

Choose NC interviews the Province of the Loyalty Islands

To attract foreign investment, the Province of the Loyalty Islands, in partnership with the Congress and the government, have laid the groundwork for the creation of free trade zones.



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

To establish viable development and make the territory of the Loyalty Islands attractive to investors, the province of the Loyalty Islands is focusing its economic development on the various growth sectors:

The biodiversity : The long-term objective is to become the cradle of expertise and experimentation in ocean observation and its preservation, the development of local economic sectors contributing to the preservation (coral garden) and the enhancement of the biodiversity, for example microalgae in cosmetics.

Transport and mobility: The Loyalty Islands are at the heart of a particularly rich and fertile human, marine and terrestrial ecosystem. The implementation via air and port services optimized for a territorial network will provide innovative mobility responses and develop a new service offer that creates activity and is accessible to all.

The digital economy: Anchoring our community in the digital age, making it a province connected in version 2.0 is much more than an ambition, it is a necessity. Developing E-administration and E-Health, promoting digital training in our schools and reducing the digital divide are major challenges in keeping up with our times.

The green economy: We have the ambition to achieve 60% food self-sufficiency by 2030, in a triple logic of development of entrepreneurship, employment and skills, economic influence and ecological resilience.

The knowledge economy: bringing together all the activities and economic agents creating value and drawing income from the infinite resources of knowledge and knowledge such as (the development of algae for cosmetics, the collection of neurotoxins in the Pacific cone).

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

In order to attract foreign investment, the Province of the Loyalty Islands, in partnership with the Congress and the government, have laid the groundwork for the creation of free trade zones. These identified spaces will offer preferential conditions for the installation of the subsidiaries of international companies, new companies, or the extension of existing industrial and commercial activities. By setting up Lab'éco, the center for facilitating the creation of businesses, the objective of which is to create in a single physical location, the formalities for the creation, modification and termination of business activities while simplifying procedures and reducing the costs and delays thereof.

On the other hand, international air service. Indeed, President Lalie expressed the wish of Wanaham airport to become an international relay airport. Located less than 3 hours by plane from the Fiji Islands, the Solomon Islands, Kiribati, New Zealand, Australia, Vanuatu, and Wallis and Futuna, this airport occupies a strategic location to promote regional and even international business.

A study for the sustainable development of Wé is underway. This will allow us to diagnose the competitiveness and attractiveness of the Loyalty territory, by mapping the opportunities offered by the city in terms of investments, obstacles to the competitiveness and attractiveness of the city.

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

The InterContinental hotel group will now manage the three flagship Loyalty establishments. They will be in charge of Paradis d'Ouvéa in Iaai and Drehu village and the future Wadra Bay complex in Lifou, initially planned to operate under the Hilton brand.

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

2022 and 2023 will be crucial years for the institutional future of our country because we will have entered the so-called "transition" period. It will also be the end of our major projects such as the Lékinny Bridge on Ouvéa, the Wanaham international relay airport on Lifou, the opening of our 5-star hotel WADRA Bay on Lifou, and the Port of Tadiné on Maré. These implementations should allow an economic boost of the Loyalty Islands territory.



Sandalwood factory, Serei No Nengoné

__How do you work in partnership with Choose New Caledonia?

Currently, we work in synergy with Choose New-Caledonia under the declination of Choose Loyalty Islands, which aims to attract investors, particularly foreign ones, while facilitating the entrepreneurial journey of local companies, supporting high-potential sectors and the creation of jobs and added value for the country, by promoting the integration of our young graduates into the ecosystem of start-ups. Choose Loyalty Island is part of the anchoring of territorial marketing, which is defined as an innovative way of thinking and implementing a development policy in specific market contexts.

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

The Loyalty Islands province is a biodiversity hotspot, and all the sectors organized on its territory will be supported by the Province. We will adapt our activities to mitigate the impact on our environment. In order to give better commercial visibility to these activities, a "Made in Loyalty Islands" label will be a real asset at a global level. It will be set up according to the sectors of activity and will target niche markets with strong economic potential such as honey, vanilla, sandalwood or even coral, to name but a few.

In order to improve our competitiveness and our attractiveness, we rely on the success of our development on the will of coalitions of actors, public, private (customary, private investors, etc.) or public-private on which global development strategies of investment attractiveness will be based and increase our foreign direct investment.

