

Thursday  
6th January  
2022

# Craftsmanship in New Caledonia



Each year, more than 30,000 visitors flock to the stands of local New Caledonian exhibitors. Their goal, to discover the work of artisans. Gastronomy, decoration, rides, beauty products and textiles are the flagship businesses of the Pacific Fair.

With the new edition from February 3 to 6, 2022, a large influx of tourists is to be expected. But the success behind this event is due to the efforts put in place by the government to promote local production.

## A successful craft room



The New Caledonian Chamber of Trades and Crafts, created in 1979, represents and defends the interests of local businesses in different sectors. In order to meet the needs of local producers, it is divided into three main areas: the trade directory service, the economic development service directorate and the crafts training center. These three inseparable entities are open to the promotion of local products and the glorification of local craftsmanship and facilitate the process of creating local businesses while offering them instant visibility as soon as they are finalized. Thanks to its rigorous organization, it provides essential advice to small traders, supports them over the long term and offers them training in their sector of activity.



## ARCIDI, the label of local artisans



**ARCIDI**  
ARTISANAT DE NOUVELLE-CALÉDONIE

One of the greatest achievements of the Chamber of Trades and

and Crafts is the creation of ARCIDI, a collective mark made available to local artisans. Any local producer can join this brand and has a label allowing them to enter the national market. Thanks to this, the craft chamber certifies the quality of the producer's work and allows him to launch his brand in collaboration with other artisans in the country.



## A woman who sets the example

Annie Diéméné, local stylist managed to show her collection at London Pacific Fashion Week 2021, a breeze of hope for local producers in New Caledonia. Through her works, she affirms her Caledonian origins and exhibits them to the whole world. This is a poignant message that shows the pride of this stylist and her love for New Caledonia.