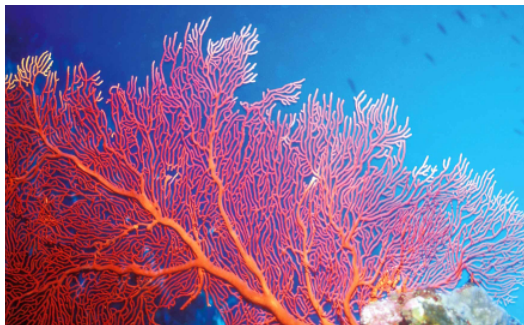


Choose NC interviews Mr. Paul Coulerie, President of NATIV NC

Created in 2018, Nativ NC brings together professional players in the natural products sector, across the entire value chain: researchers, start-ups, producers, processors, users, distributors and promoters.



What is the current situation of the natural substances sector in New Caledonia, challenges and opportunities?

The natural products sector has been undergoing reconstruction for several years - Like the companies exploiting sandalwood, it represents a great potential for the development of the island because it respects environmental issues and biodiversity enhancement objectives. The actors of cosmetics remain small companies which are more and more numerous, the actors of the food industry bring together small companies as well as industries of larger sizes which all turn towards the use of natural products and towards export (like the activities of Biscochoc). Finally, the detergents sector is also turning to natural product development projects. It is important for the future of the sector to carry out concerted and coherent actions for the realization of profitable and well-sized investments.

NATIV NC was created in 2018 to bring together professionals involved in natural products in New Caledonia. To learn more about the history of NATIV NC, what were the key stages in its development in New Caledonia?

Since the creation, we have been able to identify and specify the missions of Nativ NC which are above all



to federate professional players, share information and skills, pool technical resources, create projects for the development of new commercial products. The funding obtained and partnerships with other clusters and with ADECAL made it possible to carry out a diagnosis of the sector and its potential as well as to identify development levers. This work has already resulted in the creation of an analysis laboratory led by NC Bioressources in partnership with UNC.

NATIV's ambition is to create a regional network for the sourcing of new assets in the South Pacific, which is little explored and valued today. What are your goals for the next 3 years?

Our objectives are to expand our network to new players, to strengthen cohesion between members and to allow the development of more local natural products placed on the market. This should enable and then justify substantive work for the development of supply chains for raw materials (plantations of high added value species).

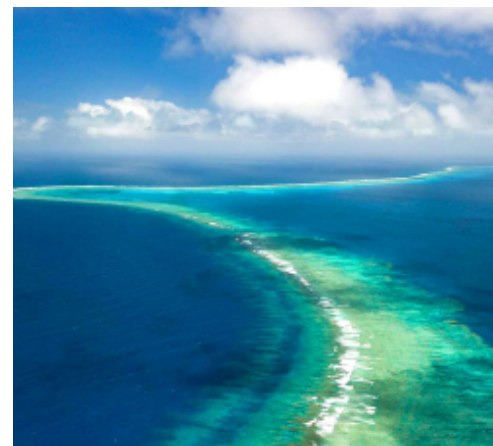


Currently, around twenty plant resources are developed, mainly for cosmetics and food processing by around twenty companies, which generate around one hundred direct jobs and 850 million CFP francs annually. What are the most valued natural substances in New Caledonia? and what is their importance for the Caledonian economy?

The most valued Caledonian species are sandalwood, vanilla, coconut and niaouli. Besides sandalwood, these activities still have a low weight on the economy but also have a great social importance, by generating employment in the countryside and in the Loyalty Islands and also shine on other activities such as tourism (visit of the vanilla plantations, the Ouvea soap factory, etc.). By promoting the natural products of Caledonia and by offering healthier and quality cosmetic and food products, we are reinforcing the image of New Caledonia, its biodiversity, its dynamism and its craftsmanship.

More than 80% of Caledonian exports go to Asia, a majority in the nickel and minerals sectors. What impacts can natural substances have on New Caledonian exports? Towards which markets?

As they develop, natural products can represent an important part of New Caledonian exports (like sandalwood, which already represents the most important agricultural resource exported in terms of turnover). The cosmetics sectors in Europe and the food industry to Australia, New Zealand and Asia are now prioritized by local players.



Your final message for potential investors interested in the natural products sector in New Caledonia? What do you think are the main assets of this region?

The main assets of the territory are to be found in its incredible diversity and in its size which allows relatively large-scale production, in the paradisiacal image of the archipelago, in the strong traditional local culture which can also be a positive communication medium, but also in the economic fabric in place: presence of support infrastructures such as UNC, transformation and maintenance industries which make it possible to envisage the establishment of production chains for high quality products.

