

Choose NC interviews the South Province of New Caledonia

The South Province plans to be more present on the regional scene by forging new partnerships with the economic and institutional actors of the area, while remaining open to any opportunity, without forgetting of course an essential objective: to strengthen the support of local investors. with projects based in the South Province.



__What are the growth sectors in the South Province and what should be highlighted in the eyes of investors?

The South Province has defined the following sectors as priorities:

- The Food industry
- Waste management, environmental preservation, and renewable energies
- Eco-tourism
- The digital transformation, research and development and innovation
- Valorisation of biodiversity and natural substances
- The economy of the sea (fishing, seabed observation, maritime infrastructure, yachting, etc.)
- Health

__What actions are you taking to make the South Province more attractive to investors?

To promote the South Province, several actions exist:

- Free and personalized support for project leaders and investors, putting them in touch with local public and private players
- Financial aid schemes for the recruitment of young New Caledonian graduates
- Realization of a business guide to present the southern province, the business context, the sectors and their opportunities, the useful contacts...
- Communication and networking: participation in numerous webinars, dedicated bilingual page on the website, LinkedIn page, etc.

__Can you give us examples of foreign companies established in the South Province?

Some metropolitan (from metropolitan France) and foreign companies have been established in the southern province for a long time. More recently, since the creation of the Investors Office – Choose South Province!, the companies Duons Pacific and Abyssa NC.



__After a year 2021 affected by the covid pandemic, what are your objectives for 2022 and 2023?

The years 2020 and 2021 have been greatly disrupted by the Covid-19 pandemic and institutional uncertainty in New Caledonia. We are now living with the virus, like the rest of the world, and the final referendum deadline will allow us to be able to lay the foundations for a long-term future, an essential prerequisite for the arrival of foreign investors in the territory. We therefore plan to be more present on the regional scene by forging new partnerships with economic and institutional players in the area, while remaining open to any opportunity, without forgetting of course an essential objective: to strengthen the support of local investors projects based in the South Province.

__How do you work in partnership with Choose New Caledonia?

The Office of Investors-Choose South Province! and Choose New Caledonia! have been partners since their inception, the steps were initiated simultaneously between the government and the southern province.

Choose New Caledonia! oversees the attractiveness and promotion of New Caledonia, it is the showcase vis-à-vis the outside world, the gateway for any investor in New Caledonia; the Office of Investors-Choose South Province! is the operational relay for any project based in the southern province. We regularly discuss projects, share our communication, and set up operations in close collaboration.

__Your final message for potential investors interested in New Caledonia and the South Province?

New Caledonia has many advantages and strong potential for economic development. The demographic, infrastructure and economic concentration is such in the South Province that we can only advise investors to come, see us and assess the opportunities available to them!

