PHAMA Plus Agribusiness Innovation Challenge

Fiji’s food and agriculture sector has faced the challenge of COVID-19 pandemic and in so doing has reminded us of the fundamental importance of the sector in terms of employment, food security and contributor to economic growth and recovery. The Australia and New Zealand-funded Pacific Horticultural and Agricultural Market Access Plus Program (PHAMA Plus) is proud to support inaugurate the PHAMA Plus Agribusiness Innovation Challenge as part of the 2022 Fiji Prime Minister’s International Business Awards. The new and exciting challenge seeks to recognise and reward excellence and leadership across the food and agriculture sector in Fiji.

The challenge: The PHAMA Plus Agribusiness Innovation Challenge aims to showcase individuals, companies, groups or institutions that are demonstrating a future-oriented vision for the agri-food sector and its supporting services in Fiji. The Challenge is open to any Fijian operator in the agribusiness sector, to tell their story; from large private and public agribusinesses through to energetic entrepreneurs, promising agribusiness start-ups and established agri-small to medium enterprises.

The criteria: Share your story or pitch about a revolutionary product or service in your agribusiness - the vital ingredients are ambition, creativity, and innovation. Importantly, the innovation should celebrate and acknowledge the role of women, youth and persons with disability as our agribusiness sector moves forward.

To apply: Nominees of the PHAMA Plus Agribusiness Challenge will need to demonstrate a future oriented vision for the agriculture and food sector and their contribution towards food security, job creation, economic growth and recovery. Visit <https://iba.org.fj/> for more details or to apply. You will need to sign up using a valid email address on the Prime Minister’s International Business Awards website in order to apply.

The winner: S/he or the organisation will be involved in a mentorship program, branding assistance and capacity development to take their products and services to international markets.

**Contact us if you have any questions:**

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**APPLY NOW**

**About PHAMA Plus:** The Australia and New Zealand funded Pacific Horticultural and Agricultural Market Access Plus (PHAMA Plus) Program aims to improve economic growth and rural livelihoods in smallholder households across 10 Pacific countries (Cook Islands, Fiji, Kiribati, Papua New Guinea, Niue, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu), while also developing and growing export opportunities for Pacific primary exports to Australia, New Zealand and other countries. PHAMA Plus is commercially focused, export oriented and inclusive. The current phase of the Program runs for four years, from July 2022 to June 2026.