

Strategies

From the six (6) thematic goals, there are twenty two (22) strategies formulated, which are summarized below:

- ⇒ Regulatory framework and reforms (including legislation or laws and review of incentives and tariff) that improves coordination, collaboration and the business environment for MSME.
- ⇒ Providing MSMEs with information and supporting efforts to improve access to business advisory services, affordable business training, accelerator programs, engagement in product value chains and an export development initiative.
- ⇒ Promoting MSME access to finance and ensuring financial institutions and policy makers have access to quality financial data, as well as promoting foreign investment and financial literacy.
- ⇒ Ensure that infrastructure-related issues hindering and constraining business operations and MSME development are addressed with feasible solutions.
- ⇒ Strengthen efforts to build a skilled workforce to benefit both employers and employees in the MSME Sector.
- ⇒ Facilitate and foster innovation and entrepreneurship through incubator and accelerator programs, education and MSME access to emerging technologies and skills.

Implementation

The implementation of the MSME Policy and Strategy requires a sector-wide approach that is inclusive of the government, the private sector (businesses and NGOs) and development partners. The Government of Samoa has mandated the Ministry of Commerce, Industry and Labour (MCIL) to lead the development of the MSME sector, with its Industry Development and Investment Promotion (IDIP) Division tasked with, “promoting the development of MSME through formal set up of policy and strategies”.

Review

The Policy is to be reviewed every three (3) to five (5) years so that it is in line with current events and situation of the MSME Sector.



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Micro, Small and Medium Enterprises (MSME) Development Policy and Strategy





Background

Micro, small and medium enterprises (MSME) are estimated to represent more than 90 percent of all businesses in Samoa and almost half of the commercial workforce. The Government of Samoa recognizes the importance of MSME to the national economy and local livelihoods.

Definition

The MSME Development Policy and Strategy has adopted an 'interim' definition of MSME to refer to the number of registered employees, with the ranges assigned to each size category:

Size	Micro	Small	Medium
Employees	<5	5-9	>25

Vision

Samoa will have a sustainable and globally competitive MSME sector that contributes to growth in GDP, employment and exports.

Objectives

The long-term objectives of the Samoa MSME Policy and Strategy are:

1. To increase the number of MSME participating in the formal economy.
2. To grow MSME contribution to GDP.
3. To grow employment in MSME.
4. To increase profits made by MSME.
5. To increase the number of women owned MSME.
6. To grow the value of exports (including tourism) by MSME.
7. To build the international competitive advantage of MSME.
8. To grow MSME participation in the following target sectors: tourism; agribusiness including manufacturing and niche food processing; and professional services including digital information technology services.

Goals

The MSME Policy and Strategy is based on a set of thematic goals determined through extensive consultation and desk study of relevant policies and plans for Samoa.

- Goal 1 - Development of supportive institutional and regulatory frameworks.
- Goal 2 - Provision of appropriate business advice and support.
- Goal 3 - Availability of finance, financial services, and investment.
- Goal 4 - Supply of enabling infrastructure.
- Goal 5 - Availability of an appropriately skilled labor force.
- Goal 6 - Advancement of a culture of entrepreneurship and innovation.

