Table of Contents

1. Country / Territory Brief

2. People and Economy
   2.1 People
   2.2 Economy

3. Trade Performance
   3.1 General Trade Performance
   3.2 Sector Trade Performance

4. Trade Strategy and Policy
   4.1 Trade and Development Strategies
   4.2 Domestic and Foreign Market Access
   4.3 Trade Facilitation
   4.4 Business and Regulatory Environment
   4.5 Infrastructure

5. ITC and the Country/Territory
   5.1 ITC Projects
   5.2 Events
   5.3 ITC Contacts

6. Trade Information Sources and Contacts
   6.1 Trade Information Sources
   6.2 Trade Contacts

This is a pdf version of the captioned country contents in the intracen web site of the International Trade Centre. This document was generated on 05.12.2014. For the latest information about ITC’s work and the country, please refer to www.intracen.org © International Trade Centre 2014

ITC encourages the reprinting and translation of its publications to achieve wider dissemination. Short extracts of this document may be freely reproduced, with due acknowledgement of the source. Permission should be requested for more extensive reproduction or translation. A copy of the reprinted or translated material should be sent to ITC.
1. Country / Territory Brief

Samoa is located in Polynesia, a group of islands in the South Pacific Ocean. It is classified as a Least Developed Country (LDC) & a Small Island Developing State (SIDS). Main exports are electrical equipment such as wire and cable, fish and coconut oil. Major export partners are Australia, New Zealand, and the US. Main imports are fuel, machinery and equipment and foodstuffs including meat, rice. New Zealand, Singapore, the US, China and Australia are its major import partners. It is a member of the South Pacific Regional Trade and Economic Cooperation Agreement (SPARTECA), the Pacific Island Countries Trade Agreement (PICTA) and the World Trade Organisation (WTO).
2. People and Economy

2.1 People
2.2 Economy
3. Trade Performance

3.1 General Trade Performance

3.1.1 Evolution of Trade Ratio to GDP - Goods

Evolution of the total imports and exports of goods of Samoa

3.1.2 Evolution of Trade Ratio to GDP - Services

Evolution of the total imports and exports of services of Samoa

ITC by country - Samoa
3.1.3 Evolution of Total Trade

Evolution of the total import and export of goods of Samoa

2013: 366, 62
2012: 345, 76
2011: 346, 66
2010: 310, 70
2009: 230, 46

3.1.4 Trade Map

List of importing markets for a product exported by Samoa in 2013
Product: TOTAL - All products
3.1.5 Export and Import by Leading Destination - Export

3.1.6 Export and Import by Leading Destination - Import
3.1.7 Evolution of Exports and Imports by Destination - Export

3.1.8 Evolution of Exports and Imports by Destination - Import
3.1.9 Total Export Growth

Source: ITC, calculations based on ITC’s Trade Competitiveness Map data.
Note: Graph shows decomposition of the country’s export growth in value terms by diversification pattern over the indicated period.

3.1.10 Marginal Export Growth

Source: ITC, calculations based on ITC’s Trade Competitiveness Map data.
Note: Graph shows decomposition of the country’s export growth in value by structural driving effects over the indicated period. Values are in US$ thousands.
3.1.11 Composition of Trade in Services - Export

List of services exported by Samoa

Source: ITC Trade Map

3.1.12 Composition of Trade in Services - Import

List of services imported by Samoa

Source: ITC Trade Map
3.1.13 Evolution of FDI

Evolution of FDI inflow in Samoa as % of GDP

Source: ITC based on World Bank HFDI.
3.2 Sector Trade Performance

3.2.1 Sectoral Diversification in Products - Export

<table>
<thead>
<tr>
<th>Sector</th>
<th>Average share of sector in country's exports 2009-2013</th>
<th>Share of top 3 detailed products (HS6) in sector's exports</th>
<th>Sector's leading exported product HS6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minerals</td>
<td>11.7%</td>
<td>100.0%</td>
<td>271091 Light petroleum oils and preparations</td>
</tr>
<tr>
<td>Fresh food</td>
<td>12.0%</td>
<td>100.0%</td>
<td>030895 Tonawallpaper or longfined/frozen excl. header No.030895 Ink &amp; tints</td>
</tr>
<tr>
<td>Processed food</td>
<td>10.6%</td>
<td>100.0%</td>
<td>220930 Beer made from malt</td>
</tr>
<tr>
<td>Unclassified products</td>
<td>2.7%</td>
<td>100.0%</td>
<td>099999 Commodities not elsewhere specified</td>
</tr>
<tr>
<td>Basic manufactures</td>
<td>0.6%</td>
<td>100.0%</td>
<td>252390 Portland cement res</td>
</tr>
<tr>
<td>Transport equipment</td>
<td>0.5%</td>
<td>100.0%</td>
<td>470421 Diesel powered trucks with a GVW not exceeding 1.5 t</td>
</tr>
<tr>
<td>Miscellaneous manufacturing</td>
<td>0.5%</td>
<td>100.0%</td>
<td>392110 Resin moulds, tankas, vats etc. of a capacity exceeding 3000 litres</td>
</tr>
<tr>
<td>Non-electronic machinery</td>
<td>0.3%</td>
<td>100.0%</td>
<td>484770 Trucks fitted with lifting or handling equipment, non-assembly</td>
</tr>
<tr>
<td>Leather products</td>
<td>0.2%</td>
<td>100.0%</td>
<td>404210 Sports footwear, outer soles and uppers of rubber or plastics</td>
</tr>
<tr>
<td>Chemicals</td>
<td>0.1%</td>
<td>100.0%</td>
<td>384110 Thoroughly refined paper, paperboard &amp; rayons &amp; rayons imp. other imp. paper &amp; paperboard</td>
</tr>
<tr>
<td>IT &amp; consumable electronics</td>
<td>0.0%</td>
<td>100.0%</td>
<td>464200 Machines which only perform one of the functions of a copy machine</td>
</tr>
<tr>
<td>Wood products</td>
<td>0.0%</td>
<td>100.0%</td>
<td>490740 Composite paper and paperboard made by sticking flat of paper</td>
</tr>
<tr>
<td>Textiles</td>
<td>0.0%</td>
<td>100.0%</td>
<td>616122 Woven fabrics, containing ≤6% of artificial staple fibre dyed</td>
</tr>
<tr>
<td>Clothing</td>
<td>0.0%</td>
<td>100.0%</td>
<td>620112 Women's/girls suits, of cotton, not knitted</td>
</tr>
</tbody>
</table>

Note: ITC Trade Competitiveness Map. Note: HS codes refer to the revision 2007.
3.2.3 Sectoral Diversification in Destinations - Export

<table>
<thead>
<tr>
<th>Sector</th>
<th>Sector’s export growth in value (% p.a) 2009-2013</th>
<th>Share of top 3 importing countries in sector’s exports 2009</th>
<th>Share of top 3 importing countries in sector’s exports 2013</th>
<th>List of the top 3 importing countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minerals</td>
<td>254.2 %</td>
<td>94.9 %</td>
<td>90.0 %</td>
<td>New Zealand ; Papua New Guinea</td>
</tr>
<tr>
<td>Leather products</td>
<td>91.2 %</td>
<td>162.0 %</td>
<td>93.0 %</td>
<td>New Zealand ; Fiji ; New Zealand</td>
</tr>
<tr>
<td>Wood products</td>
<td>52.7 %</td>
<td>160.0 %</td>
<td>95.7 %</td>
<td>New Zealand ; Fiji ; Fiji</td>
</tr>
<tr>
<td>Non-electronic machinery</td>
<td>-45.0 %</td>
<td>91.5 %</td>
<td>90.9 %</td>
<td>New Zealand ; New Zealand ; New Zealand</td>
</tr>
<tr>
<td>Transport equipment</td>
<td>-41.1 %</td>
<td>160.0 %</td>
<td>72.6 %</td>
<td>New Zealand ; Micronesia (Federated States of) ; New Zealand ; New Zealand</td>
</tr>
<tr>
<td>IT &amp; consumable electronics</td>
<td>38.9 %</td>
<td>81.8 %</td>
<td>79.9 %</td>
<td>Tonga ; New Zealand ; States of America</td>
</tr>
<tr>
<td>Processed food</td>
<td>33.9 %</td>
<td>75.0 %</td>
<td>79.0 %</td>
<td>New Zealand ; New Zealand ; United States of America ; Tokelau</td>
</tr>
<tr>
<td>Miscellaneous manufacturing</td>
<td>29.9 %</td>
<td>88.4 %</td>
<td>71.0 %</td>
<td>New Zealand ; Micronesia (Federated States of) ; New Zealand ; United States of America ; Tokelau</td>
</tr>
<tr>
<td>Chemicals</td>
<td>23.2 %</td>
<td>75.0 %</td>
<td>80.2 %</td>
<td>Australia ; Fiji ; Hong Kong (SARC) ; New Zealand ; New Zealand</td>
</tr>
<tr>
<td>Basic manufactures</td>
<td>18.5 %</td>
<td>72.5 %</td>
<td>80.5 %</td>
<td>New Zealand ; Australia ; New Zealand ; New Zealand</td>
</tr>
<tr>
<td>Electronic components</td>
<td>-3.3 %</td>
<td>160.0 %</td>
<td>99.9 %</td>
<td>Australia ; New Zealand ; Taiwan ; China ; Australia ; New Zealand ; Malaysia</td>
</tr>
<tr>
<td>Food products</td>
<td>-3.5 %</td>
<td>97.0 %</td>
<td>96.3 %</td>
<td>New Zealand ; United States of America ; New Zealand ; Malaysia</td>
</tr>
<tr>
<td>Unclassified products</td>
<td>-35.6 %</td>
<td>98.4 %</td>
<td>93.9 %</td>
<td>New Zealand ; United States of America ; Japan ; Papua New Guinea ; New Zealand ; Tokelau</td>
</tr>
</tbody>
</table>

Source: ITC Trade Competitiveness Map.

3.2.4 Sectoral Diversification in Destinations - Import

<table>
<thead>
<tr>
<th>Sector</th>
<th>Sector’s import growth in value (% p.a) 2009-2013</th>
<th>Share of top 3 supplying countries in sector’s imports 2009</th>
<th>Share of top 3 supplying countries in sector’s imports 2013</th>
<th>List of the top 3 supplying countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>50.8 %</td>
<td>67.4 %</td>
<td>60.1 %</td>
<td>China ; New Zealand ; Hong Kong (SARC) ; New Zealand ; Hong Kong (SARC) ; Fiji</td>
</tr>
<tr>
<td>Textiles</td>
<td>48.7 %</td>
<td>74.4 %</td>
<td>75.5 %</td>
<td>New Zealand ; China ; Singapore ; New Zealand ; China ; Hong Kong (SARC)</td>
</tr>
<tr>
<td>IT &amp; consumable electronics</td>
<td>35.7 %</td>
<td>70.5 %</td>
<td>63.9 %</td>
<td>New Zealand ; Australia ; China ; New Zealand ; Hong Kong (SARC) ; Australia</td>
</tr>
<tr>
<td>Leather products</td>
<td>31.2 %</td>
<td>59.9 %</td>
<td>59.9 %</td>
<td>Taiwan, Province of China ; Hong Kong (SARC) ; China ; Hong Kong (SARC) ; New Zealand ; China</td>
</tr>
<tr>
<td>Transport equipment</td>
<td>30.3 %</td>
<td>85.6 %</td>
<td>81.8 %</td>
<td>Japan ; New Zealand ; Australia ; Japan ; Thailand ; New Zealand</td>
</tr>
<tr>
<td>Electronic components</td>
<td>28.3 %</td>
<td>72.1 %</td>
<td>60.0 %</td>
<td>New Zealand ; Australia ; United States of America ; New Zealand ; Japan ; Fiji</td>
</tr>
<tr>
<td>Non-electronic machinery</td>
<td>28.1 %</td>
<td>71.8 %</td>
<td>78.2 %</td>
<td>New Zealand ; Australia ; China ; New Zealand ; China ; United States of America</td>
</tr>
<tr>
<td>Basic manufactures</td>
<td>23.7 %</td>
<td>78.4 %</td>
<td>76.3 %</td>
<td>New Zealand ; China ; Fiji ; New Zealand ; China ; Australia</td>
</tr>
<tr>
<td>Miscellaneous manufacturing</td>
<td>22.5 %</td>
<td>71.7 %</td>
<td>64.3 %</td>
<td>New Zealand ; United States of America ; New Zealand ; Japan ; China</td>
</tr>
</tbody>
</table>

ITC by country - Samoa
3.2.5 Sectors by World Demand - Export

Growth of national supply and international demand for the products exported by Samoa in 2013

3.2.6 Sectors by World Demand - Import

Growth of national demand and international supply for the products imported by Samoa in 2013
3.2.7 Trade Performance Index

Trade Performance Index of Samoa

- **Electronic components (US$ 26 m.)**
  - Change in world market share index (2009 - 2013): 77
  - Current index (2013): 99

- **Processed food (US$ 9 m.)**
  - Change in world market share index (2009 - 2013): 76
  - Current index (2013): 119

- **Fresh food (US$ 6 m.)**
  - Change in world market share index (2009 - 2013): 53
  - Current index (2013): 168

Source: ITC Trade Competitiveness Map

Note: The figures displayed on the bars correspond to the country's global rankings among other countries that export the same category of products. The current index and change in world market share index are the world country ranking for the sector under review. Only sectors with more than 100 million exports are considered.
4. Trade Strategy and Policy

4.1 Trade and Development Strategies

<table>
<thead>
<tr>
<th>Year</th>
<th>Strategy name</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Fruits and Vegetables Export Strategy</td>
<td>Fruits and Vegetables</td>
</tr>
<tr>
<td></td>
<td>The Fruits and Vegetables Export Strategy aims at creating a competitive and...</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>Strategy for the Development of Samoa</td>
<td>Tourism, Agriculture, Fisheries, Commerce and Manufacturing, Sport Services</td>
</tr>
<tr>
<td></td>
<td>The document provides a review of the implementation of the Strategy for...</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>UNDAF Pacific</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The United Nations Development Assistance Framework (UNDAF) for the Pacific region is...</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>The Pacific Plan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Pacific Plan has been elaborated by the members of the Pacific...</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The UNDAF main objective is to support and give contribution to the...</td>
<td></td>
</tr>
</tbody>
</table>
4.2 Domestic and Foreign Market Access
4.3 Trade Facilitation
# 4.4 Business and Regulatory Environment

## Multilateral Trade Instruments

<table>
<thead>
<tr>
<th>Instrument ratified :</th>
<th>72 / 266 instruments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ratification rate :</td>
<td>27.1%</td>
</tr>
<tr>
<td>Weighted score :</td>
<td>38.1/100</td>
</tr>
</tbody>
</table>

Ratification Rate Rank | Weighted Score Rank
---|---
In World : 151 / 193 | 146 / 193
In Region : Oceania 6 / 14 | 5 / 14
In Least developed country : 24 / 48 | 23 / 48

### Abstract

The *Trade Treaties Map* tool is a web-based system on multilateral trade treaties and instruments designed to assist trade support institutions (TSIs) and policymakers in optimizing their country's legal framework on international trade.

### Graph

Presents a visual illustration breaking down a country's ratification level according to various categories and compares it to the world average.

### Instruments ratified

Click here for a full list and more details about these multi-lateral trade instruments.
4.5 Infrastructure
5. ITC and the Country/Territory

5.1 ITC Projects

5.1.1 Current projects

No Current Projects Found!

5.1.2 Recent projects

- Project development: Economic empowerment of women in the Pacific Region (Women and Trade II)
- Exploratory project on deepening and broadening ITC and CDE relationship
- The Pacific: engaging women vendors in the tourism value chain
- Pacific Private Sector Engagement in Trade and PACER Plus
- Pacific Horticultural and Agricultural Market Access (PHAMA) Programme Design
- WTO accession - LDCs in early phase of accession
- WTO accession - Pacific LDCs
- South East Asia - Pilot for a regional SME finance and knowledge centre
- ACP - Agri-food & agri-business sector strategy implementation
- ACP - Agri-food & agri-business sector strategy development
5.2 Events

5.2.1 Upcoming events
No data

5.2.2 Recent events
No data
## 5.3 ITC Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Xuejun JIANG</strong></td>
<td>Chief, Office for Asia and the Pacific</td>
<td>+41 22 730 0447</td>
<td><a href="mailto:jiang@intracen.org">jiang@intracen.org</a></td>
</tr>
<tr>
<td><strong>Marie-Claude FRAUENRATH</strong></td>
<td>Senior Trade Promotion Officer</td>
<td>+41 22 730 0295</td>
<td><a href="mailto:frauenrath@intracen.org">frauenrath@intracen.org</a></td>
</tr>
</tbody>
</table>
6. Trade Information Sources and Contacts

6.1 Trade Information Sources

This section provides a list of country specific print and online publications on trade-related topics, including both ITC and external sources.

6.1.1 ITC publications

Fruit and Vegetables Sector Strategy 2009-2014 [Samoa]

Document presenting the strategy for the development of the fruit and vegetables sector in Samoa and its implementation plan - based on the value chain approach, aims at improving the...

Read more

Samoa : Developing Competitive Advantage through Services Exports

Paper presented at ITC Regional Executive Forum : 'Small States in Transition : From Vulnerability to Competitiveness', Port of Spain, Trinidad and Tobago, 18-21 January 2004 - identifies obstacles...

Read more

6.1.2 Selected printed information sources

- 2011 Pacific Island Taro Market Access Scoping Study
- 2008 State of Food and Agriculture in Asia and the Pacific
- 2004 Fighting Poverty in Asia and the Pacific: The Poverty Reduction Strategy
- 2007 - Mapusua K; Maccari M An Overview of Organic Agriculture in the Pacific
- 2001 Growing Micro and Small Enterprises in LDCs. The 'Missing Middle' in LDCs: Why Micro and Small Enterprises are not Growing
- 2008 SPS Compliance and Costs of Agrifood Safety and Quality Standards in Selected Least Developed Countries in the Pacific Region
6.1.3 Selected online information sources

- Asia-Pacific Research and Training Network on Trade
- Vanuatu Investment Promotion Authority (VIPA)
- International Gender and Trade Network
- Secretariat of the Pacific Community (SPC)
- ADB's Poverty Reduction
- Pacific Islands Trade & Invest (PT&I)
- Consensus Economics
- Solomon Islands Chamber of Commerce and Industry (SICCI)
- Pacific Islands Forum Secretariat
- Pacific Islands Centre
- UNESCAP Macroeconomic Policy and Development Division
- Forum Fisheries Agency
- Technology4sme.Net
### 6.2 Trade Contacts

<table>
<thead>
<tr>
<th>Official Name</th>
<th>Address</th>
<th>City</th>
<th>Phone Number</th>
<th>Fax Number</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samoa Chamber of Commerce and Industry</td>
<td>Lotemau Centre Vaea Street</td>
<td>Apia</td>
<td>685 25345</td>
<td>685 21578</td>
<td><a href="mailto:info@samoachaamber.com">info@samoachaamber.com</a></td>
<td><a href="http://www.samoachaamber.com">http://www.samoachaamber.com</a></td>
</tr>
<tr>
<td>Ministry of Foreign Affairs and Trade</td>
<td>PO Box L1859</td>
<td>Apai</td>
<td>+685 21171</td>
<td>+685 21 504</td>
<td><a href="mailto:mfat@mfat.gov.ws">mfat@mfat.gov.ws</a></td>
<td><a href="http://www.mfat.gov.ws">http://www.mfat.gov.ws</a></td>
</tr>
<tr>
<td>Samoa Association of Manufacturers and Exporters</td>
<td>P.O. Box 6582</td>
<td>Apia</td>
<td>+685 23350</td>
<td>+685 21068</td>
<td><a href="mailto:info@same.org.ws">info@same.org.ws</a></td>
<td><a href="http://www.same.org.ws">http://www.same.org.ws</a></td>
</tr>
<tr>
<td>Samoa Chamber of Commerce &amp; Industry Inc.</td>
<td>1st Floor, Sanalele Complex,</td>
<td>Apia</td>
<td>+685 31 090</td>
<td>+685 31 089</td>
<td><a href="mailto:ceo@samoachaamber.ws">ceo@samoachaamber.ws</a></td>
<td><a href="http://www.samoachaamber.ws">http://www.samoachaamber.ws</a></td>
</tr>
</tbody>
</table>

ITC by country - Samoa