

Navigating Fiji's Trade Future

Opportunities and Challenges in a Shifting Global Trade Order - Why TOPEX 2025 matters

Global trade winds are shifting — marked by geopolitical tensions, disrupted supply chains, and the rise of new regional blocs — the question confronting Fiji's business community is clear: **how can we sustain growth, remain competitive, and carve out new markets in a rapidly changing world?**

TOPEX 2025 tackles this head-on. The panel discussion on *"Fiji's Trade Landscape: Opportunities and Challenges in a Shifting Global Trade Order"* featuring H.E. Peter Roberts, Australian High Commissioner to Fiji; Mr. Saiyad Raiyum, CEO of PAFCO; Sarvesh Dewan, Country Manager of DHL Express (Fiji) Pte Limited; and moderator Ms. Jenny Seeto, Trustee of the Fiji Commerce and Employers Federation offers insights that matter for local business decision-making.

This high-level discussion will unpack the implications of shifting trade policies and emerging regional agreements, exploring how Fijian businesses can strengthen competitiveness through market diversification, digital innovation, and value addition. The panellists will examine how strategic policy reforms can create an enabling environment for exporters and investors — positioning Fiji to thrive within the evolving Indo-Pacific trade ecosystem.

Trade is no longer just about trade and economic efficiency

The latest figures from the Fiji Bureau of Statistics show that in the first half of 2025, services exports grew by around FJD 41 million ($\approx 3.2\%$) compared with the same period in 2024¹. Meanwhile, merchandise trade continues to show the familiar pattern: exports remain modest while imports stay high. For example, in early 2024 exports were FJD 713 million against imports of roughly FJD 2.1 billion². Fiji remains deeply connected to the world — tourism, remittances, services all play major roles — but the playbook from ten years ago won't carry us into tomorrow.

"Trade is no longer just about trade and economic efficiency. It is now also being used as a tool to advance a host of non-trade objectives (NTOs) — often including broader societal, ideological, strategic and even philosophical issues like identity." — World Economic Forum ("We must answer these 4 questions about the future of trade", 2023)

What's changing in trade

Globally, three things are shifting and Fiji's business community can't afford to ignore them:

1. Regional connections rewriting market access: Trade alliances and regional links are growing in importance. While Fiji has taken a cautious approach to broad agreements, it is actively engaging in selective partnerships and bilateral trade discussions. This means exporters must stay alert to new market entry rules and potential tariffs.
2. Rules are evolving—and fast: Trade isn't just about moving goods anymore. It's about values, traceability, sustainability and digital access. For a Fiji manufacturer, this means the label your product carries, the environmental footprint, the supply chain—it all matters more now.
3. New openings and expectations on the horizon: The services sector is quietly pulling its weight. Growth in services exports—while modest—shows that Fiji's businesses can shift

¹ [Stats Fiji](#)

² [Fiji Times](#)

beyond traditional goods. Meanwhile, agriculture exports are showing pockets of strength: for example, fresh-chilled exports of kava in the first half of 2024 reached FJD 21.8 million, up about 20.9% from the same period in 2023³. This implies that value-added, niche, service- and expertise-driven exports are moving from fringe to feasible.

Why TOPEX 2025 deserves your attention

The panel discussion on *“Fiji’s Trade Landscape: Opportunities and Challenges in a Shifting Global Trade Order”* at the TOPEX 2025 conference creates the opportunity, through Talanoa, to plot your next move. The panel will unpack the data, debate the strategy and help you translate global change into local action.

Register now—and ensure you’re among the business leaders making the journey. Whether you represent industry, education, government, or civil society, TOPEX 2025 offers an unmissable opportunity to engage with the challenges and solutions defining our nation’s economic transformation. As Fiji stands at the crossroads of growth and global mobility, TOPEX 2025 invites every leader to be part of the conversation — and the solution.

Seats are limited, register now to secure your spot – (insert QR code).
For more information or queries contact the FCEF Secretariat or visit our website.

³ [Fiji One News](#)