

MESSAGE FROM YOUR TEAM AT SBH

Talofa lava and welcome to the inaugural edition of the Samoa Business Hub (SBH) Quarterly Newsletter following its relaunch to mark the beginning of this new financial year!

This marks an exciting new chapter as we introduce our refreshed communication platform to better keep our valued clients, partners, and stakeholders informed, inspired, and connected. Throughout this year, we've witnessed the resilience and ingenuity of Samoa's MSME sector, especially in the face of many challenges.

In this edition, we share key highlights from the quarter including cohort activities, client engagements in Savai'i, training programs, access to finance updates, and more. It's been a busy and rewarding period as we continue to support the growth of Samoa's MSMEs.

Thank you for your continued trust and collaboration. We look forward to growing together.

Fa'afetai tele lava,
Samoa Business Hub

QUARTER AT A GLANCE...

This is our first edition of the SBH Newsletter to conclude FY 2024/2025, as we relaunch this platform to keep you informed and connected. This quarter, SBH continued its mission in providing business support services to MSMEs through various programs and engagements. We bring you updates from our Business Cohorts, highlights from our annual outreach in Savai'i and a look into key events including our 2025 Annual Review. You'll find snapshots of training programs delivered this quarter, progress from our access to finance work and ongoing business advisory efforts. We also introduce a new Staff Corner, share recent community engagements, and offer ways to stay connected with us :)

HIGHLIGHTS

**BUSINESS
COHORTS
UPDATES**

**TRAINING
PROGRAMS
CONDUCTED**

**STAKEHOLDERS
CONSULTATIONS**

STAFF CORNER

& MORE!

"YOUR BUSINESS GROWTH IS OUR PRIORITY"

THE SBH INSIDER: YOUR QUARTERLY RECAP

SBH BUSINESS COHORTS UPDATE

Between April and June, we conducted meetings with Savaii Business Cohorts which took place from April 8th to the 11th, involving five different business cohorts. In Upolu, the 9 established business cohorts met with our CEED Division from May 14th to 20th, each at their designated times. Additionally, a newly formed business cohort for Lalomanu, Satitua, Saleaamua and Tiavea held their first meeting during this period.



These scheduled gatherings every month are vital platforms that foster learning, collaboration and shared growth among MSMEs out in the community. They play a crucial role in strengthening local economies and community development by providing entrepreneurs with support, resources and networking opportunities. This ongoing engagement helps empower community-based enterprises to thrive, innovate and contribute meaningfully to the social and economic fabric of Samoa.

SBH SAVAII BUSINESS COHORTS EXECUTIVE MEETING- APR 28

On April 28th, we hosted a productive meeting between the Executive members of the Savaii Business Cohorts and SBH Management. The session focused on strengthening collaboration, sharing updates on ongoing initiatives, and planning new opportunities to support the growth of SMEs and entrepreneurs across Savai'i. This engagement underscores our ongoing commitment to empowering grassroots enterprises in the community.



SBH MANAGEMENT VISIT TO SAVAII CLIENTS- JUNE 12-13



In this quarter's update, we're pleased to share highlights from the SBH Management Team's visit to Savaii from June 12-13th, as part of our annual client engagement initiative. These visits are a key part of our efforts to strengthen relationships, provide on-the-ground support and ensure our services remain relevant to the needs of MSMEs throughout Samoa.

During the trip, the team conducted on site advisory sessions and held meaningful conversations with local entrepreneurs. These engagements reaffirmed the importance of staying closely connected to the communities we serve and tailoring our support to help businesses thrive.

SBH 2025 ANNUAL REVIEW- MAY 1-2

This quarter, SBH successfully concluded its two-day Annual Review for 2025- a key moment in our calendar where the entire team comes together to reflect on the year that was, assess challenges, celebrate milestones, and chart the course for the year ahead. The review provided a valuable platform to discuss performance highlights, draw lessons from our experiences, and set strategic priorities that align with our vision and the evolving needs of the business community. It also reaffirmed our collective commitment to innovation, accountability, and excellence in delivering impactful development support for MSMEs across Samoa. As we move into the next financial year, SBH remains focused on empowering entrepreneurs and driving inclusive economic growth.



EMPOWERING YOUTH ENTREPRENEURS- WITH MWCSO

Close to 30 youth representatives from various community-based organizations and youth groups successfully completed the **Entrepreneurship and Skills Development Training** delivered by Samoa Business Hub from April 23rd-24th.

These inspiring young participants are all part of the **Ministry of Women, Community and Social Development's** Small Business Incubator Program, designed to empower youth to establish and manage their own social enterprises. Through this initiative, the trainees are being equipped to drive local economic growth and strengthen socio-economic resilience of their communities in the face of ongoing challenges.



STRENGTHENING FINANCIAL SKILLS FOR FARMERS IN UPOLU- WITH PHAMA PLUS

SBH successfully concluded a 3-day **Financial Literacy and Management Training** from **April 28-30** for beneficiaries under the **PHAMA Plus Program-Upolu Cohort**.

The training was designed to enhance the financial capabilities of local farmers, equipping them with practical tools to better manage their agribusiness operations, improve decision-making, and ensure long-term sustainability. Since 2011, PHAMA Plus has been working with Pacific businesses, industry groups and government partners to strengthen trade in agricultural and horticultural products. The program emphasizes gender equality, climate resilience and inclusive growth, helping market actors adopt innovation, improve practices and meet export requirements. SBH is extremely proud to continue supporting these efforts by building foundational business skills that empower our farmers to thrive in both local and global markets.



FINANCIAL LITERACY & MANAGEMENT TRAINING: PHAMA PLUS BENEFICIARIES IN SAVAII



From May 6-8, SBH's Special Projects Division delivered a 3-day Financial Literacy and Management Training in Savaii for beneficiaries under PHAMA Plus Program- Savaii Cohort.

The training kicked off with interactive and practical sessions aimed at equipping local farmers with essential financial skills to better manage and grow their agribusinesses. Delivered under SBH's partnership with the Pacific Horticultural and Agricultural Market Access Plus (PHAMA Plus) Program, the initiative focused on strengthening the capacity of farmers through tailored support in financial literacy and business management.

SMALL BUSINESS OPERATIONS(SBOII) UPDATE SEMESTER 1, 2025

Semester 1 of our SMALL BUSINESS OPERATIONS CERTIFICATE LEVEL 2 officially concluded at the end of June, with 18 trainees successfully completing the course and now eligible for graduation. We commend all of our trainees for their dedication and look forward to celebrating their achievements.

As part of our ongoing efforts to strengthen practical learning, we were privileged to hold a series of insightful presentations and guest sessions delivered by key government and community stakeholders. Our sincere appreciation goes out to the Ministry of Commerce Industry (MCIL), Samoa Police & Corrections Services (SPCS), Samoa Red Cross and Ministry of Customs and Revenue (MCR). Their involvement greatly enriched the learning experience by offering real-world insights and professional guidance to our trainees.

Meanwhile, registration for Semester 2 opened in early June, and we are excited to welcome anew intake of aspiring business operators. This continued momentum reflects our shared commitment to building capable entrepreneurs who are well-equipped to contribute meaningfully to Samoa's economic development.



BLP UPDATE

As part of our ongoing collaboration with Business Link Pacific (BLP) through the Samoa Chamber of Commerce, SBH has been actively supporting local SMEs under the BLP SME grant Initiative. This quarter, our MSME Development Division conducted field visits to the grant beneficiaries allocated to SBH in Savaii. These visits were a crucial step in understanding each business's current operations and needs, and in beginning the development of tailored business plans.



SOME OF THE BLP SMALL GRANT FACILITY BENEFICIARIES IN SAVAI'I.

ACCESS TO FINANCE

Facilitating access to finance continues to be a core function of Samoa Business Hub, with ongoing support provided to MSMEs in both Upolu and Savai'i. Through our ongoing partnership with commercial banks under our **Business Loan Guarantee Scheme (BLGS)** and **microfinance support** delivered by our Community Empowerment & Entrepreneurship Development Division, we help local businesses secure the funding they need to grow. We are pleased to highlight a few MSMEs whose business loan applications were successfully approved within this quarter.

COUNTRY COOL SAMOA- MINISITA FUIMAONO Vaimoso



PHOTO CREDITS: COUNTRY COOL SAMOA FB PAGE

TALOFA PRINTING SERVICES

LAFAELE ANTONIO POLU
Fugalei Market



PHOTO CREDITS: TALOFA PRINTING SERVICES FACEBOOK PAGE

PALEMA PAULO Marine Fishing Mulifanua



MAAOLA PIZZERIA IOPU SAVAIINAE Salelologa, Savaii



A P

KELI LEGAOI'S STORE

Retail Store

Sa'asa'ai, Savaii.



BUSINESS ADVISORY

Throughout this quarter, our Community Empowerment & Entrepreneurship Development Division and MSME Development Divisions continued to provide targeted business advisory support to clients across Upolu and Savai'i. This included weekly and fortnightly follow-visits to clients in critical arrears, offering hands-on guidance to help them address challenges and strengthen their business operations. In addition, one and one advisory sessions were also delivered through office walk-ins and phone consultations.

Complementing these efforts, our Legal and Recovery Division also conducted weekly visits to clients undergoing foreclosure processes. While the primary focus is on repayment collections, these visits also served as an opportunity to provide business advisory services, helping clients explore options for recovery and long-term sustainability.

SBH STAFF CORNER :)

SBH TRAINERS SHARPEN THEIR SKILLS- TOT REFRESHER- APR 25

In this quarter's professional development highlight, SBH hosted a Training of Trainers (ToT) Refresher session, bringing together our dedicated pool of trainers for a full-day workshop focused on strengthening facilitation and assessment skills. At SBH, we know that effective training isn't just about what we teach but how we teach it. This refresher was designed to ensure our trainers are fully equipped with the latest strategies to deliver engaging, practical, and people-centered training across Samoa. Key focus areas included:

- Adult learning principles
- Practical assessment methods
- Creative facilitation and engagement techniques
- Peer Feedback and collaboration

As our training programs continue to grow-especially in grassroots communities and this investment in our trainers ensures consistent, high-quality delivery that creates real, lasting impact for MSMEs.



SEMINAR ON IMPROVING GLOBAL ECONOMIC GOVERNANCE FOR CHAMBERS OF COMMERCE AND INDUSTRY OF BRI PARTNER COUNTRIES- BEIJING CHINA: MAY 13-27

Our Senior Marketing Officer had the privilege to attend the Seminar titled "Improving Global Governance for Chambers of Commerce and Industry of BRI Partner Countries" held in Beijing China from May 13-27. This important seminar was organized by the China Council for the Promotion of International Trade (CCPIT), bringing together representatives from BRI partner countries. The opportunity to participate was extended by the Ministry of Foreign Affairs and Trade of Samoa, highlighting the strong international collaboration and support we are fortunate to be a part of.



GRANT & PROPOSAL WRITING TRAINING- JUNE 6



PHOTO CREDIT: SUNGO FACEBOOK PAGE

For this quarter, our Senior and Principal Business Trainers from our Special Projects Division; Folole Penny Scanlan and Ana Mau Sefo participated in the Grant & Proposal Writing Training held on June 6th at The Samoa Umbrella for Non-Governmental Organizations (SUNGO) in Vaitele Tai. The training was attended by 15 representatives from various Civil Society Organizations across Samoa. This valuable training was made possible through the generous support of the Australian Volunteers Program. It aimed to strengthen participants' skills in grant and proposal writing, helping to unlock new funding opportunities and drive impactful community development initiatives.

FOOD INDUSTRY TECHNOLOGY TRAINING IN BEIJING CHINA JUNE 10-30TH

We're proud to share an exciting milestone for one of our clients and team members. **Grace Malama Maselusi, from the Falealili and Siumu Business Cohort**, along with **Toevai Brady Taulealo from our MSME Development Division**, successfully completed the China-funded Training Course on Food Industry Technology. The training was held from June 10th - 30th in Beijing, China.

This opportunity was sponsored by the Ministry of Commerce of the People's Republic of China and organized by the National Research Institute of Food and Fermented Industries Corporation limited. As a member of the Samoa Association of Manufacturers and Exporters (SAME), SBH was privileged to be part of this international training. Congratulations to Grace, Toevai, and all the participants for successfully completing this training. We also extend our gratitude to the People's Republic of China and the Ministry of Foreign Affairs and Trade Samoa for providing this valuable opportunity for professional development.



SBH ENGAGEMENTS THIS QUARTER!

STAKEHOLDERS CONSULTATIONS APRIL-JUNE 2025

This quarter, Samoa Business Hub actively participated in several important stakeholder consultations/meetings that align with our mission to support inclusive sustainable economic development. Our continued involvement reinforces our role as a business development organization and emphasizing the importance of strengthening support systems such as our Business Loan Guarantee Scheme, Green Business Support Credit and entrepreneurship training programs, which are critical tools for enabling inclusive and sustainable growth for MSMEs across Samoa. Below are just some of the key consultations and engagements we are able to highlight this quarter:

- **Ministry of Women, Community and Social Development-** Sub Sector 3 Outcome Group Meeting- Social Outcomes for All
- **Ministry of Commerce Industry and Labour-** Review and Update- Guide to Private Sector Development Programs in Samoa
- **Ministry of Commerce Industry and Labour-** Trade and Commerce Manufacturing Sector Technical Working Groups
- **Ministry of Agriculture and Fisheries-** Advisory Committee Meeting- SAFPROM
- **Ministry of Commerce Industry and Labour-** Invitation to Attend National E-Commerce Legislative Analysis
- **Ministry of Finance-** Stakeholder Collaboration on the Reintegration Component of Samoa's Labour Employment Export Program
- **Ministry of Agriculture and Fishers-** Validation Workshop for Cost of Diet Analysis in Samoa
- **UN WOMEN-** Project Working Committee Meeting for 2025 of the Market for Change project
- **Samoa Tourism Authority-** Sector Plan Mid Term Review
- **Central Bank of Samoa-** Technical Working Groups (Digital Financial Service Ecosystem (DFSE TWG), Products and Channels (PaCTWG), MSME Agricultural and Informal Sector (MAIS TWG).

STAY CONNECTED ;)

We love hearing from you! Stay up to date with our latest programs, training opportunities and more by following us on our digital platforms. Whether you're an aspiring entrepreneur or established business owner, Samoa Business Hub is here to support your journey.


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- Facebook: [@SamoaBusinessHub](#)
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Email us:

- General Enquiries: info@samoabusinesshub.ws
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 Locations:

- **Upolu - Top Floor Sanalele Complex, Saleufi.**
- **Savai'i - Top Floor, Salelologa Market.**

