 M&E activities to a total number of 182 workplaces which exceeded the target number of 150 with partial compliance rate of 94% or 171 workplaces. None of those workplaces achieved full compliance due to the cost of the required OSH resources as the major concern, however, there are employers closing to achieve full compliance with high expectation by the OSH Unit in Samoa. 6% or 11 workplaces were found to be non-compliant, however, significant efforts are in place for improvement in the next financial year.

MCIL continued to undertake diversified hazard prevention measures including education, guidance, inspections and monitoring to several industries to strengthened OSH in Samoa. The overall compliance status by the inspected workplaces, encompassing both private and public entities is illustrated below.

Investigation of workplace incidents

In the 2024/25 financial year period, MCIL received a total of 9 reported cases. There are 2 completed investigations, with 7 investigation cases that are persistent due to delay in notification to MCIL. MCIL is still subject to un-reported cases hence the ongoing non-compliance rate peak in adhering to employers' reporting obligation. The current incidents and accidents is a result of minor to fatal risks to safety and health of personnel and workers.

Industries	No. of Incidents	Degree of Severity
Government	2	Minor & Serious
SOEs	3	Serious & Fatal
Private sector	4	Serious

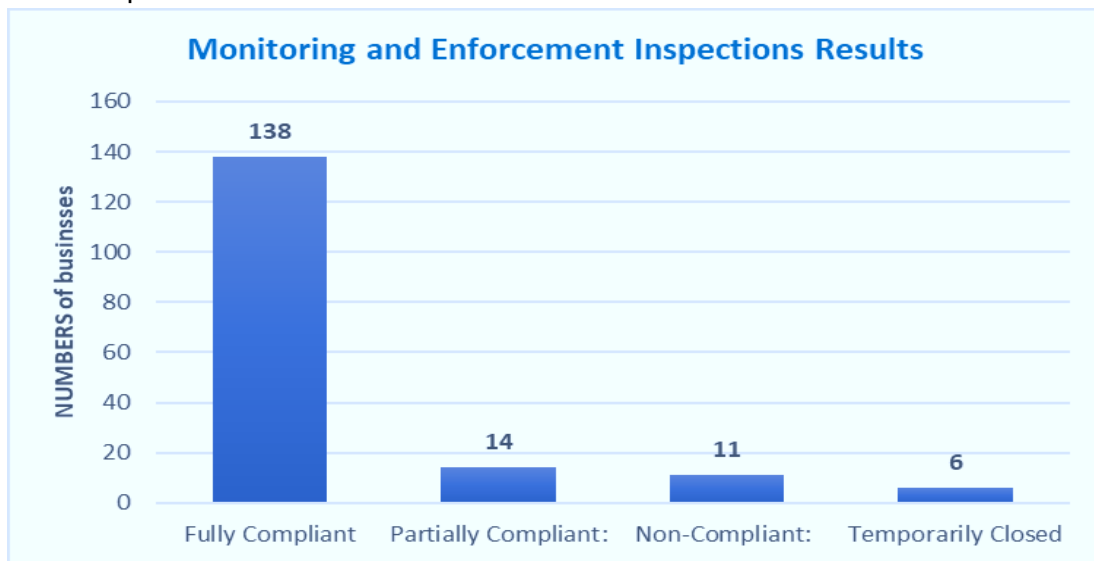
In extent, MCIL imitates on some severities of crushed injuries from constructions, electrocution from direct contact to high voltage electrical lines accidentally, and other injuries reported through employers and contractors during work operations. It is believed that most of the coincidences are

received by the Accident Compensation Corporation (ACC), and known to be determined by compensation.

MCIL will continue its awareness campaign focusing on section 21 of the OSH Act 2002, and section 79-81 of the OSH Regulations 2017 on reporting and notification obligations. For instance, legislation review and OSH e-system is progressing towards improvement on data collection and analysis for employers and employees.

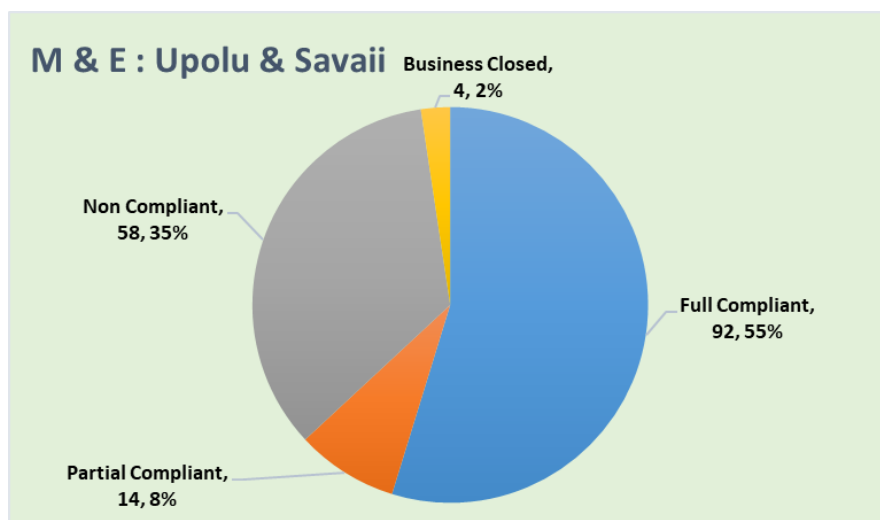
In compliance with the requirements of the Labour and Employment Relations Act 2013 and its Regulations

A total of six (6) Monitoring and Enforcement (M&E) inspections were conducted, covering 169 businesses across the private sector and public bodies. Of the 169, 138 (82%) were full compliant, 14 (8%) were partially compliant, 6.5% were non-compliant and 11 (6.5%) were temporarily closed at the time of inspection.



Foreign Employee Employment Permits Monitoring & Evaluation

168 businesses were inspected within the period under review, 55% [92 businesses] were found to be fully compliant i.e. employment permits valid or no undocumented workers, with 8% [14 business] partially compliant. These partially compliant businesses are made up of those with Permanent Resident holders/non-citizens involved in reserved activities. 58 businesses [35% of total businesses



inspected] were found to be non-compliant in employing non-citizens without a valid employment permit, and 4 (2%) businesses were temporarily closed during inspections.

Compared to the last Financial Year, the number of partial and non-compliant businesses has increased, which shows the continued ignorance of employers and non-citizens concerning the involvement of non-citizens within businesses without employment permits and under reserved activity.

A significant discovery during the inspection was the identification of foreign employees possessing valid work permits and engaged in employment with employers different from their approved employer. Under Section 61 of the LERA, these permits shall be canceled, with data to be reflected in the following Financial Year.

In compliance with the requirements of the Companies Act 2001, Intellectual Property Act 2011, and other Legal Entities legislative requirements

Inspections for the Registries of Companies

Registers	Total	Inspections	Removals for non-compliance	Restored	Compliance
Companies	1144	100%	216	15	82%
Co-operatives	1187	13%	50	-	95.8%
Inc Societies	867	17%	52	6	94%
Charitable Trusts	723	-	0	0	100%

During FY2024/25, 1,144 registered companies were monitored, resulting in an overall compliance rate of **82%**. A total of 216 companies were removed from the register for non-compliance, while 15 companies were successfully restored following corrective action. For co-operatives, 50 inspections were conducted, representing 13% of the total 1,187 registered co-operatives. Compliance stood at **95.8%**, with no removals recorded during the period. The Incorporated Societies Register recorded a compliance rate of **94%** following 52 inspections (17% coverage of the 867 registered societies). Six societies that had previously been removed for non-compliance were reinstated upon meeting the necessary requirements. All 723 charitable trusts on record maintained full compliance (**100%**) with no recorded removals or non-compliance issues during the year.

Compliance and Non-Compliance – Intellectual Property Registry

Registers	Total	Renewal Reminder	Inspections	Removals for non-compliance	Renewals and Maintenance	Compliance
Trade Mark	423	678	85%	0	514	76%
Copyright	7	-	100%	0	-	100%
Design	86	0	100%	0	0	100%
Patent	0	0	-	0	1	100%
Geographic Indication	13	-	-	0	-	100%

In the Intellectual Property (IP) portfolio, Trade Marks recorded a total of 423 active registrations, with 678 renewal reminders issued during the year. Compliance was recorded at **76%**, supported by 514 completed renewals and maintenance actions. Although no removals were undertaken, the Division continues to monitor outstanding cases to encourage timely renewals. Copyright, Designs, Patents, and Geographical Indications all maintained **100% compliance**. The Copyright Register held seven active registrations, while Designs recorded 86 registrations. Patents recorded one maintenance activity despite no active patents being registered. The 13 Geographical Indications on record required no compliance interventions.

OUR STAKEHOLDERS ENGAGEMENTS

Throughout the 2024/25 financial year, MCIL actively engaged in extensive national, regional, and international outreach and capacity-building initiatives to promote its core mandates, strengthen stakeholder collaboration, and advance Samoa's representation on the global stage.

Domestically, the Industry Development and Investment Promotion team participated in MCIL's Roadshow in Upolu from 25–28 November 2024 and in Savai'i from 3–6 December 2024, delivering eight sessions attended by more than 60 participants. Presentations focused on three key assistance schemes administered by MCIL: the Duty Concession Scheme (DCS), Code 121, and the Aviation Transportation Scheme. Other promotional activities included the official launch of the National Industry Development Policy and Strategy (NIDPS) in November 2024, attended by 44 private sector organisations, the production of a promotional video for the DCS, and the dissemination of updates via Facebook on significant events such as the SAME Export Awards handover on 6 June 2025 and the PSO grant handover on 26 June 2025.

The Occupational Safety and Health (OSH) Division expanded its public awareness efforts, delivering 23 awareness programmes on OSH legislation and guidelines. These included targeted workplace sessions with ten organisations and a series of workshops and outreach activities in partnership with various stakeholders, such as Ministry of Natural Resources and Environment (MNRE), the Samoa National Tripartite Forum (SNTF), the Samoa Business Hub (SBH), Ministry of Finance (MOF), and the Business of Savaii Association (BOSA). OSH also utilised media platforms, including TV1 and NUS TV, to promote workplace safety messages and commemorate World OSH Day 2025 under the theme "The Impact of Digitalization and Artificial Intelligence in the Workplace." These activities were delivered in partnership with the National OSH Taskforce, Ministry of Communication and Information Technology (MCIT), and the Samoa IT Association (SITA), ensuring technical insights were shared with employers and employees alike. Additional presentations were conducted for specific stakeholders upon request, demonstrating the Division's responsive approach to stakeholder needs.

In fulfilling Samoa's international obligations, MCIL ensured timely submission of three International Labour Standards reports to the International Labour Organization (ILO) in September 2024, along with responses to the General Survey in February 2025. Samoa also submitted its first National Report as a Pathfinder Country for the Alliance 8.7 in May 2025, reaffirming national commitment to addressing child labour and forced labour. Capacity development was strengthened through the participation of senior officials in global and regional workshops on child labour, fisheries, labour migration, decent work, and international labour standards.

The Registry of Companies and Intellectual Properties (RCIP), through its Intellectual Property Registry of Samoa (IPROS), played a prominent role in representing Samoa internationally. Notable engagements included the 65th Series of Meetings of the Assemblies of the Member States of WIPO in Geneva, where Samoa advocated for the maintenance and growth of its global registers and secured opportunities for technical support. The Registry also participated in the Diplomatic Conference to adopt the Design Law Treaty in Saudi Arabia, advocating for provisions to protect genetic resources and traditional knowledge within industrial design registrations. Samoa's leadership was further demonstrated through active participation in the WIPO Intergovernmental Committee sessions in Geneva, where the Deputy Registrar served on the Advisory Board to the Voluntary Fund for Indigenous and Local Communities and led Pacific delegates in negotiations on new instruments for traditional knowledge protection.

MCIL's engagement extended to the Head of Intellectual Property Offices Conference in Tonga, promoting regional cooperation on intellectual property development, and to specialised training programmes, including the WIPO Mentorship Program in Seoul for copyright and music creators, where Samoa explored initiatives to establish a National Collective Management Organisation for local musicians. Further capacity-building was achieved through participation in the Madrid System training in the Asia-Pacific region, reinforcing Samoa's unique position as the only Pacific member of the Madrid Protocol, and through the Practical Workshop on Intellectual Property for Women Entrepreneurs in Sydney, which equipped cultural entrepreneurs with branding and IP protection skills.

MCIL through its Fair Trading, Codex Alimentarius, Consumer Protection and Metrology Division (FTCACPM) undertook extensive stakeholder engagement activities to strengthen consumer protection, promote fair trading, and ensure compliance with relevant legislation. The Division actively participated in the inaugural meeting of the Samoa National E-commerce Committee in September 2024, which established the committee's framework, clarified stakeholder roles, and ensured alignment of the E-commerce Strategy with national digital policies. Awareness and outreach remained a key focus, with the successful commemoration of World Consumer Rights Day in March 2025 through an outreach event in Savai'i targeting senior students and educators, alongside seven nationwide engagement programs in both Upolu and Savai'i to raise awareness among consumers, businesses, and communities.

In support of market compliance, the Division conducted quarterly inspections of traders across Upolu, Savai'i, and Manono-Tai, achieving high compliance rates and addressing breaches through warnings, re-inspections, and guidance to traders. It responded to 50 enquiries from both consumers and businesses, investigated 38 complaints on issues such as overpricing, defective products, and misleading conduct, and resolved the majority, with referrals made for matters outside its mandate. The Division also worked closely with the Petroleum Task Force Committee to address issues related to fuel supply, pricing, and compliance with monthly price adjustments, and oversaw quarterly verification of weighing instruments and calibration of petrol stations, maintaining high compliance levels in both areas.

Regionally, the Division collaborated with the Pacific Quality Infrastructure (PQI) Project to enhance access to quality-related services through technical committee participation, while internationally it maintained active membership in the Asia-Pacific Legal Metrology Forum (APLMF), which provided training opportunities to strengthen technical capacity. The year also marked the first national commemoration of World Metrology Day in May 2025, where a national awareness campaign highlighted the importance of accurate trade measurements. These engagements have not only strengthened the Division's technical capabilities but have also reinforced partnerships with communities, businesses, development partners, and regional and international bodies, ensuring an integrated approach to advancing fair trade, consumer protection, and quality infrastructure in Samoa.

These comprehensive engagements not only enhanced MCIL's technical capacity and global networks but also strengthened its ability to deliver on national policies, meet international commitments, and promote economic growth, fair trade, workplace safety, and intellectual property development for the benefit of Samoa's business community and workforce.

MANAGING CHALLENGES AND WAY FORWARD

During the financial year 2024/25, MCIL encountered a range of challenges across its services, reflecting the diverse scope of its mandate and the complex operating environment in which it functions. Persistent non-compliance by employers remained a common theme, with some disregarding advice, submitting falsified documents, or obstructing inspections through confrontational behaviour and provision of false information. In several areas, language barriers with foreign workers and employers impeded effective communication, while the absence of integrated systems such as a dedicated FEEP database hindered timely verification and enforcement. Legislative and procedural delays also presented significant obstacles, particularly in relation to the “One-Stop Shop” processes for FEEP and TRP, where duplication of requirements and misplaced documents undermined efficiency and drew public criticism despite such issues being outside MCIL’s control.

Resource limitations—both financial and human—were felt across MCIL. Unavailability of inspection vehicles, budgetary constraints, and high staff turnover restricted the ability to conduct fieldwork, awareness campaigns, and compliance inspections. Several divisions faced difficulty retaining experienced personnel, with the loss of skilled staff slowing the implementation of policy initiatives and reducing institutional knowledge. In some cases, expanded mandates under multiple pieces of legislation were not matched by corresponding structural reforms or staffing increases, constraining MCIL’s ability to meet growing service demands. Delays in receiving essential reports and data from stakeholders, such as PSOs, further hampered timely decision-making and grant assessments.

Coordination and collaboration with external stakeholders was another area of challenge. While inter-agency mechanisms such as the JACE Taskforce offered promise, inconsistent cooperation from employers and partner agencies, competing priorities, and the unavailability of key decision-makers often slowed progress. For some policy areas, political events such as the dissolution of Parliament delayed the passage of important legislative reforms, including the new Foreign Investment Bill and updates to Reserved and Restricted Lists. In addition, MCIL’s promotional and outreach activities were limited by the absence of dedicated funding, constraining efforts to expand investor engagement and public awareness despite high community demand for such programs.

Within the labour market functions, limited domestic job opportunities, prolonged system downtime in the Jobseeker Service, and data integrity issues caused by duplicate registrations hindered effective employment services. The growing preference among youths for overseas seasonal employment further reduced the availability of local labour, while the implementation of the Samoa National Employment Policy was slowed by resource constraints, capacity gaps, coordination issues, and gaps in the legal framework. In the Apprenticeship Program, absenteeism due to overtime work, transport difficulties, and personal commitments, along with the resignation or termination of several apprentices, disrupted workplace assessments and on-the-job training requirements.

Despite these constraints, MCIL has identified clear strategies to move forward. Strengthening enforcement through the application of penalties, updating standard operating procedures, and developing formal agreements with other agencies will help to improve compliance. Investing in systems such as an independent FEEP database, enhancing the reliability of the Jobseeker Service, and securing dedicated funding for promotional activities and legislative development are seen as critical enablers of efficiency. Resource mobilisation efforts will be intensified to address staffing and logistical gaps, while targeted capacity building will ensure that existing personnel are equipped with the necessary skills to meet evolving demands. Structural reforms, including the separation of

regulatory and promotional functions and the implementation of organisational reviews, will be pursued to align resources with expanded mandates. Stakeholder engagement will be strengthened through working groups, one-on-one employer consultations, and streamlined coordination mechanisms to accelerate decision-making and reduce duplication. Legislative reviews and policy endorsements will be prioritised to close existing gaps and provide a stronger framework for enforcement, consumer protection, and economic development. Through these measures, MCIL aims to overcome its current challenges, safeguard the integrity of its services, and support sustainable growth in Samoa's commerce, industry, and labour sectors.

SECTION 3: OUR YEAR IN REVIEW

This section provides an overview of our work that was achieved and the challenges faced in the delivery of our services during the period under review. We have organized this section into our Long Term Goals in our Corporate Plan 2024/25-2028/29 to show how we are progressing to deliver them for the development of the private sector and creating employment opportunities for all. The status and progress of implementation of our Performance Indicators for the financial year are provided in details in **Appendix 2** of this Report.

TRADE, COMMERCE AND MANUFACTURING SECTOR

Sector Vision

The vision for the Trade, Commerce and Manufacturing (TCM) Sector is: “**Sustainable production, trade, commerce, and manufacturing that drive economic growth and support a resilient and vibrant economy.**”

Sector Performance – PDS FY2021/22 to FY2025/26

The TCM Sector is responsible for delivering **Key Priority Area (KPA) 9: Business Innovation and Growth** under **Key Strategic Outcome 2: Diversified and Sustainable Economy** of the Pathway for the Development of Samoa (PDS). This priority focuses on improving efficiency, creating employment, increasing income, expanding business opportunities, and enhancing foreign exchange earnings.

In the first year of implementing the new TCM Sector Plan (TCMSP 2024/25–2028/29), key economic outcomes included:

- **Real GDP** estimated at **\$2.13 billion tala**.
- **Commerce** remained the largest contributor to GDP at **32.8%**.
- **Manufacturing** (including food and beverages) contributed **4.4%**.
- **Agriculture and Fisheries** contributed **8.4%**.
- **Trade balance** recorded a **deficit of \$608 million tala**, highlighting reliance on imports.
- **Merchandise exports** totaled \$104 million tala, led by machinery & transport equipment (\$36.1m), mineral fuels & oils (\$34.9m), food & beverages (\$14.2m), chemicals (\$9.2m) and manufactured goods (\$7m).
- **Main export destinations:** Singapore (\$38.9m), New Zealand (\$18.9m), USA (\$14.6m), Australia (\$9.7m) and Tokelau (\$8.9m).
- **Main imports:** food & beverages (\$379.2m), manufactured goods (\$296.2m), mineral fuels & oils (\$275.5m), machinery & transport equipment (\$272.7m) and chemicals (\$85.5m).
- **Top import sources:** New Zealand (\$365.2m), Singapore (\$263.9m), China (\$156.5.6m), Fiji (\$127.7m) and Australia (\$109.6m)

(Source: Data from Samoa Bureau of Statistics and Central Bank of Samoa)

These results provide a baseline for monitoring progress under the TCMSP, with emphasis on boosting local production, diversifying exports, and strengthening trade resilience.

Governance and Coordination

Significant progress was made in FY2024/25 to operationalise the TCMSP.

- Action Plan finalised, detailing timelines, responsibilities, and priority interventions.
- Monitoring & Evaluation Framework developed and converted into a results-based matrix for tracking progress and ensuring accountability.
- Six Technical Working Groups (TWGs) established, each aligned to a core sector outcome, drawing on expertise from government, private sector, and civil society.
- The inaugural TCM Steering Committee meeting on 26 February 2025 confirmed the operational structure, discussed TORs for TWGs, and initiated the first round of TWG meetings in Q3. Members proposed consolidating TWGs from six to three to improve efficiency and reduce overlaps.

Going forward, the focus will be on fully activating the TWGs, strengthening the M&E framework, and improving coordination across implementing agencies, with an emphasis on capacity building, stakeholder engagement, and alignment to national goals. The TCM Advisory Committee will provide oversight and lead targeted resource mobilisation for high-impact sector initiatives.

Despite these advances, high staff turnover in the PPPMD/Sector Coordination Unit remains a challenge. However, the strengthened governance structures and partnerships established this year provide a solid foundation for long-term success.

Project Management – Sector Financial Assistance

Through support from the New Zealand Ministry of Foreign Affairs and Trade (NZMFAT), a grant of NZD \$69,995 funded the development, publication, and launch of the new TCMSP. Remaining funds supported the launch of the National Industrial Development Policy and the inaugural TCM Steering Committee meeting. MCIL acknowledges New Zealand’s ongoing partnership, which has been pivotal in setting a strong five-year framework for sector growth.

Samoa Trade Information Portal (STIP)

As part of Samoa’s PACER Plus commitments, PPPMD continues to manage and update the STIP, with support from the national STIP team. Following participation in a PACER Plus regional workshop in mid-2024, internal sessions were held to review and refresh trade-related content, focusing on: Industry Development Incentives – Code 121 and Duty Concession Scheme and Intellectual Property Rights Registration – trademarks (new applications, renewals, and assignment / transmission registrations).

GOAL 1: FOSTER INNOVATION AND ENTREPRENEURSHIP TO DRIVE ECONOMIC GROWTH

We aim to achieve this Goal by facilitating and promoting a business enabling environment in order to increase returns for employers and growth in their businesses

GOVERNMENT ASSISTANCE FOR PRIVATE SECTOR DEVELOPMENT

Private Sector Organization (PSO) Grant

The Government of Samoa remains committed to strengthening public-private partnerships by supporting the continued development of the private sector through an annual grant of \$200,000 to be disbursed to eligible Private Sector Organizations (PSOs) to assist in their administrative operations.

The eligible organisations are those with commercial affiliations and are registered with MCIL under the Incorporated Societies Ordinance 1952. There are set criteria and a number of factors to be considered in determining the amount of grant to be awarded to each organization. These include the PSO's list of registered members; submission of strategic plan, annual reports, report on the utilization of the grant given in previous year and audited financial statements.

For this FY, a total of nine PSOs applied, however only eight were allocated the grant, including two new applicants (listed below). One of the PSOs was referred to the PSC for assistance under its Professional Bodies grant. The PSO grant handover ceremony and agreement signing took place on 26 June, 2025.

Private Sector Organization	Grant Allocations FY 2024/25	Grant Allocations FY2023/24
Tutai Samoa Association Inc.	\$37,025.32	\$26,143.18
Samoa Mamanu Designs & Manufacturers Association Inc.	\$37,025.32	\$26,143.18
Samoa Association of Manufacturers & Exporters Inc.	\$37,025.32	\$26,143.18
Samoa Hotels & Hospitality Association Inc.	\$35,174.05	\$26,143.18
Business of Salafai Association Inc.	\$31,471.52	\$16,266.87
Samoa Society of Agricultural Professionals (<i>new applicant</i>)	\$14,810.13	
Women in Business Development Inc.	\$5,000.00	\$45,000.00
Savalalo Fleamarket Society Inc. (<i>new applicant</i>)	\$2,468.35	
TOTAL	\$200,000	

Samoa Export Awards Grant

The Samoa Export Awards, administered by the Samoa Association of Manufacturers and Exporters (SAME), is an annual initiative designed to promote and acknowledge excellence within the manufacturing and export sector. The program is supported through a Government grant of \$10,000.

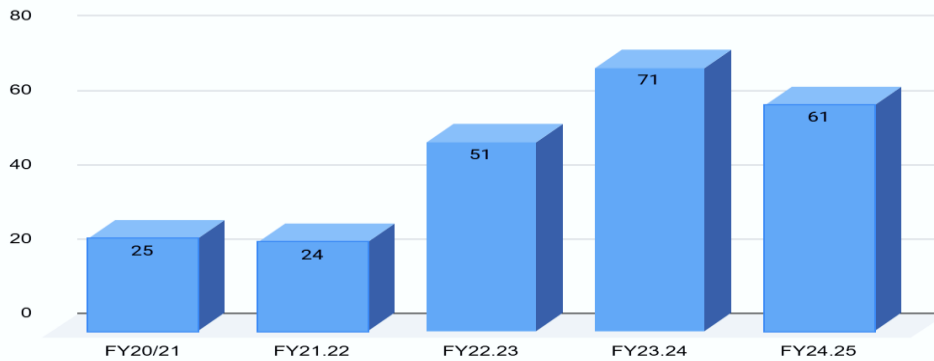
Due to COVID-19 impacts and competing priorities, the Awards were not held in previous years. In FY2024/2025, Cabinet approved the grant to SAME for the revival of the program, with the official handover ceremony taking place on 6 June 2025.

REGISTRATION OF FOREIGN INVESTMENT ENTERPRISES (FIEs)

Number of new Registered FIEs.

There were sixty one (61) new FIEs registered during the reporting period and this is recorded as a decline in the number of new foreign owned businesses when compared to the seventy one (71) recorded in the last FY2023/24.

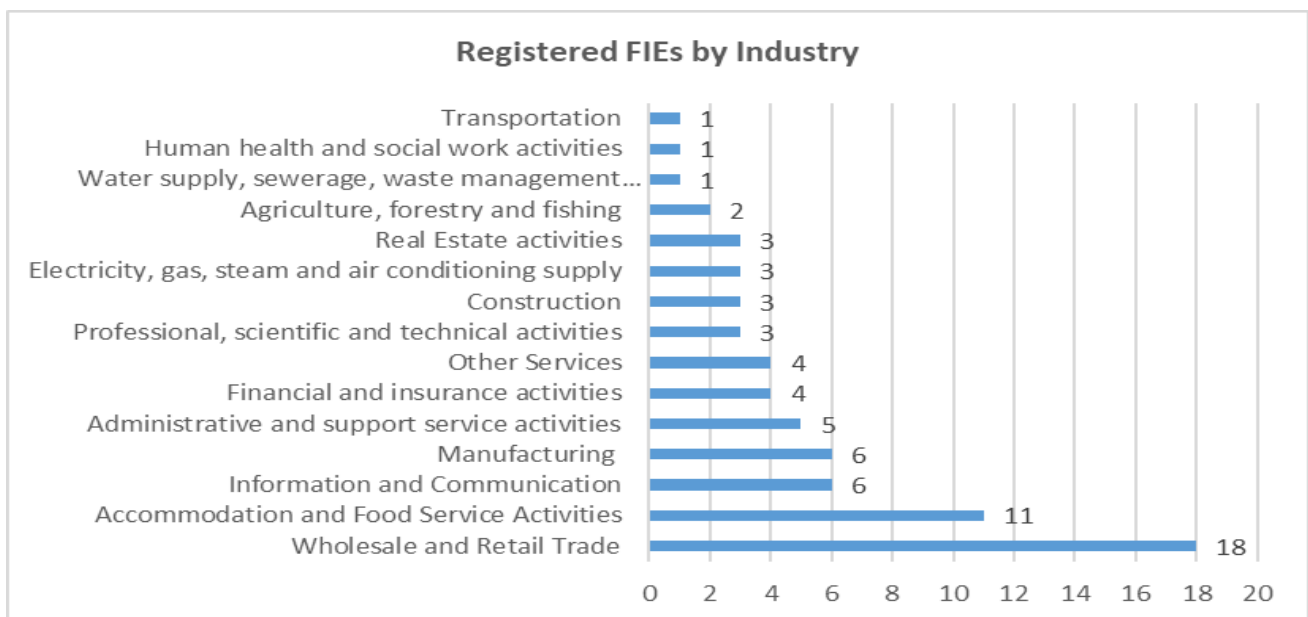
NUMBER OF REGISTERED FIES FROM FY20/21 to FY24.25



As illustrated above, the number of registered Foreign-Invested Enterprises (FIEs) declined compared to the previous financial year. An additional fourteen applications for new FICs were received but not approved, primarily due to applicants voluntarily withdrawing their submissions or pending completion of due diligence processes. The 61 new FIEs are expected to create 512 employment opportunities and had declared total initial working capital of SAT \$267,540,464.58 as recorded in their application forms.

Newly Registered FIEs by Industries

During the reporting period, 61 newly registered Foreign Investment Enterprises (FIEs) declared business activities across various sectors. As illustrated in the chart below, the majority of investor interest was concentrated in the wholesale and retail trade sector, followed closely by accommodation and food service activities. These two industries also ranked highest in the previous financial year (FY23/24), reflecting a consistent trend in investor preferences. While 61 new FIEs were registered during the period, the total number of business activities recorded was 68, as several enterprises registered under multiple sectors—indicating a tendency among investors to diversify across different industries.



MCIL also reviewed and approved 256 FIC renewal applications and 110 applications for FIC amendments. The number of renewal applications surpassed the 216 recorded in the previous year, reflecting MCIL's ongoing efforts to remind FIEs of their obligation to maintain a valid FIC. A total of \$29,295.00 NTR was collected from all FIC applications received during the reporting period.

COMPETITION AND CONSUMER PROTECTION

The Samoa Competition and Consumer Commission (the Commission) continued to advance its mandate under the Competition and Consumer Act 2016, focusing on safeguarding consumer interests, promoting fair competition, and addressing emerging market challenges.

In February 2025, Cabinet approved the appointment of Mr. Charles Sweeney as Chairman and member of the Commission for a three-year term (2025–2028), as per Cabinet Decision FK (25) 06. Formalisation of his contract remains pending due to administrative matters, and the Commission has been operating under the leadership of Deputy Chairman, Mr. Leaula Mata'afa Dr. Desmond U. Amosa, supported by Commission members Mr. Papali'i Malietau Malietoa, the Regulator from the Office of the Regulator, and the Chief Executive Officer of MCIL.

In compliance with legislative requirements, the Commission's Annual Report for the reporting period was submitted to the Minister in February 2025. During the year, seven official meetings were convened—one in person and six virtually—to deliberate on urgent and complex competition and consumer matters requiring timely decision-making. The Commission also progressed discussions on its independence proposal with the Public Service Commission, with a commitment to further consultations involving the Office of the Regulator to strengthen its functional autonomy. At the regional level, the Commission maintained active participation in monthly meetings of the Pacific Island Network of Competition, Consumer and Economic Regulators (PINCCER), fostering collaboration and knowledge sharing.

Price regulation remained a key focus. Price Control Order (PCO) No. 1.2023 expired in December 2024, and a new PCO for 2025 is in its final approval stages. In the interim, traders have been advised to apply the established markup formula for pricing essential food items such as sugar, salt, flour, milk, tinned fish, and corned beef, as well as regulated frozen goods including turkey tail, mutton flaps, pork trotters, chicken legs, and turkey wings, ensuring affordability of basic necessities.

MCIL maintained a strong focus on safeguarding consumer interests and promoting fair competition through continuous monitoring, complaints management, and compliance enforcement. The work was underpinned by quarterly inspections, targeted public engagement, and a structured approach to resolving complaints in line with statutory requirements.

Complaints management remained a central function of MCIL's monitoring activities. Across both Upolu and Savai'i, a total of 97 complaints were received and addressed are directly related to fair-trading matters.

In **Upolu**, 38 complaints were lodged, the majority (95%) from consumers and a small proportion (5%) from businesses against other businesses. Overpricing emerged as the most prevalent issue, accounting for 13 cases and involving essential goods such as sugar, onions, cooking oil, chicken legs, sausages, cigarettes, and plumbing materials. Other issues included defective products, unsatisfactory services, refund disputes, misleading conduct, abuse of market power, inaccurate measurements, and failure to issue receipts. Six cases fell outside the Division's mandate and were referred to the relevant government agencies, while two complex matters remained under active investigation at the end of the reporting period.

The **Savai'i** Office received 68 complaints, of which 59 related to fair-trading concerns, including overpricing, lack of receipts, poor product quality, misleading labelling, expired goods, and refund disputes. All fair-trading complaints were investigated and resolved. Matters relating to food safety and health were referred to the Ministry of Health, while nine industrial relations complaints were forwarded to the relevant MCIL divisions for follow-up.

Compliance enforcement was another key focus area. In Upolu, quarterly inspections covered 615 traders, resulting in an overall compliance rate of 87%. Non-compliant traders were issued warnings and re-inspected to ensure corrective measures were implemented. In Savai'i, inspections were carried out for 320 traders, achieving a compliance rate of 93%. Non-compliance, which affected 7% of traders, primarily related to overpricing and inadequate price displays; these issues were promptly addressed following inspector guidance.

The majority of complaints were promptly resolved, with outstanding matters requiring investigation and conciliation. By year-end, all cases had been concluded except for two complex matters, which remain under active investigation. Complaints falling outside MCIL's mandate were formally referred to the relevant government agencies for appropriate action.

Consumer awareness was strengthened through the commemoration of World Consumer Rights Day 2025 on 14 March, under the theme "A Just Transition to Sustainable Lifestyles." MCIL's outreach programme in Salelologa, Savai'i, engaged senior students and educators from local colleges to raise awareness on consumer rights and responsibilities and to promote MCIL's services such as jobseeker assistance and apprenticeship schemes. Strong participation and positive feedback underscored the success of this initiative in empowering consumers.

E-commerce Development

MCIL advanced Samoa's e-commerce agenda through policy, legislative, and monitoring initiatives aimed at strengthening the country's digital economy and integrating it into global trade systems.

The inaugural meeting of the Samoa National E-commerce Committee in September 2024 established the governance framework for the Samoa E-commerce Strategy and Roadmap and initiated development of a National E-commerce Policy aligned with existing digital policies.

Significant progress was made on the E-commerce Legislative Gap Analysis, which neared completion following a successful validation workshop in May 2025. The draft report, being finalised by the consultant, will guide the drafting of new e-commerce legislation in collaboration with the Office of the Attorney General.

Implementation of the eTrade Reform Tracker (eTRT), developed by UNCTAD, provided a centralised online platform for monitoring progress on the E-commerce Strategy. A national consultant, supported by UNCTAD, conducted training for MCIL staff, government agencies, and committee members to embed the tool's functionality, enabling stakeholders to track deliverables and provide feedback on their respective activities.

A major milestone was the approval of PACER Plus funding for the "Strengthening E-commerce Readiness and Digital Initiatives for Samoa" project. The project will deliver a Comprehensive Training and Digital Awareness Program, focusing on digital skills in consumer protection, competition, and investigations, alongside public awareness programs for businesses and consumers. These initiatives collectively strengthen Samoa's capacity to navigate the complexities of digital trade, promote consumer trust, and support long-term economic growth.

CODEX AND TECHNICAL BARRIERS TO TRADE (TBT)

MCIL continued to lead Samoa's engagement with the Codex Alimentarius Commission (CAC) through its role as Secretariat for the Samoa National Codex Committee (SNCC) and official National Codex Contact Point (CCP). A major milestone was the publication and launch of the SNCC Procedural Manual in September 2024, providing a comprehensive governance framework for the Committee's operations and decision-making.

Significant progress was made in regional standardisation for key agricultural products. For the Codex Regional Standard for Fermented Noni Juice, Samoa led efforts to resolve outstanding technical requirements, including validation of the High-Performance Liquid Chromatography (HPLC) method and collection of scopoletin level data in collaboration with the Scientific Research Organisation of Samoa (SROS). These efforts ensure the standard is underpinned by robust scientific evidence and validated methodologies.

In February 2025, Samoa achieved consensus at the 17th Session of the Codex Coordinating Committee for North America and the South West Pacific (CCNASWP17) on the Codex Regional Standard for Breadfruit Flour. Samoa was appointed Chair of the Electronic Working Group (EWG), with Australia and Fiji as Co-Chairs, to lead the development of the standard for submission to the Codex Alimentarius Commission's 48th session in November 2025. This leadership role strengthens Samoa's position as a key player in regional food safety and trade facilitation.

NATIONAL QUALITY INFRASTRUCTURE

In 2024/25, MCIL achieved a significant milestone in strengthening Samoa's quality infrastructure with the Cabinet's approval of the National Quality Policy (NQP) in April 2025. The NQP establishes a national framework to enhance product standards, improve compliance with international benchmarks, and safeguard consumer safety. It provides a strategic foundation for developing and maintaining robust systems in standardisation, metrology, conformity assessment, and accreditation to support trade, industry competitiveness, and public confidence in goods and services.

The British Standards Institution (BSI) has been engaged to finalise the design of the NQP document, ensuring it is both accessible and effectively communicates the policy's objectives. The policy is scheduled for official launch in November 2025, marking a pivotal step in Samoa's commitment to elevating quality standards and enabling greater market access for Samoan products.

In parallel, MCIL advanced Samoa's application to become a correspondent member of the International Organization for Standardization (ISO). Membership will provide access to international standards, facilitate alignment with global best practices, and create opportunities for capacity building through ISO-led training and technical assistance. The membership process is in its final stages, with approval expected in September 2025.

MCIL also completed the Data Collection Framework to support evidence-based decision-making in standards development. Once implemented, this framework will improve the accuracy and availability of national data, enabling the design of policies and standards that meet both domestic needs and international requirements. A funding proposal has been submitted to the Food and Agriculture Organization (FAO) to support the rollout of this initiative.

Pacific Quality Infrastructure (PQI) Project

MCIL, through the FTCACPMO continued to contribute actively to the Pacific Quality Infrastructure (PQI) Project, a regional initiative aimed at strengthening access to quality-related services and

enhancing the technical capacity of Pacific Island countries. The project focuses on building the core components of quality infrastructure—standardisation, metrology, conformity assessment, and accreditation—at both national and regional levels to support trade, economic growth, and consumer protection.

During the year, the PQI Project facilitated technical assistance, capacity-building programmes, and the formation of specialist technical committees, including the Pacific Islands Standards Committee (PISC). These mechanisms have been instrumental in advancing the development of regional standards tailored to Pacific needs while ensuring alignment with international benchmarks.

Samoa’s participation in the PQI Project complements national quality infrastructure reforms, particularly the implementation of the National Quality Policy, by providing access to technical expertise, regional cooperation platforms, and practical tools to strengthen domestic quality systems. This collaboration supports Samoa’s long-term objectives of improving product quality, enhancing market access, and fostering greater consumer confidence in locally produced goods and services.

PETROLEUM AND METROLOGY

In 2024/25, MCIL continued to safeguard market integrity and consumer interests through its regulatory oversight of the petroleum sector and the enforcement of national measurement standards.

As a member of the Petroleum Task Force (PTF), MCIL collaborated with MOF and other Government agencies to address fuel supply, pricing, and compliance with health, safety, security, and environmental standards. The PTF reviewed all new and existing service stations, monitored monthly fuel price adjustments, and provided policy advice to improve the distribution and regulation of petroleum products in Samoa.



Monthly inspections were conducted at service stations to verify compliance with official price adjustments. These inspections, carried out on the first day of each month, ensured that operators adhered to the regulated pricing structure. Cases of non-compliance were referred to the PTF, resulting in the issuance of warning letters. A final warning was issued to one service station for repeated breaches, with further sanctions, such as suspension of supply or licence revocation, considered where necessary.

In support of accurate measurement and consumer fairness, MCIL conducted bi-annual calibration of fuel dispensers at 17 service stations nationwide, including 11 in Savai'i. Compliance rates for

calibration remained high at 98.5 percent, with minor cases of non-compliance rectified on site by registered technicians. A new visible sealing standard for calibrated dispensers was also adopted, following technical training delivered through the Asia-Pacific Legal Metrology Forum (APLMF), enhancing transparency and tamper-evidence for consumers.

Beyond petroleum regulation, MCIL maintained robust legal metrology enforcement through the quarterly verification of weighing instruments across Upolu and Savai'i under the Metrology Act 2015. A total of 909 weighing instruments were verified during the year, achieving compliance rates of 96.5 percent in Upolu and 98 percent in Savai'i. Instances of non-compliance, such as unverified equipment or unpaid registration fees, were addressed promptly through corrective guidance.

MCIL sustained Samoa's corresponding membership in the APLMF, enabling staff to access regional training and technical support. Over the year, four officers participated in online and in-person capacity-building activities, further enhancing MCIL's verification and calibration capabilities.

MAINTAINING THE REGISTRIES INTEGRITY

The Registry of Companies and Intellectual Properties (RCIP) plays a pivotal role in Samoa's economic framework, extending far beyond the receipt and processing of applications for business and intellectual property registrations. As the custodian of public records, the Registry underpins the legitimacy of incorporated societies seeking donor funding or opening bank accounts. Through its Business Registry of Samoa (BROS) arm, RCIP collaborates closely with the Central Bank, the Attorney General's Office, and other enforcement agencies to provide critical evidence in combating money laundering and other criminal activities. Meanwhile, the Intellectual Property Registry of Samoa (IPROS) offers paralegal advice, supports SMEs through its Branding Bureau, and contributes policy expertise to the World Intellectual Property Organization (WIPO) to strengthen intellectual property (IP) development and capacity across the Pacific region. RCIP also actively participates in national committees relating to heritage, traditional knowledge, and scientific governance.

In FY2024/25, BROS undertook a major technological advancement through the successful upgrade of its Catalyst system from Version 4 to Version 5, enhancing data security, improving user interfaces, and increasing accessibility for clients with low internet speeds. In parallel, the team collaborated with consultants from False Cognitive to develop a new electronic register for Samoa's Incorporated Societies—an initiative expected to generate royalties for Samoa once adopted by other jurisdictions.

IPROS continued to represent Samoa at high-level international forums, positioning the country as a model small IP office with significant influence in regional policy-making. These high level international forums include:

Assemblies of the Member States of WIPO

At the 65th WIPO Assemblies in Geneva (July 2024), Samoa, led by the Honourable Minister for Commerce, Industry and Labour, championed both national and regional IP interests. Engagement at this forum is vital for maintaining Samoa's participation in high-value global registers—such as the Madrid Protocol and Patent Cooperation Treaty—that generate millions of tala for the economy. Bilateral meetings with WIPO divisions and donor countries advanced Samoa's technical support and funding prospects.

Diplomatic Conference on the Design Law Treat

In Riyadh (November 2025), Samoa influenced the treaty's scope to recognise and protect genetic resources, traditional knowledge, and traditional cultural expressions in industrial design registrations. This achievement was made in partnership with Like-Minded Countries from Africa, Latin America, the Caribbean, and select Asia-Pacific nations.

WIPO Intergovernmental Committee (IGC) on Intellectual Property and Genetic Resources

Across the 48th–50th IGC sessions, Samoa's Deputy Registrar was twice appointed to the Advisory Board of the Voluntary Fund for Indigenous and Local Communities, ensuring equitable funding allocations. Samoa led the Pacific delegation in negotiations on a new international instrument for protecting traditional knowledge and cultural expressions and initiated a review of the IP Act 2011 to prepare for accession to the Treaty on Genetic Resources and Associated Traditional Knowledge (GRATK).

Head of Intellectual Property Offices Conference (HIPOC) At the March 2025 HIPOC in Tonga, Samoa collaborated with regional IP leaders to explore the Branding Bureau model using “kava” as a pilot, highlighting how IP can enhance product branding and market reach

World Intellectual Property Day Celebration World Intellectual Property (IP) Day is celebrated annually on 26 April, with this year’s global theme being “*Intellectual Property and Music: Feel the Beat of IP.*” To mark the occasion, the Registry of Companies and Intellectual Properties (RCIP) organised two focused workshops for Samoan musicians. The first was held in Apia, Upolu on 23 April at the MCIL Level 3 Conference Room, followed by the second in Salelologa, Savai’i on 25 April at the MCIL Salelologa Conference Room.

The Honourable Leatinu’u Wayne So’oialo, Minister for Commerce, Industry and Labour, delivered the keynote address at the Upolu workshop, emphasising the importance of intellectual property in safeguarding and promoting musical creativity. As part of the celebration, the Minister presented a \$2,000 donation from the Government of Samoa to the President of the Samoa Association of Musicians to support prizes for the Association’s Music Composition Competition in May 2024.

The two workshops attracted over 70 participants, including established musicians, emerging artists, and notable contributions from staff and students of Amoa College and Mata Ae Vave College. The events provided a valuable platform for knowledge sharing, awareness raising, and capacity building on the role of IP in protecting and monetising musical works.

GOAL 2: INCREASE OVERALL ECONOMIC PRODUCTIVITY AND COMPETITIVENESS

We aim to achieve this Goal by facilitating opportunities for employment creation and enforce decent work standards and relations

MINIMUM WAGE

The national minimum wage, which had remained at \$3.00 since 1 January 2020, was increased to \$4.00 effective 1 July 2024, with the remaining incremental increase of \$0.84 sene scheduled for implementation on 1 July 2025. This phased adjustment was approved by Cabinet as part of the endorsement of the Minimum Wage Policy 2024. In line with provisions under the Labour and Employment Relations Act (LERA), a formal review of the minimum wage will be undertaken every two years. To facilitate this process, a dedicated Minimum Wage Taskforce has been established to lead and coordinate all review activities.

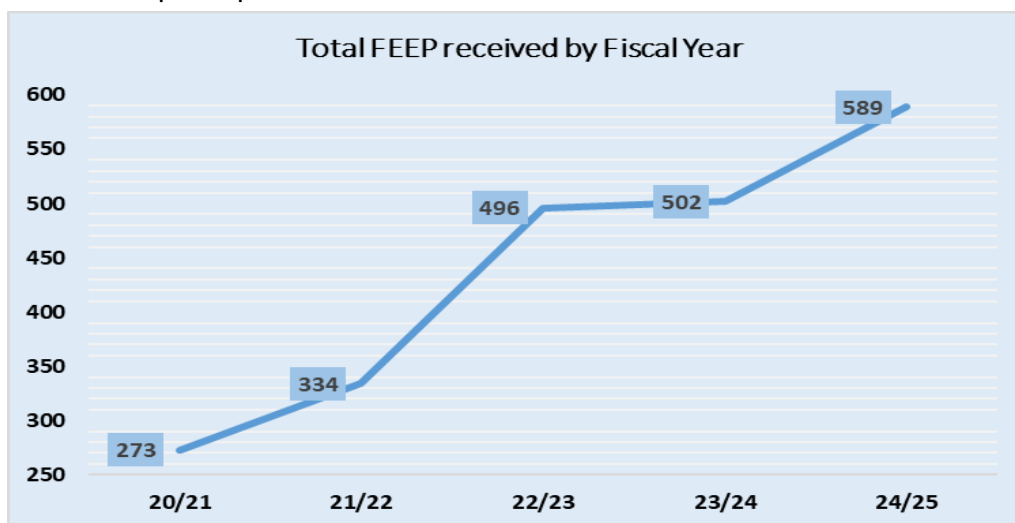
FOREIGN EMPLOYEE EMPLOYMENT PERMITS (FEEP)

Under Part IX of the LERA and Part 6 of the Labour and Employment Relations Regulations (LERR) 2025, MCIL is mandated to issue employment permits based on criteria including the availability of skills in Samoa, the number of non-citizens already employed, and critical skill shortages identified by industry.

To streamline the process, MCIL, in partnership with Immigration Services, operates a “One-Stop Shop” system enabling employers, foreign workers, and relevant stakeholders to lodge and uplift both the FEEP and the Temporary Resident Permit (TRP) from a single service point.

FEEP Registration

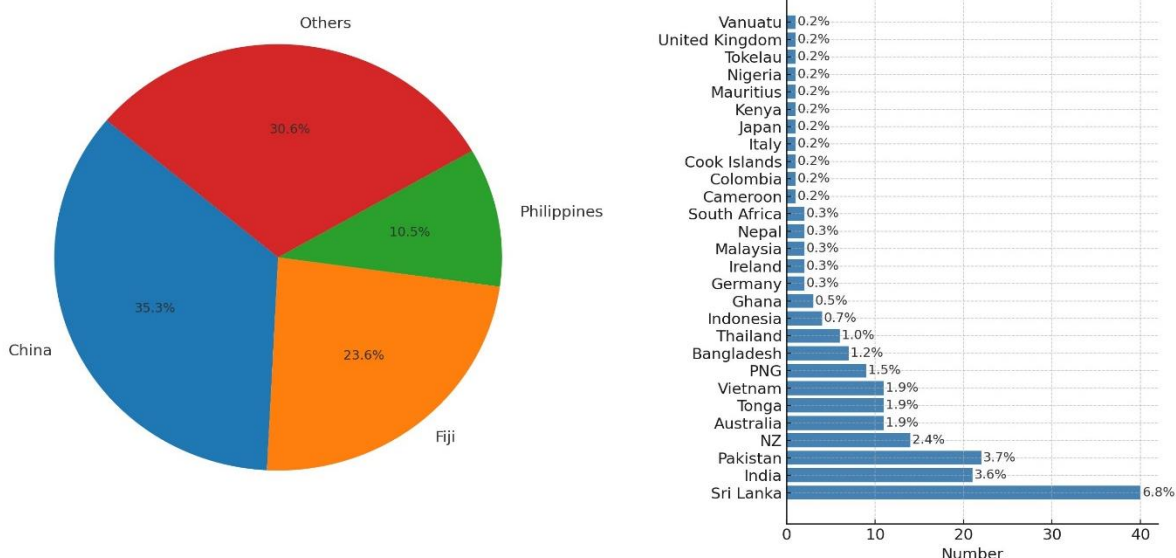
Overall, compared to the last five years, there has been a 17.3% increase in FEEP applications received and registered by MCIL. China, Fiji, and the Philippines remain the top three countries representing nearly 70% of applications received collectively. Moreover, the leading industries continue to be Construction and Domestic Work, while Tourism/Accommodation and Wholesale Industries have equal representation.



A total of **589 FEEP applications** were received and registered during FY24/25. 94.2% (555) of those applications were approved and issued with FEEP. 2.9% (17) of applications were declined as business activity for employment is reserved under the Foreign Investment Act 2000, breaching Section 60 (2) (e) of the LERA 2013. Two (2) applications forwarded for assessment were later withdrawn by the employer, while 2.4% (14) of the applications were processing during the period under review, with one (1) application on-hold due to incomplete requirements.

By Industry, Construction accounted for 23.3% (137) of all applications, followed by Domestic Work at 12.7% (75), and Tourism and Wholesale, each at 12.1% (71) .

By nationality, China remained the largest source country with 208 applications (35.3%), followed by Fiji at 23.6% and the Philippines at 10.5%. Collectively, these three countries represented almost **70% of all applications received**. Chinese workers were predominantly employed in Construction (47.6%) and Wholesale (12.5%), while Fijian applicants were mainly engaged in Domestic Work (51%) and Tourism/Hospitality (20%). Filipino workers were distributed across various industries. **By Gender**, **68% (402)** of permits were issued to **males**, primarily in Construction, Tourism, and Wholesale, while **females** represented **32%, (187)** with 38% (72) of them employed in Domestic Work.



The remaining **30.6%** of applications originated from a wide range of other countries, grouped under **“Others”**. Notable contributors within this category included **Sri Lanka (6.8%)**, **Pakistan (3.7%)**, **India (3.6%)**, and **New Zealand (2.4%)**. Smaller proportions were recorded from Pacific neighbours such as **Tonga, Australia, Vietnam, and PNG**, alongside other countries in Asia, Africa, and Europe, each accounting for less than 2% individually.

FEEP Exemptions and Cancellations

A total of 216 exemptions were issued, of which 95% (215) were granted to The Landing Ltd for the Survivor Samoa production, covering production staff and players for Seasons 10 and 11. During the same period, 57 permits were cancelled, mostly upon completion of employment contracts, while others were terminated early due to grievances raised by either the employer or employee.

LAUNCHING OF THE SAMOA DECENT WORK COUNTRY PROGRAM

The 2024/25 financial year marked a significant milestone for Samoa with the signing of its fourth Decent Work Country Programme (DWCP) since becoming a member of the International Labour Organization (ILO). The DWCP serves as the framework for delivering ILO support to promote decent work for all, aligning closely with the Pathway for the Development of Samoa, the United Nations Pacific Sustainable Development Cooperation Framework 2023–2027, and contributing to the achievement of the 2030 Agenda for Sustainable Development Goals.

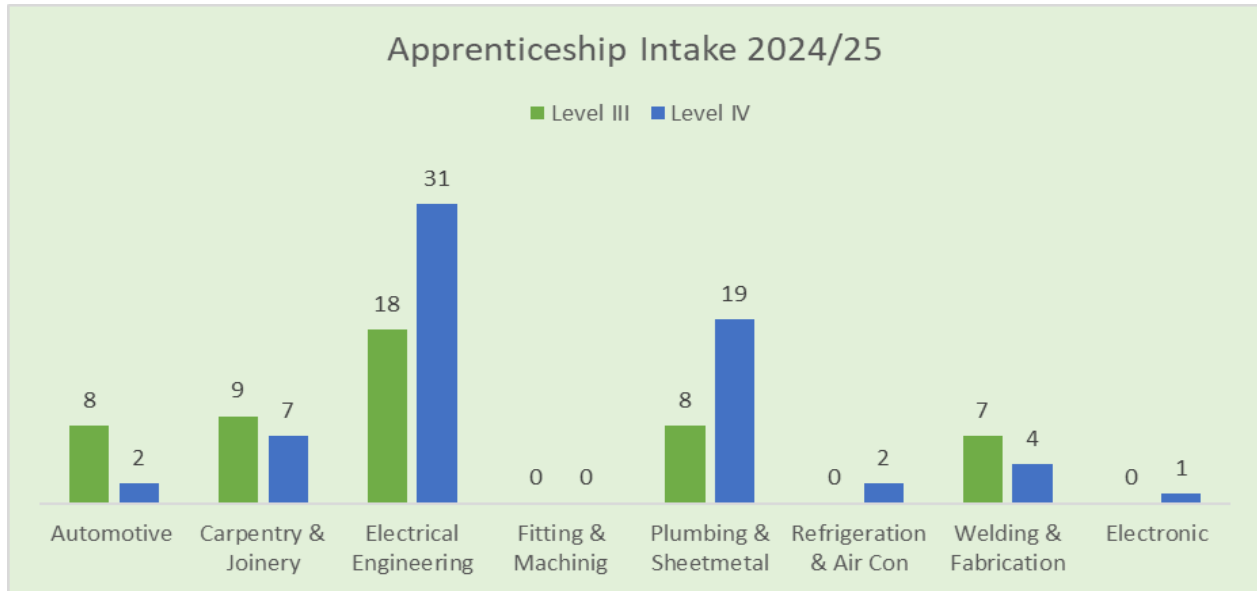
The new programme reflects the Government's continued commitment to advancing fair labour conditions, strengthening employer–employee relations, and fostering productive partnerships across the public and private sectors. Lessons learned from the implementation of previous DWCPs have informed the design of this new phase, ensuring that priorities are practical, targeted, and responsive to Samoa's evolving labour market needs.

The success of the programme to date is the result of strong collaboration with employers, workers, civil society organisations, and development partners. Their contributions remain vital in implementing the agreed priority areas over the next four years. The Government extends its appreciation to the ILO for its ongoing technical and financial support in strengthening Samoa's labour systems and for facilitating the development of the new DWCP.

Looking ahead, the focus will be on ensuring effective implementation, continuous monitoring, and evaluation to sustain progress in promoting decent work opportunities for all Samoans. The collective commitment of all stakeholders will be key to achieving the programme's objectives and delivering tangible benefits to the workforce and the economy.

APPRENTICESHIP, EMPLOYMENT AND LABOUR MARKET

In the 2024/25, MCIL through the Apprenticeship, Employment and Labour Market (AELM) Division recorded notable achievements in advancing skills development, promoting employment opportunities, and strengthening labour market systems. These accomplishments were attained despite operational and technical challenges, owing to the commitment and collaborative efforts of the staff and partners.



Under the National Apprenticeship Training Scheme, 117 apprentices were enrolled during the reporting period, comprising 115 males and 2 females. However it has been reported by National University of Samoa (NUS) being the Training Provider that offers the Theory of the Program that there is 24.8% reduction due to the apprentices personal preferences such as labour mobility, financial constraints and termination.

The Trade Testing Programme maintained its strong performance standards, with 100 percent pass rates achieved in both the Welding Grade 1 and Carpentry Grade 1 assessments. A total of 223 workplace inspections were carried out, surpassing the expected target and contributing to improved compliance monitoring. Of the 40 planned Workplace Assessments (WPAs), 30 were completed, with the remainder in progress due to the high demand for assessments. Notably, employer compliance rates improved substantially from 52.94 percent to 92.3 percent, reflecting enhanced fee payments, responsiveness, and adherence to programme requirements. Governance of the programme was strengthened through two Council meetings, held in February and July 2025, and an adjustment to the apprentice fee structure saw the Government's contribution increase from 50 percent to 65 percent, reducing the apprentice share from 20 percent to just 5 percent.

The Employment Services Unit continued to promote accessible employment opportunities through the Jobseeker Service (JSS), which registered 73 jobseekers—54 females and 19 males—during the year. Although only three referrals were made and no confirmed placements recorded, the MCIL successfully coordinated two jobseeker training programmes in Upolu and Savaii, engaging 91 participants in employability skills and job search techniques. In line with the monitoring and evaluation of the Samoa National Employment Policy (SNEP) 2021/22–2025/26, MCIL engaged with 22 Key Implementing Agencies to track progress across 77 strategic interventions. The review showed that 38 percent of strategies had been completed, 36 percent were ongoing, and 26 percent had not progressed, with delays often linked to resource constraints, coordination challenges, and legislative gaps.

GOAL 3: STRENGTHEN COLLABORATION AND PARTNERSHIPS AMONG STAKEHOLDERS TO ACHIEVE SHARED ECONOMIC OBJECTIVES

We aim to achieve this Goal by improving our policies and operations to support the achieving of a business enabling environment, opportunities for employment creation and decent work standards and relations

Policy Advisory and Development

In FY2024/25, MCIL through its Policy, Planning and Project Management Division (PPPMD) played a central role in providing high-level strategic advisory support, drafting services, and technical inputs to a wide range of national and sectoral policy initiatives. MCIL's work reflected its mandate to ensure that MCIL's policies and programmes remain aligned with the Pathway for the Development of Samoa, relevant sector plans, and broader regional and international commitments.

Throughout the year, MCIL contributed to the development, review, and refinement of critical policy documents and processes. These included the formulation of the Terms of Reference for the Regional Trade Facilitation Committee (MFAT) and inputs to the Mid-term Review of the Pathway for the Development of Samoa, with particular focus on Key Priority Area 9 and related components (MOF). MCIL supported ministerial media engagement, including preparation for the Minister's interview with 2AP, and facilitated funding access for the Women in Business Development Inc. (WIBDI) through the Prime Minister's Office.

PPPMD prepared a Concept Note for the Impact Assessment Study and Revenue Strategy Project for Samoa's Trade Arrangement (MFAT) and provided inputs to the National Policy Development Framework (MPMC). The Division also maintained and updated content for the Samoa Trade Information Portal (MCIL-CEO) and delivered a briefing on the USAID DCCP Pacific Digital Skills Assessment to the CEO. It facilitated the land lease proposal for the Canada Far East International Energy Development Group and coordinated Samoa's participation in the International Labour Conference (MCIL-IREPOSH Division).

Further contributions included completion of the IMF Article IV Questionnaire (MOF), review of the ICT Policy (MCIL-ICT Division), input to the Samoa GCF Readiness Proposal (MAF), and review of the Electricity Multi-Year Tariff (OOTR). PPPMD also engaged in the NZMFAT Samoa Programme Strategic Evaluation (NZMFAT) and contributed to the Third National Communication (TNC) Report on climate change (MNRE/UNDP). The Division provided input to the Pacific Labour Mobility Principles (PIFS-MFAT), prepared sector situational reports for the Energy Crisis POE (NEOC), and finalised the assessment report on the impacts of the energy crisis (DAC).

Through these activities, MCIL demonstrated its critical function in supporting evidence-based policy-making, strengthening cross-sector coordination, and ensuring that Samoa's policy frameworks remain responsive to emerging national, regional, and global priorities.

Micro, Small and Medium Enterprises (MSMEs) Policy and Strategy

The MSME Policy, launched in 2020 with a ten-year implementation horizon, aims to achieve “a sustainable and globally competitive MSME sector that contributes to GDP growth, employment, and exports.” It provides a strategic framework for supporting micro, small, and medium enterprises as a key driver of economic diversification and inclusive growth.

In June 2025, the Trade, Commerce and Industry Board (TCIB) approved the commencement of the policy’s mid-term review to assess progress, identify gaps, and realign priorities for the remaining five years. This review will ensure the policy continues to respond effectively to evolving market conditions, technological advancements, and the needs of Samoa’s business community.

A key milestone during the reporting period was the TCIB’s endorsement of a revised MSME classification system based solely on annual turnover as the indicator, replacing previous multi-criteria definitions. The revised classification, will be submitted to Cabinet for final endorsement, is designed to provide greater clarity, improve statistical reporting, and better target support programmes for enterprises at different growth stages.

Proposed MSME Classification

Type of Business	Annual Turnover (SAT)	Annual Turnover (USD)
Micro Enterprises	Less than \$130,000	< \$47,000
Small Enterprises	\$130,000 – \$1,200,000	\$47,000 – \$436,000
Medium Enterprises	\$1,200,001 – \$3,000,000	> \$436,000 – \$1,090,000
Large Enterprises	More than \$3,000,000	> \$1,090,000

This updated classification will form the basis for future MSME policy implementation, programme design, and resource allocation, ensuring that interventions are proportionate to enterprise size and economic impact.

National Industry Development Policy and Strategy (NIDPS)

The National Industry Development Policy and Strategy (NIDPS) was developed with the assistance of the Government of New Zealand through the Private Sector Development Program (PSDP) and approved by Cabinet by way of its (FK(24)19). The policy was officially launched on 29 November 2024, marking a major step forward in Samoa’s efforts to strengthen industry development and enhance economic competitiveness.

The NIDPS provides a comprehensive framework for accelerating the transformation of priority industries where Samoa holds potential competitive advantage, with the overarching goal of contributing to sustainable and inclusive economic growth. Aligned with all five Key Strategic Outcomes of the Pathway for the Development of Samoa (PDS) 2021/22–2025/26, the policy’s vision is to “*accelerate transformation of priority industries where Samoa has potential competitive advantage, contributing to sustainable and inclusive economic growth.*”

Implementation of the NIDPS is structured around five thematic goals:

1. Innovation and Entrepreneurship – fostering a culture of creativity and innovation to stimulate business growth.
2. Diversification and Productivity – encouraging value addition, productivity improvements, and diversification of industry outputs.
3. Infrastructure and Services – strengthening enabling infrastructure and support services to facilitate industrial development.
4. Partnerships for Industry Development – promoting collaboration between government, the private sector, and development partners to advance industry priorities.
5. Skilled Labour Force Development – building workforce capacity to meet the evolving skills needs of priority industries.

With its clear alignment to national development objectives, the NIDPS serves as a strategic roadmap for guiding policy interventions, investment promotion, and capacity-building efforts to transform Samoa's industry landscape in the years ahead. Implementation of the NIDPS in FY2025/26 will include establishing two working groups. The Terms of Reference for these groups have been drafted and await finalisation.

Samoa National Employment Policy (SNEP) 2021/22 – 2025/26

During December 2024, MCIL through its Employment Services Team conducted a Monitoring and Evaluation (M&E) exercise for the Samoa National Employment Policy (SNEP), engaging with 22 Key Implementing Agencies (KIAs) to collect data, assess progress, and update performance indicators. The SNEP Implementation Plan is structured around 77 strategic interventions designed to address employment challenges, promote decent work, and strengthen labour market resilience in Samoa.

The M&E review revealed:

- **Completed/Achieved** – 29 strategies (38%) were fully implemented, achieving their intended outcomes and demonstrating tangible impact in areas with clearly defined and actionable interventions.
- **On-going/In Progress** – 28 strategies (36%) are actively being implemented, with progress dependent on resource allocation, capacity building, and inter-agency coordination.
- **No Progress** – 20 strategies (26%) recorded no significant advancement due to challenges such as limited funding, staffing shortages, shifting priorities, and gaps in coordination.

These results highlight both the achievements and constraints of the current implementation period. While notable progress has been made in almost three-quarters of the strategies, the lack of progress in 26% underscores the need for targeted support to address capacity gaps, improve stakeholder coordination, and secure adequate financial resources. Strengthening these areas will be essential to ensuring the full and timely delivery of SNEP's objectives before the policy's conclusion in FY2025/26.

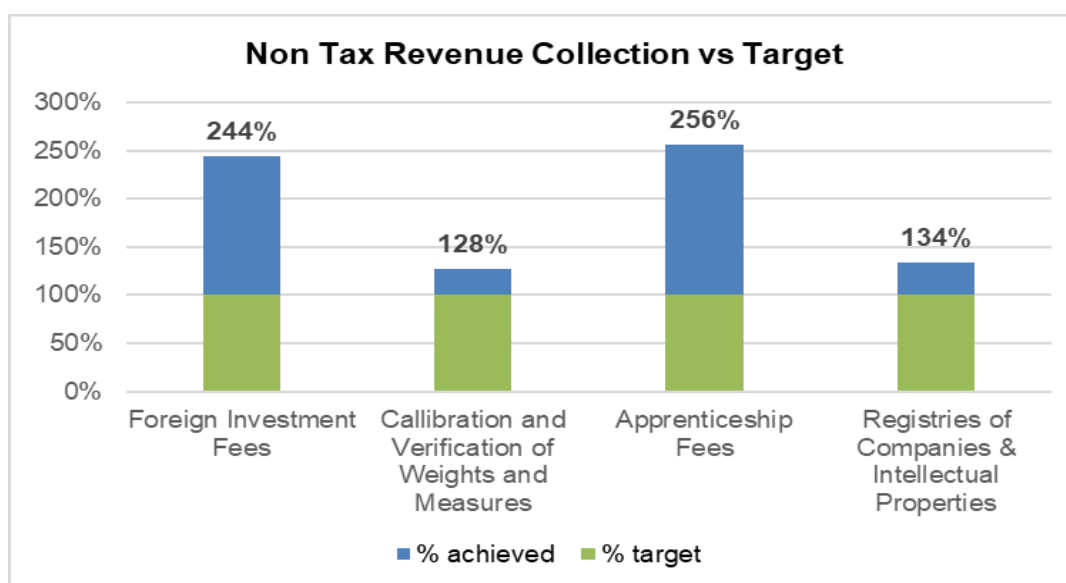
SECTION 4: FINANCE

Financial Performance for the Financial Year 2024/25

The financial performance of MCIL for the financial year ending 30 June 2025 demonstrates a generally sound fiscal position, marked by stronger-than-expected non-tax revenue collections, prudent expenditure management across outputs, and continued support for development initiatives and private sector partnerships. Refer to the Ministry's Statement of Receipts and Expenditures 2025 on pages 47- 48 for more details.

Non-Tax Revenue

MCIL collected \$1.01 million in FY2025, compared to \$1.04 million in FY2024. This represents a slight decline of \$36,000 (approximately 3 percent). While slightly lower than the previous year, the FY2025 collections still exceeded the approved estimate of \$740,475 by 36 percent.



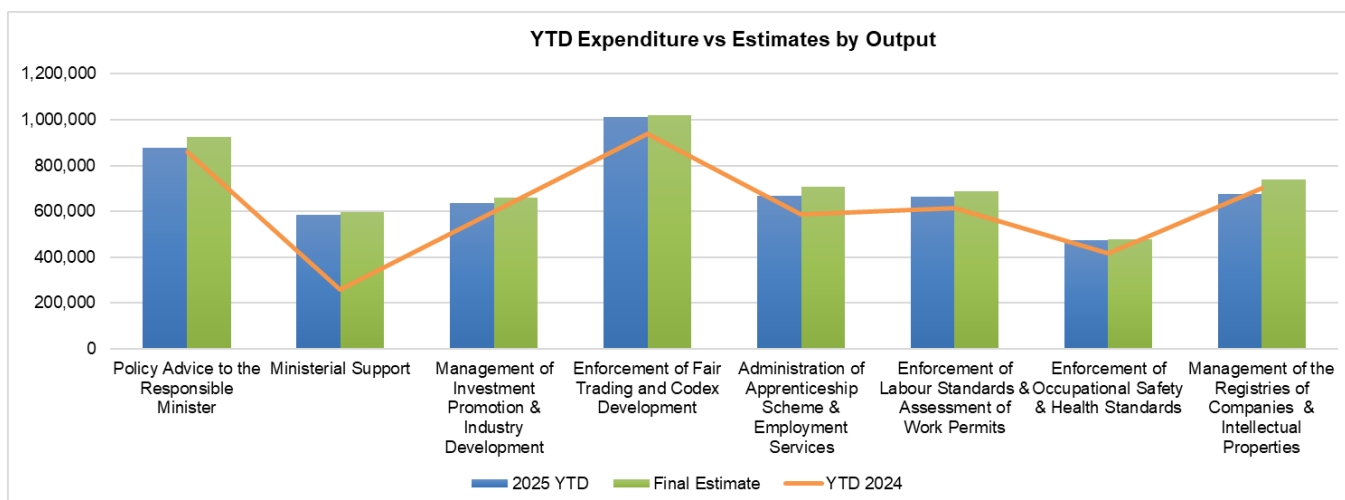
The bulk of these receipts were derived from fees and charges associated with MCIL's registries and related services. The positive outturn reflects higher-than-anticipated demand for these services and indicates strong compliance and engagement from the business community. The significant over-collection highlights MCIL's critical role in contributing to the Government's overall domestic revenue base.

Expenditure

Expenditure for the year was primarily directed towards the delivery of nine major outputs, supported by contributions to third-party entities and international memberships.

Across the core outputs, total expenditure amounted to \$5.59 million against a final estimate of \$5.81 million, representing an underspend of \$224,000. This underspending was predominantly driven by savings in personnel and operational costs. Among the outputs, Policy Advice to the Responsible Minister, Fair Trading and Codex Development, Apprenticeship and Employment Services, Labour Standards, and Occupational Safety and Health all reported modest underspending. Expenditure for the Registries of Companies and Intellectual Property was also below estimate, primarily due to personnel-related savings. Conversely, the Ministerial Support output recorded a slight overspend of \$29,000, reflecting higher personnel and operating requirements.

It is important to note that the Seasonal Employment Administration function and its budget was transferred to MOF and MFAT in FY2023/24. The chart below presents a comparison between estimated and actual expenditure across MCIL Outputs.



In addition to MCIL’s internal outputs, substantial allocations were provided to third-party outputs in support of private sector development and economic growth. Key allocations included \$9.57 million to the Samoa Tourism Authority, \$350,000 each to the Samoa Chamber of Commerce and Samoa Business Hub, and \$3.0 million for the Micro, Small and Medium Enterprise (MSME) programme. In total, third-party outputs amounted to \$13.27 million, reflecting Government’s ongoing investment in broader industry support through MCIL’s mandate.

Membership fees and subscriptions to international organisations, such as the International Labour Organisation, World Intellectual Property Organisation, ISO, and the Foster Moore registry database, were also met under MCIL’s budget, with total contributions of approximately \$216,000. Variances within these transactions were largely due to timing of invoices and partial charges received.

Development Projects and Initiatives

Beyond operational expenditures, MCIL continued to support a range of development initiatives and partnerships aimed at strengthening skills development, workforce participation, and private sector growth. In FY2024/25, \$20,000 was allocated as grants to workers’ associations, \$63,000 to the National University of Samoa for apprenticeship training, \$200,000 to private sector organisations, and \$10,000 to the Samoa Association of Manufacturers and Exporters for the Exporter of the Year Awards. A further \$293,000 was committed as counterpart funding for government projects, bringing the total expenditure on development initiatives to \$586,000.

These allocations underline MCIL’s strategic role in facilitating workforce development, building institutional partnerships, and enabling a conducive business environment for Samoa’s economic growth.

Overall Assessment

In summary, MCIL’s financial performance for FY2024/25 reflects strong revenue performance, prudent expenditure management, and a balanced approach to supporting both internal operations and external development initiatives. The Ministry not only exceeded its revenue targets but also delivered its outputs within budget while sustaining significant investments in third-party and development programmes. This performance reaffirms MCIL’s ongoing contribution to national development objectives, particularly in promoting private sector growth, safeguarding labour standards, and enhancing skills development across Samoa.

While receipts remained relatively stable, total expenditure increased significantly. In FY2024, receipts amounted to \$1.04 million against expenditure of approximately \$16.5 million. In FY2025, receipts were \$1.01 million against expenditure of approximately \$19.6 million. This indicates that while NTR was resilient, it covered only a small share of expenditure – about 6 percent in FY2024 and less than 5 percent in FY2025. MCIL’s operations and third-party outputs remain largely dependent on Government budget appropriations and external funding sources.

STATEMENT OF CERTIFICATION

MINISTRY OF FINANCE



STATEMENT OF CERTIFICATION

The Statement of Receipts and Payments, Schedule 2 and accompanying notes/information from other schedule of the Public Accounts on Fixed Assets (Schedule 9) for financial year ended 30th June 2025 form part of the Financial Statements for the Ministry of Commerce, Industry and Labour. These are drawn up in accordance with the reporting requirements of the Public Financial Management Act 2001 and Amendments, Part XIV, Financial Reporting and International Public Sector Accounting Standard (IPSAS).

As required by PFM Act 2001 and Amendments, Section 110, Ministry of Finance hereby certifies that the attached Statement for Ministry of Commerce, Industry and Labour is based on the unaudited results for the year ended 30th June 2025, as reflected in the accounting records of the Ministry of Finance for the Treasury Fund.

On behalf of the Government of Samoa.

A handwritten signature in black ink, appearing to read 'M. Vaai'.

Saoleititi Maeva Betham Vaai
Chief Executive Officer

Date: 01 / 09 / 2025

STATEMENT OF RECEIPTS AND EXENDITURE FOR FINANCIAL YEAR ENDED 30 JUNE 2025

GOVERNMENT OF SAMOA

SCHEDULE 2.5

STATEMENT OF MINISTRY RECEIPTS BY REPORTING CATEGORY
AND EXPENDITURE BY OUTPUT
APPROPRIATION ACCOUNT
for the financial year ended 30 June 2025

	Notes	2025 \$	Original Estimate \$	Final Estimate \$	(Over)/Under \$	2024 \$
COMMERCE, INDUSTRY & LABOUR						
RECEIPTS						
Ordinary Receipts						
Other Revenues						
Fees & Other Charges		1,008,616	740,475	740,475	(268,141)	1,044,808
TOTAL RECEIPTS		1,008,616	740,475	740,475	(268,141)	1,044,808
PAYMENTS						
Outputs						
1.0 Policy Advice to the Responsible Minister		875,919	924,966	924,966	49,048	858,712
2.0 Seasonal Employment Administration	1	0	0	0	0	633,657
3.0 Management of Investment Promotion & Industry Development		636,322	658,873	658,873	22,551	597,397
4.0 Enforcement of Fair Trading and Codex Development		1,010,846	1,020,641	1,020,641	9,796	938,094
5.0 Administration of Apprenticeship Scheme & Employment Services		667,327	705,842	705,842	38,515	586,753
6.0 Enforcement of Labour Standards & Assessment of Work Permits		663,457	688,870	688,870	25,413	615,452
7.0 Enforcement of Occupational Safety & Health Standards		473,186	479,045	479,045	5,859	416,874
8.0 Management of the Registries of Companies & Intellectual Properties		674,450	776,770	738,820	64,371	700,215
9.0 Ministerial Support		586,915	557,855	595,805	8,890	259,927
Total Outputs		5,588,420	5,812,864	5,812,864	215,553	5,607,082
Third Party Outputs						
Samoa Tourism Authority (STA)		9,572,575	9,572,575	9,572,575	0	7,074,452
Samoa Chamber of Commerce		350,000	350,000	350,000	0	200,000
Samoa Business Hub		350,000	350,000	350,000	0	400,000
Micro, Small, Medium Enterprises (MSME)		3,000,000	3,000,000	3,000,000	0	3,000,000
Total Third Party Outputs		13,272,575	13,272,575	13,272,575	0	10,674,452
Transactions on Behalf of State						
Membership Fees						
International Labour Organisation		13,642	13,642	13,642	0	11,605
International Organisation for Consumer Union		1,908	6,200	6,200	4,292	1,685
World Intellectual Property Organisation(WIPO)		9,220	12,000	12,000	2,780	0
World Association of Investment Promotion Agency		14,956	15,500	15,500	544	14,726
United Nations Industry Development		2,249	11,560	11,560	9,311	2,393
Corporate Registry Forum		1,200	1,565	1,565	365	1,156
ISO Membership (Standards)		16,135	28,000	28,000	11,865	0
E-Registry Database - Foster Moore (NZ)		156,775	165,421	165,421	0	157,421
		216,086	253,888	253,888	29,156	188,985
Government Policies / Initiatives						
Grants to Workers' Associations		20,000	20,000	20,000	0	12,000
Apprenticeship Training Provider (NUS)		63,000	63,000	63,000	0	178,000
Contribution to Private Sector Organisation		200,000	200,000	200,000	0	200,000
Exporter of the Year Awards - SAME		10,000	10,000	10,000	(0)	10,000
		293,000	293,000	293,000	0	400,000
Counterpart Costs						
World Intellectual Property Day (26 April)		11,941	15,000	15,000	3,059	10,644
OSH Day		10,715	15,000	15,000	4,285	13,228
		22,656	30,000	30,000	7,344	23,872
Rents and Leases						
ACB Building Rent/Lease		850,499	853,957	853,957	3,458	850,535
Rent - Fair Trading Division Office in Savaii		4,843	5,616	5,616	773	3,663
Rents & Leases for Home and Office of the Samoa Liaison Officers in NZ and Australia	1	0	0	0	0	147,683
		855,342	859,573	859,573	4,231	1,001,881

GOVERNMENT OF SAMOA

SCHEDULE 2.5

**STATEMENT OF MINISTRY RECEIPTS BY REPORTING CATEGORY
AND EXPENDITURE BY OUTPUT
APPROPRIATION ACCOUNT
for the financial year ended 30 June 2025**

	Notes	2025 \$	Original Estimate \$	Final Estimate \$	(Over)/Under \$	2024 \$
COMMERCE, INDUSTRY & LABOUR						
VAGST Output Tax		220,087	266,052	266,052	45,965	186,694
Total Transactions on Behalf of State		1,607,170	1,702,513	1,702,513	95,343	1,801,432
TOTAL PAYMENTS - COMMERCE, INDUSTRY & LABOUR		20,468,166	20,787,951	20,787,952	319,786	18,082,966
RECEIPTS OVER PAYMENTS		(19,459,550)	(20,047,476)	(20,047,477)	(587,927)	(17,038,157)

GOVERNMENT DEVELOPMENT PROJECTS

	Notes	2025 \$	Original Estimate \$	Receipts \$	Payments \$	Opening Balance \$
Grants - GDP						
Samoa Private Sector Development Programme (NZ)		22,165	0	142	0	22,024
Catalyzing Women's Entrepreneurship- Creating a Gender Response Entrepreneurship Eco System (ESCAP)		3,390	0	0	0	3,390
UNICEF Support Child Labour Rapid Assessment Survey in Samoa (UNICEF)	2	68	0	0	0	68
Technical Assistance for completing the new Trade, Commerce and Manufacturing Sector Plan (TCMSP) for Samoa (NZ)		3,979	117,318	432	31,797	35,344
TOTAL GOVERNMENT DEVELOPMENT PROJECTS		29,603	117,318	574	31,797	60,826

Notes

- 1 Outputs have moved under Ministry of Finance.
- 2 Project was completed and closed off last FY23/24 but opening balance were interests received for July and August 2023.

Additional Information to Accounts:

Schedule 9 - Fixed Assets

Opening Balance as at 1st July 2024	2,100,935
Additional Assets purchased during the financial year	260,851
Assets Disposed/Written-Off during the financial year	143,813
Closing Balance of Ministry's Fixed Assets as at 30th June 2025	2,528,863

SCHEDULE 9.1

**STATEMENT OF FIXED ASSETS AS PER MINISTRIES
as at 30 June 2025**

Ministry of Commerce, Industry and Labour

Cost	Furnitures & Fittings	Computers & Equipments	Motor Vehicle	Office Equipment	Communication Equip	Plants & Equipments	Household Equipment	Motor.V Parts	
Written Off 2025									
As at 1 July 2024	367,653	439,870	863,239	411,982	898	12,254	5,039	-	2,100,935
Additions	18,726	100,467	120,000	21,658	-	-	-	-	260,851
Disposal	6,540	48,657	78,000	10,317	299	-	-	-	143,813
Adjustments	890	-	310,000	-	-	-	-	-	310,890
As at 30 June 2025	380,729	491,680	1,215,239	423,323	599	12,254	5,039	-	2,528,863

Appendix 1: OUR LEGISLATION

1. Apprenticeship Act 2014
2. Apprenticeship Regulations 2014
3. Charitable Trusts Act 1965
4. Citizenship Investment Act 2015
5. Citizenship Investment Regulation 2016
6. Companies Act 2001
7. Companies Regulations 2008
8. Competition and Consumer Act 2016
9. Cooperatives Societies Ordinance 1952
10. Cooperatives Societies Regulations 1954
11. Copyright Act 1998
12. Credit Union Act 2015
13. Daylight Saving Act 2009
14. Foreign Investment Act 2000
15. Foreign Investment Regulations 2011
16. Incorporated Societies Ordinance 1952
17. Incorporated Societies Regulations 1973
18. Intellectual Property Act 2011
19. Intellectual Property Regulations 2015
20. International Date Line Act 2011
21. Labour and Employment Relations Act 2023
22. Labour and Employment Relations Regulations 2015
23. Metrology Act 2015
24. Occupational Safety and Health Act 2002
25. Occupational Safety and Health Regulations 2017
26. Personal Property and Securities Act 2013
27. Public Holidays Act 2008
28. Receiverships Act 2006
29. Securities Act 2006
30. Trade Commerce and Industry Act 1990 & Amendments 2014
31. Transitional Provisions Act 2006

Appendix 2: PERFORMANCE MEASURES ACHIEVEMENTS FINANCIAL YEAR 2024/25

Output 1 : Policy Advice to the Minister of Commerce, Industry & Labour			
Performance Measure/Indicator	Budget Standard or Target	Traffic Light Progress Indicator	FULL YEAR PROGRESS UPDATE
1. Policy planning and reporting	(i) Submission of Annual Report 2023/24 to Cabinet by October 2024 and to Parliament by December 2024 (ii) Submission of Procurement and HRM quarterly reports to PSC; (iii) TCMSP Annual Review Report	Completed/Achieved	(i) Annual report approved by Cabinet FK(24) 46 on 12/12/24. 83 copies submitted to the Office of the Legislative Assembly on 17/12/24. (ii) Quarterly Reports for 4th QTR FY23-24, 1st QTR, 2nd QTR, 3rd QTR of FY24-25 submitted (iii) Plan for FY25/26 after the 1st year of the TCMSP is completed.
2. Number of policy and legal advice provided to Minister and stakeholders	More than 50 written policy papers	Completed/Achieved	10 National Policy & Strategic Frameworks 12 Trade & Economic Development 30 Government & Cabinet Advisory Support 4 International & Regional Engagement
3. Number of Capacity building activities completed	4 for staff 2 for stakeholders	Completed/Achieved	28 regional and international workshops and seminars and short term scholarships attended by staff (excluding CEO & Minister) 8 awareness (4-Upolu, 4-Savaii) for stakeholders on Ministry's services and functions in Nov-Dec24
4. Number of updates and public awareness activities on the Samoa Trade Portal	(i) Bi annual collection of information to update the portal; (ii) Bi-annual refresher sessions on the portal	Completed/Achieved	2 Internal refresher sessions held in June (IDIP and RCIP) aimed at ensuring that the information published on STIP is both accurate and up to date, particularly with regard to procedures and designated contact persons. Current information on portal are updated

Output 2 : Ministerial Support

Performance Measure/Indicator	Budget Standard or Target	Traffic Light Progress Indicator	FULL YEAR PROGRESS UPDATE
1. Percentage of policy papers and Cabinet papers presented and endorsed by the Minister	100% of policy papers submitted approved by Minister	Completed/Achieved	All Policy and Cabinet papers were received by Minister and endorsed accordingly
2. Quarterly management meetings with the Minister facilitated	4 meetings conducted in the FY24/25	Completed/Achieved	3 Quarterly meetings held (August, November) with Minister Leota and in May with Minister Leatinuu and Management to update progress of KPIs and major projects. Due to the dissolution of Parliament in May and Caretaker Government authorities and change in priorities, Minister Leatinuu was informed from time to time through the CEO and Acting CEO face to face meetings on behalf of the Management of progress of projects as well as providing information paper to Minister upon request on a specific issue or project

Output 3: Management of Investment Promotion & Industry Development

Performance Measure/Indicator	Budget Standard or Target	Traffic Light Progress Indicator	FULL YEAR PROGRESS UPDATE
1. Number of new applications received and processed under the Private Sector Development Schemes	(i) 15 applications processed under DCS; (ii) 4 applications processed under Code 121; (iii) 10 applications processed under PSO;	Incomplete	(i) DCS - 4 new applications received, 6 applications for additional goods processed, 11 applications received and processed under the CHOGM DCS program. (ii) Code 121 - no new applications received (iii) PSO - a total of 9 applications received, including 2 new applicants, however only 8 were awarded the grant (one was removed as per the recommendation from MOF)
2. Percentage approved of applications received for Foreign Investment registrations	85% approved for registration and issued with Foreign Investment Certificates (FICs)	Completed/Achieved	At least 90% of applications received were approved and issued with FICs. The remaining include new applications awaiting Due Diligence reports and renewal applications that require further documentations for finalization of assessments.
3. Implementation of Industry development and investment legislative and policy reforms	(i) NIDP - Establishment of working groups and list of priority industries developed; (ii) MSME Policy - Approval of the reviewed MSME definition by Cabinet; Establishment of MOUs for a Data Management Initiative; (iii) Complete Draft Amendment to the Foreign Investment Act 2000 and the Review of the Reserved and Restricted Lists by 30 June 2025; (iv) Complete Draft Amendment to the Citizenship Investment Act 2015 by 30 June 2025.	Incomplete	(i) NIDPS - Working group meetings will commence in the new FY25/26 with the TORs already drafted. (ii) MSME Policy - 23% of the strategies have been achieved, the MSME definition has been approved by the TCI Board with the PK already drafted for submission to Cabinet and MOUs in draft form. (iii) Translation of FIA Amendment Bill completed and with the OCLA for tabling in the next session of Parliament. The Bill to be discussed again when there is a new parliament after election for proposed amendments to the Lists to be included in the Foreign Investment Regulations. (iv) R&S process completed for a TA in May 2025 to develop the Policy Framework for the Program. This work is confirmed to commence in Q1 FY25/26 (July - August 2025).

4. Percentage of compliance to existing policies and legislation	(i) At least 90% complied with FIA; (ii) At least 90% complied with DCS and Code 121 Scheme;	Completed/Achieved	(i) FICs - at least 90% of inspected FIEs were found compliant. (ii) DCS and Code 121 - 100% compliant was noted
5. Number of Trade Commerce and Industry Board meetings coordinated and facilitated	4	Incomplete	2 meetings of the TCI Board were held on 10 December 2024 and 19 June 2025
6. Total number of Public Awareness programmes conducted on the enforcement and promotion of Assistance Schemes and Foreign Investment	(i) Media awareness: 4 (newspaper - 1 every quarter); (ii) Social Media: 6 (bi-monthly posts on fb); (iii) Private Sector Associations: 10 associations with at least 60 attendees	Completed/Achieved	(i) 3 public notices were published in the newspaper (ii) More than 12 posts on the MCIL Facebook page (iii) 1 awareness was conducted on the FIA Amendment Bill 2025 during the Samoa Chamber of Commerce montly meeting in February 2025 (at least 30 members attended), although no specific one-on-one sessions with individual organizations, reps from 10 PSOs were invited and attended other MCIL awareness programs and consultations such as the FIA Review consultations in January 2025 (29 private sector reps attended), MCIL Roadshow in Savaii 3-6 December 2024 and Upolu 25-28 November 2024 where 8 sessions were conducted and attended by more than 60 participants. PSOs also were invited to the launching of the NIDPS in November 2024 where 44 were in attendance.
7. Completion of annual reports on Foreign Investment and Duty Concession Scheme	(i) Annual Foreign Investment Report by 24 December 2024; (ii) Duty Concession Scheme Report by 24 December 2024	Completed/Achieved	(i) FI Annual Report 23-24- submitted to the Minister on 7 October 2024 (ii) DCS Annual Report 23-24 - submitted to the Minsiter on 16 October 2024
8. Completion of annual review of the National Investment Policy Statement (NIPS), Samoa Investment Guide (SIG), and Samoa Investment Promotion Video	(i) SIG & NIPS - by 30 June 2025; (ii) Samoa Investment Promotion Video - by 30 June 2025	Incomplete	(i) Completed in April 2025 (ii) Awaiting proposal for funding submitted to PPIU for the next FY25/26.

Output 4: Enforcement of Fair Trading & Codex Development

Performance Measure/Indicator	Budget Standard or Target	Traffic Light Progress Indicator	FULL YEAR PROGRESS UPDATE
<p>1. Development and implementation of four (4) key policies for the Fair Trading, Codex Alimentarius, Consumer Protection & Metrology Division.</p>	<p>(i) Completion of the Procedural manual and guidelines for the development of food safety standards in June 2025;</p> <p>(ii) Completion of the Data Collection framework in June 2025;</p> <p>(iii) Completion of the National Quality Policy in June 2025; and</p> <p>(iv) Completion of the Samoa E-Commerce National Policy in June 2025</p>	<p>Incomplete</p>	<p>(i) Completed</p> <p>(ii) Data collection framework still ongoing with minor edits to refine and finalize the document.</p> <p>(iii) Publication and Launch of NQP is currently on hold with British Standards Institution leading the final editing, design of the NQP document and preparation of promotional materials. Preparations for the official launch have been postponed until after the 2025 elections, following a decision made during a meeting with consultants and donor agencies on 12 June 2025.</p> <p>iv) The National E-commerce Policy is on hold. While it was with the NPCC for discussion and refinement, an advisory has been received indicating that all policy discussions are on hold until after the general election. Once the NPCC's review resumes and is completed, the policy will be prepared for submission to Cabinet for approval.</p>

<p>2. Number of Public Awareness and Capacity Building Workshops conducted on Competition and Consumer Act 2016, Metrology Act 2015 and Non- Food Safety Standards.</p>	<p>(i) Workshop programs on National Standards Body; (ii) Awareness programs on Competition and Consumer Act 2016 and Metrology Act 2015; (iii) Training programs on codex standards and other related matters to food safety and food trade; and (iv) Develop forms and update brochures to confirm with Competition and Consumer Act 2016, Metrology Act 2015 and Samoa E-Commerce Roadmap and Strategy.</p>	<p>Incomplete</p>	<p>(i) No Public Awareness or Workshop on National Standards Board conducted for FY24/25 (ii) One day event for the National E-commerce Legislative Gap Analysis Stakeholder Validation Workshop held at the Le Lava Hotel on the 22nd May 2025. (iii) One Metrology Act advertisement commemorating the World Metrology Day 2025. (iv) Printing x30 copies of SNCC Procedural Manual for staff and stakeholders.</p>
<p>3. Percentage of traders compliance in accordance with Competition and Consumer Act 2016 and Metrology Act 2015.</p>	<p>90% - 95% compliance rate</p>	<p>Completed/Achieved</p>	<p>(i) 82% of traders complied with the CCA 2016 in Upolu, while Savaii traders with an average compliance of 86%.. (ii) 91% compliance rates for both scales and petrol stations as per Metrology Act 2015 in Upolu. In Savaii, scales verification was conducted for 250 traders, resulting in a 99% compliance rate.</p>
<p>4. Percentage of complaints received and resolved as per Competition and Consumer Act 2016 and Metrology Act 2015</p>	<p>90% - 95% complaints resolved</p>	<p>Completed/Achieved</p>	<p>97 complaints received and addressed during the year were directly related to fair trading matters</p>
<p>5. Number of enquiries received and facilitated</p>	<p>350 received and facilitated</p>	<p>Completed/Achieved</p>	<p>Upolu: 50 enquiries were recorded for Upolu (45 related to competition, 3 related to Metrology, 2 were referred to other divisions of the Ministry. Savaii: 500 enquiries received in which 82 were fair trading related, 217 - registries matters, 18 -</p>

industry development & investment matters, 55 - industrial relations and OSH matters, 10 - Apprenticeship and Employment matters, and 118- others.

6. Submission of the Samoa Competition and Commerce Commission (SCCC) Annual Report of Operations to Minister for endorsement	Report submitted in February 2025	Completed/Achieved	The SCCC Annual report was submitted to Minister in February 2025.
7. Number of international events/days to commemorate	World Consumer Rights Day commemorated on 15th March 2025; and World Metrology Day commemorated on 20th May 2025	Completed/Achieved	
8. Total number of meeting coordinated and facilitated	Samoa Competition and Consumer Commission - 4 Samoa National Codex Committee – 3 Samoa National E-commerce Committee - 2	Incomplete	i) Six (6) virtual discussions were held to address complex competition and consumer cases iii) No SNEC meeting held during the period (ii) No SNCC Meeting during the period under review
9. Annual Maintenance of the Town Clock Tower	30/06/2025	Completed/Achieved	Monthly grounds maintenance by contractor - Grasschoppers

Output 5 : Administration of Apprenticeship Scheme & Employment Services

Performance Measure/Indicator	Budget Standard or Target	Traffic Light Progress Indicator	FULL YEAR PROGRESS UPDATE
1. Number of apprenticeship training scheme services delivered	i. 80-90 new entrants: (95% male, 5% female) for the 2024-2025 year; ii. 95% compliance of apprentice and employers to the terms and conditions of the program; iii. 4 Apprenticeship Council meetings conducted;	Incomplete	(i) As of June 2025: Total number of current students is: 117 (51 new entrants, 65 continued apprentices and 1 existing from the previous structure of the Program (Electronics) (ii) 11 Inspections conducted to monitor compliance of apprentice and employers in the period under review (iii) meeting planned for 30 June 2025 defer to 4th July
2. Public Awareness Programmes: Public awareness programs and training for participants	at least 100 participants attended the trainings conducted for Jobseekers and Apprenticeship	Completed/Achieved	4 Awareness in November 2024 and April 2025 <ul style="list-style-type: none"> • Jobseekers Training in Upolu & Savaii : 91 participants • Awareness programs promoting Apprenticeship program and Jobseeker services: 79 participants • Participated in the JOINT MCIL Awareness in Upolu and Savaii in Nov & Dec24
3. Completion of the Recovery Phase of the Samoa National Employment Policy (SNEP-2)	Completion of the recovery Phase by June 2025	Completed/Achieved	At end of June 2025, the SNEP-2 Overall Implementation progress is as follows: 38% (29/77) of strategies achieved 36% (28/77) of strategies are in progress / on going 26% (20/77) of strategies have made NO progress
4. Employment Services	95-100% of registered jobseekers to be referred to employers for job opportunities using JSS (80 males and 20 females)	Incomplete	73 jobseekers registered during 24/25. 3 (4%) were referred to employers for the next phase of the process.

Output 6 : Enforcement of Labour Standards and Assessment of Work Permits

Performance Measure/Indicator	Budget Standard or Target	Traffic Light Progress Indicator	FULL YEAR PROGRESS UPDATES
<p>1. Number of awareness initiatives to enhance understanding on labour legislation.</p>	<p>At least two (2) public workshops to be conducted within the Financial Year on the following:</p> <ul style="list-style-type: none"> 1.1 promoting written employment agreements at the commencement of an employment relationship; 1.2 exploitation of workers (particular in domestic employment arrangement) 1.3 forced labour (particular in Child Labour and Forced Labour) 1.4 Violence and harassment at the workplace 	<p>Completed/Achieved</p>	<p>A total of 15 awareness programs conducted on LERA to the following businesses and Public Bodies:</p> <ul style="list-style-type: none"> i. Samoa business Hub ii. National University of Samoa iii. Samoa Law Reform Commission iv. Through the Fair Trading Division Roadshow in celebrating the Consumer Rights Day v. Samoa National Provident Fund vi. Samoa Water Authority vii. Frankie Company Ltd viii. Coral Reef Academy ix. Ah Liki Investment x. Samoa National Tripartite Forum xi. Media Awareness on TV1 and TV NUS xii. Fono Faavae for Vaimauga 4 xiii. Taumeasina Island Resort xiv. Employers and Workers in Savaii Island xv. Sinalei Resort
<p>2. Services delivered to strengthen role of Samoa National Tripartite Forum</p>	<ul style="list-style-type: none"> 1. Quarterly Reports submitted on labour and employment matters and progress of work carried out by key stakeholders 2. Completed new Decent Work Country Program & M&E Framework by June 2025 3. At least 6 SNTF meetings conducted by June 2025 	<p>Completed/Achieved</p>	<ul style="list-style-type: none"> 1. 4 Quarterly Reports Completed on time 2. Final DWCP 2024-2028 was signed on 20 February 2025 3. 5 SNTF meetings conducted- 5 Sept 2024, 31 January 2025, 17 February 2025, 16 April 2025, and 25 June 2025. 4. 4 Child Labour Taskforce meetings conducted - 12 Sept 24, 7 February 2025, 17 April 2025 and 27 June 2025. 5. 1 Minimum Wage Taskforce meeting held on 14 February 2025

<p>3. Improved compliance to ILO International Labour Standards to promote decent work in Samoa</p>	<ol style="list-style-type: none"> 1. Complete ratification process for C190 and develop implementation plan 2. Review of ILO conventions for ratification 	<p>Completed/Achieved</p>	<ol style="list-style-type: none"> 1. Ratification of C190 and C187 completed and implementation have progressed within the LER Amendment Act 2023 and the development of the National OSH Policy is in progress. 2. No Convention ratified within this FY as planned. 3. ILS Survey Report on unratified Convention submitted to ILO on 28 February 2025. 4. ILS Reports due and submitted to ILO on 30 September 2024 on the following: <ol style="list-style-type: none"> i. Maritime Labour Convention 2006 (MLC 2006); ii. Equal Remuneration Convention, 1951 (No. 100); and iii. Discrimination (Employment and Occupation) Convention 1958 (No.111)
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4. Improved compliance to LERA and other legislation

1. Resolve and close 80% - 90% of employment grievances by June 2025;
2. Completed M&E for at least 150 businesses/organisation/companies by June 2025;
3. Completed inspection of 80% of employers to ensure compliance with provisions of the LERA and Regulations by June 2025

Completed/Achieved

A total of 116 grievances received within the reported period:

- 93 grievances lodged within FY24/25 and closed within the reported period.
- 8 grievances from FY 23-24 resolved within the reported period.
- 101 (87%) grievances closed in the reported period.

571 Issues and advices given through telephone calls, walk in, email and the Ministry FB page were recorded within the reported period

6 M & E conducted within the FY to the total of 169 businesses:

- 138 were found as full compliant (82%)
- 14 partial compliant (8%)
- 11 non-compliant (6.5%)
- 6 businesses were found as closed down (6.5%)

5. Improved monitoring of foreign employment permits assessed and issued according to LERA Act 2013

- (1). Accurate collection, analysis and reporting of FEEP data for informed policy recommendations to Cabinet through the Minister.
- (2). To issue notices on the operations of FEEP and on common issues encountered.
- (3). Applications assessed in line with HRD priorities and FEEP operations policy 2023

Completed/Achieved

Foreign Employee Employment Permits (FEEP):

- FEEP Received: 589
- FEEP Issued: 555
- FEEP Processing: 14
- FEEP On-Hold: 1
- FEEP Declined: 17
- FEEP Cancellation: 57
- FEEP Exemption: 216

- o Top 3 Country: China, Fiji, Philippines
- o Top 3 Industries: Wholesales, Domestic Work and Constructions
- o By Gender: Male 402(68%) and Female 187 (32%)

94.2% of FEEP applications received were issued with FEEP.

2.9 % of FEEP applications received were declined due to insufficient evidence for FEEP issuance.

Cancellation of FEEP was due to FEEP holder contracts ending and also some have returned home due to personal circumstances.

- 168 businesses were inspected within the FY
- 92 (55%) were found fully compliant
- 8 (5%) were found partially compliant
- 58 (35%) were found non-compliant
- 4 (2%) were found temporarily closed

<p>6. Improved capacity for Labour Inspectorates</p>	<p>4 trainings conducted to build capacity of labour inspectorates on applying the LERA and Regulations to real life inspection settings in the Samoan context by June 2025</p>	<p>Completed/Achieved</p>	<p>7 trainings attended by the team within the reported period as follows:</p> <ul style="list-style-type: none"> • Decent Jobs for Rural Youth • Identifying & Referring Victims of Trafficking & Labour Exploitation in the Context of the Fishing Industry • Minimum Wage Review and Determination • Tripartite Technical Meeting on Access to Labour Justices for all Prevention and Resolution of Labour Disputes-Geneva 17-21 February (online) • First Aid Training • BEST Practice on International Labour Standards Reporting • International Labour Standards Academy
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Output 7 : Enforcement of Occupational Safety & Health Standards

Performance Measure/Indicator	Budget Standard or Target	Traffic Light Progress Indicator	FULL YEAR PROGRESS UPDATE
1. Increased in compliance level in promoting Occupational Safety and Health (OSH) within workplaces	1. 6 M & E conducted & completed for 150 businesses/organisation/companies by June 2025 2. 75% overall compliance level to OSH Standards for employers inspected by June 2025 3. 75% of employers inspected actively implement section 20 & 22 of the OSH Act 2002 by June 2025 4. Sufficient guidance issued through improvement notices that assist employers in achieving full compliance	Completed/Achieved	(1) 15 M&E Activities conducted to a total of: 182 private businesses and Govt agencies with the below findings - 0% full compliance <ul style="list-style-type: none"> • 171 (94 %) were found partially compliant • 11 (6 %) were found non-compliant (2) High level of partial compliance indicates improvement (3) More than 75% of employers actively implement actions in OSH Act 2002 (4) Sufficient guidance issued through all employers that were inspected
2. Percentage of reported fatal and severe workplace accidents/incidents and illness resolved and closed	1. 80% of total reported accidents /illnesses all resolved and closed by June 2025 2. 50% of recommendations are implemented by inspected employers by June 2025 3. Resolve 80% of OSH complaints and enquiries lodged/reported by June 2025 4. OSH E-Operations Management System is fully operational and	Incomplete	9 Cases on workplace accidents reported: <ul style="list-style-type: none"> • 2 (22%) cases were investigated and resolved • 7 (8%) cases were investigated and currently ongoing under the resolving process (Delay reporting from employers is always a challenge)

	generating reports on compliance/investigations/accidents		
3. Public awareness programs on OSH management.	<p>1. At least 3 Public Awareness (Upolu & Savaii) for the OSH Act 2002, OSH Regulation and the National OSH Framework by June 2025.</p> <p>2. Celebrate OSH Day in April 2025</p> <p>3. 2 Joint Awareness workshops/seminars conducted in Upolu and Savaii</p>	Completed/Achieved	<p>23 Awareness programs conducted to the following:</p> <ul style="list-style-type: none"> i. CHEC office ii. MNRE iii. SNTF iv. 2 TV1 and 1 TV NUS v. Samoa College Career Day vi. 3 for SBH vii. Ministry of Sports and Recreation viii. Ministry of Finance ix. Tanoa Hotel x. BOSA Savaii xi. MCIL Roadshow Savaii xii. OSH day - Upolu & Savaii, Ministers' Speech, Ad on TV1, PSC CM on Green Attire for OSH Day xiii. Ministry of Education and Culture xiv. Apex Construction Ululoloa xv. Vaimauga 4 Fono-Faavae
4. Regular dialogues for promoting Occupational Safety and Health in Samoa	<p>1. 3 OSH Task Force meetings held to review implementation of the National OSH Framework by June 2025</p> <p>2. 75%-100% of Framework Action Plan achieved by June 2025</p>	Completed/Achieved	<p>(i) 4 OSH Taskforce meetings conducted within the FY</p> <p>(ii) Work in Progress for the review of the NOSH Framework together with the Development of the National OSH Policy</p>

<p>5. Strengthening of Samoa National Tripartite Forum social dialogue on national OSH policy issues and/or interventions pertaining to OSH for sound decision making</p>	<p>1. At least 3 Quarterly Reports submitted on OSH matters and progress of work carried out by the OSH Task Force / OSH division</p> <p>2. Ratification of C187 Promotional Framework for OSH by June 2025</p> <p>3. OSH hazard guidelines distributed and implemented through M&E-review of guidelines conducted by June 2025</p>	<p>Completed/Achieved</p>	<p>i. 4 Quarterly reports were presented and submitted on time</p> <p>ii. Ratification of C187 and C190 are completed, Implementation through NOSH Policy development, TA will be onboard in September/October after the General Election</p> <p>iii. OSH Guidelines were distributed during inspections</p>
<p>6. A better informed OSH Inspectorates on best practices and International Labour Standards</p>	<p>5 trainings by end of June 2025</p>	<p>Completed/Achieved</p>	<p>7 Trainings attended by the team within the FY as follows:</p> <p>i. Online training on Role of Youth in the Blue Economy in SIDS development in the Pacific</p> <p>ii. Identifying Asbestos</p> <p>iii. Waste Management</p> <p>iv. Risk and Hazardous</p> <p>v. Violence and Harassment Convention C190</p> <p>vi. OSH Frameworks</p> <p>vii. OSH</p>

Output 8 : Management of Registries of Companies & Intellectual Properties

Performance Measure/Indicator	Budget Standard or Target	Traffic Light Progress Indicator	FULL YEAR PROGRESS UPDATE
1. Number of applications received:			
<u>1.1 Companies</u>			
Public, Private, Overseas	100	Completed/Achieved	106
Incorporated Societies	10	Completed/Achieved	29
Charitable Trust	5	Completed/Achieved	29
Cooperative Societies	5	Completed/Achieved	81
Credit Union	1	Incomplete	0
Personal Property & Securities	50	Completed/Achieved	577
<u>1.2 Intellectual Properties</u>			
- Designs	2	Completed/Achieved	86 (Hagues and Nationals)
- Marks & Collective Marks	200	Completed/Achieved	873 (Madrids and Nationals)
- Geographical Indications	1	Completed/Achieved	13 (Lisbon)
- Patents & Innovative Patents	1	Completed/Achieved	1
2. Number of new registrations :			
<u>Companies:</u>			
Public, Private, Overseas	100	Completed/Achieved	106
Incorporated Societies	10	Completed/Achieved	29
Cooperative Societies	5	Completed/Achieved	29

Charitable Trusts	5	Completed/Achieved	29
Credit Union	1	Incomplete	0
Personal Property & Securities	50	Completed/Achieved	577
Intellectual Properties:			
Designs	1	Completed/Achieved	86 (Hague and National)
Marks & Collective Marks	200	Completed/Achieved	802 (Madrid and National)
Geographical Indications	1	Completed/Achieved	13
Patents & Innovative Patents	1	Completed/Achieved	1
3. Number of Re-registrations / Renewals / Annual Returns / Continuations / Restorations:			
Companies:			
- Public, private, Overseas	600	Completed/Achieved	1,445 Annual Return for companies and 7 companies restored
- Incorporated Societies	120	Incomplete	14 renewals for Incorporated Societies
- Cooperative Societies	10	Completed/Achieved	16
- Credit Union	2	Incomplete	0
- Personal Property & Securities	1	Completed/Achieved	973 Continuation/Amendments for PPSR
Intellectual Properties:			
- Designs	0	Completed/Achieved	122
Marks & Collective Marks	250	Completed/Achieved	314
Patents & Innovative	0	Completed/Achieved	2
4. Number of Removals from the Registers (incl Abandoned Marks & Collective Marks)			
Companies			
- Public, Private, Overseas	1	Completed/Achieved	216 companies removed

- Incorporated Societies	none	Completed/Achieved	52
- Cooperative Societies	none	Completed/Achieved	50
- Charitable Trusts	none	Completed/Achieved	0
- Credit Unions	none	Completed/Achieved	0
- Personal Property & Securities	10	Completed/Achieved	1,116 security interest terminated
Intellectual Properties			
- Designs	none	Completed/Achieved	None
- Marks & Collective Marks	none	Completed/Achieved	None
- Patents & Innovative	none	Completed/Achieved	None
5. Number of Awareness Programs (Trainings, workshops) conducted	8 (4-Companies, 4-Intellectual Properties)	Completed/Achieved	14 joint awareness conducted
6. Number of media advertisements (Awareness and Registration Processes & Trademarks)	15 (5-Companies; 10-Intellectual Properties)	Completed/Achieved	14 Business registries notices, 478 Trade marks advertised
7. Number of Registry Searches conducted	100 - Companies; 50 - Intellectual Properties	Completed/Achieved	IP: 599 searches Companies: 181,964 online company searches, 4-Charitable Trusts, 2 Incorporated Soc, 1,262 PPRS searches
8. Number of Examinations conducted			
- Designs	5	Completed/Achieved	86
- Marks & Collective Marks	50	Completed/Achieved	547 (Accepted) + 91 Non Compliance Reports
- Patents & Innovative	1	Completed/Achieved	1
9. Number of Complaints Received	none	Incomplete	1 complain received from DCE Lawyer in relation to unlawful transfer of the company shares by Mulifanua Beach Resort (MBRS)

10. Number of Inspections/investigations Conducted

<u>Companies</u>	-		
- Public, Private, Overseas	100	Completed/Achieved	1,270 Annual Return online reminders, 7 Share Register inspections, 5 manual file investigations, 9 inspections
- Incorporated Societies	50	Incomplete	23
- Cooperative Societies	10	Completed/Achieved	73
- Charitable Trusts	5	Completed/Achieved	20
- Credit Unions	3	Incomplete	0
<u>Intellectual Properties</u>	-		
- Designs	40	Completed/Achieved	45% compliance (71 out of 158 stalls)
- Marks & Collective Marks	40	Completed/Achieved	45% compliance (71 out of 158 stalls)
- Copyrights & related	40	Completed/Achieved	10% compliance (16 out of 158)

11. Number of staff Capacity Building Activities

<u>Local (incl In House) meetings, trainings</u>	5 Local In House Trainings/Meetings		Companies: 10 +2(virtual meetings)
- Companies & Others	5 International/Regional Trainings/Meetings	Completed/Achieved	Intellectual Property Related Meetings, Trainings, High Level Engagements (National/International): 27
<u>International/Regional Meetings, Trainings</u>			Business Registries (Consultations, External, Technical): 9
- Companies & Other			
- Intellectual Properties			