



PRESS RELEASE

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UNDP Hands Over Digital Tablets to Samoa Business Hub to Support Women Market Vendors

Yesterday, the United Nations Development Programme (UNDP) handed over 30 Samsung Galaxy S10 tablets and accessories valued at USD 10,000 to the Samoa Business Hub (SBH) to support women market vendors under the **UN Women's Markets for Change (M4C) Phase II Program**.

Funded by the Government of Australia and implemented by UN Women Pacific in partnership with UNDP, the initiative aims to strengthen women's economic empowerment and digital inclusion. The tablets will enable more than 30 women vendors to access real-time market information, secure mobile banking, training, and online market opportunities.

SBH Chief Executive Officer Afioga Unasa Atuaisaute Misipati highlighted that the devices will enhance women's participation in digital markets and reinforce inclusive economic growth. UNDP reaffirmed the importance of partnerships in driving sustainable development and acknowledged the strong collaboration with SBH and national and international partners.

The handover marked another milestone in advancing equitable and inclusive economic opportunities for women market vendors in Samoa.

About the Markets for Change (M4C) Project

The Markets for Change (M4C) project is a **UN Women** project in partnership with the **UN Development Programme**. It is a six year initiative aimed at ensuring that marketplaces in rural and urban areas in Fiji, Samoa, Solomon Islands and Vanuatu are safe, inclusive and non-discriminatory environments, promoting gender equality and women's empowerment. The Markets for Change project is implemented by UN Women in partnership with UNDP, and the Governments of Australia, Canada, and New Zealand.

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