



## Asian Productivity Organization “The APO in the News”

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### PM wants to build Fijian brand

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Asian Productivity meet hears of vision



Prime Minister Commodore Voreqe Bainimarama, with Asian Productivity Organisation secretary-general Mari Amano (second from left), and Fiji National University (FNU) vice-chancellor Dr Ganesh Chand (left), during the 54th Workshop Meeting of Heads of APO's at the Sheraton Resort on Denarau in Nadi yesterday. Photo:

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By JYOTI PRATIBHA

Fiji wants to compete with the best in a global marketplace that is more competitive, says Prime Minister Commodore Voreqe Bainimarama. Speaking at the opening of the 54th workshop of the Asian Productivity Organisation at the Sheraton Resort and Spa yesterday, Commodore Bainimarama said the organisation had played an instrumental role.

Commodore Bainimarama said Fiji was committed to quality and there was room for improvement.

“Fiji is determined to link our name—or national brand, if you will—with quality.

“I believe we are achieving that in the tourism and hospitality sector, where we are competing with the most desirable and sophisticated tourist destinations in the world.”

This, he said, has been done without sacrificing our natural environment.

Some 50 delegates from 19 countries are in Fiji to discuss what projects would be undertaken in the member countries to increase productivity.

Commodore Bainimarama agreed that there was room for improvement in this area.

"The goal of productivity in itself means a constant reflection, a constant assessment and critique."

Fiji has been a member of the organisation for the past twenty nine years.

According to the APO website, the organisation was established on May 11, 1961 as a regional intergovernmental organisation.

It aims to contribute to the sustainable socioeconomic development of Asia and the Pacific through enhancing productivity. It was through the efforts of this organisation that the Fiji National Training Center (FNTC) was initially built in Fiji.

Commodore Bainimarama told the delegates that to enhance productivity, the Fijian Mahogany industry was reformed.

"We made the hard decisions, we made strategic investments, and we engaged all stakeholders in the effort. The turnaround has been dramatic and real.

"The Fijian Made campaign on this front has also been an important step in the process.

"It is not just a campaign to encourage Fijians to buy products made in Fiji and therefore amongst other things, protect Fijian jobs."