

## Choose NC interviews Mr. David Guyenne, President of the Chamber of Commerce and Industry of New Caledonia

The CCI's mission is to represent and defend the interests of entrepreneurs, to support the creation and development of businesses, to train young Caledonians through appropriate structures, to manage infrastructures and to participate in the economic development of the territory.



### \_\_What are your goals for the rest of your term (2019-2024)?

The Chamber's strategy for our term in office is based on a 7-axis vision that we deploy on a daily basis:

- Contribute to the economic recovery of all sectors
- Take part in the territory's development strategy
- Promote innovation as a driver of the economy
- Support the structuring of tourism
- Encourage the development of a sustainable economy
- Encourage the meeting of all economic players
- Affirm the expertise of the CCI in infrastructure management for economic development.

The global health crisis, the institutional discussions on the exit from the Nouméa agreements and the referendum are forcing us to adapt and implement this strategy in an unprecedented way.

Through New Caledonia Economics (NC ÉCO), we are carrying a certain number of these ambitions with other economic players, it allows us to find an even stronger resonance in the territory.

### \_\_Which growth sectors should be highlighted to potential investors in New Caledonia?

New Caledonia is located in an increasingly strategic and coveted area: the Pacific, an emerging economic cradle. It benefits from natural resources and exceptional biodiversity, as well as many economic and human advantages.

The nickel sector has long been the driving force of the economy but many other emerging sectors represent real growth potential. This is the case, for example, of the blue economy, with an Exclusive economic zone (EEC) of more than 1,740,000 m2, a lagoon classified as a UNESCO World Heritage Site and an exceptional marine wealth. A true economic opportunity if well exploited, this sector takes into account fishing, aquaculture, biotechnologies and life chemistry.

Other sectors with high development potential are those of renewable energies, sustainable tourism, the silver economy, agriculture or even technology and innovation. In terms of research and development, several renowned organizations such as IRD and the Adecal Technopole are present on the territory. They support and accompany many projects.

\_\_New Caledonia faces competition from neighbouring countries such as Fiji, Vanuatu and even Australia and New Zealand. How can New Caledonia differentiate itself in front of foreign investors?

New Caledonia has many advantages over its neighbouring countries: With one company for every five workers, it is a land of entrepreneurs where the pioneering spirit predominates.

Another opportunity is its human capital. New Caledonia is an island of cultural diversity that mixes Oceanian, European and Asian cultures. It is a link between the great Anglo-Saxon powers and the Small Island States (SIS). Its population is young and its human development level indicator places it among highly developed countries.

Thanks to the support of France, to local skills and expertise, the territory has an excellent level of health and transport infrastructure. It can also support SISs to develop in sectors such as telecommunications, new energies, digital technology or even health protection.

It benefits from exceptional natural capital and extraordinary biodiversity.

Leader in terms of green nickel: New Caledonia's nickel reserves remain a source of wealth in need of further development. The strong global competition in the metallurgy sector forces us to differentiate ourselves. Our environmental ambition sets us apart and we must step up the production of green nickel (which aims to reduce carbon emissions) to provide nickel that meets the new expectations and needs of our time.

### \_\_The CCI is a member of NC ÉCO, a group that works for the emergence of a sustainable economic and social model, whatever the institutional future of New Caledonia. What is the mission of this new structure?

At a time when discussions between politicians have begun to exit the Noumea Accord, the economic world has come together under the common banner of NC ECO. This comes out of the desire to bring a single voice, with the national government as well as with the Caledonian government, without any corporatism or political bias, to include economic and social stakes in the discussions on the institutional future.

This unique mobilization of economic actors has enabled them to come up with a concrete project of a sustainable model for New Caledonia which is not a political project, but a vision of the future and its declination of economic development. It makes it possible to reconcile liberalism and social cohesion in order to ensure sustainable economic and social prosperity in the territory.

This participatory project is the culmination of broad consultations and reflections by civil society. It is the result of consensus and compromise between all the opinions, ideas and expertise of the actors involved, in



### \_\_The CCI has just launched a free system to help New Caledonian businesses go digital. Can you tell us more about this?

Still not used enough by New Caledonian companies, digital transformation nevertheless represents a real performance lever.

Designed to adapt to the different needs of companies and to the lack of time of entrepreneurs, the Cap Digital system is intended to be Agile, flexible and pragmatic. Through this offer, the CCI wishes to raise awareness, motivate, inform, train and support companies in various digital fields, in order to enable them to gain visibility and productivity.

The CCI thus offers a panel of solutions that each entrepreneur can select according to his needs, ranging from a personalized meeting with a CCI advisor who can establish a diagnosis, an action plan and a follow-up of this plan, to the participation in various free events hosted by digital experts.

### \_\_Your final message for potential investors interested in New Caledonia?

New Caledonia has always been a land of entrepreneurs where anything is possible. The CCI encourages and supports this pioneering spirit on a daily basis.

The territory has its own legal statutes, which give it a certain autonomy, while preserving links with the Metropolis. Its economic fabric is dynamic and its local production capacity is well developed, compared in particular to other French departments and French overseas communities.

Finally, it is a territory where the inhabitants enjoy a high quality of life.

In short, New Caledonia is a stimulating country, where bodies and minds flourish with infinite economic potential.

