



Guide on exports to the European Union for Pacific island economies

Improving Pacific Islands Customs and Trade

Technical cooperation outcome



© Adobe Stock



Geneva, 2026

The findings, interpretations and conclusions expressed herein are those of the author(s) and do not necessarily reflect the views of the United Nations or its officials or Member States.

The designations employed and the presentation of material on any map in this work do not imply the expression of any opinion whatsoever on the part of the United Nations concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Mention of any firm or licensed process does not imply the endorsement of the United Nations.

This publication has been edited externally.

UNCTAD/TCS/DITC/INF/2026/4

Acknowledgements

The present guide was prepared under the guidance of Julien Bliesener of the Division on International Trade and Commodities of the United Nations Conference on Trade and Development (UNCTAD). Invaluable inputs and comments were received from Ralf Peters, Francisco Amaral Godinho de Araujo, Seul Lee and Graham Mott.

UNCTAD gratefully acknowledges the substantive contributions of Loan Le (International Trade Expert from International Economics Consulting), comments on quality by Paul Baker (Chief Executive of International Economics Consulting) and research from Smita Bheenick (Senior Trade Specialist at International Economics Consulting).

The guide was prepared under the Improving Pacific Islands Customs and Trade (IMPACT) project, a component of the Pacific Regional Integration Support (PRISE) programme funded by the European Commission.

The guide was edited externally by Robert Blackwell, with the exception of the annexes, which present existing reference materials. Figures were prepared by Gilles Maury. At UNCTAD, Danièle Arbinet-Boglio undertook desktop publishing.



**Funded by
the European Union**



Abbreviations

EBA.....	Everything but Arms
EPA.....	Economic Partnership Agreement
GPS.....	Global Positioning System
GSP.....	Generalised Scheme of Preferences
GSP+.....	Generalised Scheme of Preferences Plus
HS.....	Harmonized Commodity Description and Coding System
ITC.....	International Trade Centre
MFN.....	most favoured nation
UNCTAD.....	United Nations Trade and Development
VAT.....	value added tax



Glossary of key terms

European Union Generalised System of Preferences (GSP)

A unilateral European Union scheme that provides reduced or zero tariffs for developing countries through three components: Everything but Arms (EBA), GSP+ and Standard GSP.

European Union–Pacific States Interim Economic Partnership Agreement (EPA)

A free trade agreement that grants duty-free and quota-free access for goods exported from participating Pacific island economies to the European Union.

Harmonized Commodity Description and Coding System (HS)

An international product classification system used by customs authorities to determine tariffs, rules of origin and regulatory requirements.

Most favoured nation (MFN) regime

The standard tariff regime applied to countries without a preferential agreement, ensuring that all World Trade Organization members receive the same baseline tariff for a given product.

Non-tariff measures

Policy measures other than tariffs that can potentially have an economic effect on international trade in goods, changing quantities traded, prices or both. The two key groups of non-tariff measures are sanitary and phytosanitary and technical barriers to trade.

Quotas

Fixed limits on the quantity of certain goods that can be traded within a defined period. Tariff rate quotas apply lower tariffs within the quota and higher tariffs once the limit is exceeded.

Rules of origin

Criteria used to identify a product's country of origin. They determine whether a product qualifies for preferential tariffs and outline the necessary production, transformation and documentation requirements.

Sanitary and phytosanitary measures

Requirements designed to protect human, animal and plant health. Examples include controls on pesticide residues, disease prevention and hygiene standards for food products.

Tariff (or customs duty)

A tax applied to goods when they cross a border. Tariffs may be based on value, quantity or a combination of both and influence the final cost of imported goods.

Technical barriers to trade

Product regulations, standards and conformity assessment procedures used to ensure safety, quality or environmental compliance, such as labelling rules and product testing requirements.

Trade regimes

Systems of rules, agreements and institutions that govern international trade. They include multilateral agreements, free trade agreements and unilateral trade arrangements that determine the level of market access available to exporters.



Table of contents

Acknowledgements	iii
Abbreviations	iv
Glossary of key terms	v
1. Introduction	ix
2. European Union-Pacific island economies: current trade performance	3
3. Understanding the procedural aspects of exports.....	7
3.1 How to get started: assessing export readiness	9
3.2 How to access international markets	10
3.3 How to export: export procedures	13
3.4 Compliance with export regulations and market access requirements	17
3.5 Summary	20
4. Product-specific export requirements	21
4.1 Live ornamental fish.....	23
4.2 Frozen fish.....	29
4.3 Prepared fish	39
4.4 Coconut oils	50
4.5 Cocoa beans	59
4.6 Plants and parts of plants.....	70
5. Useful resources	79
5.1 General trade and trade data.....	81
5.2 Sector-specific resources	81
References	82
Annexes	86
Annex I Rules of origin: wholly obtained products.....	86
Annex II Rules of origin: insufficient working or processing operations to confer originating status	87
Annex III Rules of origin: movement certificate EUR.1 (certificate of origin form)	88
Annex IV Rules of origin: supplier's declaration	90
Annex V Statement on origin under the European Union Generalised System of Preferences	91
Annex VI Certificate of origin for products subject to special non-preferential import arrangements	93
Annex VII Assessing export readiness.....	94



Annex VIII Trade agency and chamber of commerce contacts.....	96
Annex IX Terms of delivery: Incoterms.....	98
Annex X Terms of payment in international trade.....	100

List of figures

Figure 1	Pacific island economies' trade with the European Union, 2015–2024	5
Figure 2	Pacific Island economies' trade with the European Union, 2024	6
Figure 3	Pacific island economies' trade with the European Union, by product and by economy, 2024	6
Figure 4	Export channel ratings.....	11
Figure 5	Key trade processes under the Buy-Ship-Pay Reference Model	14
Figure 6	Exports of live ornamental fish from Pacific island economies, 2015–2024	24
Figure 7	Major importers of live ornamental fish, 2015–2024	25
Figure 8	Top 10 importers of live ornamental fish in the European Union, 2024	26
Figure 9	Exports of frozen fish from Pacific island economies, 2015–2024.....	30
Figure 10	Major importers of frozen fish, 2015–2024	31
Figure 11	Top 10 importers of frozen fish in the European Union, 2024.....	32
Figure 12	Exports of prepared fish from Pacific island economies, 2015–2024	40
Figure 13	Major importers of prepared fish, 2015–2024.....	41
Figure 14	Top 10 importers of prepared fish in the European Union, 2024	42
Figure 15	Coconut oil price index, 2000–2024	50
Figure 16	Exports of coconut oil from Pacific island economies, 2015–2024.....	51
Figure 17	Major importers of coconut oil, 2015–2024.....	52
Figure 18	Top 10 importers of coconut oil in the European Union	53
Figure 19	Tariff rates on coconut oil imports into the European Union	54
Figure 20	Cocoa bean price index, 2000–2024	60
Figure 21	Exports of cocoa products from Pacific island economies, 2015–2024	60
Figure 22	Major importers of cocoa beans, 2015–2024	61
Figure 23	Major importers of chocolate, 2015–2024.....	61
Figure 24	Top 10 importers of cocoa beans and chocolate in the European Union, 2024.....	62
Figure 25	European Union tariff rates on chocolate imports	63
Figure 26	Exports of plants and parts of plants from Pacific island economies, 2015–2024....	71
Figure 27	Major importers of plants and parts of plants, 2015–2024.....	71
Figure 28	Top 10 importers of plants and parts of plants in the European Union, 2024	72
Figure 29	Distribution of costs and risk by delivery terms.....	99
Figure 30	Payment risks in international trade transactions.....	101



List of tables

Table 1	Advantages and disadvantages of different export channels.....	10
Table 2	Value added tax and duty applied to exports to the European Union	12
Table 3	General export documentation requirements.....	17
Table 4	Rules of origin applied to live ornamental fish, excluding freshwater fish, from the Pacific island economies	27
Table 5	Rules of origin applied to fish from Pacific island economies	33
Table 6	Limits on selected metals for fish products	34
Table 7	Maximum acceptable limits of perfluoroalkyl substances in fish	35
Table 8	Rules of origin applied to prepared fish from Pacific island economies.....	43
Table 9	Limits on selected metals for fish products	44
Table 10	Maximum acceptable limits of perfluoroalkyl substances in fish	45
Table 11	Rules of origin applied to coconut oil from Pacific island economies	55
Table 12	Maximum levels of contaminants permitted in coconut oils	56
Table 13	Mandatory information for food labelling in the European Union	57
Table 14	Rules of origin applied to cocoa products from Pacific island economies.....	64
Table 15	European Union regulations on maximum acceptable limits of cadmium in cocoa products	65
Table 16	Examples of current maximum residue limits for cocoa products.....	66
Table 17	European Union regulations on maximum acceptable limits of polycyclic aromatic hydrocarbons in cocoa.....	67
Table 18	Rules of origin applied to plants and parts of plants from Pacific island economies.	73
Table 19	Conditions for use of noni products	74
Table 20	Quality requirements in respect of moringa	76
Table 21	Quality requirements in respect of noni	77

List of boxes

Box 1.	Perceived effectiveness of different export channels.....	11
Box 2.	European Union value added tax registration and payment for imports from a non-European Union country	12
Box 3.	Best practices for Pacific exporters in the BUY phase.....	14
Box 4.	Compliance with the Deforestation Regulation	65





1.

Introduction





1. Introduction

The European Union is a key trading partner for the Pacific region, offering preferential access through agreements such as the European Union–Pacific States Interim Economic Partnership Agreement (EPA). However, Pacific businesses often lack consolidated guidance on tariffs, standards, certification, logistics and market opportunities.

That gap is addressed in the present guide by providing information tailored to Pacific exporters. Relevant information is consolidated into a practical form to support businesses, policymakers and trade promotion agencies in facilitating exports to the European Union.

Specifically, a comprehensive overview of the European Union trade frameworks applicable to Pacific island economies is provided. The guide will serve as both a reference and a practical handbook for exporters, reducing the complexity of European Union market requirements and supporting informed decision-making.

The guide begins with an overview of trade relations between the European Union and the 15 Pacific island economies (chap. 2). Chapter 3 contains a practical, step-by-step framework for exporters and aspiring exporters, covering export readiness, market access options, procedures and compliance with European Union regulations. Chapter 4 contains an outline of specific requirements for key Pacific products with export potential to the European Union. The products covered include live ornamental fish; frozen fish; prepared fish; coconut oils; cocoa beans; and plants and parts of plants. In chapter 5, useful resources are offered, including links to portals for market intelligence, access conditions and product-specific guidance.





2.

European Union-
Pacific island
economies: current
trade performance



2. European Union-Pacific island economies: current trade performance

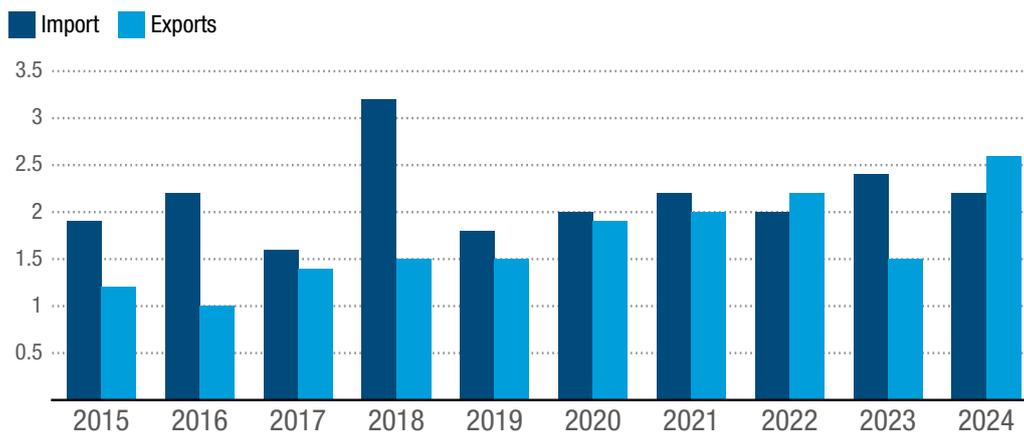
The European Union is the fourth-largest trading partner, after China, Japan and Australia, with the Pacific island economies. In 2024, they exported \$2.6 billion worth of goods to the European Union (figure 1). The main exports from the Pacific region include palm oil, prepared and preserved fish, minerals and coffee. In terms of specific markets, Germany is the largest market for exports from the Pacific region to the European Union, followed by the Netherlands, Italy, Denmark and Spain (figure 2). Between 2015 and 2024, exports from the Pacific region to the European Union approximately doubled (some 9 per cent growth annually), while imports grew more modestly (approximately, 2 per cent annually) (figure 3). Those figures illustrate the opportunities for Pacific island economies to increase their exports to the European Union.

Between 2015 and 2024, exports from the Pacific region to the European Union approximately doubled



Figure 1

Pacific island economies' trade with the European Union, 2015–2024
(Billions of United States dollars)



Source: author's compilation based on figures obtained from the Trade Map Database of the International Trade Centre (ITC).



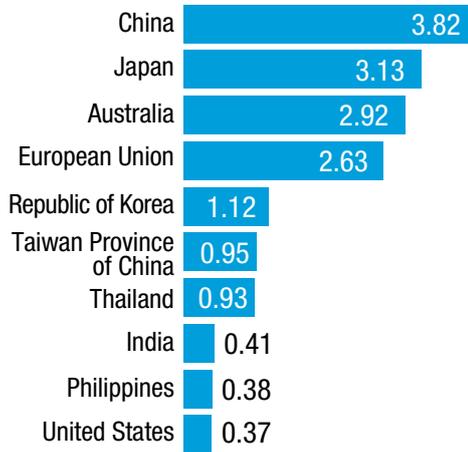


Figure 2

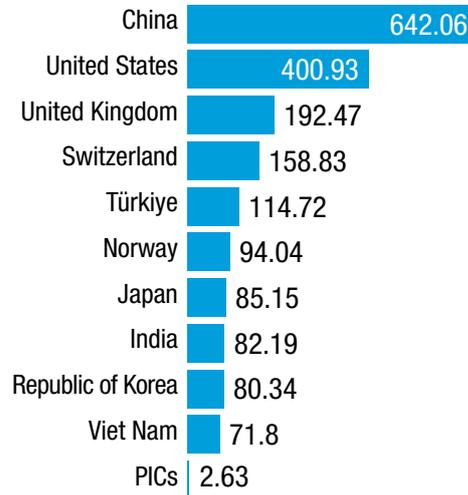
Pacific Island economies' trade with the European Union, 2024

(Billions of United States dollars)

Key export markets of the Pacific island economies



Key exporters to the European Union



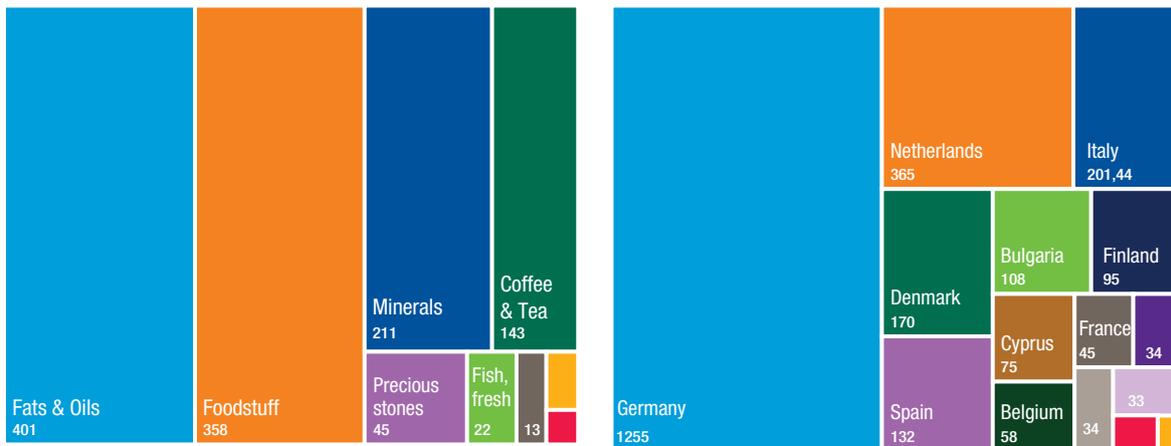
Source: author's compilation based on figures obtained from the ITC Trade Map Database.



Figure 3

Pacific island economies' trade with the European Union, by product and by economy, 2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

Note: The chart on the left presents exports from Pacific island economies with a positive trade balance only. Products with a negative trade balance are excluded.





3.

Understanding the
procedural aspects
of exports



3. Understanding the procedural aspects of exports

Beyond having a competitive product, exporters and aspiring exporters must be operationally prepared, commercially strategic and fully compliant with both domestic and European Union requirements. The following provides a practical, step-by-step framework to assess export readiness, access international markets and carry out export transactions, while ensuring compliance with export regulations and market access requirements.

3.1 How to get started: assessing export readiness

Before entering the European Union market, businesses that have not exported before need to assess whether they are ready to export. Annex VII provides a quick assessment questionnaire to help businesses identify their strengths and gaps across important export capabilities.

When completing the assessment:

- Be honest: only answer “yes” if the business has specific evidence, documented systems or proven track records. Guessing can lead to costly mistakes.
- Involve the team: include key staff from production, finance, quality control and sales departments to obtain a complete picture of the capabilities of the business. The following should be looked at closely:
 - ▶ Production capacity and consistency
 - ▶ Quality control systems and documentation
 - ▶ Compliance and certification capabilities
 - ▶ Financial resources for export operations
- Document the evidence: for every affirmative response, gather supporting proof (e.g. production records, quality certificates or financial statements).

Once the assessment has been completed, businesses should:

- Identify gaps: areas marked “no” become priority areas to address before attempting to enter the European Union market.
- Leverage strengths: areas of strength are the competitive advantages that businesses should emphasize in marketing to European Union buyers.
- Create a road map: use the results to develop a step-by-step plan for building export readiness.
- Seek support: contact the local or national trade promotion agency for technical assistance in areas in which help is needed (see the list of national trade agencies and chambers of commerce in annex VIII).



3.2 How to access international markets

Finding a market and building stable relationships with buyers is one of the most challenging elements when businesses first start their export journey. There is no single formula for success and the present section offers only general guidance. Businesses usually secure customers through networking or referrals or by having a local presence. E-commerce is also becoming an attractive option to reach consumers directly.¹

Before securing a contract, exporters need to connect with potential buyers in the foreign markets. The main options for selling to the European Union are outlined in the present section, together with the advantages and disadvantages of each (table 1).

Businesses usually secure customers through networking or referrals or by having a local presence



Table 1

Advantages and disadvantages of different export channels

	Advantages	Disadvantages
Direct contract	<ul style="list-style-type: none"> Higher margin and pricing control (compared with selling through an intermediary) Direct client feedback (product specifications, packaging, certifications etc.) 	<ul style="list-style-type: none"> More expertise needed (buyer prospecting, compliance, documentation and aftersales)
On-the-spot sales	<ul style="list-style-type: none"> Relatively lower costs to sell to tourists (on-the-spot exports) compared with other methods No need to go through paperwork and procedures to export 	<ul style="list-style-type: none"> Revenue is dependent on tourist inflows and is easily affected by seasonality
E-commerce	<ul style="list-style-type: none"> Visibility and direct outreach to a larger international customer base 	<ul style="list-style-type: none"> Fees related to setting up a shop on platforms or maintaining own website Requirement to manage customer service, shipping and returns High shipping costs for small e-commerce packages from Pacific island economies
Trade fairs/missions	<ul style="list-style-type: none"> Access to several potential buyers overseas Travel costs could be partly/fully funded by Governments/ international organizations 	<ul style="list-style-type: none"> Products should be export-ready (e.g. in relation to packaging, labelling and certifications) Time and costs involved in travelling (for in-person missions) Follow-up efforts necessary to secure contracts
Intermediaries	<ul style="list-style-type: none"> Lower market entry complexity No need to handle customs, distribution, compliance etc. 	<ul style="list-style-type: none"> Lower price compared with direct sales Less control over branding/pricing Due diligence required in relation to the intermediaries

Source: Baker PR, Le L and Nguyen T, 2023, Guide on Developing an Export Strategy for Vietnamese Cooperatives (Expert Deployment Mechanism for Trade and Development). Based on the Buy-Ship-Pay Reference Model of the United Nations Centre for Trade Facilitation and Electronic Business.

^a Except for on-the-spot sales, exports through other routes also require arranging shipping and completion of export procedures, but the responsibilities may be on different economic operators, depending on the case.

¹ The €150 threshold is calculated according to the customs value plus taxes, duties, levies and other charges, such as shipping and insurance costs. See https://taxation-customs.ec.europa.eu/buying-goods-online-coming-non-european-union-country_en.





Box 1. Perceived effectiveness of different export channels

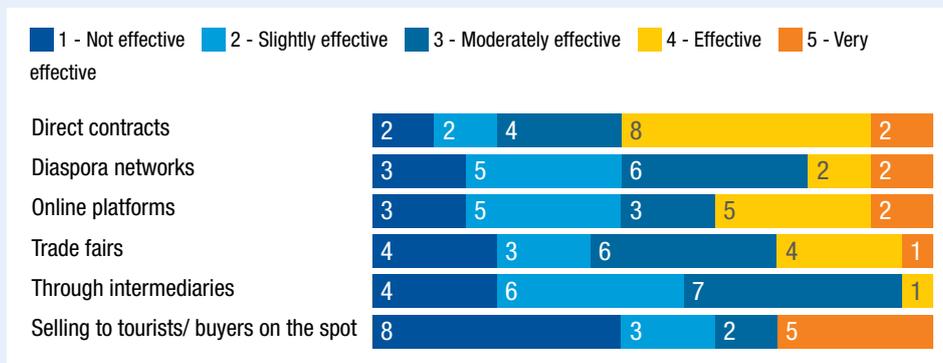
Figure 4 indicates the perceived effectiveness of different export channels by Pacific respondents. The results of the survey show that, when businesses reach buyers directly, outcomes are strongest, with 55 per cent of all respondents considering direct contracts as effective or very effective. That suggests that, once Pacific businesses secure a direct buyer relationship and formalize terms, outcomes are consistently stronger.

Selling through online platforms (i.e. e-commerce) is considered the next best route for Pacific traders; 39 per cent of all respondents considered it effective or very effective. However, 45 per cent of respondents also considered such a route challenging. That reflects the steep learning curve in conducting e-commerce, which requires solid product listings and organizing compliance and logistics fulfilment.

Figure 4

Export channel ratings

(Percentage)



Source: based on survey responses, N=18 (total number of respondents surveyed was 31, of whom 18 responded).

Although trade fairs are perceived as effective by 28 per cent of respondents, it should be noted that to yield results, pre-event preparation (export-ready products and samples) and post-event follow-up are important. However, they are a possible way to turn potential leads into recurring direct contracts. Similarly, diaspora networks are a less effective stand-alone route (with only 22 per cent of respondents considering them as effective or very effective). However, they could be useful for facilitating introductions, leading to repeat orders under formal business-to-business contracts.

On-the-spot sales received polarized responses in terms of effectiveness: while 44 per cent considered that the channel was not effective at all, 28 per cent thought that it was very effective. As outlined in table 1, on-the-spot sales require relatively less effort compared with other channels; however, this is not viable for scaling exports or maintaining recurring orders.

Intermediaries were rated lowest, with only 6 per cent considering them very effective. That likely reflects the limited visibility of clients and control of product branding and pricing. However, for small businesses with limited staff and capacity to handle export procedures, intermediaries can be utilized to reduce the burden of seeking buyers, handling export and documentary procedures etc. In some export scenarios, the use of an intermediary is required (see the case below on the export of e-commerce goods below €150 to the European Union).





Table 2

Value added tax and duty applied to exports to the European Union

Order value	Custom duty (tariff)	VAT
Less than or equal to €150	No customs duty	VAT applies ^a
More than €150	Normal customs duty	

Source: see https://vat-one-stop-shop.ec.europa.eu/index_en.

^a VAT rate of the member State to which the goods will be delivered. Each European Union member State sets its own VAT rates, which can be checked at https://europa.eu/youreurope/business/taxation/vat/vat-rules-rates/index_en.htm.



Box 2. European Union value added tax registration and payment for imports from a non-European Union country

In most import transactions, the buyer/importer or their customs agent often bears the responsibility to pay VAT (in addition to the import tariff, if applied) when goods enter the country. The European Union collects VAT on all imports, regardless of the value of the shipment.

To export to the European Union using e-commerce (i.e. online purchases) with orders not exceeding €150, the seller or the online marketplace (e.g. Amazon or Alibaba) is required to register and pay VAT through the Import One Stop Shop scheme, which is aimed at reducing administrative procedures for small orders. Orders above €150 remain liable to VAT during customs clearance.

For orders not exceeding €150, consumers can pay VAT at the point of purchase (i.e. at checkout on the website) and sellers, through their European Union-based intermediaries (if there is no presence in the European Union), remit the tax to the relevant European Union tax authorities for the specified tax period (monthly).^a

If the seller is not registered to use the Import One Stop Shop scheme, the consumer will have to pay VAT and the handling fee (if applicable) to the postal operator or courier company when the goods are delivered.

^a See https://vat-one-stop-shop.ec.europa.eu/one-stop-shop/declare-and-pay-oss_en.



Exports through online platforms (i.e. e-commerce) to the European Union

E-commerce is becoming an attractive option to reach consumers directly, either through the company's own website or e-commerce platforms. While e-commerce offers an increase in visibility among international buyers, it requires investment in staff and systems to manage online orders. Global platforms, such as Amazon, Alibaba or Shopify, often have additional requirements in relation to registration, fees and licensing. Different social network platforms are also increasingly popular for selling online. Businesses exporting directly also need to handle transport and export procedures, either internally or through service providers.

Pacific exporters selling goods valued at no more than €150² to the European Union through e-commerce platforms can register for the Import One Stop Shop scheme if they have a presence in the European Union. Those without a presence must appoint a European Union-based intermediary to file value added tax (VAT) returns and pay VAT. Customs duty is not applied to goods valued below €150 that are shipped directly to the buyer.³

▼
E-commerce is becoming an attractive option to reach consumers directly, either through the company's own website or e-commerce platforms

3.3 How to export: export procedures

A single cross-border trade transaction involves various stakeholders and requires a large flow of information and documents to complete door-to-door exports. That process can be divided into three main stages: buy, ship and pay. Each stage includes specific tasks, documents and responsible parties (see figure 5).

Phase 1: buy

The buy phase is the foundation of the entire export transaction; it sets out the agreed terms in relation to the product, price and other conditions of sale. Getting that phase right prevents disputes, delays and financial losses later in the export process through a signed, legally binding contract. For Pacific exporters, the phase is critical because the geographic distance and differences in business practices between Pacific island economies and the European Union mean Pacific exporters cannot easily resolve problems face to face once goods are in transit.

The phase starts when businesses find a buyer for their products. Once the potential buyers are identified, businesses can begin commercial discussions. The key discussion points during that phase include:

- Product specifications: product description, quality standards, grades, sizes and packaging
- Pricing: unit price, currency and price validity period
- Volume and delivery schedule: quantities for each shipment, delivery frequency and seasonal considerations
- Quality standards and inspection: quality standards in compliance with European Union regulations, testing requirements and right to inspect
- Samples: whether product samples need to be sent for evaluation by the buyer (often required before first order)

² The €150 threshold is calculated according to the customs value plus taxes, duties, levies and other charges, such as shipping and insurance costs. See https://taxation-customs.ec.europa.eu/buying-goods-online-coming-non-european-union-country_en.

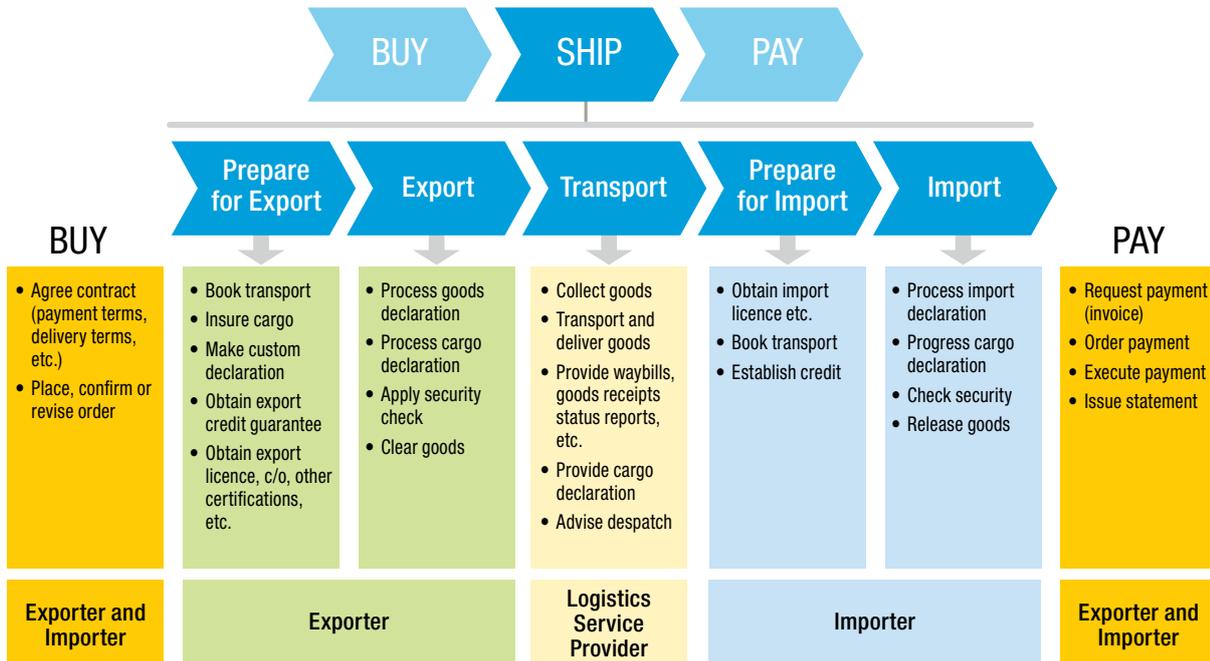
³ On 13 November 2025, the European Council decided to abolish the €150 customs threshold. See <https://www.consilium.europa.eu/en/press/press-releases/2025/11/13/customs-council-takes-action-to-tackle-the-influx-of-small-parcels>. It is still unclear what the future regime for Pacific Island countries will be.





Figure 5

Key trade processes under the Buy-Ship-Pay Reference Model



Source: Baker, Le and Nguyen, Guide on Developing an Export Strategy for Vietnamese Cooperatives.

Note: the colour code indicates which key actors are in charge of which steps (while other actors play collaborative/supporting roles). All documents accompanying the export shipment (such as certificate of origin, export permit and sanitary and phytosanitary/technical barriers to trade certifications) should be obtained at the preparation stage, while tariffs must be paid at the respective customs office (i.e. export tariff paid to export customs and import tariffs paid to import customs).



Box 3. Best practices for Pacific exporters in the BUY phase

- ▶ Start small: test the relationship with smaller orders before committing to large volumes with new buyers
- ▶ Choose secured payment terms: a letter of credit can be chosen for initial shipments. Once trust is established (3–5 successful shipments), other more flexible payment terms can be considered
- ▶ Build in contingencies: build a buffer into delivery schedules to take account of Pacific logistics uncertainties
- ▶ Obtain a legal review: have a lawyer or legal counsellor review major contracts, especially high value contracts
- ▶ Document everything: keep records of all communications, agreements and order confirmations
- ▶ Calculate true costs: use a detailed costing structure that includes:
 - Production costs
 - Packaging and labelling
 - Certifications and testing
 - Domestic transport to the port
 - Export documentation fees
 - Freight and insurance, if applicable
 - Charges for banking and letters of credit, if applicable
- ▶ Use the trade promotion agency: many countries have export councils, trade promotion organizations or chambers of commerce that can provide market intelligence, identify and verify buyers or review contracts. See the list of agencies and chambers in annex VIII.



- Payment terms: method of payment (see the common payment terms in 0), payment milestones and currency
- Delivery terms: who pays for transport and insurance and bears the risk at each stage (see common delivery terms in 0), shipment date or delivery date, and delivery location

The details agreed between the seller and buyer during the buy phase have a big impact on export success. A well-negotiated, clearly documented contract protects sellers throughout the transaction. Rushing through the buy phase to “get the order” often leads to problems that cost far more than the time saved. Time should be taken to get the agreement right.

Phase 2: ship

Step 2.1: prepare for export

As indicated in figure 5, this step of the process is the exporter’s responsibility. This preparatory step happens after the Pacific exporter (seller) agrees the terms of the contract with the European Union importer (buyer) but before the goods leave the seller’s facility. Depending on the terms of the contract, key activities during this step might include:

- Book transport services: secure freight forwarder, shipping line or air cargo. That should be done well in advance, especially from Pacific island economies, where capacity may be limited
- Arrange cargo insurance: arrange insurance coverage to protect the goods against loss or damage during transit (requirements depend on the delivery terms/terms of the contract)
- Prepare customs documentation: prepare/obtain a commercial invoice, packing list and certificate of origin
- Obtain export permits and certificates: secure necessary certifications, such as
 - ▶ Export licence (if required)
 - ▶ Phytosanitary certificates (for agricultural products)
 - ▶ Health certificates (for food products)
 - ▶ Catch certificates (for fisheries products)
 - ▶ Other compliance documents (organic certificates, fair trade etc.)
- Secure payment guarantees: if letters of credit or other payment security instruments are used, ensure these are in place.

Critical considerations for Pacific exporters: lead times for obtaining certificates and booking transport can be long. Plan for a minimum of 4–6 weeks to prepare documentation. As there are no direct shipping routes from most Pacific island economies to the European Union, Pacific exports will require trans-shipment through one or more regional hubs, which necessitates additional buffer time for logistics planning and timelines, as well as additional shipment costs.

Step 2.2: export

As indicated in figure 5, this step of the process is the exporter’s responsibility. The stage involves the completion of the procedures to officially export goods from Pacific island economies. Key activities in this step include:

- Process export declaration: submit export customs declaration to the national customs authority. Commonly, customs declarations require information such as: product description and HS code; value; quantity; destination; and transport details



▼
Lead times for obtaining certificates and booking transport can be long. Plan for a minimum of 4-6 weeks to prepare documentation

- Process cargo declaration: provide a detailed cargo manifest to customs and the transport provider
- Security checks: product undergoes any required security screenings (particularly important for air freight)
- Clear goods for export: receive official customs clearance to export
- Physical handover: transfer goods to the freight forwarder or shipping line

At the end of the step, the following documents are generated:

- Export customs declaration (stamped/cleared)
- Bill of lading (ocean freight) or air waybill (air freight)
- Cargo insurance certificate

Step 2.3: transport

A freight forwarder or logistics provider manages this stage, although the exporter should monitor progress.

Note to exporters: Pacific island exports often require trans-shipment through regional hubs (e.g. Australia, New Zealand or Asian hubs). Examples of shipping routes are:

- > Dili-Singapore-Rotterdam (Netherlands)
- > Port Vila-Tauranga (New Zealand)-Marseille (France)
- > Honiara-Bangkok-Rotterdam

Potential shipping routes can be checked with shipping lines or agents. As trans-shipment adds time and potential risk points, the exporter should choose experienced freight forwarders that are familiar with routes between Pacific island economies and the European Union to reduce the risks.

Step 2.4: prepare to import

As goods approach the European Union, the importer will be responsible for preparing customs clearance, although the exporter must provide complete and accurate documentation to facilitate this process, as well as to avoid any possible delays and penalties. Documentation includes:

- Commercial invoices
- Packing lists
- Certificates of origin
- Transport documents (bill of lading/air waybill)
- Compliance certificates (phytosanitary, health, catch certificates etc.)
- Any additional documents (conformity certificates, test reports etc.)

Step 2.5: import

This step is one in which goods are officially imported into the European Union and released for circulation therein. The importer will be responsible for this step, including filing import declarations, processing cargo declarations and cooperating with customs' security checks (if any), until release and final delivery to its premises.



Phase 3: pay

Depending on the contract payment terms, payment is triggered at agreed points, typically upon shipment, upon arrival or upon delivery. As such payments benefit exporters, they should monitor progress and payment milestones and send reminders if necessary.

3.4 Compliance with export regulations and market access requirements

A key aspect of the success of exporting (and recurrent orders) is compliance with mandatory requirements in both the economy of export and that of import. Once an export product has been identified, Pacific exporters must make sure that their products meet the requirements of the target market. To benefit from exporting to the European Union, Pacific exporters must comply with both (a) local laws and regulations that govern the export process in their respective economy and (b) laws and regulations that govern imports into the European Union. Such requirements are outlined below and in table 3.

3.4.1 Compliance with domestic export requirements

Register the business

Traders who are considering exporting from a Pacific island economy should first register in their respective economy. That is a typical statutory requirement for a business to be registered and fully incorporated in order to obtain other necessary documentation for export. Furthermore, registration is important for businesses and export-related transactions as it demonstrates the credibility and legality of the entity. The business registration process in the Pacific island economies should follow the process prescribed by the registrar of companies or the relevant agency.



Table 3
General export documentation requirements

Document	Description
Commercial invoice	A commercial invoice is the bill for the products from the seller to the buyer. It is required for most exports. The buyer needs the invoice to prove ownership and arrange payment. It may also be used for the transaction of goods not intended for further sale, returned products and goods intended only for temporary import, among others.
Bill of lading	The bill of lading is a contract between the owner of the products and the carrier. There are two types, namely: <ul style="list-style-type: none"> • A straight bill of lading, which is non-negotiable • A negotiable/shipper's order bill of lading, which can be bought, sold or traded while goods are in transit and is used for letter-of-credit transactions. The buyer usually needs a copy of the bill of lading as proof of ownership to take possession of the goods. For air carriers, the bill of lading is known as an air waybill
Export-packing list	An export-packing list specifies the material in individual packages and shows their net, legal, tare and gross weights. The export-packing list is normally attached to the outside of the package in a clearly marked waterproof envelope. It is a useful document for customs officials who use it to check consignments at inspection points.
Certificate of origin	The certificate of origin ensures that products originating in certain countries get the preferential treatment to which they are entitled.

Source: author's compilation.



Obtain export licences

Depending on domestic laws and regulations in the Pacific island economies, certain goods may require that export licences be obtained from the relevant government agencies. The exporter should check with such agencies to obtain information about the products that require export licences and the corresponding procedures.

Prepare and obtain export documents

Depending on domestic laws and regulations in the Pacific island economies, the export dossier may include different documents. However, the most common documents and authorizations required for export are set out in table 3.

3.4.2 Compliance with European Union laws and requirements

Product requirements

European Union requirements depend on the type of product being imported. Exporters must ensure that their products respect all the applicable rules for entry into the European Union market. The main types of legislation that may apply to products from Pacific island economies include:

- Framework legislation: sets basic rules for a sector (e.g. the General Food Law Regulation for food products). Information on regulations and non-tariff measures can be found in the TRAINS Database.
- Restrictions on substances and contaminants: products must not contain banned substances or must stay within allowed limits. For example, most fresh fruits, vegetables, plant materials and animal products require a sanitary and phytosanitary certificate. Commonly regulated groups include chemicals, cosmetics, medicines, agricultural goods, food, live animals and animal products.
- CE marking: required for certain manufactured goods such as electronics, toys, medical devices, electrical appliances and construction products. CE marking shows that the product meets European Union safety, health and environmental standards.⁴
- Packaging and labelling: European Union countries often have detailed rules on this matter, for example:
 - ▶ Mandatory marks and labels usually relate to safety, health or environmental concerns
 - ▶ Voluntary marks and labels include organic certification or environmental labels
- Product-specific legislation: additional rules for certain products beyond general requirements (see more about product-specific requirements in chapter IV).

Import documents

The European Union is a customs union, which means duties on goods from outside the European Union are generally paid when the goods first enter the bloc. Thereafter, no more customs duties are due and no more customs checks are conducted – all goods circulate freely

⁴ More information on CE marking is available at https://europa.eu/youreurope/business/product-requirements/labels-markings/ce-marking/index_en.htm.

▼
Exporters must ensure that their products respect all the applicable rules for entry into the European Union market



within the European Union.⁵

Documents and authorizations required for export transactions and customs clearance in Europe are outlined below. While the importers or their agents will handle the customs clearance at the European Union border, the exporter must provide the relevant documents, including:

- Commercial invoice
- Bill of lading
- Freight insurance (depending on which party is in charge of insurance)
- Export-packing list
- Certificate of origin

All goods imported into the European Union must be declared to the customs authorities using the Single Administrative Document, which is a form used for customs declarations in the European Union, Iceland, North Macedonia, Norway, Serbia, Switzerland and Türkiye. It is composed of a set of eight copies, each with a different function. Using a single document reduces the administrative burden and increases the standardization and harmonization of data collected on trade. The document contains information about:⁶

- The parties involved in the operation (importer, exporter and representative)
- Customs-approved treatment (release for free circulation, release for consumption, temporary importation or transit)
- The goods (tariff code, weight and units), location and packaging
- The means of transport
- The country of origin, the country of export and the destination
- The commercial and financial arrangements (Incoterms, invoice value, invoice currency, exchange rate and insurance)
- The list of documents associated with the Single Administrative Document (import licences, inspection certificates, documents of origin, transport documents and commercial invoices)
- Declaration and method of payment of import taxes (tariff duties, VAT and excises)
- Depending on the type of goods transported, the following documents should be declared with the Single Administrative Document and should be presented together with it:
- Documentary proof of origin, normally used to apply preferential tariff treatment
- Transport document
- Commercial invoice
- Customs value declaration
- Certificate confirming the special nature of the product
- Inspection certificates (health, veterinary and plant health certificates)
- Import licences
- Community surveillance document
- Certificate issued in relation to the Convention on International Trade in Endangered Species of Wild Fauna and Flora
- Documents required for excise purposes
- Evidence to support a claim for VAT relief

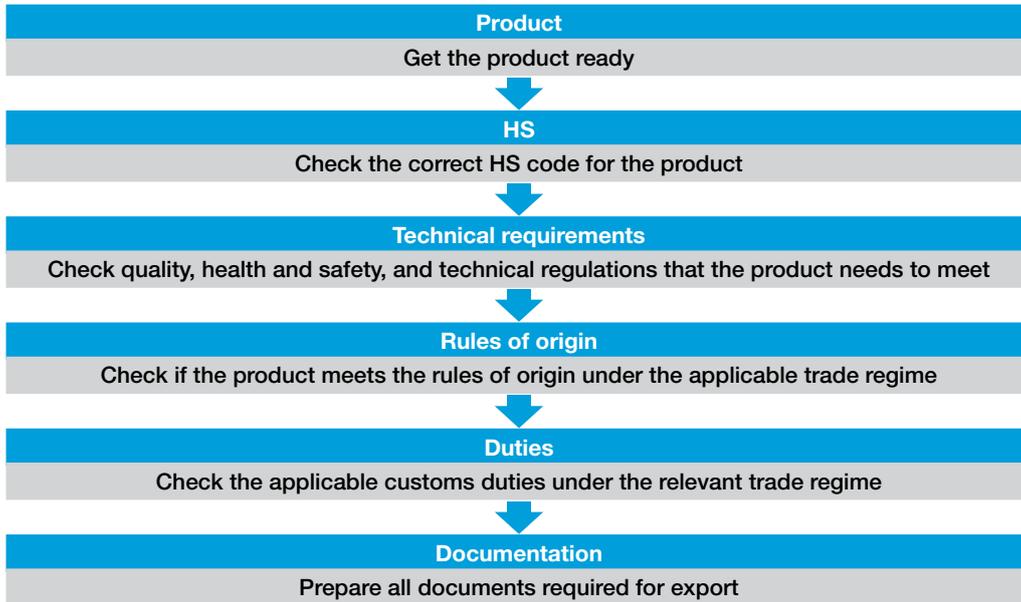
⁵ See https://taxation-customs.ec.europa.eu/customs/eu-customs-union-facts-and-figures/eu-customs-union-major-trading-partner_en

⁶ Information about documentary requirements is available at <https://trade.ec.europa.eu/access-to-markets/en/content/customs-clearance-documents-and-procedures-0>.



3.5 Summary

For Pacific businesses getting ready to export to the European Union, the following steps should be followed:



Source: author's compilation.





4.

Product-
specific export
requirements



4. Product-specific export requirements

Based on an analysis of past trade between the Pacific island economies and the European Union, the following products were identified as likely to be of most interest to exporters in the context of the present guide: live ornamental fish; frozen fish; prepared fish; coconut oils; cocoa beans; and plants and parts of plants.⁷

Each section of the present chapter is focused on one product and includes all the relevant information for that product. Each section can be read independently.

4.1 Live ornamental fish



HS 030119 Live ornamental fish (excluding freshwater fish)

HS 030111 Live ornamental freshwater fish

4.1.1 Strength of Pacific island economies in exporting live ornamental fish

The global ornamental fish market was valued at \$6.41 billion in 2024 and is projected to reach \$12.61 billion by 2033. Growth is driven by the popularity of fish as low-maintenance pets and by innovations such as advanced filtration, automated monitoring and programmable lighting that make aquariums easier to manage.⁸

⁷ It should be noted that many requirements in relation to products entering the European Union market require action to be taken by the importers/operators in the European Union; some of these requirements can be relayed to Pacific exporters to supply information. In the present chapter, the focus is on the requirements that may directly affect Pacific exporters. The chapter is a summary of the requirements for the specific product, as set out in the European Union's Access2Markets portal. For further details, see <https://trade.ec.europa.eu/access-to-markets>.

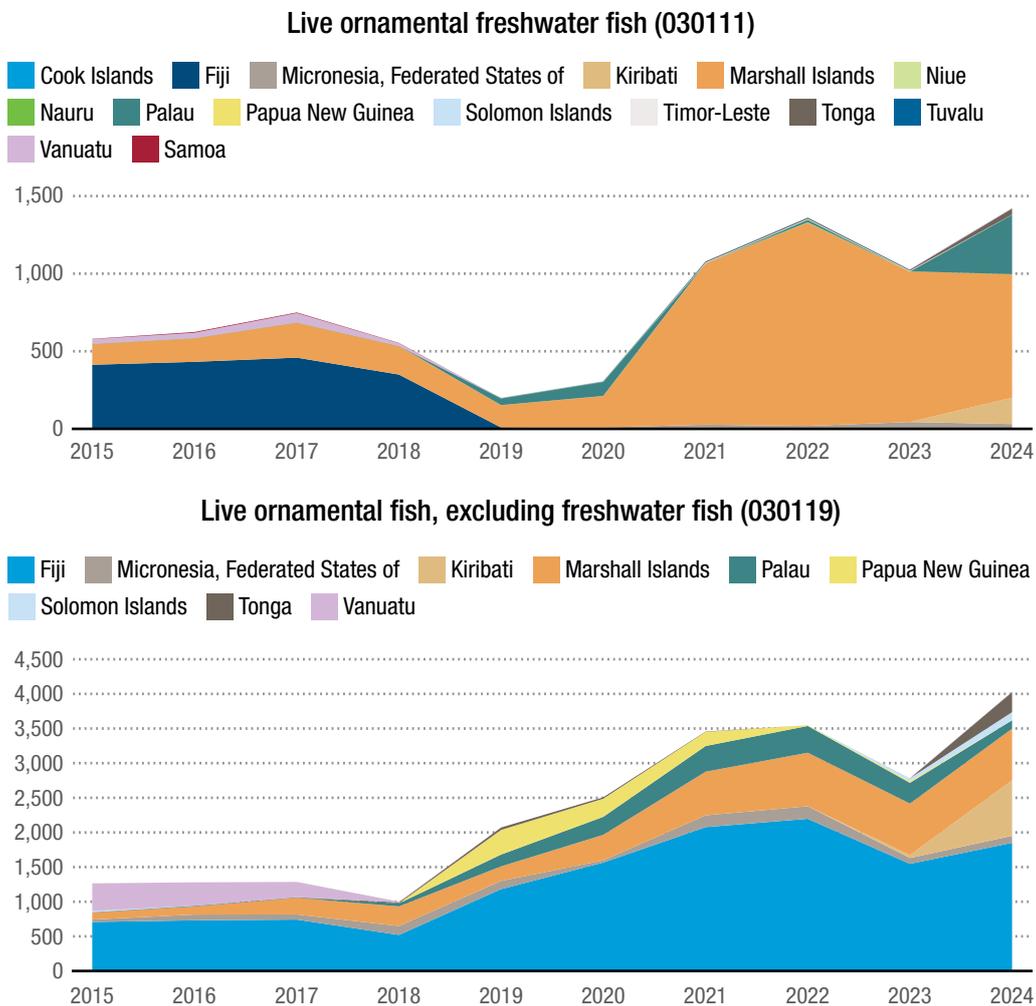
⁸ Sharma A, 2025, Ornamental Fish Market Size & Outlook, 2025–2033 (Pune, Straits Research).

Pacific island economies export both live ornamental freshwater fish (HS 030111) and live ornamental fish, excluding freshwater fish (HS 030119), with the latter consistently accounting for most exports. Between 2015 and 2024, exports grew strongly, with a compound annual growth rate of 12 per cent for freshwater species and 9 per cent for other ornamental fish. In 2024, Pacific island economies exported live ornamental fish (excluding freshwater fish) valued at \$4 million, led by Fiji (46 per cent), Kiribati (20 per cent) and the Marshall Islands (19 per cent). Freshwater ornamental fish exports totalled \$1.4 million, mainly from the Marshall Islands, Palau and Kiribati (figure 6).



Figure 6

Exports of live ornamental fish from Pacific island economies, 2015–2024
(Thousands of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.



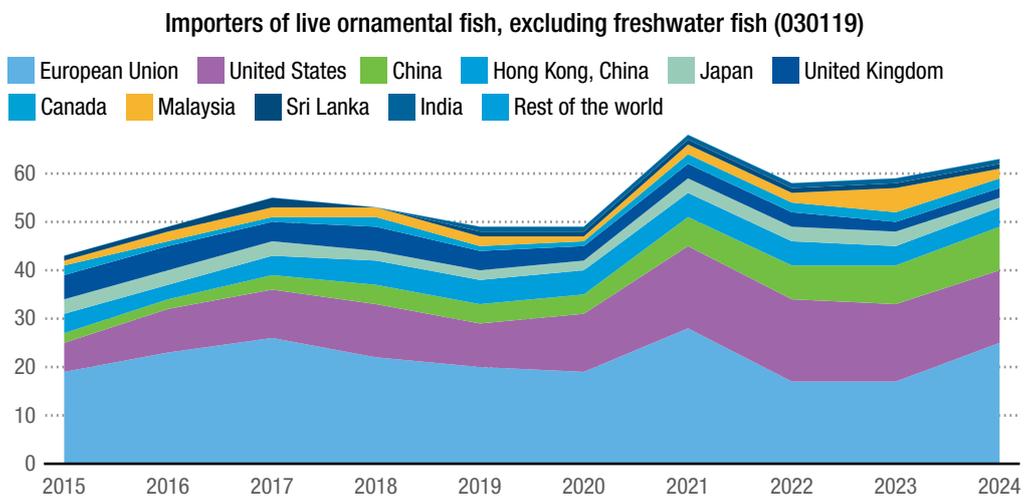
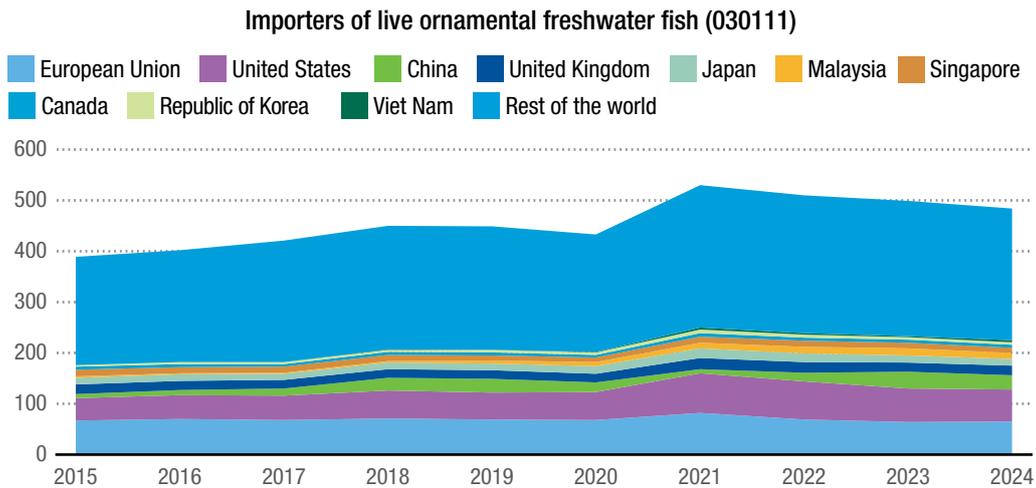
The European Union is the largest individual importer of ornamental fish, purchasing freshwater ornamental fish valued at \$65 million and ornamental fish (excluding freshwater fish) valued at \$25 million in 2024. Other major markets include the United States of America, China, Japan and the United Kingdom of Great Britain and Northern Ireland (see figure 7). Those countries represent potential markets for Pacific island economies to explore.



Figure 7

Major importers of live ornamental fish, 2015–2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

Within the European Union market, Germany, France and the Netherlands were top importers of freshwater species of ornamental fish, while Spain, Italy and Greece led imports of other ornamental fish (figure 8). Exports from Pacific island economies to the European Union have grown steadily, nearly doubling from \$110,000 in 2019 to \$216,000 in 2024. France and the Netherlands absorbed 98.6 per cent of such exports in 2024. Although the European Union accounted for only 4 per cent of ornamental fish exports from Pacific island economies in 2024, rising demand offers significant growth potential.

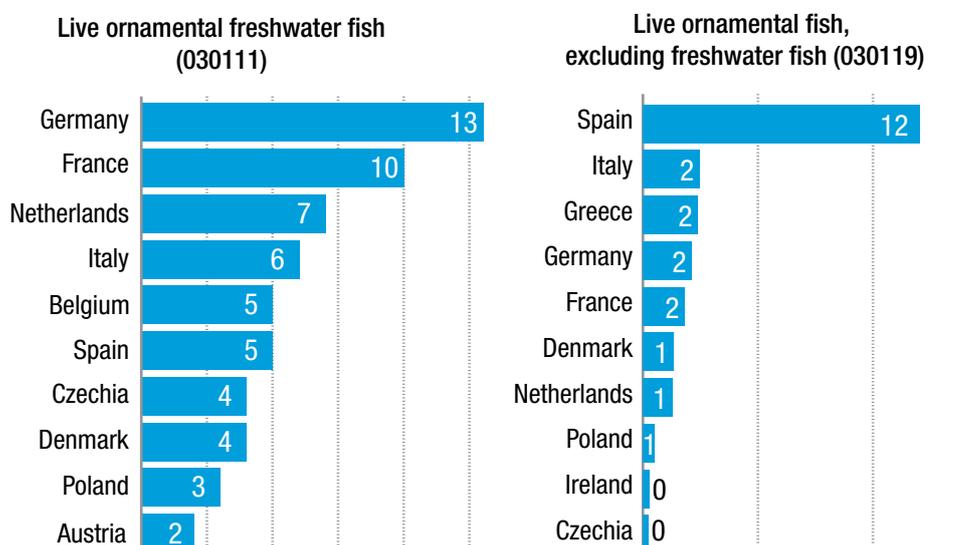




Figure 8

Top 10 importers of live ornamental fish in the European Union, 2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

4.1.2 Tariffs and rules of origin

Tariffs

Imports of live ornamental freshwater fish into the European Union are duty free for all Pacific island economies. However, imports of live ornamental fish, excluding freshwater fish, from Pacific island economies trading under MFN terms (the Marshall Islands, Nauru, Palau and Tonga) face a duty of 7.5 per cent.

Rules of origin

To benefit from lower tariff rates under the EPA, EBA and Standard GSP regimes, Pacific exports must comply with the rules of origin for each regime. For live ornamental fish, the applicable rule is the one pertaining to wholly obtained products (see table 4 below for an explanation).

4.1.3 Product-specific requirements

Imports of live fish into the European Union must also meet product-specific requirements to comply with health controls and commitments in relation to the protection of endangered species. For live ornamental fish, the requirements below apply.





Table 4

Rules of origin applied to live ornamental fish, excluding freshwater fish, from the Pacific island economies

Trading regime	Beneficiary economy	Applicable rules of origin	Explanation
EPA	<ul style="list-style-type: none"> • Fiji • Papua New Guinea • Samoa • Solomon Islands 	All the materials must be wholly obtained.	<p>Wholly obtained: product is entirely or largely produced or manufactured in the relevant Pacific island economy without using non-originating materials. That means, for products of aquaculture, including mariculture, the fish are born and raised in the economy. For products of sea fishing and other products taken from the sea outside the economy's territorial waters, the fish are caught by vessels of that economy.</p>
EBA	<ul style="list-style-type: none"> • Kiribati • Timor-Leste • Tuvalu 	All fish and crustaceans, molluscs and other aquatic invertebrates are wholly obtained.	
Standard GSP	<ul style="list-style-type: none"> • Cook Islands • Micronesia (Federated States of) • Niue • Vanuatu 		
MFN	<ul style="list-style-type: none"> • Marshall Islands • Nauru • Palau • Tonga 	The origin shall be the economy in which the fish of this heading has been captured or, if farmed, the economy in which the fish has been raised from egg or fry (including fingerling).	

Source: author's compilation.

Country health approval, official certificate and official control

Imports of live fish into the European Union must comply with the general health requirements related to country health approvals, health certificates and official controls in line with European Union safety requirements under Regulation (EU) 2020/692, supplementing Regulation (EU) 2016/429. The requirements differ depending on whether the ornamental fish is a listed species or not:

- Imports of listed species to the European Union must come from a third country approved by the European Union, that is, those countries listed in Commission Implementing Regulation (EU) 2021/404:
 - ▶ The listed species are provided in an annex to Commission Implementing Regulation (EU) 2018/1882. Exporters can check whether the species to be exported is on the list, using their scientific name. For example, Koi fish (scientific name *Cyprinus carpio*) is a listed species under that Regulation.
 - ▶ Currently, the following Pacific island economies are included in the list of third countries allowed to export, to the European Union, molluscs and crustaceans of listed species intended to be kept for ornamental purposes in closed facilities: Cook Islands, Fiji, Kiribati, Marshall Islands, Micronesia (Federated States of), Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga and Tuvalu, (see Commission Implementing Regulation (EU) 2021/404, annex XXI, part 4, sect. B).
 - ▶ An animal health certificate (AQUA-ENTRY-ESTAB/RELEASE/OTHER), to be completed and signed by an official veterinarian in the country of export, is required. The form is provided in Commission Implementing Regulation (EU) 2023/516.



- Imports of non-listed species may come from any country that is a member of the World Organization for Animal Health:
 - ▶ Among Pacific island economies, only Fiji, Micronesia (Federated States of), Papua New Guinea, Timor-Leste and Vanuatu are currently members of the World Organization for Animal Health.

Regulation (EU) 2017/429 establishes that live ornamental fish can only be imported into the European Union if accompanied by proper official certificates and have passed mandatory border controls. The list of animals and products subject to official controls at border control posts is set out in Commission Implementing Regulation (EU) 2021/632.

Moreover, the importer of the live ornamental fish also has to (a) register with the relevant authority in the importing country (such as the department of agriculture, food and the marine or its equivalent); (b) proceed with the import through a suitable border control post; and (c) file an advance notification (at least 24 hours in advance of the import) with the European Union border control post of first arrival using a Common Health Entry Document for Animals (CHED-A).⁹

Convention on International Trade in Endangered Species of Wild Fauna and Flora – endangered species protection

Imports of certain endangered species of fish are subject to compliance with the wildlife regulatory measures of the European Union, which are based on the Convention on International Trade in Endangered Species of Wild Fauna and Flora. The regulatory framework operates as a double-control system and requires authorization both from the exporting country and the European Union.

There are different requirements and procedures for species listed in annexes A, B, C and D of Regulation (EC) 338/97. Exporters must comply with the specific authorization, documentation and reporting procedures applicable to the species that they are exporting.

4.1.4 Voluntary sustainability standards

Demand for sustainably produced ornamental fish is growing by 8 per cent a year in the European Union.¹⁰ Thus, it might be interesting for Pacific island economies to differentiate their offering by adopting voluntary sustainability standards, such as the Friend of the Sea's Ornamental Species Standard, which is a global certification system that promotes environmentally responsible and sustainable practices in the production and trade of live ornamental fish. It covers various sustainability aspects, including non-destructive collection methods, compliance with the requirements of the Convention on International Trade in Endangered Species of Wild Fauna and Flora, no harvesting of species under the Red List of the International Union for Conservation of Nature, sustainable reef management plans, waste management and energy management, among others.

Audits can be carried out by an independent certification body or by a Friend of the Sea scientific officer.¹¹ The cost of certification depends on various factors, including the species to be certified and the types of production facilities.

⁹ See, for example, <https://www.fishhealth.ie/fhu/ornamental-imports-faq>.

¹⁰ Sharma, Ornamental Fish Market Size & Outlook, 2025–2033.

¹¹ For further details about the requirements, see <https://friendofthesea.org/sustainable-standards-and-certifications/sustainable-aquaria-ornamental-fish-trade>.



4.2 Frozen fish



© Adobe Stock

HS 030342 Frozen yellowfin tuna (*Thunnus albacares*)

HS 030343 Frozen skipjack or stripe-bellied bonito (*Katsuwonus pelamis*)

4.2.1 Strength of Pacific island economies in exporting frozen fish

The global frozen seafood market is expected to expand from \$24.8 billion in 2025 to \$42.6 billion by 2034, growing at a compound annual growth rate of 6.2 per cent over the period.¹² Frozen whole fish and fish fillets rank among the leading products in the frozen seafood market, the growth of which is fuelled by the nutritional value of seafood, the convenience of frozen products and rising demand for fish dishes in restaurants and hotels. Specifically, the frozen tuna market has been growing rapidly and is expected to expand from \$9.05 billion in 2025 to \$13.1 billion by 2029, growing at a compound annual growth rate of 9.7 per cent.¹³

Pacific island economies export both frozen yellowfin tuna (HS 030342) and frozen skipjack or stripe-bellied bonito (HS 030343), although the latter has consistently accounted for the majority of exports. Overall, exports of frozen fish from Pacific island economies experienced significant growth over the period 2015–2024, with a compound annual growth rate of 19 per cent for frozen yellowfin tuna and 27 per cent for frozen skipjack or stripe-bellied bonito. In 2024, Pacific island economies exported frozen yellowfin tuna worth a total of \$281 million, with Papua New Guinea accounting for 59 per cent of exports, followed by the Federated States of Micronesia (10 per cent) and Vanuatu (8 per cent). For frozen skipjack or stripe-bellied bonito, the region registered exports worth \$892 million in 2024, and the top exporters were the Federated States of Micronesia (32 per cent), Papua New Guinea (21 per cent) and Nauru (15 per cent) (see figure 9).

¹² Precedence Research, 2025, Frozen seafood market size to cross USD 42.58 billion by 2034, driven by demand for convenient and high-protein food options, 9 October 2025.

¹³ Research and Markets, 2025, Frozen Tuna Global Market Report.

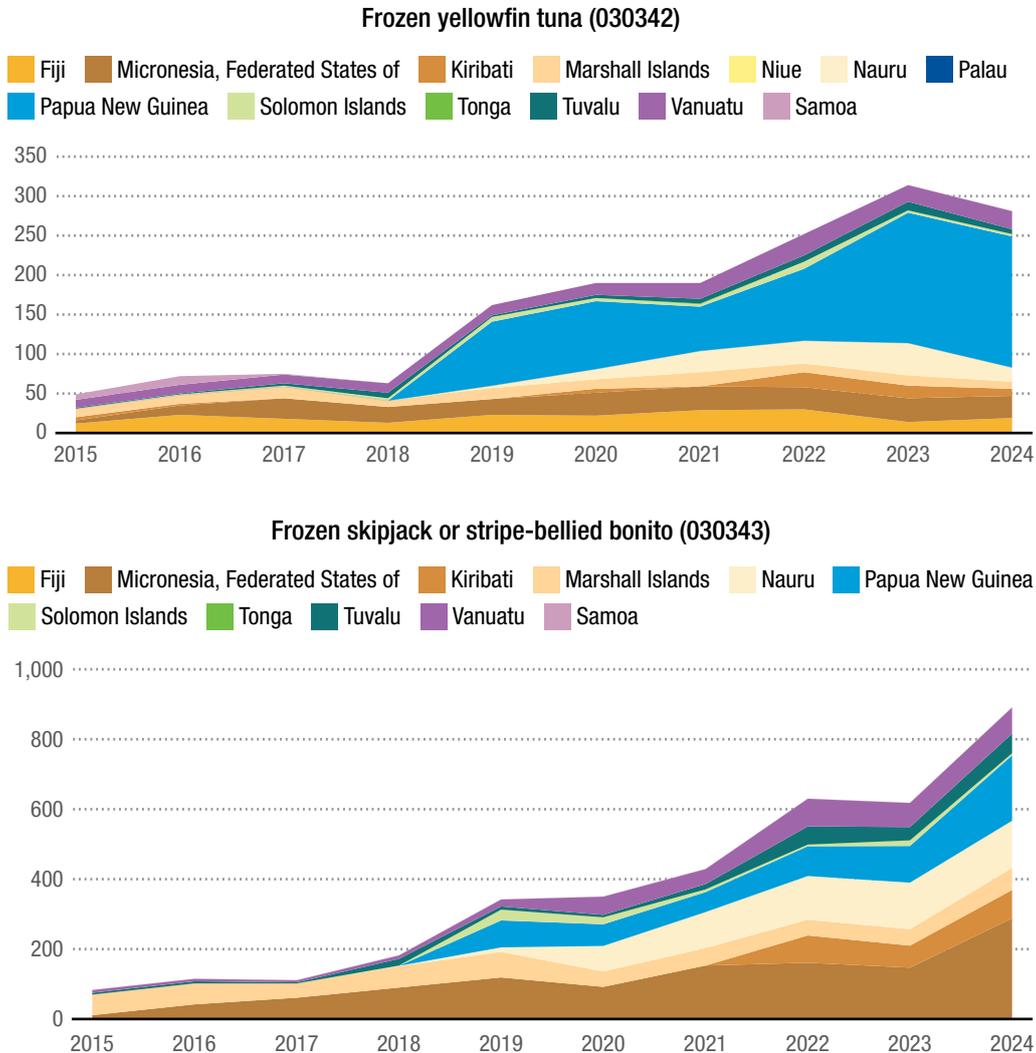




Figure 9

Exports of frozen fish from Pacific island economies, 2015–2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

The European Union remained the largest single importer of frozen yellowfin tuna, importing fish worth \$285 million in 2024. Demand in the European Union grew at an annual rate of 1.4 per cent over the period 2015–2024. Other top importing markets include Viet Nam, Thailand, Japan, the Philippines and Ecuador. The European Union was also the fourth largest importer of frozen skipjack or stripe-bellied bonito in 2024, having imported fish worth \$52 million. Other key markets include Thailand, the Philippines, China, Mauritius and Türkiye (see figure 10).

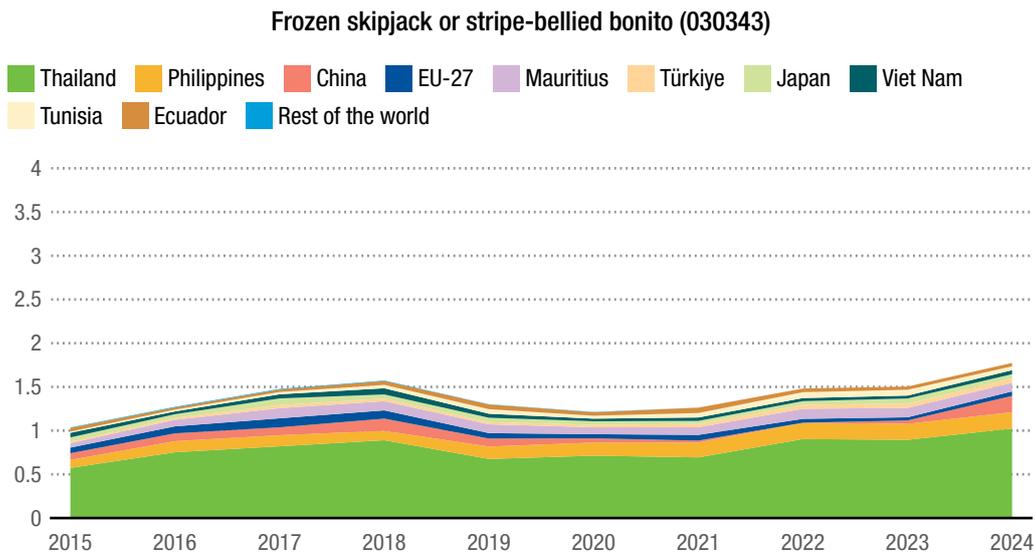
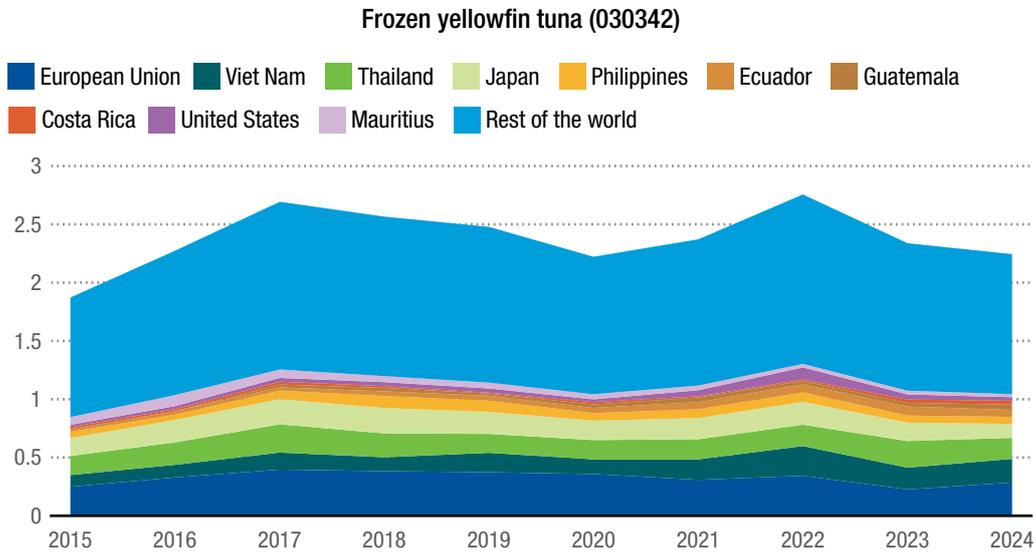




Figure 10

Major importers of frozen fish, 2015–2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

Within the European Union market, Spain and Italy accounted for 97 per cent of imports of frozen yellowfin tuna in 2024 (see figure 11). In the same year, Spain alone accounted for 97 per cent of imports into the European Union market of frozen skipjack or stripe-bellied bonito.

Exports of frozen fish from Pacific island economies to the European Union have grown steadily over the past five years. Between 2015 and 2024, export values increased tenfold, from \$6.3 million to \$64 million. Spain and Italy have been the top markets over the past three years, absorbing 90.4 per cent of Pacific exports of frozen fish in 2024.

Although the European Union currently accounts for only 5 per cent of the total exports of frozen fish from Pacific island economies, growing demand in the European Union indicates potential for further expansion of exports.

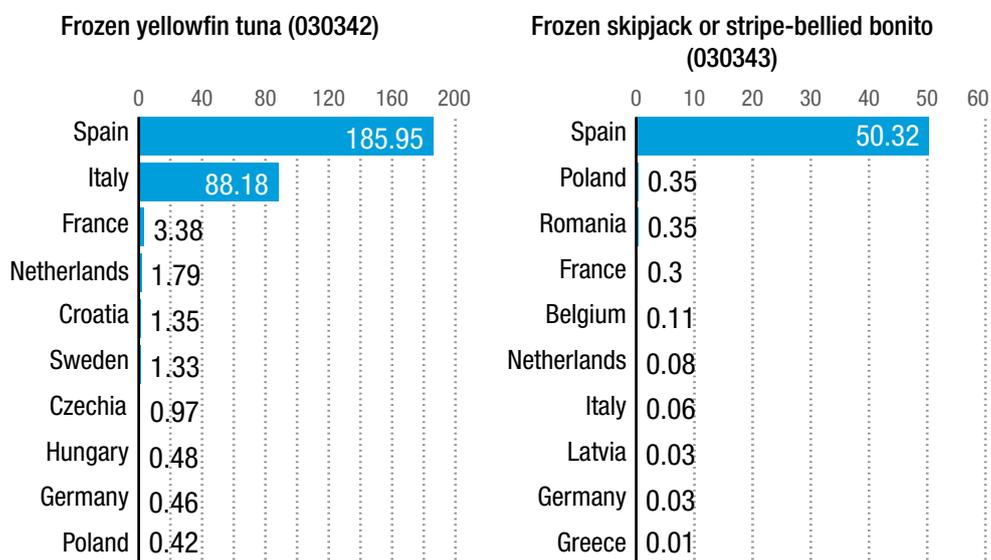




Figure 11

Top 10 importers of frozen fish in the European Union, 2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

4.2.2 Tariffs and rules of origin

Tariffs

Pacific island economies trade with the European Union under different regimes. Therefore, the tariff rates also differ accordingly. EPA members (Fiji, Papua New Guinea, Samoa and Solomon Islands) and EBA beneficiaries (Kiribati, Timor-Leste and Tuvalu) benefit from duty-free, quota-free access to the European Union market for both frozen yellowfin tuna and frozen skipjack or stripe-bellied bonito.

On the other hand, Standard GSP beneficiaries (the Cook Islands, Micronesia (Federated States of), Niue and Vanuatu) face a tariff of 9.25 per cent for both frozen yellowfin tuna and frozen skipjack or stripe-bellied bonito. The rest of the Pacific island economies (the Marshall Islands, Nauru, Palau and Tonga) trade with the European Union under MFN terms, which translates into a tariff of 11 per cent for both frozen fish products upon entry to the European Union market.

Rules of origin

In order to benefit from lower tariff rates under the preferential regimes, the product must meet the rules of origin, as set out in table 5. The certificate of origin should follow the form provided under each regime.



**Table 5****Rules of origin applied to fish from Pacific island economies**

Trading regime	Beneficiary economy	Applicable rules of origin	Explanation
EPA	<ul style="list-style-type: none"> • Fiji • Papua New Guinea • Samoa • Solomon Islands 	All the materials must be wholly obtained.	<p>Wholly Obtained: Product is entirely (i.e. wholly) or largely produced or manufactured in the Pacific Island without using non-originating materials. That means, for products of aquaculture, including mariculture, the fish are born and raised in a Pacific State.</p> <p>For products of sea fishing and other products taken from the sea outside the territorial waters of a Pacific State, the fish are caught by vessels of a Pacific State.</p>
EBA	<ul style="list-style-type: none"> • Kiribati • Timor-Leste • Tuvalu 	All fish and crustaceans, molluscs and other aquatic invertebrates are wholly obtained.	
Standard GSP	<ul style="list-style-type: none"> • Cook Islands • Micronesia (Federated States of) • Niue • Vanuatu 		
MFN	<ul style="list-style-type: none"> • Marshall Islands • Nauru • Palau • Tonga 	The origin of the goods of this heading shall be the economy where the fish of this heading has been captured; or if farmed, the economy where the fish has been raised from egg or fry (including fingerling).	

Source: author's compilation.

4.2.3 Product-specific requirements

Products imported into the European Union market must meet specific requirements (sanitary and phytosanitary measures and other technical requirements) to ensure that they are suitable for consumption in the market. For frozen fish, the requirements below apply.

Food safety

Foodstuffs imported into the European Union market must comply with general laws, including the General Food Law Regulation (Regulation (EC) 178/2002) (general principles and requirements for food/feed production and distribution) and the general rules on food hygiene (Regulation (EU) 2017/625) (residues in food of animal origin).

Third countries that wish to export food of animal origin to the European Union must submit an annual residue monitoring plan for the relevant commodities to the European Commission. After approval by the European Commission, those countries will be included in the list published in Commission Implementing Regulation (EU) 2021/405.

Currently, only Fiji, Kiribati, Papua New Guinea and Solomon Islands are included in the list of third countries authorized for the entry into the European Union of fishery products (only wild catch) (Commission Implementing Regulation (EU) 2021/405, annex IX).

Moreover, Regulation (EU) 2023/915 sets out the limits for: (a) metals, such as lead, cadmium and mercury; (b) halogenated persistent organic pollutants, such as dioxins and dioxin-like polychlorinated biphenyls and perfluoroalkyl substances in fish; and (c) processing contaminants, such as polycyclic aromatic hydrocarbons in smoked fish and fish. Tables 6 and 7 below provide the maximum limits for selected metals and for perfluoroalkyl substances, respectively. Exporters should consult Regulation (EU) 2023/915 for comprehensive information about limits for other substances.



**Table 6****Limits on selected metals for fish products**

Product description	Maximum level (mg/kg) of metal
Lead	
3.1.15.1 Muscle meat of fish	0.30
Cadmium	
3.2.14.1 Muscle meat of fish except species listed in 3.2.14.2, 3.2.14.3 and 3.2.14.4	0.050
3.2.14.2 Muscle meat of mackerel, tuna and bichique	0.10
3.2.14.3 Muscle meat of bullet tuna (<i>Auxis</i> species)	0.15
3.2.14.4 Muscle meat of anchovy, swordfish and sardine	0.25
Mercury	
3.3.1.1–3.3.1.3 Muscle meat of specified fish (see full list and applicable level for each type in Regulation (EU) 2023/915)	0.30–1.00

Source: Regulation (EU) 2023/915.

Note: where fish are intended to be eaten whole, the maximum level applies to the whole fish. In case of dried, diluted, processed and/or compound food, operators should provide and justify the specific concentration, dilution or processing factors for the competent authority to decide the applicable level.

Health control of genetically modified food and novel food

Regulation (EC) 1829/2003 states that food or feed consisting of, containing or produced from genetically modified organisms cannot be placed on the market, used or processed unless it is authorized and complies with labelling requirements. Applications for authorization must be submitted to the competent authority of the importing member State, which then refers the request to the European Food Safety Authority for risk assessment.

Health control of fishery products intended for human consumption

Regulation (EU) 2017/625 requires that fishery and aquaculture products intended for human consumption must comply with European Union health, safety and marketing requirements.

Products intended for human consumption imported into the European Union must:

- Originate from approved countries and establishments listed in Commission Implementing Regulation (EU) 2021/404 (animal health) and Commission Implementing Regulation (EU) 2021/405 (hygiene and residues)
- Be accompanied by the appropriate health certificates
- Pass official controls at the designated border control posts

Importers must notify the arrival of consignments through the Trade Control and Expert System within the Integrated Management System for Official Controls, providing details about origin, destination and intended use. Release for free circulation in the European Union market is only allowed after presenting a certificate confirming compliance with all requirements.





Table 7

Maximum acceptable limits of perfluoroalkyl substances in fish

		Maximum level (µg/kg) of perfluoroalkyl substances				
		Perfluoro-octane sulfonic acid (1)	Perfluoro-octanoic acid (2)	Perfluoro-nonanoic acid (3)	Perfluoro-hexane sulfonic acid (4)	Sum (1)–(4)
4.2.2	Fishery products and bivalve molluscs					
4.2.2.1	Fish meat					
	Muscle meat of fish, except products listed in 4.2.2.1.2 and 4.2.2.1.3					
4.2.2.1.1	Muscle meat of fish listed in 4.2.2.1.2 and 4.2.2.1.3, in case it is intended for the production of food for infants and young children	2.0	0.20	0.50	0.20	2.0
	Muscle meat of the following fish, in case it is not intended for the production of food for infants and young children: Baltic herring, bonito, burbot, European sprat, flounder, grey mullet, horse mackerel, pike, plaice, sardine and pilchard, seabass, sea catfish, sea lamprey, tench, vendace, silverly lightfish, wild salmon and wild trout, wolf fish	7.0	1.0	2.5	0.20	8.0
4.2.2.1.3	Muscle meat of the following fish, in case it is not intended for the production of food for infants and young children: anchovy, babel, bream, char, eel, pike-perch, perch, roach, smelt and whitefish (other than those listed in 4.2.2.1.2)	35.0	8.0	8.0	1.5	45.0

Source: Regulation (EU) 2023/915.

Note: for the sum of (1)–(4), maximum levels refer to lower bound concentrations, which are calculated on the assumption that all the values below the limit of quantification are zero. In situations in which fish are intended to be eaten whole, the maximum level applies to the whole fish. In case of dried, diluted, processed and/or compound food, operators should provide and justify the specific concentration, dilution or processing factors for the competent authority to decide the applicable level.

Traceability, compliance and responsibility in food and feed

Traceability requirements are aimed at ensuring that food business operators are able to identify the immediate supplier of a product and the immediate subsequent consignee (the principle of one step back and one step forward). Although traceability provisions do not apply outside the European Union, the requirement does extend to European Union importers since they must be able to identify from whom the product was exported in the third country. That translates into a requirement for Pacific exporters to supply information to their buyers when and as required.



Control of illegal fishing

Regulation (EC) 1005/2008 requires that fishery products may only be imported into the European Union if accompanied by a valid catch certificate. The regulation prohibits trade in products derived from illegal, unreported, and unregulated fishing and ensures that all marine catches comply with international conservation and management rules, guaranteeing full traceability of fishery products entering the European Union market.

The certification scheme applies to marine products caught from 1 January 2010 onwards, with exceptions for aquaculture products obtained from fry or larvae, freshwater fish and ornamental fish. Catch certificates, as outlined in annex II of Regulation (EC) 1005/2008 or annex IV of its implementing rules (Regulation (EC) 1010/2009), must be submitted by the importer to the competent authorities of the member State of entry at least three working days before arrival (shorter deadlines apply for air, rail and road transport).

Certificates must be validated by the public authority of the flag State of the fishing vessel, confirming compliance with international fisheries laws and are subject to acceptance only if the flag State has notified the European Commission of its enforcement arrangements and verification capacity. Competent authorities in the importing European Union member States may carry out additional verification and access to the market may be suspended pending the results thereof. Landing or trans-shipment by third-country vessels is only permitted in designated ports and imports from vessels flying the flags of non-cooperating countries, listed under Council Implementing Decision 2014/170/EU, are prohibited.

Labelling requirements

Regulation (EU) 1379/2013 establishes that fishery and aquaculture products marketed in the European Union must comply with mandatory labelling requirements to provide consumers with clear and accurate information. Labels must indicate the following:

- Commercial and scientific designation of the species. For that purpose, member States publish a list of the commercial designations accepted in their territory
- Production method indicated by the harmonized terminology: “caught” or “caught in freshwater” or “farmed”
- Catch area:
 - ▶ Caught at sea: one of the fishing areas of the Food and Agriculture Organization of the United Nations
 - ▶ Caught in freshwater: reference to the country of origin
 - ▶ Aquaculture: reference to the country in which the product is farmed
- Whether the product has been defrosted. That requirement shall not apply to:
 - ▶ Ingredients present in the final product
 - ▶ Foods for which freezing is a technologically necessary step in the production process
 - ▶ Fishery and aquaculture products previously frozen for health safety purposes
 - ▶ Fishery and aquaculture products that have been defrosted before the process of smoking, salting, cooking, pickling, drying or a combination of any of those processes
- The date of minimum durability, where appropriate



Products imported from third countries subject to European Union marketing standards under Regulation (EC) 2406/96 must also display the country of origin in Roman letters at least 20 mm high, scientific and trade names, presentation, freshness and size categories, net weight in kilograms, date of grading and dispatch, and name and address of consignor. Information provided by the labels must be easy to understand, easily visible, clearly legible and indelible and must appear in the official language(s) of the European Union member State in which the product is marketed.

Voluntary information, such as date of catch, port of landing, fishing gear, environmental or ethical information or additional nutritional content, may be provided, including through QR codes, provided it does not replace mandatory information.

Additional general food labelling requirements under Regulation (EU) 1169/2011 apply, including the name of the product, net weight, minimum durability date, storage or use conditions, lot marking, manufacturer or packager details and a mandatory nutrition declaration listing energy value, fats, saturates, carbohydrates, sugars, protein and salt.

4.2.4 Voluntary sustainability standards

For frozen fish, relevant voluntary sustainability standards include, among others, the Marine Stewardship Council Fisheries Standard, Organic Pasifika certification, Global Seafood Alliance standards (Best Seafood Practices and Best Aquaculture Practices), Friend of the Sea certifications, the GLOBALG.A.P Aquaculture Standard and Aquaculture Stewardship Council certification. Two of those standards are described below.

Friend of the Sea Sustainable Fisheries and Fleets Certification

The Friend of the Sea Sustainable Fisheries and Fleets Certification applies to wild-capture fisheries and fishing fleets, defining best practices for ensuring sustainable fish stocks, minimizing environmental impact and maintaining effective fisheries management. The criteria for the standard are:

- No overexploited target stock according to the Food and Agriculture Organization of the United Nations, regional fishery bodies and national fisheries authorities
- No significant impact on the seabed
- Selective fishing gear (maximum 8 per cent discard)
- No bycatch listed as “vulnerable” or worse on the Red List of the International Union for Conservation of Nature
- Compliance with legal requirements (including total allowable catches, no illegal, unreported and unregulated fishing, mesh size, minimum size etc.)
- Waste and energy management
- Social accountability
- Additional criterion for certification of tuna: use of non-entangling fish aggregating devices

The cost of certification varies depending on various criteria.¹⁴

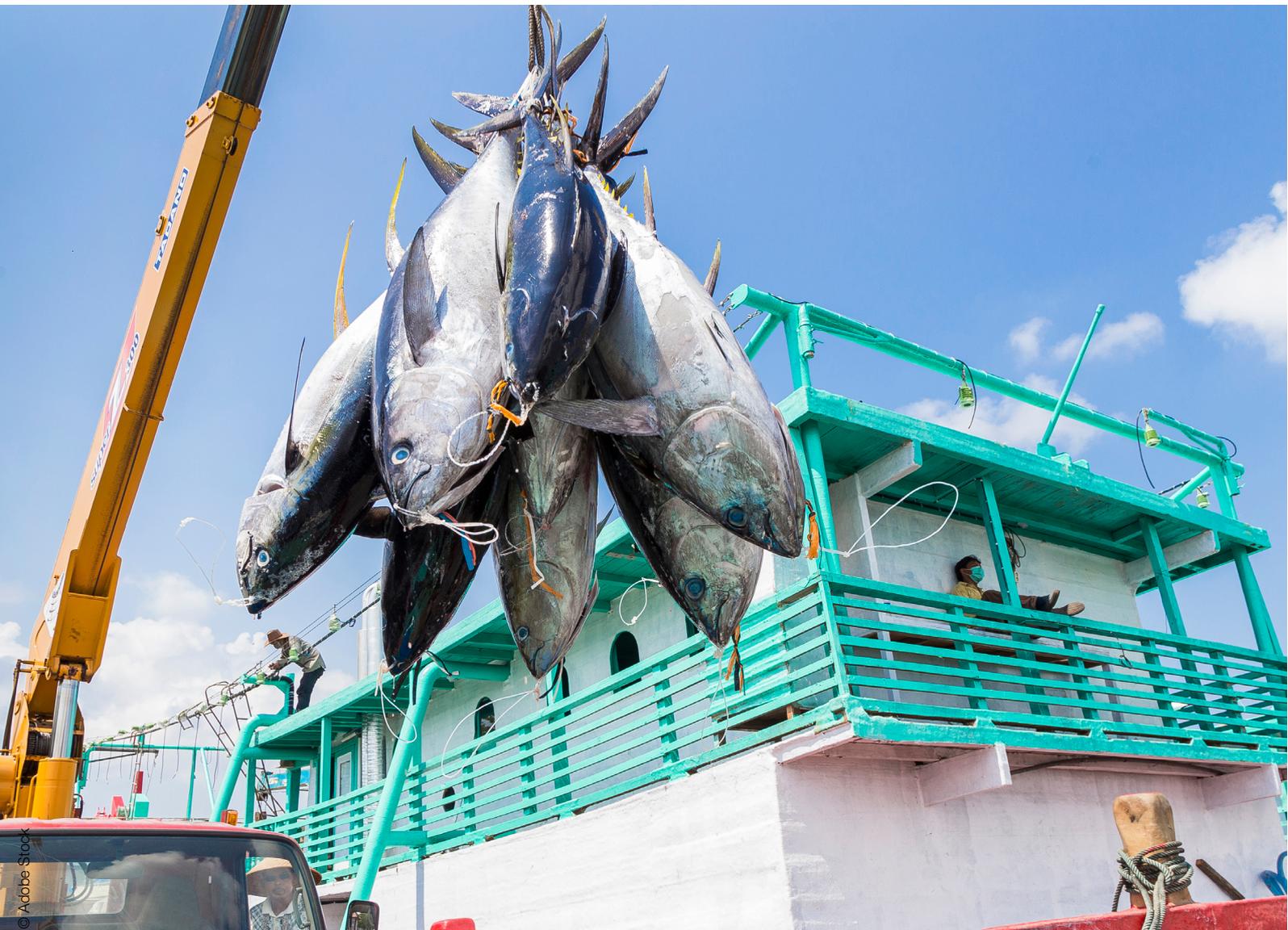
¹⁴ Further information is available at <https://friendofthesea.org/sustainable-standards-and-certifications/sustainable-fisheries-and-fleets>.



Global Seafood Alliance's Best Seafood Practices

The Global Seafood Alliance's Best Seafood Practices certification applies to the seafood supply chain, covering both fishing vessels and processing plants. It defines best practices for ensuring safe working conditions, environmental responsibility, food safety and operational excellence. Certification is based on two main standards: the Responsible Fishing Vessel Standard and the Seafood Processing Standard (described in detail in the next section). Those standards are aligned with ISO requirements and recognized initiatives such as the Global Food Safety Initiative and the Sustainable Supply Chain Initiative.

The Responsible Fishing Vessel Standard certifies high standards of operational practices relating to crew and welfare on board fishing vessels. It is based on the following two core principles: Vessel Management and Safety Systems and Crew Rights, Safety and Well-Being.¹⁵



¹⁵ Further information is available at <https://bspcertification.org>.



4.3 Prepared fish



© Adobe Stock

HS 160414 Prepared or preserved tuna, skipjack and Atlantic bonito whole or in pieces (but not minced) (prepared fish, whole or piece)

HS 160420 Prepared or preserved fish (but not whole or in pieces) (prepared fish, minced)

4.3.1 Strength of Pacific island economies in exporting prepared fish

The global prepared fish market was valued at \$390.4 billion in 2024 and is expected to grow to \$693.8 billion by 2034, expanding at a compound annual growth rate of 5.9 per cent between 2025 and 2034.¹⁶ That expansion is driven by increasing awareness of the nutritional benefits associated with seafood, the rising use of aquaculture technologies, the convenience of quick meals and the expansion of fast food and restaurant chains.¹⁷

Pacific island economies export both prepared or preserved fish (whole or piece) (HS 160414) and prepared or preserved fish (minced) (HS 160420), although the former has consistently accounted for the majority of exports. Overall, exports of prepared fish from Pacific island economies experienced significant growth over the past decade (2015–2024), with a compound annual growth rate of 41 per cent for prepared fish (whole or piece) and 47 per cent for prepared fish (minced). In 2024, Pacific island economies exported a total of \$315 million of prepared fish (whole or piece), with the two main exporters being Papua New Guinea with a share of 69 per cent of exports, followed by Solomon Islands, which accounted for 28 per cent. For prepared fish (minced), the region registered exports of \$2.3 million in 2024, with Solomon Islands accounting for almost 100 per cent of exports (figure 12).

¹⁶ Precedence Research, 2025, Fish Processing Market Driving Innovation in Preservation and Global Seafood Demand.

¹⁷ Market Data Forecast, 2025, Fish and Fish Products Market Report; and Allied Market Research, 2022, Processed Fish Market Research, 2031.

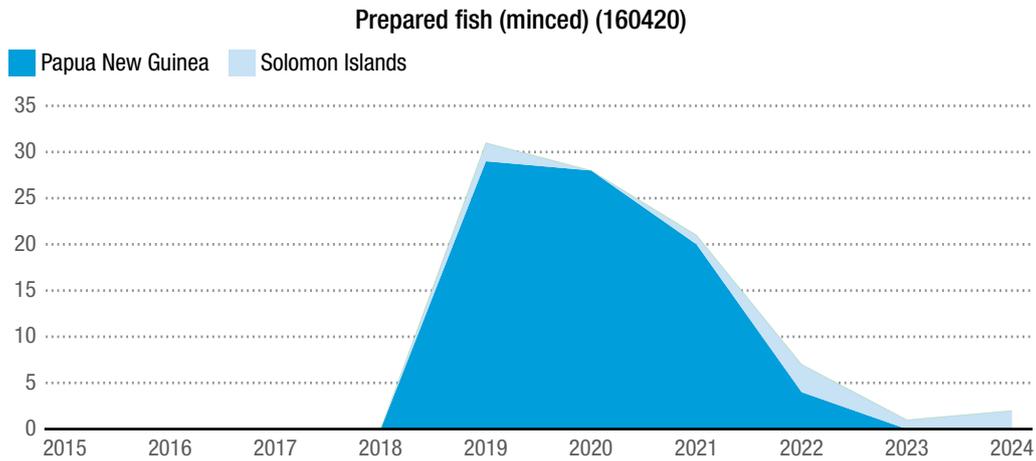
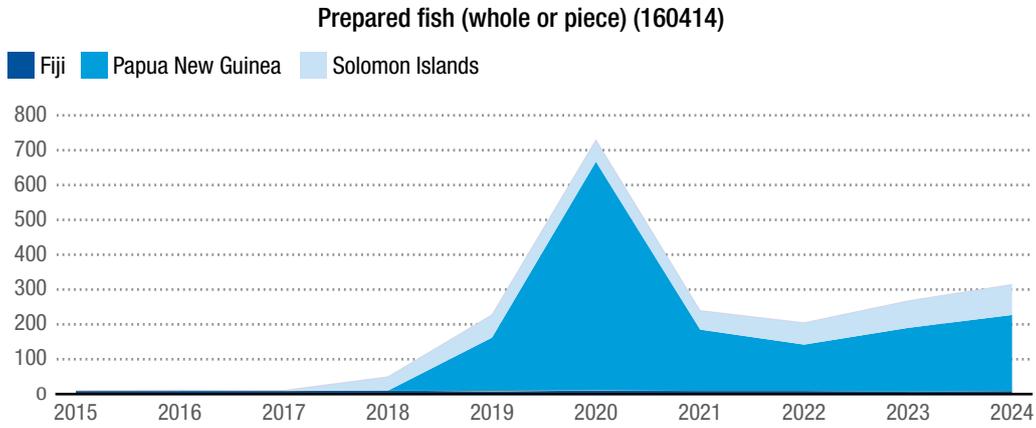




Figure 12

Exports of prepared fish from Pacific island economies, 2015–2024

(Millions of United States dollars)



Source: author’s compilation based on figures obtained from the ITC Trade Map Database.

The European Union remained the largest importer of prepared fish, with the continent importing approximately \$4 billion of prepared fish (whole or piece) and \$941 million of prepared fish (minced) in 2024. European Union demand for prepared fish (whole or piece) grew at a rate of 5 per cent between 2015 and 2024, while demand for prepared fish (minced) increased at an annual rate of 3 per cent. Other top importing markets for prepared fish include the United States, the United Kingdom, Japan, Thailand, Saudi Arabia and China (figure 13). Those figures indicate the large market potential for Pacific island economies to tap into.

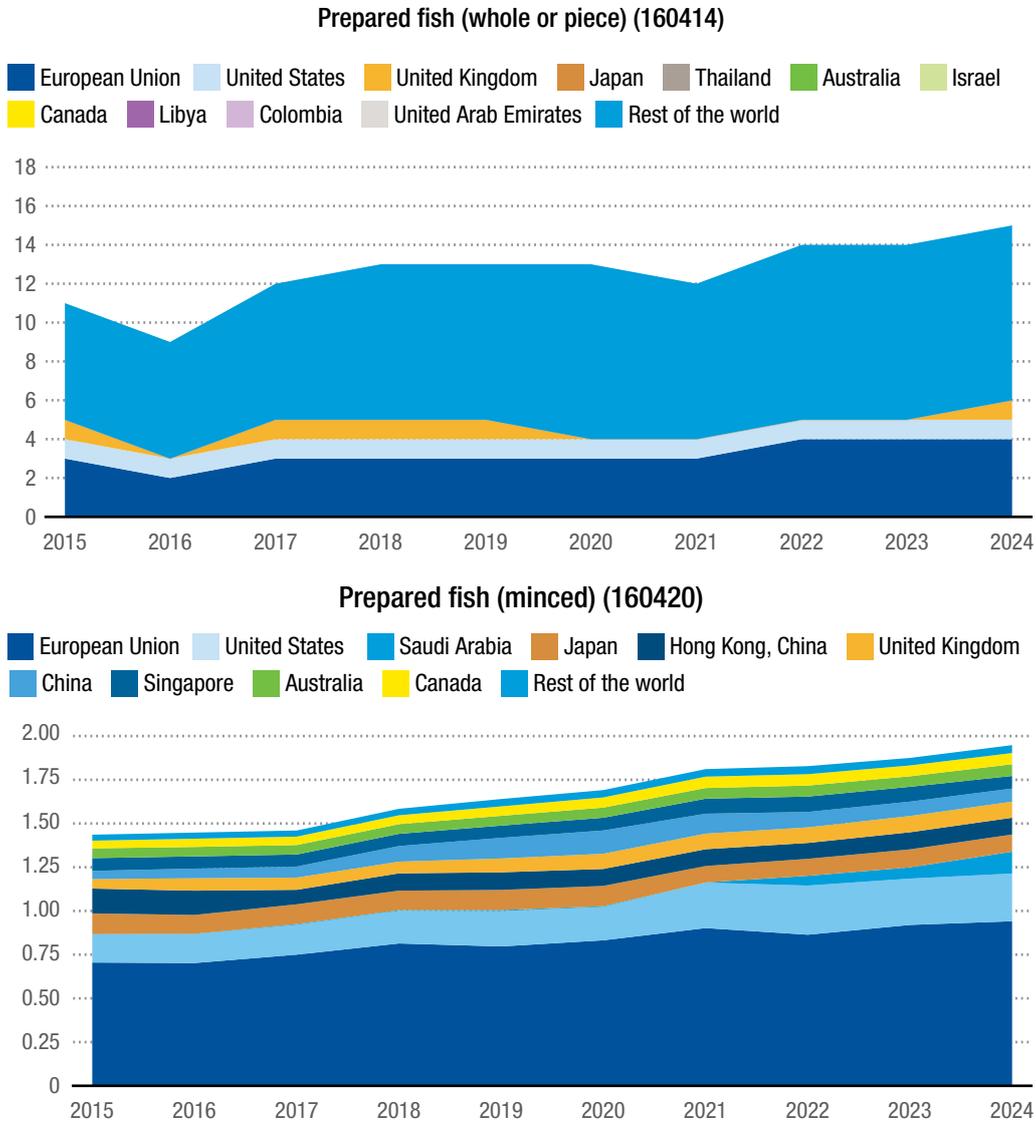




Figure 13

Major importers of prepared fish, 2015–2024

(Billions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

Within the European Union market, Italy, Spain and France were the top importers of both prepared fish (whole or piece) and prepared fish (minced) in 2024 (see figure 14). Exports from Pacific island economies to the European Union have grown steadily over the past five years. Between 2019 and 2024, export values increased from \$108 million to \$292 million. Italy, Germany and Spain have been the top markets for the product over the past three years and absorbed 81 per cent of Pacific exports of prepared fish in 2024. Some 92 per cent of Pacific exports of prepared fish were for the European Union market in 2024.

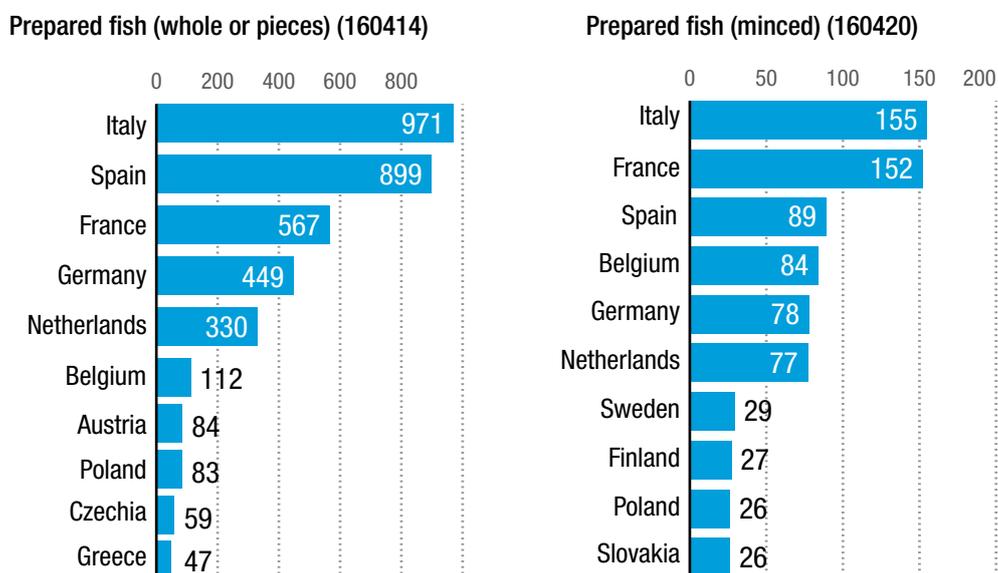




Figure 14

Top 10 importers of prepared fish in the European Union, 2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

4.3.2 Tariffs and rules of origin

Tariffs

Pacific island economies trade with the European Union under different regimes. Therefore, the tariff rates also differ accordingly:

- EPA members (Fiji, Papua New Guinea, Samoa and Solomon Islands) and EBA beneficiaries (Kiribati, Timor-Leste and Tuvalu) benefit from duty-free, quota-free access to the European Union market for both prepared fish (whole or piece) and prepared fish (minced)
- Standard GSP beneficiaries (Cook Islands, Micronesia (Federated States of), Niue and Vanuatu) face an average tariff of 20.54 per cent for prepared fish (whole or piece) and 13.61 per cent for prepared fish (minced) upon entry to the European Union market
- The rest of the Pacific island economies (the Marshall Islands, Nauru, Palau and Tonga) trade with the European Union under MFN terms, which translates into an average tariff of 24.04 per cent for prepared fish (whole or piece) and 18.40 per cent for prepared fish (minced) upon entry to the European Union market

Rules of origin

In order to benefit from lower tariff rates under EPA, the prepared fish must meet the rules of origin required under each regime, as set out in table 8 below. The certificate of origin should comply with the form provided under each regime.





Table 8

Rules of origin applied to prepared fish from Pacific island economies

Trading regime	Beneficiary	Applicable rules of origin	Explanation
EPA	<ul style="list-style-type: none"> • Fiji • Papua New Guinea • Samoa • Solomon Islands 	Manufacture in which the value of any materials of chapter 3 does not exceed 15 per cent of the ex-works price of the product ^a	The total value of all non-originating inputs (chapter 3 materials imported from other countries) used to make the final product must be less than 15 per cent of the product's ex-works price, that is the selling price of the finished product at the factory gate, before adding transport, insurance and taxes
EBA	<ul style="list-style-type: none"> • Kiribati • Timor-Leste • Tuvalu 	Manufacture: (a) from materials of any heading, except meat and edible meat offal of chapter 2 and materials of chapter 16 obtained from meat and edible meat offal of chapter 2; and (b) in which all the materials of chapter 3 and materials of chapter 16 obtained from fish and crustaceans, molluscs and other aquatic invertebrates of chapter 3 used are wholly obtained	The applicable rules of origin require simultaneous qualification of two rules: <ul style="list-style-type: none"> • Wholly obtained • Change in tariff heading (at the HS 4-digit level) with exclusion
Standard GSP	<ul style="list-style-type: none"> • Cook Islands • Micronesia (Federated States of) • Niue • Vanuatu 		The first rule means that the originating status cannot be conferred on the good that is made from non-originating (imported) input of chapter 2 (meat) and processed meat of chapter 16 (e.g. 1601 and 1602) The second rule means that all fish and seafood materials (chapter 3), as well as any processed products of chapter 16 derived from them, must be wholly obtained. That means, for products of aquaculture, including mariculture, the fish are born and raised in a Pacific island economy. For products of sea fishing and other products taken from the sea outside the territorial waters of a Pacific island economy, the fish are caught by vessels of a Pacific State
MFN	<ul style="list-style-type: none"> • Marshall Islands • Nauru • Palau • Tonga 	Change in tariff heading	Change in tariff heading (at the HS 4-digit level) is required. The originating status is conferred on a good that is classified under a different HS heading (at the HS 4-digit level) than the non-originating inputs

Source: author's compilation.

^a EPA, Protocol II, article 6 (6) (b) allows for the "global sourcing" derogation for processed fishery products of headings 1604 and 1605 that have been manufactured in on-land premises in a Pacific EPA economy from non-originating materials of chapter 3 that have been landed in a port of that economy, as the products are considered sufficiently worked or processed for the purposes of article 2 of the Protocol.

4.3.3 Product-specific requirements

Products imported into the European Union market must meet specific requirements (such as sanitary and phytosanitary measures and other technical requirements) to ensure that they are suitable for consumption in the market. For prepared fish, the requirements below apply.

Food safety

Foodstuffs entering the European Union market must comply with general laws, including the General Food Law Regulation (Regulation (EC) 178/2002) and the general rules on food hygiene (Regulation (EU) 2017/625). Regulation (EU) 2017/625 establishes the legal framework for controlling residues in food of animal origin within the European Union. Controls carried out by non-European Union countries must provide assurances that are equivalent to those required under European Union law.

Third countries that wish to export food of animal origin into the European Union must submit an annual residue monitoring plan for the relevant commodities to the European Commission.



After approval by the European Commission, those countries are included in the list published in Commission Implementing Regulation (EU) 2021/405. Being included on the “residues list” is a mandatory condition for exporting food of animal origin to the European Union. Requirements related to public and animal health also apply.

Inclusion and the continued presence on this list depend on the submission by the third country of a plan outlining the guarantees that it provides regarding the monitoring of the residue groups and substances specified in annex I of Regulation (EU) 2022/1644.

Moreover, Regulation (EU) 2023/915 sets the limits for (a) metals, such as lead, cadmium and mercury; (b) halogenated persistent organic pollutants, such as dioxins and dioxin-like polychlorinated biphenyls and perfluoroalkyl substances in fish; and (c) processing contaminants, such as polycyclic aromatic hydrocarbons in smoked fish and fish. Tables 9 and 10 provide the maximum limits for selected metals and for perfluoroalkyl substances, respectively. Exporters should consult Regulation (EU) 2023/915 for comprehensive information on limits for other substances.



Table 9
Limits on selected metals for fish products

Product description	Maximum level (mg/kg) of metal
Lead	
3.1.15.1 Muscle meat of fish	0.30
Cadmium	
3.2.14.1 Muscle meat of fish except species listed in 3.2.14.2, 3.2.14.3 and 3.2.14.4	0.050
3.2.14.2 Muscle meat of mackerel, tuna and bichique	0.10
3.2.14.3 Muscle meat of bullet tuna (<i>Auxis</i> species)	0.15
3.2.14.4 Muscle meat of anchovy, swordfish and sardine	0.25
Mercury	
3.3.1.1 Muscle meat of specified fish (see full list and applicable level for each type in Regulation (EU) 2023/915)	0.30–1.00

Source: Regulation (EU) 2023/915.

Note: where fish are intended to be eaten whole, the maximum level applies to the whole fish. In case of dried, diluted, processed and/or compound food, operators should provide and justify the specific concentration, dilution or processing factors for the competent authority to decide the applicable level.

Health control of genetically modified food and novel food

Regulation (EC) 1829/2003 establishes that no person shall place on the market, use or process foodstuffs or feed consisting of, containing or produced from genetically modified organisms unless they are covered by an authorization and comply with the provisions on labelling. The application for authorization must be sent to the competent authority of the importing member State and then referred to the European Food Safety Authority for risk assessment.




Table 10
Maximum acceptable limits of perfluoroalkyl substances in fish

		Maximum level (µg/kg) of perfluoroalkyl substances				
		Perfluoro-octane sulfonic acid (1)	Perfluoro-octanoic acid (2)	Perfluoro-nonanoic acid (3)	Perfluoro-hexane sulfonic acid (4)	Sum (1)–(4)
4.2.2	Fishery products and bivalve molluscs					
4.2.2.1	Fish meat					
4.2.2.1.1	Muscle meat of fish, except products listed in 4.2.2.1.2 and 4.2.2.1.3 Muscle meat of fish listed in 4.2.2.1.2 and 4.2.2.1.3, in case it is intended for the production of food for infants and young children	2.0	0.20	0.50	0.20	2.0
4.2.2.1.2	Muscle meat of the following fish, in case it is not intended for the production of food for infants and young children: Baltic herring, bonito, burbot, European sprat, flounder, grey mullet, horse mackerel, pike, plaice, sardine and pilchard, seabass, sea catfish, sea lamprey, tench, vendace, silverly lightfish, wild salmon and wild trout, wolf fish	7.0	1.0	2.5	0.20	8.0
4.2.2.1.3	Muscle meat of the following fish, in case it is not intended for the production of food for infants and young children: anchovy, babel, bream, char, eel, pike-perch, perch, roach, smelt and whitefish (other than those listed in 4.2.2.1.2)	35.0	8.0	8.0	1.5	45.0

Source: Regulation (EU) 2023/915.

Note: for the sum of (1)–(4), maximum levels refer to lower bound concentrations, which are calculated on the assumption that all the values below the limit of quantification are zero. In situations in which fish are intended to be eaten whole, the maximum level applies to the whole fish. In case of dried, diluted, processed and/or compound food, operators should provide and justify the specific concentration, dilution or processing factors for the competent authority to decide the applicable level.

Health control of fishery products intended for human consumption

Regulation (EU) 2017/625 requires that fishery and aquaculture products intended for human consumption must comply with European Union health, safety and marketing requirements.

Products intended for human consumption imported into the European Union must:

- Originate from approved countries and establishments in Commission Implementing Regulation (EU) 2021/404 (animal health) and Commission Implementing Regulation (EU) 2021/405 (hygiene and residues)
- Be accompanied by the appropriate health certificates
- Pass official controls at the designated border control posts

Importers must notify the arrival of consignments through the Trade Control and Expert System within the Integrated Management System for Official Controls, providing detailed information about the consignment's origin, destination and intended use. Release for free circulation in the European Union market is only permitted upon presentation of a certificate confirming that the consignment meets all applicable requirements.



Traceability, compliance and responsibility in food and feed

Traceability requirements are aimed at ensuring that food business operators are able to identify the immediate supplier of a product and the immediate subsequent consignee (the principle of one step back and one step forward), from the European Union importer up to the retail level, excluding supply to the final consumer. Food and feed operators are also required to have systems and procedures in place that allow for that information to be made available to the competent authorities upon request.

Although traceability provisions do not apply outside the European Union, the requirement does extend to European Union importers since they must be able to identify from whom the product was exported in the third country. That translates into a requirement for Pacific exporters to supply information to their buyers when and as required.

Control of illegal fishing

Regulation (EC) 1005/2008 establishes that fishery products may only be imported into the European Union if they are accompanied by a valid catch certificate. The regulation prohibits trade in products derived from illegal, unreported and unregulated fishing and ensures that all marine catches comply with international conservation and management rules, ensuring full traceability of fishery products entering the European Union market.

The certification scheme applies to marine products caught from 1 January 2010 onwards, with exceptions for aquaculture products obtained from fry or larvae, freshwater fish and ornamental fish. Catch certificates, as set out in annex II of Regulation (EC) 1005/2008 or annex IV of its implementing rules (Regulation (EC) 1010/2009), must be submitted by the importer to the competent authorities of the member State of entry at least three working days before arrival, with shorter deadlines for air, rail and road transport.

Certificates must be validated by the public authority of the flag State of the fishing vessel, confirming compliance with international fisheries laws and are subject to acceptance only if the flag State has notified the Commission of its enforcement arrangements and verification capacity. Competent authorities in the importing European Union member States may carry out additional verifications and access to the market may be suspended pending the results thereof. Landing or trans-shipment by third-country vessels is only permitted in designated ports and imports from vessels flying the flags of non-cooperating countries, listed under Council Implementing Decision 2014/170/EU, are prohibited.

Labelling requirements

Regulation (EU) 1379/2013 establishes that fishery and aquaculture products marketed in the European Union must comply with mandatory labelling requirements to provide consumers with clear and accurate information. Labels must indicate the following:

- Commercial and scientific designation of the species. For that purpose, member States publish a list of the commercial designations accepted in their territory
- Production method indicated by the harmonized terminology: “caught” or “caught in freshwater” or “farmed”
- Catch area:
 - ▶ Caught at sea: one of the fishing areas of the Food and Agriculture Organization of the United Nations
 - ▶ Caught in freshwater: reference to the country of origin



- ▶ Aquaculture: reference to the country in which the product is farmed
- Whether the product has been defrosted. This requirement shall not apply to:
 - ▶ Ingredients present in the final product
 - ▶ Foods for which freezing is a technologically necessary step in the production process
 - ▶ Fishery and aquaculture products previously frozen for health safety purposes
 - ▶ Fishery and aquaculture products that have been defrosted before the process of smoking, salting, cooking, pickling, drying or a combination of any of those processes
- The date of minimum durability, where appropriate

Products imported from third countries subject to European Union marketing standards under Regulation (EC) 2406/96 must also display the country of origin in Roman letters at least 20 mm high, scientific and trade names, presentation, freshness and size categories, net weight in kilograms, date of grading and dispatch, and name and address of consignor. Information provided by the labels must be easy to understand, easily visible, clearly legible and indelible and must appear in the official language(s) of the European Union member State in which the product is marketed.

Voluntary information, such as date of catch, port of landing, fishing gear, environmental or ethical information, or additional nutritional content, may be provided, including through QR codes, provided it does not replace mandatory information. Small quantities sold directly from fishing vessels may be exempted under certain conditions.

Additional general food labelling requirements under Regulation (EU) 1169/2011 apply, including the name of the product, net weight, minimum durability date, storage or use conditions, lot marking, manufacturer or packager details, and a mandatory nutrition declaration listing energy value, fats, saturates, carbohydrates, sugars, protein and salt.

Marketing standards for preserved tuna and bonito

Regulation (EEC) 1536/92 establishes that imports of preserved tuna and bonito intended for human consumption may only be marketed in the European Union if they comply with the defined common marketing standards. Products must be prepared exclusively from species listed in the annex to the Regulation and different species may not be mixed in the same container. Commercial presentations, including solid, chunks, fillets, flakes, grated or shredded forms, must meet the definitions in the Regulation and the covering medium – such as olive oil, vegetable oil or natural medium – must comply with the specified conditions if it forms part of the trade description.

The Regulation establishes the minimum ratios between the weight of the fish contained in the container after sterilization and the net weight expressed in grams. Those ratios vary according to the type of presentation and the covering medium. Pre-packaging must clearly indicate the type of fish and species (tuna or bonito), presentation or culinary preparation, designation of the covering medium and the fish content ratio.

Imports of swordfish (*Xiphias gladius*) and bigeye tuna (*Thunnus obesus*) into the European Union are only permitted when consignments are accompanied by a properly completed and validated statistical importation document, in line with the monitoring programme of the European Union for these species. That programme is established under:

- Regulation (EC) 1984/2003 for bluefin and bigeye tuna and swordfish
- Regulation (EU) 2021/56 for tropical tuna under the Convention for the Establishment of an Inter-American Tropical Tuna Commission



- Regulation (EU) 2022/2343 for Indian Ocean bigeye tuna under the Indian Ocean Tuna Commission

The statistical document must follow the approved specimen formats specified in the respective regulations and be validated by an authorized person or institution, such as the flag State authority of the fishing vessel or an approved civil servant in the territorial waters in which the catch was made. Importers must present the document to the competent authorities at the European Union entry point, providing full consignment details, including vessel identification, flag, fishery area, country of origin, product identification, net weight and TARIC (integrated tariff of the European Union) code.

Specific management and control measures also apply: North Atlantic swordfish under Regulation (EU) 2017/2107; Mediterranean swordfish under Regulation (EU) 2019/1154; tropical tuna under Regulation (EU) 2021/56; and Indian Ocean bigeye tuna under Regulation (EU) 2022/2343. They cover catch limits, fishing seasons, minimum sizes, designated ports, reporting obligations and other conservation measures. Imports that do not comply with those requirements are prohibited.

Convention on International Trade in Endangered Species of Wild Fauna and Flora – endangered species protection

Imports of certain endangered species of fish are subject to compliance with the wildlife regulatory measures of the European Union, which are based on the Convention on International Trade in Endangered Species of Wild Fauna and Flora. The regulatory framework operates as a double-control system and requires authorization both from the exporting country and the European Union.

There are different requirements and procedures for species listed in annexes A, B, C and D of Regulation (EC) 338/97. Exporters must comply with the specific authorization, documentation and reporting procedures applicable to the species that they are exporting.

4.3.4 Voluntary sustainability standards

For prepared fish, relevant voluntary sustainability standards include, among others, the Marine Stewardship Council Fisheries Standard, the Global Seafood Alliance standards (Seafood Processing Standard and Best Aquaculture Practices), Friend of the Sea certifications, the GLOBALG.A.P Aquaculture Standard and Aquaculture Stewardship Council certification. Two of those standards are described below.

Marine Stewardship Council Fisheries Standard

The Marine Stewardship Council Fisheries Standard applies to wild-capture fisheries (marine or freshwater) and defines best practices for ensuring sustainable fish stocks, minimizing environmental impact and maintaining effective fisheries management. Fisheries are assessed by independent and accredited certification bodies using a set of performance indicators under each principle. Each indicator is scored on a scale of 0–100. To achieve certification, a fishery must score at least 60 on all indicators and an average of 80 across each principle. Scores below 80 require the fishery to implement measures for improvement within a defined period, usually before the next assessment. Once certified, exporters can sell their products with the Marine Stewardship blue eco-label, provided the supply chain also meets the Marine Stewardship Council Chain of Custody Standard.



Certification is valid for five years, with annual surveillance audits to ensure continued compliance and progress on improvement measures. The cost of certification depends on the complexity of the fishery, the availability of information and the level of stakeholder involvement. Historical information suggests that costs are in the range of \$15,000 to \$120,000.¹⁸

Global Seafood Alliance Seafood Processing Standard

The Global Seafood Alliance Seafood Processing Standard applies to both wild-capture and farmed products and covers four key areas, namely social accountability, environmental responsibility, food safety and animal health and welfare. It is the only specific standard that caters for seafood processing plants. Processing plants are assessed by independent and accredited certification bodies against detailed criteria under those four pillars. To achieve certification, facilities must demonstrate compliance with all critical criteria and commit to continuous improvement. Sanitary and phytosanitary certification is typically valid for one year with annual reassessments to verify ongoing compliance. Version 6.0 introduces a modular audit structure designed to improve audit efficiency and provide a more tailored assessment of facilities, including those processing wild-capture seafood. Under that approach, facilities are audited only against the modules applicable to their operations.¹⁹



¹⁸ Further information is available at <https://www.msc.org/for-business/fisheries/fishery-certification-guide>.

¹⁹ Detailed information is available at <https://info.globalseafood.org/seafood-processing-with-standards>.



4.4 Coconut oils



© Adobe Stock

HS 151311 – Crude coconut oil

HS 151319 – Virgin coconut oil; whether or not refined, but not chemically modified

4.4.1 Strength of Pacific island economies in exporting coconut oils

The global coconut oil market was valued at approximately \$5.49 billion in 2025 and is expected to reach \$7.61 billion by 2029, with a compound annual growth rate of 8.5 per cent. That expansion is driven by increasing consumer demand for plant-based and vegan products, rising interest in natural cosmetics and personal care formulations and the growing use of coconut oil in functional foods and beverages.²⁰

While facing fluctuation due to growing uncertainty, there has been a notable upswing in the price of coconut oil (figure 15).



Figure 15

Coconut oil price index, 2000–2024



Source: author's compilation on the basis of figures obtained from the World Bank Commodity Markets Database.

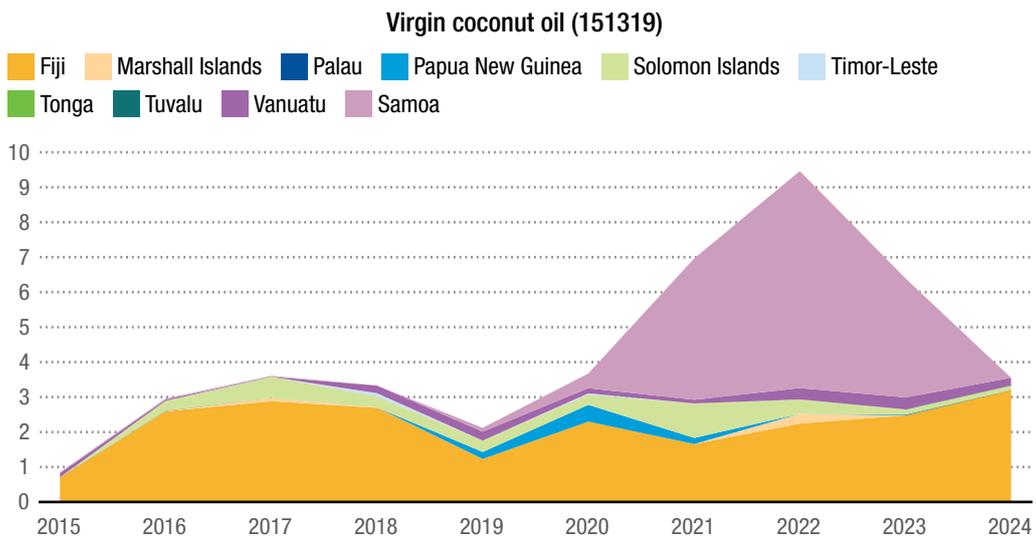
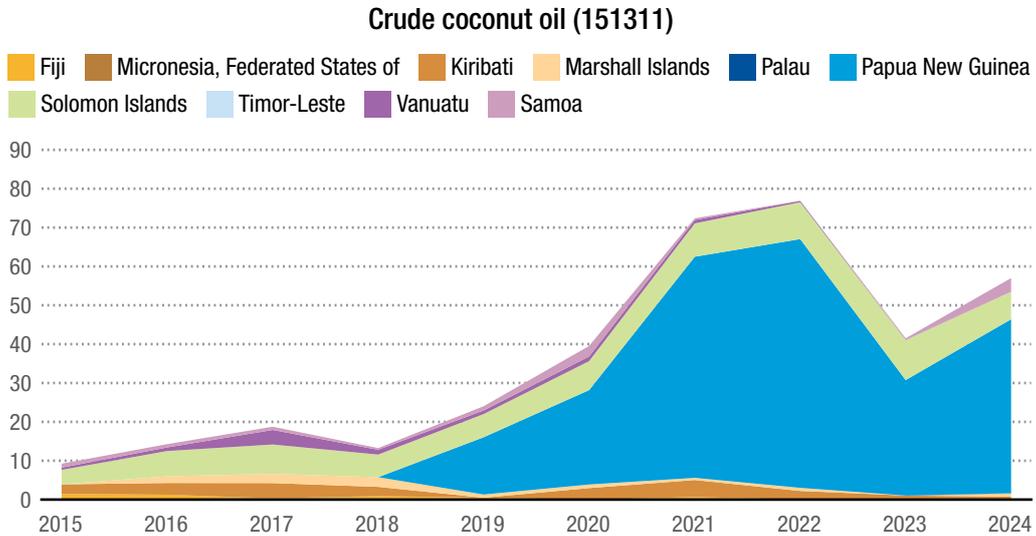
²⁰ International Coconut Community, 2025, A bullish coconut oil market in the second half of 2025.



Figure 16

Exports of coconut oil from Pacific island economies, 2015–2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

During 2024, coconut oil prices rose by 73 per cent, from \$1,126 a tonne in January to \$1,949 in December.²¹ In the first half of 2025, the coconut oil price continued to rise from approximately \$1,976 a tonne in January 2025 to \$2,587 in April, a 31 per cent increase. Prices are projected to hold within the range of \$2,500 to \$2,700 a tonne in 2025.²²

Pacific island economies export both crude coconut oil (HS 151311) and virgin coconut oil (HS 151319), although the former accounted for the majority of coconut oil exported. Overall, exports of coconut oil from Pacific island economies experienced strong growth between 2015 and 2024, at a compound annual growth rate of 22 per cent for crude coconut oil and 17 per cent for virgin coconut oil. In 2024, Pacific island economies exported a total of \$57 million of crude coconut oil, for which Papua New Guinea accounted for 79 per cent, followed by Solomon Islands

²¹ International Coconut Community, 2025, Market review of coconut oil: May 2025.

²² International Coconut Community, 2025, A bullish coconut oil market in the second half of 2025.



(12 per cent) and Samoa (6 per cent). Kiribati, the Marshall Islands and Vanuatu also recorded notable exports of crude coconut oil over the years, ranging from approximately \$0.5 million to approximately \$4.5 million depending on the year (figure 16). For virgin coconut oil, the region recorded \$3.5 million in total exports in 2024, with Fiji (90 per cent) being the major exporter, followed by Vanuatu (6 per cent) and Solomon Islands (4 per cent).

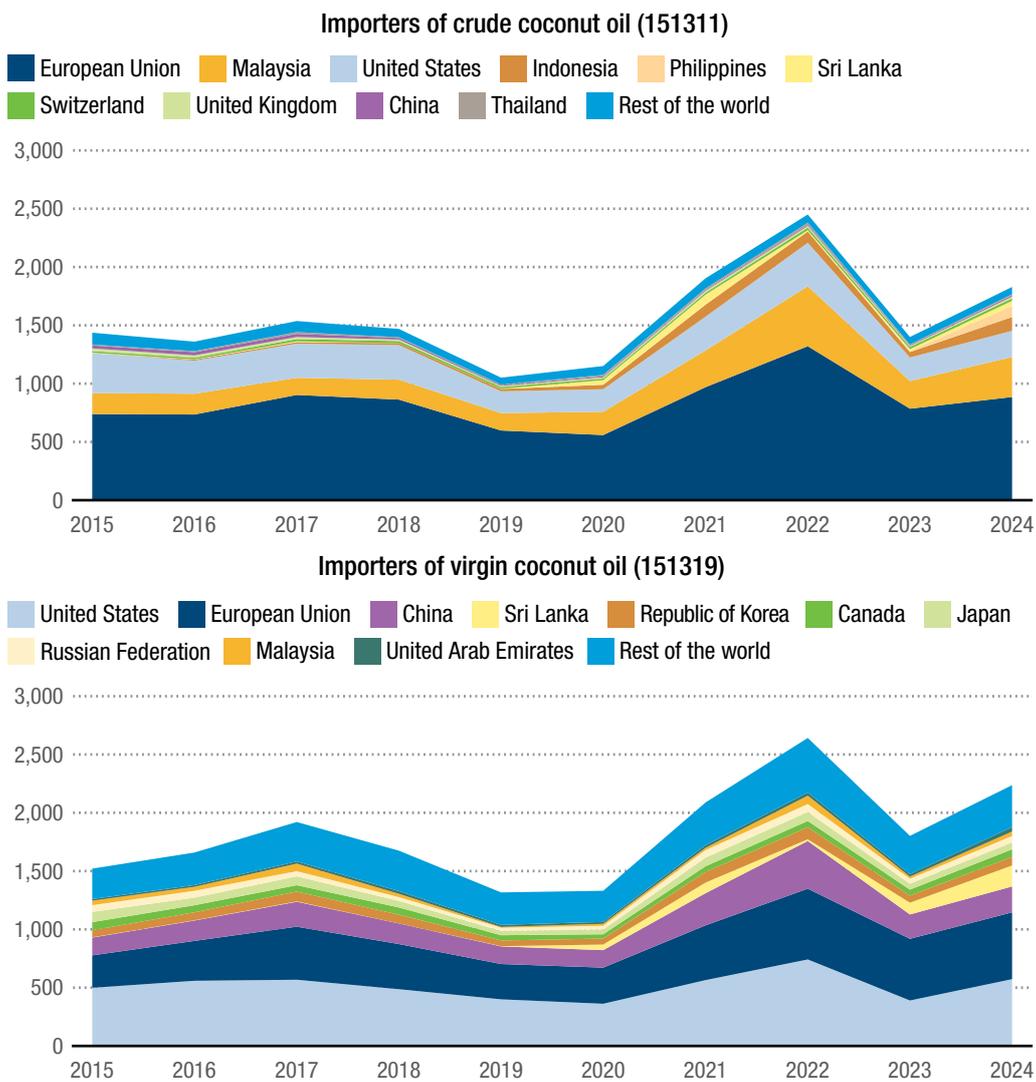
The European Union is the largest importer of coconut oil. In 2024, the European Union imported approximately \$1.45 billion worth of coconut oil, including crude coconut oil worth \$885 million and virgin coconut oil worth \$573 million. The European Union market also showed strong growth in demand, with imports of crude coconut oil expanding at a rate of 2 per cent annually, while virgin coconut oil imports grew at a rate of 8 per cent annually during the period 2015–2024. Besides the European Union, other major importing markets include the United States, China, Malaysia and Sri Lanka (figure 17). Such figures indicate the large potential markets for Pacific coconut oil exporters.



Figure 17

Major importers of coconut oil, 2015–2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.



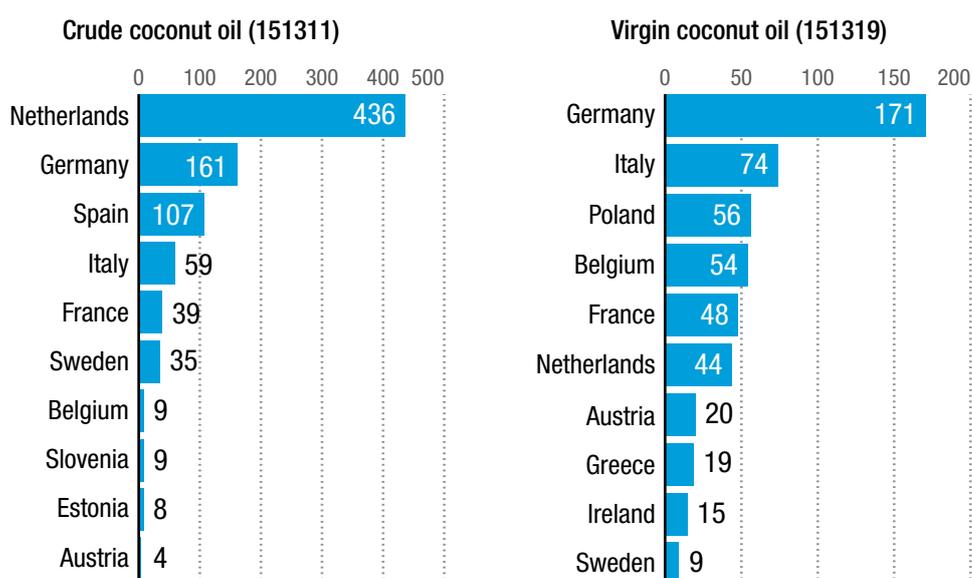
Within the European Union market, the Netherlands, Germany, Spain, Italy and France are the top importers of coconut oil, although their preferred products differ. The Netherlands was the biggest importer in the bloc.²³ The majority of its coconut oil imports were crude coconut oil (\$436 million) compared with \$44 million in virgin coconut oil imports in 2024. On the other hand, Germany imports a large volume of both types, worth \$161 million and \$171 million, respectively, in 2024 (figure 18).



Figure 18

Top 10 importers of coconut oil in the European Union

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

4.4.2 Tariffs and rules of origin

Tariffs

Pacific island economies trade with the European Union under different regimes. Therefore, the tariff rates also differ accordingly (figure 19):

- EPA members (Fiji, Papua New Guinea, Samoa and Solomon Islands) and EBA beneficiaries (Kiribati, Timor-Leste and Tuvalu) benefit from duty-free, quota-free access to the European Union market for both crude and virgin coconut oils
- Standard GSP beneficiaries (Cook Islands, Micronesia (Federated States of), Niue and Vanuatu) face a tariff of 1.65 per cent for crude coconut oil and 5.75 per cent for virgin coconut oil upon entry to the European Union market

²³ That could be due to the Rotterdam effect, as imports may enter the European Union through the port of Rotterdam before being distributed to other destinations in the bloc.





Figure 19

Tariff rates on coconut oil imports into the European Union

(Percentage)

	Crude coconut oil	Virgin coconut oil
Marshall Islands, Nauru, Palau, Tonga	6.05%	9.38%
Cook Islands, Micronesia Federated States of, Niue, Vanuatu	1.65%	5.75%
Fiji, Kiribati, Papua New Guinea, Samoa, Solomon Islands, Timor-Leste, Tuvalu	0.00%	0.00%

Source: author's compilation based on figures obtained from the ITC Trade Map Database.

Note: The above are average tariffs at the HS 6-digit level. National Tariff Line tariffs can be checked at the Access2Market portal.

- The rest of the Pacific island economies (the Marshall Islands, Nauru, Palau and Tonga) trade with the European Union under MFN terms, which translates into a tariff of 6.05 per cent for crude coconut oil and 9.38 per cent for virgin coconut oil upon entry to the European Union market

Rules of origin

In order to benefit from the lower tariff rates under the EPA, EBA and Standard GSP regimes, Pacific island coconut oil must meet the rules of origin required under each regime, as explained below in table 11 (substantive rules). The certificate of origin should comply with the form provided under each regime.





Table 11

Rules of origin applied to coconut oil from Pacific island economies

Trading regime	Beneficiary	Applicable rules of origin	Explanation
EPA	<ul style="list-style-type: none"> • Fiji • Papua New Guinea • Samoa • Solomon Islands 	Manufacture in which all the materials used are classified within a heading other than that of the product	<p>Change in tariff heading (at the HS 4-digit level) is required. The originating status is conferred on a good that is classified in a different HS heading than the non-originating inputs, which means:</p> <ul style="list-style-type: none"> • Crude coconut oil (HS 151311) made from imported (non-originating) copra (HS 1203) in a Pacific island economy qualifies • Virgin coconut oil (HS 151319) made from imported (non-originating) fresh coconut (HS 0801) qualifies <p>Wholly obtained coconut oils (made from 100 per cent domestically sourced inputs) always qualify</p>
EBA	<ul style="list-style-type: none"> • Kiribati • Timor-Leste • Tuvalu 	Manufacture from materials of any subheading, except that of the product	<p>Change in tariff subheading (at the HS 6-digit level) is required. The originating status is conferred on a good that is classified under a different HS subheading than the non-originating inputs, which means:</p> <ul style="list-style-type: none"> • Crude coconut oil (HS 151311) made from imported (non-originating) copra (HS 120300) in a Pacific island economy qualifies • Virgin coconut oil (HS 151319) made from imported (non-originating) fresh coconut (HS 080111, 080112 and 080119) qualifies <p>Wholly obtained coconut oils (made from 100 per cent domestically sourced inputs) always qualify</p>
Standard GSP	<ul style="list-style-type: none"> • Cook Islands • Micronesia (Federated States of) • Niue • Vanuatu 		<p>Change in tariff heading (at the HS 4-digit level) is required. The originating status is conferred on a good that is classified in a different HS heading than the non-originating inputs or that has undergone refining</p>
MFN	<ul style="list-style-type: none"> • Marshall Islands • Nauru • Palau • Tonga 	Change in tariff heading or refining	

Source: author's compilation.

4.4.3 Product-specific requirements

Products imported into the European Union market must meet specific requirements (sanitary and phytosanitary measures and other technical requirements) to ensure that they are suitable for consumption in the market.²⁴ For coconut oils, the requirements set out below apply.

Control of contaminants in foodstuffs

Foodstuffs cannot be placed on the European Union market or used as raw materials or ingredients in foods if they contain a contaminant in a quantity higher than the maximum level established in Regulation (EU) 2023/915. For coconut oils, the thresholds that apply are summarized in table 12.

Health control of genetically modified food and novel food

Regulation (EC) 1829/2003 specifies that no person shall place on the market, use or process foodstuffs or feed consisting of, containing or produced from genetically modified organisms unless they are covered by an authorization and comply with the provisions on labelling. The application for authorization must be sent to the competent authority of the importing member State and then referred to the European Food Safety Authority for risk assessment.

²⁴ See also UNCTAD, 2023, Vanuatu Virgin Coconut Oil Export Guide (United Nations publication, Geneva).





Table 12

Maximum levels of contaminants permitted in coconut oils

Products	Maximum level of contaminant
Coconut oil placed on the market for the final consumer or used as an ingredient in food	Benzo(a)pyrene: 2.0 µg/kg Sum of polycyclic aromatic hydrocarbons (benzo(a)pyrene, benz(a)anthracene, benzo(b) fluoranthene and chrysene): 20.0 µg/kg
Oils and fats from coconut, maize, rapeseed, sunflower, soybean, palm kernel and olive oils (composed of refined olive oil and virgin olive oil) and mixtures of oils and fats with oils and fats only from this category	Sum of 3-monochloropropanediol (3-MCPD) and 3-MCPD fatty acid esters, expressed as 3-MCPD: 1,250 µg/kg

Source: Regulation (EU) 2023/915

Traceability, compliance and responsibility in food and feed

Traceability requirements are aimed at ensuring that food business operators are able to identify the immediate supplier of a product and the immediate subsequent consignee (the principle of one step back and one step forward), from the European Union importer up to the retail level, excluding supply to the final consumer. Food and feed operators are also required to have systems and procedures in place that allow for that information to be made available to the competent authorities upon request.

Although traceability provisions do not apply outside the European Union, the requirement does extend to European Union importers since they must be able to identify from whom the product was exported in the third country. That translates into the requirements for Pacific exporters to supply information to their buyers when and as required.

Labelling of foodstuffs

All foodstuffs marketed in the European Union must comply with its labelling rules, which are aimed at ensuring that consumers get all the essential information to make an informed choice when purchasing their foodstuffs. In general, the European Union has two types of food labelling requirements: general rules applied to all foodstuffs and specific requirements for certain groups of products.

Coconut oils are not subject to specific requirements, so only general rules apply. However, coconut oil marketed as organic must also meet organic labelling requirements. Foodstuffs should be labelled as organic only in situations in which all or almost all (at least 95 per cent of the agricultural ingredients of the product by weight) of the ingredients of agricultural origin are organic.²⁵

Table 13 shows the general rules on food labelling, comprising the mandatory food information that must accompany any food intended for supply to the final consumer.

²⁵ See Regulation (EU) 2018/848.



**Table 13****Mandatory information for food labelling in the European Union**

Information	Detailed requirements
Name of the food	Legal name, not intellectual property-protected name, brand name or fancy name
List of ingredients	All ingredients (including additives or enzymes) in descending order of weight as recorded at the time of their use in the manufacture, designated by their specific name Any ingredient or processing aid listed or derived from a substance or product causing allergies or intolerances must be listed
Net quantity	Expressed in units of volume (litres, centilitres or millilitres) in the case of liquid products and units of mass (kilograms or grams) in the case of other products
Minimum durability date	The date until which the foodstuff retains its specific properties when properly stored. The date shall consist of the day, month and year in that order and preceded by the words “best before” or “best before end” or “use by” (for perishable goods)
Storage conditions or conditions of use	Included in situations in which foods require special storage conditions and/or conditions of use. The storage conditions and/or time limit for consumption once the package is opened should be included
Country of origin or place of provenance	Indication of this is mandatory in situations in which failure to indicate it might mislead the consumer as to the true country of origin or place of provenance of the food
Instructions for use	Instructions for the use of a food shall be indicated to enable appropriate use
Alcoholic strength	The actual alcoholic strength of products containing more than 1.2 per cent of alcohol, other than those classified in HS heading 2204, shall be indicated
Lot marking	Indication that allows identification of the lot to which the foodstuff belongs shall be visible on pre-packaged foodstuffs preceded by the letter “L”
Nutrition declaration	Mandatory content to be placed in the label includes: <ul style="list-style-type: none"> • Energy value • The amounts of fat, saturates, carbohydrate, sugars, protein and salt Non-mandatory content includes: mono-unsaturates; polyunsaturates; polyols; starch; fibre; and vitamins and minerals

Source: author’s compilation from data obtained from the Access2Market portal.

4.4.4 Voluntary sustainability standards

As the production capacity of Pacific island economies in relation to copra and coconut oil remains relatively small compared with other major producers, a niche product opportunity lies in product differentiation for specific quality attributes, such as through organic and fairtrade certification. Some common voluntary sustainability standard certifications for coconut oils are presented below.

Pacific organic standards – Participatory Guarantee Systems

Participatory Guarantee Systems are localized certification systems, primarily targeting local and regional markets, including Australia and New Zealand. Under the Pacific Organic Guarantee Systems, each Participatory Guarantee System group has its own certification criteria tailored to local needs. By joining such a group, members can engage in peer reviews and farm visits, fostering knowledge exchange and overall skill development. For international markets, such as the European Union and the United States, a third party certification will be needed.²⁶

²⁶ For information on Participatory Guarantee Systems and joining one, see <https://www.organicpasifika.net/poetcom/membership/certification/step-by-step-guide-on-how-to-establish-a-pgs>.



Fairtrade

Fairtrade is a global certification system that promotes fair and ethical trading practices, particularly for agricultural products and handicrafts produced by small-scale farmers and artisans in developing countries. Fairtrade standards cover criteria in relation to all three major sustainable considerations: economic criteria (Fairtrade Minimum Price and Fairtrade Premium), environment criteria (water and waste management, preserving biodiversity and soil fertility, and minimal use of pesticides and agrochemicals) and social criteria (democratic self-organization (typically in cooperatives), participatory decision-making, transparency and non-discrimination (including gender equity)).

In the Fairtrade system, Fairtrade International creates the internationally agreed Fairtrade Standards and coordinates Fairtrade worldwide; the independent certifier FLOCERT plays the role of global certification body for Fairtrade. The cost of certification is €3,500 for an exporter.²⁷

European Union organic

European Union organic is the legally protected standard of the European Union for how food and feed are grown, processed and labelled. The core law is Regulation (EU) 2018/848. If Pacific products are certified as complying with those rules, they can be marketed as organic in the European Union and (optionally for imports) use the green “Euro-leaf” logo. When the logo is used, labels must also show the control body’s code and where the agricultural raw materials were farmed (“European Union”, “non-European Union” or “European Union/non-European Union”).

A product may be imported from a non-European Union country to be sold in the European Union as an organic product if certain conditions are met. The product must:

- Comply with the production and control rules of the non-European Union country, which are recognized under an international agreement as being equivalent to those in the European Union
- Have a certificate issued by the relevant control authorities or control bodies in the non-European Union country confirming that the product complies with European Union standards²⁸

As Pacific island economies have not signed any agreements with the European Union to recognize their national organic production standards and control measures as equivalent to the those of the European Union, producers and exporters in Pacific island economies must comply with European Union organic rules directly. To obtain certification, producers and exporters should refer to the list of control authorities and control bodies listed under Commission Implementing Regulation 2021/1378 (annex II) to conduct controls and certification of organic products in non-European Union countries.

²⁷ For more information, see <https://www.fairtrade.net/act/get-certified>. To begin the certification process, see <https://text.flocert.net/start-trading-fair-today>.

²⁸ See <https://eur-lex.europa.eu/EN/legal-content/summary/eu-rules-on-producing-and-labelling-organic-products-from-2022.html>.



4.5 Cocoa beans



© Adobe Stock

HS 1801	Cocoa beans
HS 1806	Chocolate

4.5.1 Strength of Pacific island economies in exporting cocoa beans

The cocoa beans market is currently estimated to be worth \$14.40 billion and is expected to reach \$17.30 billion by 2030, growing at a compound annual growth rate of 3.74 per cent.²⁹ The global market for chocolate was estimated to be worth \$62.9 billion in 2024 and is projected to reach \$81.8 billion by 2030, growing at a compound annual growth rate of 4.5 per cent. The rising consumer preference for premium and organic chocolate products is driving manufacturers to source high-quality cocoa beans and implement sustainable practices. Moreover, the growing demand for healthier options, such as dark chocolate and products with reduced sugar content, is influencing production trends.³⁰

Cocoa prices showed an upward trend during the period 2000–2024, with a major surge recently, driven by the entry into force in June 2023 of Regulation (EU) 2023/1115 on deforestation-free products by the European Union, the largest cocoa market globally. Between 2000 and 2022, the price of cocoa more than doubled, increasing from \$1.14 a kg to a high of \$3.2 a kg in 2015 (annual average), before dropping to \$2.04 a kg. In 2024, however, the price surged to \$3.28 a kg and \$7.33 a kg in 2023 and 2024 respectively (figure 20). Overall, during the period 2000–2024, the price rose at a compound annual growth rate of approximately 8.1 per cent. However, the defining feature is the post-2022 spike that far exceeds prior cyclical highs.

²⁹ Mordor Intelligence, 2025, Cocoa Beans Market Size and Share Analysis – Growth Trends and Forecasts (2025–2030).

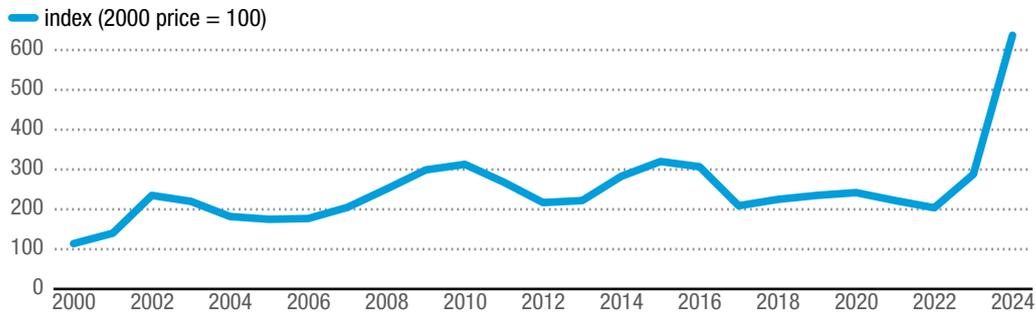
³⁰ Research and Markets, 2025, Industrial Chocolate – Global Strategic Business Report.





Figure 20

Cocoa bean price index, 2000–2024



Source: author’s compilation based on figures obtained from the World Bank Commodity Markets Database.

The majority of cocoa exports from Pacific island economies are cocoa beans (HS 1801), which account for 99.8 per cent of all cocoa product exports from the region. However, in recent years, the region also recorded some exports in further processed products, including chocolate (HS 1806).³¹ According to data from ITC, cocoa exports from Pacific island economies have grown almost nineteen fold during the period 2015–2024,³² reaching a total of nearly \$350 million in 2024. Papua New Guinea accounted for the majority of the region’s cocoa exports (93 per cent). Solomon Islands and Vanuatu followed, with 4 and 2.7 per cent of the total exports in 2024, respectively. Vanuatu also recorded notable growth in cocoa exports, with a compound annual growth rate of 10 per cent over the last 10-year period (figure 21).

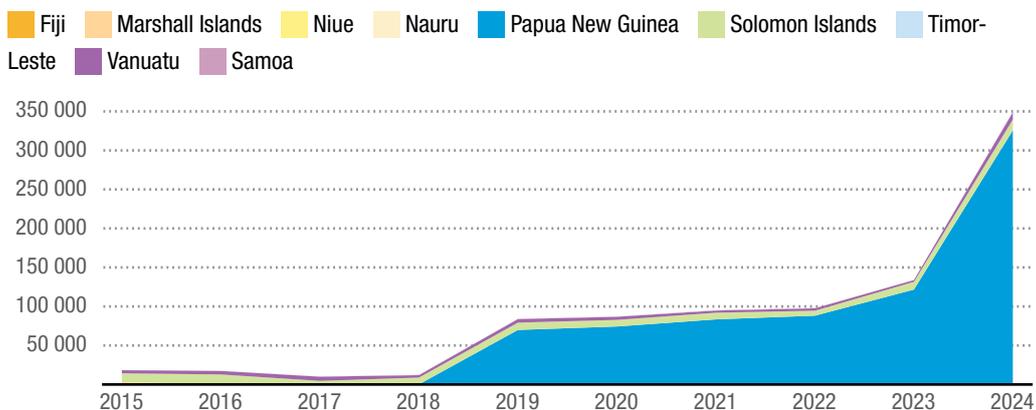
Europe is the world’s top consumer market for cocoa products, accounting for 41.2 per cent of global consumption.³³ The bloc also hosts the largest cocoa trading hubs in the world. In terms of imports, the European Union accounted for \$11.4 billion, or 56 per cent of world cocoa bean



Figure 21

Exports of cocoa products from Pacific island economies, 2015–2024

(Millions of United States dollars)



Source: author’s compilation based on figures obtained from the ITC Trade Map Database.

³¹ The present section, therefore, is focused on cocoa beans, however, references to other cocoa products of interest for Pacific exporters will be made where relevant.

³² However, that could be due to underreported data in the early years. For example, export data for Papua New Guinea we not available for the period 2015–2018.

³³ ITC, 2025, The State of Sustainable Markets 2024: Statistics and Emerging Trends (Geneva).



imports in 2024,³⁴ with demand for cocoa beans growing at a compound annual growth rate of 8.2 per cent. Besides the European Union, other major importing markets for cocoa beans are Malaysia, the United States, Indonesia and Canada (figure 22). Similarly, the European Union accounted for 48 per cent of total chocolate imports, at \$21.2 billion in 2024, with a growth rate of 7.2 per cent during the period 2015–2024, followed by the United States (\$4.9 billion), the United Kingdom (\$3.6 billion) and Canada (\$1.5 billion). Those figures indicate the large potential markets for Pacific exporters (figure 23).

Within the European Union market, the Netherlands, Germany, Belgium and France are the top importers of cocoa beans and chocolate.³⁵ The Netherlands alone accounted for 38 per cent,



Figure 22

Major importers of cocoa beans, 2015–2024

(Billions of United States dollars)

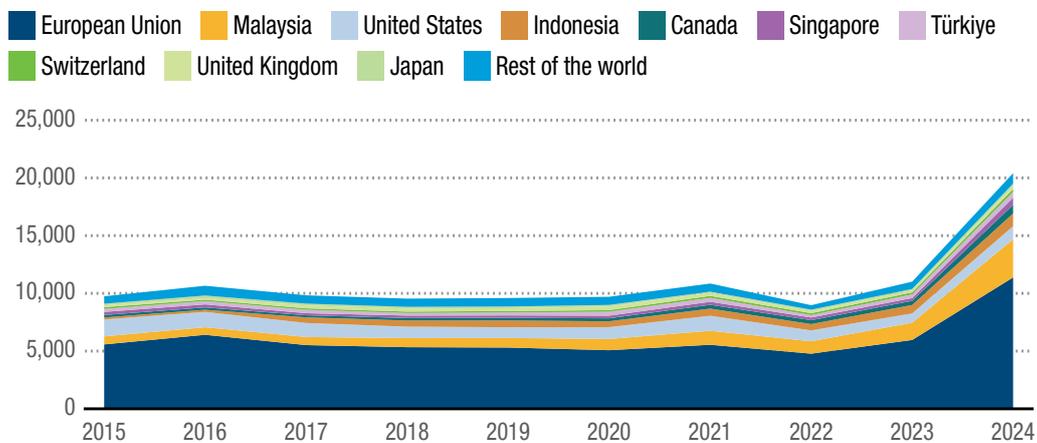
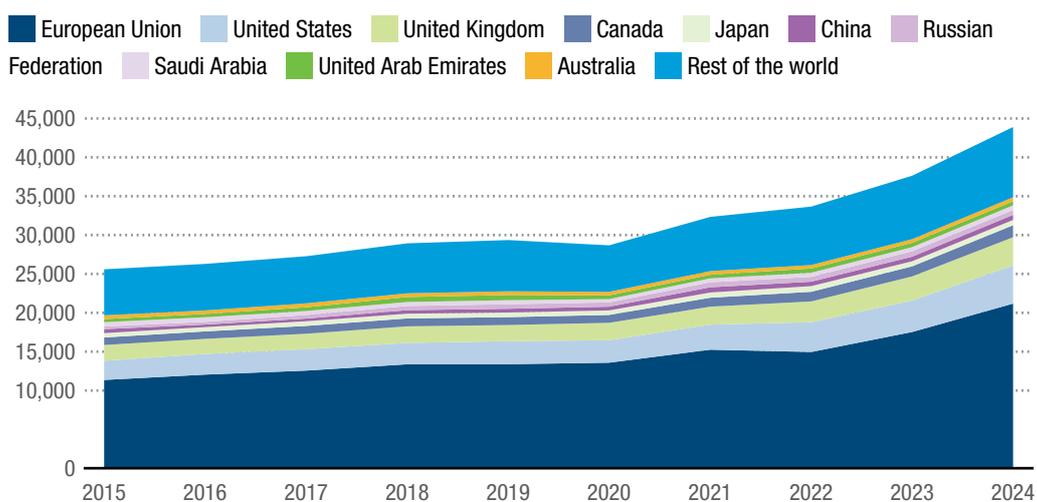


Figure 23

Major importers of chocolate, 2015–2024

(Billions of United States dollars)



Source: author’s compilation based on figures obtained from the ITC Trade Map Database.

³⁴ Total trade value exceeds total market value since part of the cocoa bean trade reflects re-exports.

³⁵ However, that could be due to the Rotterdam effect, as imports may enter the custom union through one of the major ports in these countries before being distributed to other destinations in the European Union.



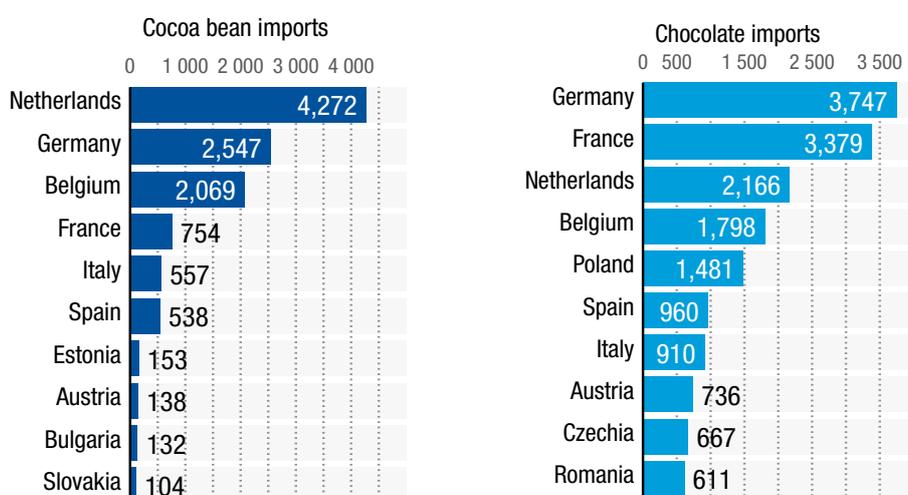
or approximately \$4.3 billion, of all European Union cocoa bean imports in 2024, followed by Germany (approximately \$2.5 billion), Belgium (approximately \$2.1 billion) and France (\$754 million). Other major European Union importers of cocoa beans in 2024 were Italy (\$557 million) and Spain (\$538 million). On the other hand, Germany led in chocolate imports at approximately \$3.8 billion in 2024, followed by France (\$3.4 billion), the Netherlands (\$2.2 billion), Belgium (\$1.8 billion) and Poland (\$1.5 billion) (figure 24).



Figure 24

Top 10 importers of cocoa beans and chocolate in the European Union, 2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

4.5.2 Tariffs and rules of origin

Tariffs

The European Union applies a MFN tariff of 0 per cent on cocoa beans imports, which means that Pacific island economies have no preferential tariff compared with other trade partners. On the other hand, the European Union applies different tariffs for chocolate products (figure 25).

- EPA members (Fiji, Papua New Guinea, Samoa and Solomon Islands) and EBA beneficiaries (Kiribati, Timor-Leste and Tuvalu) benefit from duty-free, quota-free access
- Standard GSP beneficiaries (Cook Islands, Micronesia (Federated States of), Niue and Vanuatu) face an average tariff of 8.35 per cent
- The rest of the Pacific island economies (the Marshall Islands, Nauru, Palau and Tonga) trade with the European Union under MFN terms, which translates into an average tariff of 12.53 per cent for their chocolate products

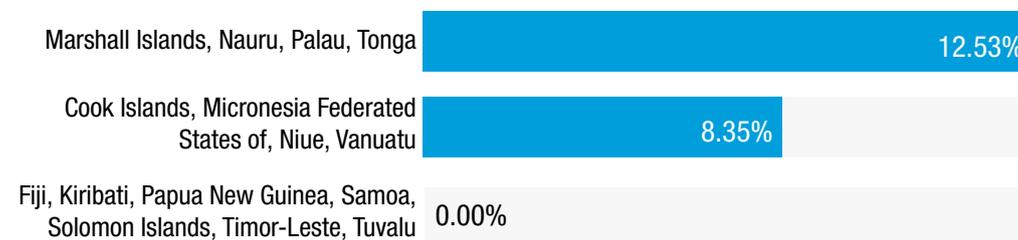




Figure 25

European Union tariff rates on chocolate imports

(Percentage)



Source: author’s compilation based on figures obtained from the ITC Trade Map Database.

Note: the above are average tariffs at the HS four-digit level. National Tariff Line tariffs can be checked at the Access2Market portal.

Rules of origin

In order to benefit from the lower tariff rates under the EPA, EBA and Standard GSP regimes, Pacific Island cocoa products must meet the rules of origin required under each regime, as set out in table 14. The certificate of origin should comply with the form provided under each trade regime.

4.5.3 Product-specific requirements

Products imported into the European Union market must meet the specific requirements (sanitary and phytosanitary measures and other technical requirements) to ensure that they are suitable for consumption in the market. For cocoa beans, the requirements below apply.

European Union Deforestation Regulation

Regulation (EU) 2023/1115, commonly referred to as the Deforestation Regulation or the Regulation on Deforestation-free Products, entered into force on 29 June 2023. The Regulation addresses the deforestation and forest degradation linked to the expansion of agricultural land that is driven by livestock rearing and the production of commodities such as cocoa, coffee, oil palm, rubber, soya and wood (commodities) and of their derived products, such as leather, chocolate, tyres and furniture.

Relevant commodities and products shall only be placed or made available on the European Union market or exported if all the following conditions are fulfilled:

- Deforestation-free: the relevant products and commodities must be produced on land that has not been subject to deforestation since 31 December 2020;
- Compliant with local legislation: the products must be produced in accordance with the relevant legislation of the country of production. That includes local social and environmental laws, including those on land use rights; environmental protection; forest-related rules, including forest management and biodiversity conservation, where directly related to wood harvesting; third parties’ rights; labour rights; human rights protected under international



law; the principle of free, prior and informed consent, including as set out in the United Nations Declaration on the Rights of Indigenous Peoples; and tax, anti-corruption, trade and customs regulations;

- Due diligence: the product must be covered in a due diligence statement, which will declare, among other information, the geographic coordinates of the plots of land where the commodities were produced or the livestock was kept for traceability.

The Regulation's rules will begin to apply for medium and large operators and traders from 30 December 2026 and for micro- and small enterprises on 30 June 2027.³⁶



Table 14

Rules of origin applied to cocoa products from Pacific island economies

Trading regime	Beneficiary	Applicable rules of origin	Explanation
EPA	<ul style="list-style-type: none"> • Fiji • Papua New Guinea • Samoa • Solomon Islands 	<p>Manufacture in which:</p> <p>(a) All the materials used are classified within a heading other than that of the product;</p> <p>(b) The value of any materials of chapter 17 used does not exceed 30 per cent of the ex-works price of the product</p>	<p>The rules of origin for cocoa products comprise two simultaneous rules:</p> <p>(a) Change in tariff heading: the originating status is conferred on a good that is classified in a different HS (4-digit level) heading than the non-originating inputs;</p> <p>(b) Regional value content: a good obtains originating status if the local/regional value content reaches at least 70 per cent</p> <p>Example: chocolate made from non-originating (imported) cocoa beans and imported sugar qualifies if the value of imported sugar (ex-works price) in the final ex-works price of the chocolate is less than 30 per cent</p> <p>Wholly obtained cocoa products (made from 100 per cent domestically sourced inputs) always qualify</p>
EBA	<ul style="list-style-type: none"> • Kiribati • Timor-Leste • Tuvalu 	<p>Manufacture from materials of any heading, except that of the product, in which:</p> <p>(a) The individual weight of sugar and of the materials of chapter 4 (dairy) used does not exceed 40 per cent of the weight of the final product;</p> <p>(b) The total combined weight of sugar and the materials of chapter 4 (dairy) used does not exceed 60 per cent of the weight of the final product</p>	<p>The rules of origin for cocoa products comprise two simultaneous rules:</p> <p>(a) Change in tariff heading: the originating status is conferred on a good that is classified in a different HS (4-digit level) heading than the non-originating inputs;</p> <p>(b) Regional quantity content: This is similar to regional value content but uses quantity (weight) instead of value (dollar terms)</p> <p>Example 1: chocolate made from non-originating (imported) cocoa beans (HS 1801) and imported sugar (30 per cent of the weight of the final product or less) and milk (30 per cent of the weight of the final product or less) qualifies as originating</p> <p>Example 2: chocolate made from non-originating (imported) cocoa beans (HS 1801) and imported sugar (15 per cent of the weight of the final product) and milk (45 per cent of the weight of the final product) does not qualify as originating</p> <p>Wholly obtained cocoa products (made from 100 per cent domestically sourced inputs) always qualify</p>
Standard GSP	<ul style="list-style-type: none"> • Cook Islands • Micronesia (Federated States of) • Niue • Vanuatu 	<p>As regards cocoa beans, the origin shall be the economy in which the beans of this heading are obtained in their natural or unprocessed state</p> <p>As regards chocolate, change in tariff heading</p>	<p>Origin is the economy in which the product is wholly obtained or has undergone the last substantial transformation</p> <p>For cocoa beans, the origin shall be the economy in which the cocoa beans of this heading are obtained in their natural or unprocessed state</p> <p>For chocolate, change in tariff heading, except for the headings of chapter 17 and 1805 for cocoa powder (180610)</p>
MFN	<ul style="list-style-type: none"> • Marshall Islands • Nauru • Palau • Tonga 	<p>As regards cocoa beans, the origin shall be the economy in which the beans of this heading are obtained in their natural or unprocessed state</p> <p>As regards chocolate, change in tariff heading</p>	<p>Origin is the economy in which the product is wholly obtained or has undergone the last substantial transformation</p> <p>For cocoa beans, the origin shall be the economy in which the cocoa beans of this heading are obtained in their natural or unprocessed state</p> <p>For chocolate, change in tariff heading, except for the headings of chapter 17 and 1805 for cocoa powder (180610)</p>

Source: author's compilation.

³⁶ This reflects the situation as of the European Council's latest update on 10 December 2025. Exporters should monitor developments for any changes. See European Council (2025), EU deforestation law: Council and Parliament reach a deal on targeted revision.





Box 4. Compliance with the Deforestation Regulation

The first step in ensuring compliance with European Union requirements is to have a traceability plan that records the source of the cocoa. A unique identifier must be attached to each batch of cocoa: (a) for farmers and farms, including GPS locations; and (b) for the community or village in which the cocoa is produced. The cocoa’s movements or transportation information should be recorded on paper or in a digital system and shared with the buyer in the European Union.^a

^a CBI, 2024, *What requirements must cocoa meet to be allowed on the European market?*

The Regulation applies to operators and traders who place the relevant products on the market or export them from the European Union. In situations in which an operator established outside the European Union places relevant products on the European Union market, the first operator established in the Union who makes such relevant products available on the European Union market shall be deemed to be an operator within the meaning of the Regulation and therefore must assume the due diligence obligation. In other words, Pacific cocoa exporters will not have to file due diligence statements; however, they will need to provide sufficient and accurate information for their European Union buyers.

Food safety

Foodstuffs placed on the market in the European Union must comply with general laws, including the General Food Law Regulation (Regulation (EC) 178/2002) and the general rules on food hygiene (Regulation (EU) 2017/625), as well as specific requirements as detailed below.

Food contaminants

Maximum levels for contaminants in food are provided in Regulation (EU) 2023/915. For cocoa products, details can be found in table 15 “European Union regulations on maximum acceptable limits of cadmium in cocoa products”.



Table 15

European Union regulations on maximum acceptable limits of cadmium in cocoa products

Product description	Maximum level (mg/kg in wet weight)
Milk chocolate with less than 30 per cent of total dry cocoa solids	0.10
Chocolate with less than 50 per cent of total dry cocoa solids; milk chocolate with 30 per cent or more of total dry cocoa solids	0.30
Chocolate with 50 per cent or more of total dry cocoa solids	0.80
Cocoa powder sold to the final consumer or as an ingredient in sweetened cocoa powder sold to the final consumer (drinking chocolate)	0.60

Source: Regulation 2023/915.



Maximum residue levels of pesticides

The European Union has set maximum residue limits for insecticides containing compounds such as imidacloprid, thiamethoxam, bifenthrin, acetaprimid, deltamethrin, pyrethrum, alpha-cypermethrin, teflubenzuron and lambda cyhalothrin. The current maximum residue levels for these compounds can be found on the European Union Pesticides Database. Table 16 lists examples of some maximum residue limits.



Table 16

Examples of current maximum residue limits for cocoa products

Pesticide residue	Maximum residue level (mg/kg)
1,1-dichloro-2,2-bis(4-ethylphenyl)ethane (F)	0.1
1,2-dibromoethane (ethylene dibromide) (F)	0.02
1,2-dichloroethane (ethylene dichloride) (F)	0.02
1,3-Dichloropropene	0.05
1,4-dimethylnaphthalene (R),(F)	0.05
1-Naphthylacetamide and 1-naphthylacetic acid (sum of 1-naphthylacetamide and 1-naphthylacetic acid and its salts, expressed as 1-naphthylacetic acid)	0.1

Source: European Union Pesticides Database.

Mycotoxins

Mycotoxins, such as ochratoxin A, are harmful substances that can occur in cocoa as a result of the fungal infection of crops. The European Union has established maximum levels for ochratoxin A in certain cocoa products (Regulation (EU) 2023/915). There is no specific limit for cocoa beans, although cocoa powder is mentioned, with a maximum level of 3 µg/kg.

Polycyclic aromatic hydrocarbons

Polycyclic aromatic hydrocarbons may also contaminate cocoa during the post-harvest or primary processing stages. They can result from cross-contamination during artificial drying, where wood-fuelled units emit smoke that may contaminate the beans. Table 17 shows the limits set by the European Union for polycyclic aromatic hydrocarbons in cocoa.

Microbes

Although cocoa is considered relatively low risk for microbiological contamination, such as salmonella, this can occur as a result of incorrect harvesting and drying techniques. No microbiological criteria for cocoa have been set in the current European legislation. However, food safety authorities can withdraw imported food products from the market or prevent them from entering the European Union if microorganisms are found.



**Table 17****European Union regulations on maximum acceptable limits of polycyclic aromatic hydrocarbons in cocoa**

Product	Maximum level (µg per kg)	
	Benzo(a)pyrene	Sum of benzo(a)pyrene, benzo(a)anthracene, benzo(b)fluoranthene and chrysene
Cocoa beans and derived products except products listed in the next row below.	5 µg/kg fat	30 µg/kg fat
Cocoa fibre and products derived from cocoa fibre intended for use as an ingredient in food	3	15

Source: Regulation (EU) 2023/915.

Extraction solvents

In the cocoa industry, solvents are sometimes used to extract cocoa butter from cocoa beans or other cocoa products. 2-methyloxolane³⁷ is an extraction solvent used in the production or fractionation of fats, oils and cocoa butter. Directive 2009/32/EC, which regulates the use of solvents in the production of food and food ingredients, establishes a maximum residue limit of 1 mg/kg for 2-methyloxolane when used in the manufacture of fats, oils or cocoa butter.

Health control of genetically modified food and novel food

Regulation (EC) 1829/2003 establishes that no person shall place on the market, use or process foodstuffs or feed consisting of, containing or produced from genetically modified organisms unless they are covered by an authorization and comply with the provisions on labelling. The application for authorization must be sent to the competent authority of the importing member State and then referred to the European Food Safety Authority for risk assessment.

Traceability, compliance and responsibility in food and feed

Traceability requirements are aimed at ensuring that food business operators are able to identify the immediate supplier of a product and the immediate subsequent consignee (the principle of one step back and one step forward), from the European Union importer up to the retail level, excluding supply to the final consumer. Food and feed operators are also required to have systems and procedures in place that allow for that information to be made available to the competent authorities upon request. Although traceability provisions do not apply outside the European Union, the requirement does extend to European Union importers since they must be able to identify from whom the product was exported in the third country. This translates into a requirement for Pacific exporters to supply information to their buyers when and as required.

³⁷ European Food Safety Authority Panel on Food Contact Materials, Enzymes and Processing Aids, 2022, Safety assessment of 2-methyloxolane as a food extraction solvent, EFSA Journal 20(3).



Labelling requirements

European Union food labelling rules make sure that consumers receive essential information to make an informed choice when buying their food. Those rules are aimed at, among other things, standardizing the labelling of cocoa and chocolate products and provide clear definitions for these items. General rules on food labelling are provided in table 13 above.

The labels should be clear, easy to read and permanent to make them understandable to consumers, typically in the language(s) used in the European market. That concerns pre-packaged products such as chocolate.

For cocoa beans sold in bulk, no specific legislation applies to labelling. However, the labels should follow the labelling standards of cocoa products wherever possible and at least include the following:

- Product name
- Grade or specification
- Lot or batch code
- Country of origin
- Net weight in kg
- Supplier's name and business address
- In case of organic, fair trade or other certification: the name/code of the inspection body and the certification number

For pre-packaged cocoa products, in addition to the labelling requirements listed above, the label should also include:

- An ingredient list (including any additives)
- Allergen information
- The quantity of certain ingredients
- Date marking (best before/use by dates)
- Any special storage conditions and/or conditions of use
- Instructions for use, if needed
- A nutrition declaration



4.5.4 Voluntary sustainability standards

Europe is the world's largest market for certified cocoa. The biggest voluntary sustainability programmes are those of the Rainforest Alliance and Fairtrade International and organic certifications.³⁸ For the cocoa sector, the Rainforest Alliance, Fairtrade and organic are the main voluntary sustainability standards ranked by the volume of production that they cover.³⁹

Rainforest Alliance

The international non-profit organization Rainforest Alliance aims to create a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities. Its work connects with many of the crops and products people use every day, including coffee, tea, cocoa and bananas.⁴⁰

To obtain Rainforest Alliance certification, follow the instructions in the Rainforest Alliance guide. For Fairtrade and organic certifications, see section IV.D.4 above.



³⁸ CBI, 2025, What is the demand for cocoa on the European market?

³⁹ ITC, 2018, The State of Sustainable Markets 2018: Statistics and Emerging Trends (Geneva).

⁴⁰ ITC, 2025, The State of Sustainable Markets 2024: Statistics and Emerging Trends (Geneva).

4.6 Plants and parts of plants



© Adobe Stock

HS 121190 Plants and parts of plants

4.6.1 Strength of Pacific island economies in exporting plants and parts of plants

The Pacific island economies possess a unique botanical heritage with commercial potential in global health and wellness markets. Moringa and noni, among others, exemplify that opportunity, combining traditional Pacific island knowledge with growing international demand for natural remedies and functional foods:

- Moringa, often referred to as the “miracle tree”, is renowned for its nutrient-rich profile, encompassing vitamins, minerals, antioxidants and amino acids. Its leaves, powder and oil are utilized in various applications, including dietary supplements, functional foods and skincare products, owing to its health benefits, such as immune support and anti-inflammatory properties.⁴¹
- Noni is grown in most parts of the Pacific and all parts of the plant have either traditional or modern uses. Although it has been used medicinally by Polynesians for thousands of years, commercial cultivation and processing of noni products is a recent, economically important development considering its use as a dietary supplement for immune system health, digestive health, strength and energy, ageing skin and other conditions.⁴²

Exports of plants and parts of plants from Pacific island economies expanded at a rate of 17 per cent annually over the period 2015–2024, reaching a total of \$54.5 million in 2024. Vanuatu and Fiji accounted for the majority of those exports, at 53.4 and 43.5 per cent, respectively. However, other countries also recorded notable exports, such as Papua New Guinea (\$610,000), Solomon Islands (\$500,000), Tonga (\$469,000) and Samoa (\$124,000) (figure 26).

⁴¹ Pacific Trade Invest New Zealand, 2023, Moringa (*Moringa oleifera*).

⁴² University of Hawaii‘i at M o n o a, 2015, Traditional Pacific island crops: noni; and National Center for Complementary and Integrative Health, 2025, Noni.

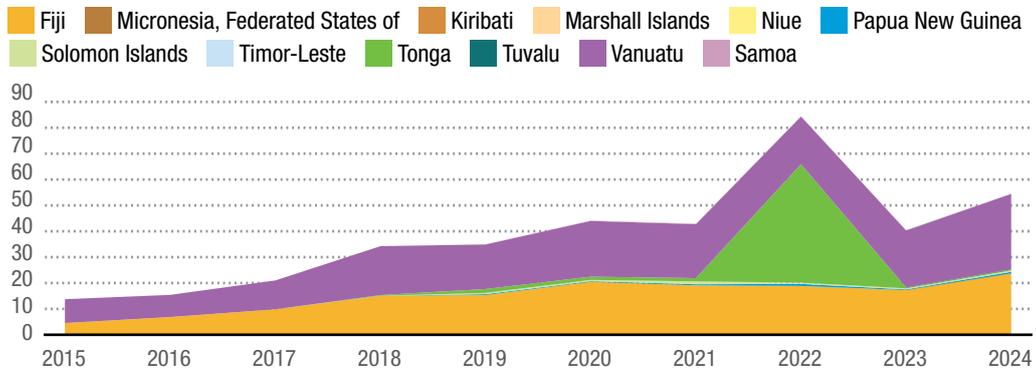




Figure 26

Exports of plants and parts of plants from Pacific island economies, 2015–2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

The increasing demand for dietary supplements and functional foods could provide opportunities for Pacific island economies to export plants and parts of plants products globally, including to the European Union.

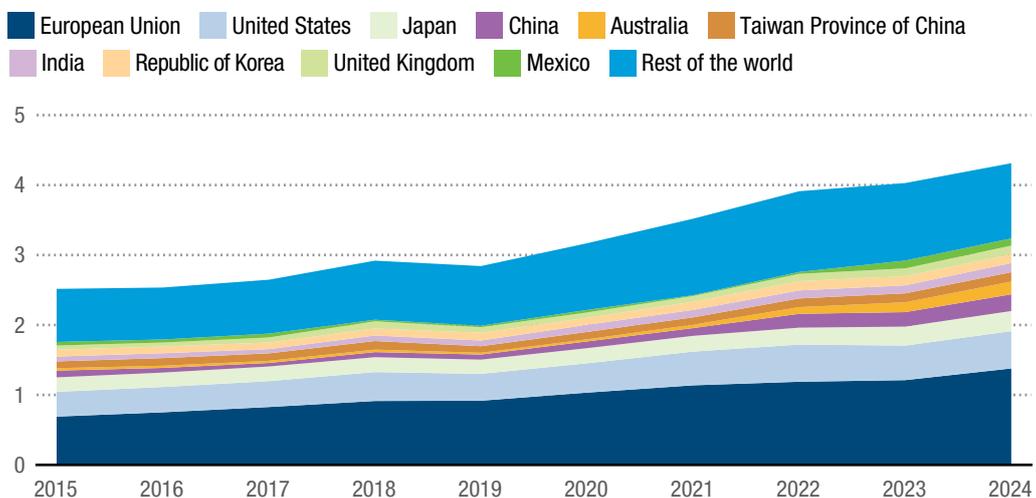
The world's demand for plants and parts of plants expanded at a rate of 6 per cent annually during the period 2015–2024, reaching a total of \$4.3 billion of imports in 2024. The European Union is the world's top consumer market for plants and parts of plants, accounting for 32 per cent of global imports, or \$1.37 billion, in 2024, with a compound annual growth rate of 8 per cent. Besides the European Union, other major importing markets for plants and parts of plants in 2024 were the United States (\$533 million, with a compound annual growth rate of 5 per cent), Japan (\$288 million and 4 per cent annual growth), China (\$239 million and 12 per cent annual growth) and Australia (\$182 million and 20 per cent annual growth) (figure 27). Those figures indicate the large potential markets for Pacific exporters.



Figure 27

Major importers of plants and parts of plants, 2015–2024

(Billions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.



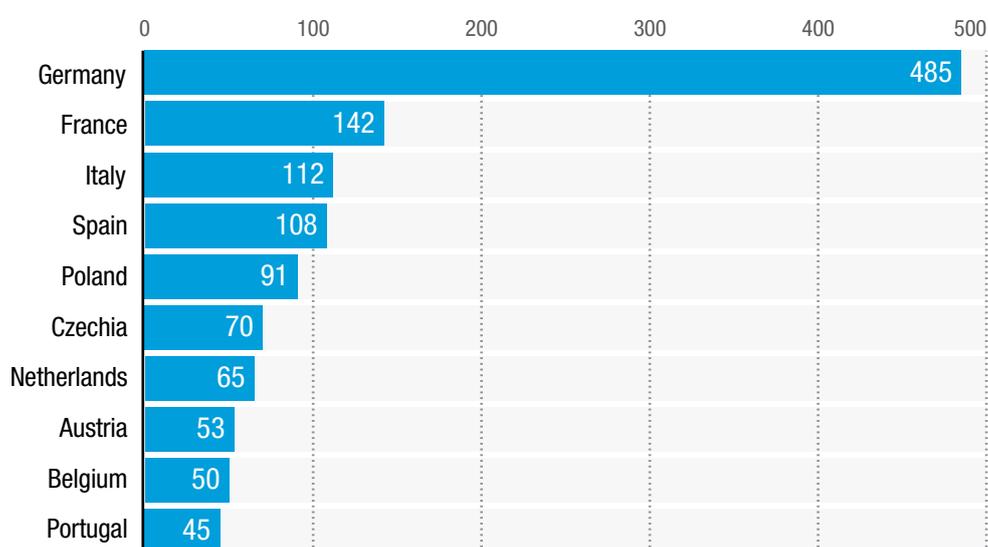
Within the European Union market, Germany and France are the top importers of plants and parts of plants. Germany alone accounted for 35.4 per cent, or \$485 million, of all European Union imports of plants and parts of plants in 2024, with an 8 per cent compound annual growth rate, followed by France (\$142 million and 6 per cent annual growth), Italy (\$112 million and 5 per cent annual growth), Spain (\$108 million and 4 per cent annual growth) and Poland (\$91 million and 13 per cent annual growth) (figure 28).



Figure 28

Top 10 importers of plants and parts of plants in the European Union, 2024

(Millions of United States dollars)



Source: author's compilation based on figures obtained from the ITC Trade Map Database.

4.6.2 Tariffs and rules of origin

Tariffs

On average, the European Union applies an MFN tariff of 0.43 per cent on imports of plants and parts of plants, which only affects Pacific island economies trading with the European Union under MFN terms (i.e. the Marshall Islands, Nauru, Palau and Tonga). However, unlike product-specific requirements and trade costs, that low preferential margin⁴³ is not likely to alter trade and the appetite of the Pacific island economies to export plants and parts of plants to the European Union.

⁴³ A tariff preferential margin is the absolute difference between the standard tariff rate (MFN) and the lower, preferential tariff rate offered to specific trading partners under a trade agreement. The higher the preferential margins, the more comparative advantage they grant to exporting countries as their products will be relatively cheaper compared with comparable products that are subject to higher tariffs.



Rules of origin

In order to benefit from the lower tariff rates under the EPA, EBA and Standard GSP regimes, plants and parts of plants from Pacific island economies must meet the rules of origin required under each regime, as set out below in table 18. The certificate of origin should follow the form provided under each regime.



Table 18

Rules of origin applied to plants and parts of plants from Pacific island economies

Trading regime	Beneficiary	Applicable rules of origin	Explanation
EPA	<ul style="list-style-type: none"> • Fiji • Papua New Guinea • Samoa • Solomon Islands 	Manufacture in which all the materials of chapter 12 used must be wholly obtained	Wholly obtained is required, which means the product must be entirely (i.e. wholly) produced or manufactured in one economy without using non-originating materials
EBA	<ul style="list-style-type: none"> • Kiribati • Timor-Leste • Tuvalu 	Manufacture from materials of any heading, except that of the product	Change in tariff heading at the HS 4-digit level is required. The originating status is conferred on a good that is classified in a different HS heading than the non-originating inputs However, as heading 1211 covers plant products of all stages of processing (fresh, chilled, frozen or dried, whether or not cut, crushed or powdered), that would mean that they are wholly obtained For example: moringa powder must be processed from moringa leaves 100 per cent sourced domestically (or from another economy in the region with possible cumulation) Wholly obtained product (made from 100 per cent domestically sourced inputs) always qualifies
Standard GSP	<ul style="list-style-type: none"> • Cook Islands • Micronesia (Federated States of) • Niue • Vanuatu 		
MFN	<ul style="list-style-type: none"> • Marshall Islands • Nauru • Palau • Tonga 	The origin shall be the economy from which the goods of this heading are obtained in their natural or unprocessed state	Wholly obtained

Source: author's compilation based on figures obtained from the ITC Trade Map Database.

Note: if traded under chapter 7 (vegetables), products must be wholly obtained under all regimes.

4.6.3 Product-specific requirements

Products imported into the European Union market must meet specific requirements (sanitary and phytosanitary measures and other technical requirements) to ensure that they are suitable for consumption in the market.⁴⁴ In the present section, moringa and noni are only considered as natural food supplements, as they are not allowed in herbal medicinal products, in accordance with Decision 2008/911/EC. For use as food supplements, moringa and noni that are exported to the European Union must comply with:

- The General Food Law Regulation, which requires all foods marketed in the European Union to be safe and traceable

⁴⁴ For the products of interest to Pacific island countries (moringa and noni), a more specific code (1211908690) is used in the European Union.



- Food safety requirements, including those on maximum residue levels, contaminants in food and microbiological contamination of food and food hygiene as outlined in the Hazard Analysis and Critical Control Points of the European Union (see Regulation (EC) 852/2004)
- European Union food supplement legislation, which lays down requirements in relation to the composition and labelling of supplements
- National positive lists for botanicals, which specify whether a botanical is already allowed in food supplements, such as the BELFRIT (Belgium, France and Italy) list, which lists the moringa (*Moringa oleifera*) and noni (*Morinda citrifolia*) plants.

To ensure that the use of moringa or noni is allowed in the country of destination, exporters should check with the appropriate European national health authority and the European Union buyer.

Based on the export data of Pacific island economies, plant-based products are traded under HS code 121119, although plant-based products can also be traded under HS code 07129090 (other dried vegetables and mixtures of vegetables).⁴⁵

Medicinal claims for moringa or noni should not be made, as they are not allowed in herbal medicinal products.

The specific requirements for moringa and noni are set out below.

Unlike moringa, noni products are considered novel foods in the European Union and therefore must follow specific conditions for use (Commission Implementing Regulation (EU) 2017/2470) (table 19).⁴⁶



Table 19
Conditions for use of noni products

Authorized novel food	Conditions under which the novel food may be used		Additional specific labelling requirements
	Specified food category	Maximum levels	
Noni fruit juice powder	Food supplements as defined in Directive 2002/46/EC	6.6 g/day (equivalent to 30 ml of noni juice)	The designation of the novel food on the labelling of the foodstuffs containing it should be “noni juice powder” or “juice powder of <i>Morinda citrifolia</i> ”
Noni leaves	For the preparation of infusions	A cup of infusion to be consumed should not be prepared with more than 1 g of dried and roasted leaves	1. The designation of the novel food on the labelling of the foodstuffs containing it shall be “noni leaves” or “leaves of <i>Morinda citrifolia</i> ” 2. Instructions should be given to the consumer that a cup of infusion should not be prepared with more than 1 g of dried and roasted leaves
Noni fruit powder	Food supplements as defined in Directive 2002/46/EC	2.4 g a day	The designation of the novel food on the labelling of the foodstuffs containing it shall be “ <i>Morinda citrifolia</i> fruit powder” or “noni fruit powder”

Source: Commission Implementing Regulation (EU) 2017/2470.

⁴⁵ CBI, 2022, The European market potential for moringa

⁴⁶ The Regulation also sets out the conditions under which Noni fruit juice and Noni fruit puree and concentrate (HS chapter 20) can be used. Those products are not considered in detail here, however, the Regulation can be consulted by exporters who are interested.



Documentation

European buyers of natural ingredients will require exporters to provide them with well-structured and organized product and company documentation. Buyers use it to verify whether the products meet their requirements. The technical dossier should include:⁴⁷

- Technical data sheet
 - ▶ Product name, description and classification
 - ▶ Information on applications
 - ▶ Guaranteed quality to be supplied
- Safety data sheet
 - ▶ Product name, description and classification
 - ▶ Hazard identification
 - ▶ Information on safety measures
- Certificate of analysis
 - ▶ Specifications mentioned in the technical data sheet
 - ▶ Pre-shipment samples approved by the buyer
 - ▶ Contractual agreements with the buyer

Quality requirements

The use of moringa is based on its composition and so European buyers have specific requirements in relation to its composition and nutritional profile. Buyers will usually request a certificate of analysis to verify that moringa meets their quality requirements (see details in table 20).

Noni products are considered novel food in the European Union and therefore must follow the quality requirements outlined in table 21.

Labelling requirements

To export moringa to the European market, the following labelling requirements apply:

- The name, address and telephone number of the supplier
- Product name and identification, including the chemical abstracts service number
- Batch code
- Country of origin or place of provenance
- Date of manufacture
- Best before date
- Net weight
- Storage conditions or conditions of use

Specific labelling requirements for noni products as novel food are provided in table 19. Details on the general rules on food labelling are provided in table 13.

⁴⁷ CBI, 2022, Entering the European moringa market.



If the export is of organic products, the name and/or code of the inspection body and the certification number should be listed. The product's label should be in English, unless the buyer specifies to use a different language.



Table 20

Quality requirements in respect of moringa

Type of specification	Example of specification	Explanation of specification
Appearance	Fine powder	
Colour	Green	The dried powder must look "fresh"
Flavour	Characteristic	Flavour is subjective
Moisture content	8–10 per cent	A low moisture content prevents mould and browning
Particle size	50–100 µm	Particle size preferences differ among buyers
Heavy metals		
Lead (Pb)	< 3.0 mg/kg	Legal limit for food supplements
Cadmium (Cd)	< 1.0 mg/kg	Legal limit for food supplements
Mercury (Hg)	< 0.1 mg/kg	Legal limit for food supplements
Microbiological activity		
Total plate count	Maximum 1,000 CFU/g	
Yeast and moulds	Maximum 100 CFU/g	
Salmonella	Absent	
<i>E. coli</i>	Absent	

Source: CBI, Entering the European moringa market.

Note: CFU (colony-forming unit): a unit used in microbiology to estimate the number of viable bacteria or fungal cells in a sample.

Traceability, compliance and responsibility in food and feed

Traceability requirements are aimed at ensuring that food business operators are able to identify the immediate supplier of a product and the immediate subsequent consignee (the principle of one step back and one step forward), from the European Union importer up to the retail level, excluding supply to the final consumer. Food and feed operators are also required to have systems and procedures in place that allow for this information to be made available to the competent authorities upon request.

Although traceability provisions do not apply outside the European Union, the requirement does extend to European Union importers since they must be able to identify from whom the product was exported in the third country. That translates into a requirement for Pacific exporters to supply information to their buyers when and as required.




Table 21
Quality requirements in respect of noni

Product	Explanation of specification
Noni fruit juice powder	<p>Seeds and skin of the sun-dried fruits of <i>Morinda citrifolia</i> are separated. The pulp obtained is filtered to separate juice from the flesh. Desiccation of the juice produced occurs in one of two ways:</p> <p>(a) By atomization using maize maltodextrins, this mixture is obtained by keeping the rates of inflow of the juice and maltodextrins constant</p> <p>(b) By zeodratation or drying and then mixing with an excipient, this process allows the juice to be dried initially and then mixed with maltodextrins (same amount as used in atomization)</p>
Noni leaves	<p>Description/definition After cutting, the leaves of <i>Morinda citrifolia</i> are subject to drying and roasting steps. The product has a particle size ranging from broken leaves to coarse powder with fines. It is of a greenish brown to brown colour.</p> <p>Purity/composition: Moisture: < 5.2 per cent Protein: 17–20 per cent Carbohydrate: 55–65 per cent Ash: 10–13 per cent Fat: 4–9 per cent Oxalic acid: < 0.14 per cent Tannic acid: < 2.7 per cent 5,15-dimethylmorindol: < 47 mg/kg Rubiadin: non-detectable, ≤ 10 µg/kg Lucidin: non-detectable, ≤ 10 µg/kg</p>
Noni fruit powder	<p>Description/definition Noni fruit powder is made from pulped noni (<i>Morinda citrifolia</i> L.) fruits by freeze-drying. Fruits are pulped and seeds are removed. After freeze-drying, during which water is removed from noni fruits, the remaining noni pulp is milled to a powder and encapsulated.</p> <p>Purity/composition Moisture: 5.3–9 per cent Protein: 3.8–4.8 g/100 g Fat: 1–2 g/100 g Ash: 4.6–5.7 g/100 g Total carbohydrates: 80–85 g/100 g Fructose: 20.4–22.5 g/100 g Glucose: 22–25 g/100 g Dietary fibre: 15.4–24.5 g/100 g 5,15-dimethylmorindol:^a ≤ 2.0 µg/ml</p>

Source: Commission Implementing Regulation (EU) 2017/2470.

^a. By a High-Performance Liquid Chromatography-Ultraviolet method developed and validated for the analysis of anthraquinones in *Morinda citrifolia* fruit powder. Limits of detection: 2.5 ng/ml (5,15-dimethylmorindol).

4.6.4 Voluntary sustainability standards

For plant products, relevant voluntary sustainability standards include Fairtrade, Rainforest Alliance and the Union for Ethical BioTrade. Information about the Union for Ethical BioTrade and the Rainforest Alliance appears below, while information on Fairtrade and organic certifications is provided under subsection IV.D.4.

Union for Ethical BioTrade

The Union for Ethical BioTrade is a member-based non-profit association that promotes the “sourcing with respect” of ingredients that come from biodiversity. Members adopt sourcing practices that advance sustainable business growth, local development and biodiversity conservation. The Union offers a range of manuals, training tools and advisory services to support



its members in implementing ethical biotrade practices. Members who fulfil all membership obligations are provided with an annual certificate of membership, which can be shared with customers, partners and investors.⁴⁸

Furthermore, the Union for Ethical BioTrade and the Rainforest Alliance have developed a joint Herbs and Spices Programme. All ingredients certified under the scheme can carry the Rainforest Alliance certification seal. The Programme applies to all ingredients for herbal and fruit infusions. Ingredients certified under the new Programme will be able to carry the Rainforest Alliance certification seal and may be associated with Rainforest Alliance claims. Certification is granted at the ingredient level. Labelling and claims under the Programme are governed by the Rainforest Alliance Labelling and Trademarks Policy.



⁴⁸ For information on applying for third-party certification for the Union's certification, see <https://uebt.org/certification-1>.





5.

Useful resources



Charts
MARKET CAP
%
0.62
0.84%
-0.63 %
1.50 %
-0.20 %
0.50 %
2.00 %

COMMODITY	LAST
Gold	▲ 1,804.67
Silver	▼ 25.95
Platinum	▲ 1,097.69
Palladium	▲ 2,806.10
Natural Gas	▲ 3.69
Heating Oil	▲ 57.27
Aluminum	▼ 2,333.92
Zinc	▼ 1,912.00
Lead	▲ 2,336.68
Nickel	▲ 18,659.10
Cotton	▲ 0.87
Oats	▲ 3.86
Coffee	▼ 1.49
Cocoa	▼ 1,560.00
Corn	▲ 6.43
Feeder Cattle	▼ 1.57
Milk	▲ 16.97

REAL TIME COMMODITY PRICES

COMMODITY	LAST
Gold	▲ 1,804.67
Silver	▼ 25.95
Platinum	▲ 1,097.69
Palladium	▲ 2,806.10
Natural Gas	▲ 3.69
Heating Oil	▲ 57.27
Aluminum	▼ 2,333.92
Zinc	▼ 1,912.00
Lead	▲ 2,336.68
Nickel	▲ 18,659.10
Cotton	▲ 0.87
Oats	▲ 3.86
Coffee	▼ 1.49
Cocoa	▼ 1,560.00
Corn	▲ 6.43
Feeder Cattle	▼ 1.57
Milk	▲ 16.97

5. Useful resources

Below are some useful resources for Pacific businesses to obtain further information to support their export journey.

5.1 General trade and trade data

- Access2Markets: information on tariffs and product-specific requirements for importing into the European Union
- European Commission (2022). Importation and Exportation of Low Value Consignments – VAT E-commerce Package: “Guidance for Member States and Trade”. Brussels: e-commerce exports to the European Union
- ITC Market Access Map Database: market access conditions (tariff, product-specific requirements etc.)
- ITC Trade Map Database: import and export values, volumes, growth rates, market shares etc.
- Rules of Origin Facilitator: database of rules of origin and origin provisions in trade agreements
- World Bank Commodity Markets: information on commodity prices by month/year, commodity outlook and price forecast

5.2 Sector-specific resources

- Bateman R and Crozier J (2023). Pesticide Use in Cocoa – Practical Manual. 4th edition. International Cocoa Organization
- Cacao of Excellence (2024). Guide for the Assessment of Cacao Quality and Flavour. Bioversity International
- CBI, Market information
- End MJ and Dand R (2023). Cocoa Beans: Chocolate & Cocoa Industry Quality Requirements. 2nd edition. Association of the Chocolate, Biscuits and Confectionery Industries of Europe and the European Cocoa Association. Brussels
- European Cocoa Association: Cocoa quality
- European Cocoa Association and the Chocolate, Biscuits and Confectionery Industries of Europe (2024). Guideline for validation of thermal processes for the reduction of Salmonella in cocoa processing
- UNCTAD (2023a). Vanuatu Virgin Coconut Oil Export Guide (Geneva)
- UNCTAD (2023b). Papua New Guinea Vanilla Export Guide (Geneva)
- UNCTAD (2025). Fiji Ginger Export Guide (Geneva)



References

- Allied Market Research (2022). Processed Fish Market Research, 2031. Available at: <https://www.alliedmarketresearch.com/processed-fish-market-A16983>. Accessed on 4 December 2025.
- Baker, P. & Le, L. (2023). Guide on Developing an Export Strategy for Vietnamese Cooperatives.
- CBI (2022). Entering the European moringa market. Available at: <https://www.cbi.eu/market-information/natural-ingredients-health-products/moringa/market-entry>. Accessed on 4 December 2025.
- CBI (2025). What is the demand for cocoa on the European market? Available at: <https://www.cbi.eu/market-information/cocoa/what-demand>. Accessed on 4 December 2025.
- Commission Delegated Regulation (EU) 2015/2446. Commission Delegated Regulation (EU) 2015/2446 of 28 July 2015 supplementing Regulation (EU) No 952/2013 as regards detailed rules concerning certain provisions of the Union Customs Code. Available at: https://eur-lex.europa.eu/eli/reg_del/2015/2015/oj/eng. Accessed on 4 December 2025.
- Commission Implementing Regulation (EU) 2015/2447. Commission Implementing Regulation (EU) 2015/2447 of 24 November 2015 laying down detailed rules for implementing certain provisions of Regulation (EU) No 952/2013 laying down the Union Customs Code. Available at: https://eur-lex.europa.eu/eli/reg_impl/2015/2447/oj/eng. Accessed on 4 December 2025.
- Commission Implementing Regulation (EU) 2017/2470. Commission Implementing Regulation (EU) 2017/2470 establishing the Union list of novel foods. Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A02017R2470-20250820>. Accessed on 4 December 2025.
- Commission Implementing Regulation (EU) 2024/1288. Commission Implementing Regulation (EU) 2024/1288 of 6 May 2024 granting Cabo Verde a temporary derogation from the rules on preferential origin. Available at: https://eur-lex.europa.eu/eli/reg_impl/2024/1288/oj. Accessed on 4 December 2025.
- Commission Regulation (EU) 2023/915. Commission Regulation (EU) 2023/915 of 25 April 2023 on maximum levels for certain contaminants in food and repealing Regulation (EC) No 1881/2006. Available at: <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32023R0915>. Accessed on 4 December 2025.
- D'Ambrogio, E. (2025). The EU and the Pacific Island countries: Between climate change and geopolitical rivalries. European Parliamentary Research Service (EPRS). Available at: [https://www.europarl.europa.eu/RegData/etudes/BRIE/2025/772875/EPRS_BRI\(2025\)772875_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2025/772875/EPRS_BRI(2025)772875_EN.pdf). Accessed on 4 December 2025.
- European Commission (2022). Guidance on Non-Preferential Rules of Origin. Available at: https://taxation-customs.ec.europa.eu/document/download/2fddb411-361d-4b25-9286-a9318125ee2a_en?filename=Guidance%20on%20non-preferential%20rules%20of%20origin.pdf. Accessed on 4 December 2025.
- European Commission (2024). Cabo Verde to benefit from a derogation to the preferential rules of origin. Available at: https://taxation-customs.ec.europa.eu/news/cabo-verde-benefit-derogation-preferential-rules-origin-2024-05-08_en. Accessed on 4 December 2025.
- European Commission (2025). Implementation of the EU Deforestation Regulation. Available at: https://green-forum.ec.europa.eu/nature-and-biodiversity/deforestation-regulation-implementation_en. Accessed on 4 December 2025.
- European Commission (2025). List of GSP beneficiary countries as of 01 January 2025. Available at: https://taxation-customs.ec.europa.eu/document/download/7a667f90-7710-4baa-afb2-6b9aa7b75883_en. Accessed on 4 December 2025.



- European Commission (n.d.). EU Customs Union – a major trading partner. Available at: https://taxation-customs.ec.europa.eu/customs/eu-customs-union-facts-and-figures/eu-customs-union-major-trading-partner_en. Accessed on 4 December 2025.
- European Commission (n.d.). Buying goods online coming from a non-European Union country. Available at: https://taxation-customs.ec.europa.eu/buying-goods-online-coming-non-european-union-country_en. Accessed on 4 December 2025.
- European Commission (n.d.). Customs clearance documents and procedures. Available at: <https://trade.ec.europa.eu/access-to-markets/en/content/customs-clearance-documents-and-procedures-0>. Accessed on 4 December 2025.
- European Commission (n.d.). The EU – Pacific States Interim Economic Partnership Agreement. Available at: <https://trade.ec.europa.eu/access-to-markets/en/content/eu-pacific-states-interim-economic-partnership-agreement>. Accessed on 4 December 2025.
- European Commission (n.d.). VAT e-Commerce – One Stop Shop. Declare and pay in OSS. Available at: https://vat-one-stop-shop.ec.europa.eu/one-stop-shop/declare-and-pay-oss_en. Accessed on 4 December 2025.
- European Commission (n.d.). VAT One Stop Shop. Available at: https://vat-one-stop-shop.ec.europa.eu/index_en. Accessed on 4 December 2025.
- European Commission (2021). Towards a Stronger EU Generalised Scheme of Preferences. Factsheet. Available at: <https://ec.europa.eu/commission/presscorner/api/files/attachment/870087/GSP%20Factsheet%20-%20EN.pdf>. Accessed on 4 December 2025.
- European Union (2022). EU rules on producing and labelling organic products (from 2022). Available at: <https://eur-lex.europa.eu/EN/legal-content/summary/eu-rules-on-producing-and-labelling-organic-products-from-2022>. Accessed on 4 December 2025.
- European Union & Pacific States (2018). Interim Economic Partnership Agreement between the European Union, of the one part, and the Pacific States, of the other part. Protocol II concerning definition of the concept of “originating products” and methods of administrative cooperation. Available at: https://trade.ec.europa.eu/access-to-markets/en/assets/PACIFIC_RoO-protocol-.pdf. Accessed on 4 December 2025.
- Fairtrade International (n.d.). How Fairtrade works. Available at: <https://www.fairtrade.net/about/how-fairtrade-works>. Accessed on 4 December 2025.
- Government of Canada (n.d.). Step-by-Step Guide to Exporting – Appendix A. Available at: <https://www.tradecommissioner.gc.ca/guides/exporter-exportateurs/appendices-annexes.aspx?lang=eng#a>. Accessed on 4 December 2025.
- Government of the Netherlands (2024). What requirements must cocoa meet to be allowed on the European market? Available at: <https://www.cbi.eu/market-information/cocoa/buyer-requirements>. Accessed on 4 December 2025.
- Government of the Netherlands (2022). The European market potential for moringa. Available at: <https://www.cbi.eu/market-information/natural-ingredients-health-products/moringa/market-potential>. Accessed on 4 December 2025.
- GSP Hub (2025). The European Union Generalised Scheme of Preferences. Available at: <https://gsphub.eu/>. Accessed on 4 December 2025.
- International Coconut Community (2025). A Bullish Coconut Oil Market in the Second Half of 2025. Available at: <https://coconutcommunity.org/page-statistics/outlook>. Accessed on 4 December 2025.
- International Coconut Community (2025). Market Review of Coconut Oil, May 2025. Available at: <https://statistics.coconutcommunity.org/page-statistics/market-review/market-review-of-coconut-oil-may-2025>. Accessed on 4 December 2025.
- International Trade Centre (2024). The State of Sustainable Markets 2024. Available at: <https://www.intracen.org/file/20250120itcsustainablemarket2024webpages02finalpdf>. Accessed on 4 December 2025.



- Lernoud, J. et al. (2018). The State of Sustainable Markets 2018 – Statistics and Emerging Trends. International Trade Centre. Available at: <https://www.intracen.org/resources/publications/the-state-of-sustainable-markets-2018-statistics-and-emerging-trends>. Accessed on 4 December 2025.
- Marine Institute Ireland (n.d.). Ornamental Imports – Frequently Asked Questions. Available at: <https://www.fishhealth.ie/fhu/ornamental-imports-faq>. Accessed on 4 December 2025.
- Market Data Forecast (2025). Fish and Fish Products Market Report. Available at: <https://www.marketdataforecast.com/market-reports/global-fish-and-fish-product-market>. Accessed on 4 December 2025.
- Mordor Intelligence (2025). Cocoa Beans Market Size & Share Analysis. Available at: <https://www.mordorintelligence.com/industry-reports/cocoa-beans-market>. Accessed on 4 December 2025.
- National Center for Complementary and Integrative Health (2025). Noni. Available at: <https://www.nccih.nih.gov/health/noni>. Accessed on 4 December 2025.
- Pacific Trade Invest (2023). Moringa. Available at: <https://pacifictradeinvest.com/media/k2plzh5d/market-insight-a4-moringa.pdf>. Accessed on 4 December 2025.
- Precedence Research (2025). Fish Processing Market: Driving Innovation. Available at: <https://www.precedenceresearch.com/fish-processing-market>. Accessed on 4 December 2025.
- Precedence Research (2025). Frozen Seafood Market Size to Cross USD 42.58 billion by 2034. Available at: <https://www.globenewswire.com/news-release/2025/10/09/3164258/0/en/Frozen-Seafood-Market-Size-to-Cross-USD-42-58-Billion-by-2034-Driven-by-Demand-for-Convenient-and-High-Protein-Food-Options.html>. Accessed on 4 December 2025.
- Regulation (EU) 2018/848. Regulation (EU) 2018/848 on organic production and labelling of organic products. Available at: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32018R0848:EN:NOT>. Accessed on 4 December 2025.
- Regulation (EU) 2023/1115. Regulation (EU) 2023/1115 on deforestation-free products. Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32023R1115&qid=1687867231461>. Accessed on 4 December 2025.
- Research and Market (2025). Industrial Chocolate – Global Strategic Business Report. Available at: <https://www.researchandmarkets.com/reports/4805835/industrial-chocolate-global-strategic-business>. Accessed on 4 December 2025.
- Research and Markets (2025). Frozen Tuna Global Market Report. Available at: https://www.researchandmarkets.com/report/frozen-tuna-market?srltid=AfmBOoq2TOXHmYA H0S5LQ0Eftllex501NHDy_RHplD1QrQP1iyBbLX4. Accessed on 4 December 2025.
- Straits Research (2025). Ornamental Fish Market Size & Outlook, 2025–2033. Available at: <https://straitsresearch.com/report/ornamental-fish-market>. Accessed on 4 December 2025.
- UNCTAD (2019). International Classification of Non-Tariff Measures. United Nations. Available at: https://unctad.org/system/files/official-document/ditctab2019d5_en.pdf. Accessed on 4 December 2025.
- UNCTAD (2022). Generalized System of Preferences: EU Scheme Handbook (5th Edition). Available at: https://unctad.org/system/files/official-document/itcdtsbmisc25rev5_en.pdf. Accessed on 4 December 2025.
- UNCTAD (2023). Vanuatu Virgin Coconut Oil Export Guide. Available at: https://unctad.org/system/files/official-document/tcsditcinf2023d7_en.pdf. Accessed on 4 December 2025.
- UNCTAD (2024). Digital Economy Report – Pacific Edition 2024. Available at: https://unctad.org/system/files/official-document/dtleccdc2025d1_en.pdf. Accessed on 4 December 2025.



- University of Hawai'i at Mānoa (2015). Traditional Pacific Island Crops: Noni. Available at: <https://guides.library.manoa.hawaii.edu/paccrops/noni>. Accessed on 4 December 2025.
- World Customs Organization (2017). Comparative Study on Preferential Rules of Origin (Version 2017). Available at: https://www.wcoomd.org/-/media/wco/public/global/pdf/topics/origin/instruments-and-tools/reference-material/170130-b_comparative-study-on-pref_roo_master-file_final-20_06_2017.pdf?db=web. Accessed on 4 December 2025.
- World Trade Organization (n.d.). Understanding the WTO Agreement on Sanitary and Phytosanitary Measures. Available at: https://www.wto.org/english/tratop_e/sps_e/spsund_e.htm. Accessed on 4 December 2025.



Annexes

Annex I Rules of origin: wholly obtained products

The following shall be considered as wholly obtained in a Pacific State or in the European Community under the EU-Pacific EPA:

- (a) mineral products extracted from their soil or from their seabed;
- (b) fruit and vegetable products harvested there;
- (c) live animals born and raised there;
- (d) products from live animals raised there;
- (e) products obtained by hunting or fishing conducted there; or products of aquaculture, including mariculture, where the fish are born and raised there;
- (f) products of sea fishing and other products taken from the sea outside the territorial waters of the European Community or of a Pacific State by their vessels;
- (g) products made aboard their factory ships exclusively from products referred to in subparagraph (f);
- (h) used articles collected there fit only for the recovery of raw materials, including used tyres fit only for retreading or for use as waste;
- (i) waste and scrap resulting from manufacturing operations conducted there;
- (j) products extracted from marine soil or subsoil outside their territorial waters, provided that they have sole rights to work that soil or subsoil;
- (k) goods produced there exclusively from the products specified in subparagraphs (a) to (j).

[Article 5, Protocol II (Concerning the definition of the concept of 'originating products' and methods of administrative cooperation) of the EU-Pacific EPA]



Annex II Rules of origin: insufficient working or processing operations to confer originating status

The following operations shall be considered as insufficient working or processing to confer the status of originating products under the EU-Pacific EPA:

- (a) preserving operations to ensure that the products remain in good condition during transport and storage;
- (b) breaking up and assembly of packages;
- (c) washing, cleaning; removal of dust, oxide, oil, paint or other coverings;
- (d) ironing or pressing of textiles;
- (e) simple painting and polishing operations;
- (f) husking, partial or total bleaching, polishing, and glazing of cereals and rice;
- (g) operations to colour sugar or form sugar lumps; partial or total milling of crystal sugar;
- (h) peeling, stoning and shelling of fruits, nuts and vegetables;
- (i) sharpening, simple grinding or simple cutting;
- (j) sifting, screening, sorting, classifying, grading, matching (including the making-up of sets of articles);
- (k) simple placing in bottles, cans, flasks, bags, cases, boxes, fixing on cards or boards and all other simple packaging operations;
- (l) affixing or printing marks, labels, logos and other like distinguishing signs on products or their packaging;
- (m) simple mixing of products, whether or not of different kinds; mixing of sugar with any other material;
- (n) simple assembly of parts of articles to constitute a complete article or disassembly of products into parts;
- (o) a combination of two or more operations specified in (a) to (n);
- (p) slaughter of animals

[Article 7, Protocol II (Concerning the definition of the concept of 'originating products' and methods of administrative cooperation) of the EU-Pacific EPA]



Annex III Rules of origin: movement certificate EUR.1 (certificate of origin form)

The certificate of origin (movement certificate EUR.1) is provided in EPA, Protocol II, annex III (Concerning the definition of the concept of “originating products” and methods of administrative cooperation). Link: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:L:2009:272:FULL>

1. Supplier ⁽¹⁾		INFORMATION CERTIFICATE to facilitate the issue of a MOVEMENT CERTIFICATE for preferential trade between the EUROPEAN COMMUNITY and THE PACIFIC STATES	
2. Consignee ⁽¹⁾			
3. Processor ⁽¹⁾		4. State in which the working or processing has been carried out	
6. Customs office of importation ⁽¹⁾		5. For official use	
7. Import document ⁽²⁾ Form: No: Series: Date: <input type="text"/> <input type="text"/> <input type="text"/>			
GOODS SENT TO THE STATES OF DESTINATION			
8. Marks, numbers, quantity and kind of package	9. Harmonised Commodity Description and Coding System heading/subheading number (HS code)	10. Quantity ⁽³⁾	
		11. Value ⁽⁴⁾ ⁽⁵⁾	
IMPORTED GOODS USED			
12. Harmonised Commodity Description and Coding System heading/subheading number (HS code)		13. Country of origin	14. Quantity ⁽³⁾
			15. Value ⁽²⁾ ⁽⁵⁾
16. Nature of the working or processing carried out			
17. Remarks			
18. CUSTOMS ENDORSEMENT Declaration certified: Document: Form: No: Customs office: Date: <input type="text"/> <input type="text"/> <input type="text"/> (Signature)		19. DECLARATION BY THE SUPPLIER 1, the undersigned, declare that the information on this certificate is accurate. <input type="text"/> <input type="text"/> <input type="text"/> Place: Date: (Signature)	
			

⁽¹⁾ ⁽²⁾ ⁽³⁾ ⁽⁴⁾ ⁽⁵⁾ See footnotes on verso.

Annex IV Rules of origin: supplier's declaration

The supplier's declaration of origin is provided in EPA, Protocol II, annex V A.

Supplier declaration for products having preferential origin status

I, the undersigned, declare that the goods listed on this invoice⁽¹⁾

were produced in⁽²⁾ and satisfy the rules of origin governing preferential trade between the Pacific States and the European Community.

I undertake to make available to the customs authorities, if required, evidence in support of this declaration.

.....⁽³⁾⁽⁴⁾

.....⁽⁵⁾

Note

The abovementioned text, suitably completed in conformity with the footnotes below, constitutes a supplier's declaration. The footnotes do not have to be reproduced.

⁽¹⁾ If only some of the goods listed on the invoice are concerned they should be clearly indicated or marked and this marking entered on the declaration as follows: '..... listed on this invoice and marked were produced'

If a document other than an invoice or an annex to the invoice is used (see Article 26(3)), the name of the document concerned shall be mentioned instead of the word 'invoice'.

⁽²⁾ The European Community, Member State, Pacific State, OCT or other ACP State. Where a Pacific State, OCT or another ACP State is given, a reference must also be made to the European Community customs office holding any EUR.1(s) concerned, giving the No of the certificate(s) concerned and, if possible, the relevant customs entry No involved.

⁽³⁾ Place and date.

⁽⁴⁾ Name and function in company.

⁽⁵⁾ Signature.



Annex V Statement on origin under the European Union Generalised System of Preferences

To be made out on any commercial documents showing the name and full address of the exporter and consignee, as well as a description of the products and the date of issue (1).

French version

L'exportateur ... (Numéro d'exportateur enregistré ⁽²⁾, ⁽³⁾, ⁽⁴⁾) des produits couverts par le présent document déclare que, sauf indication claire du contraire, ces produits ont l'origine préférentielle ... (5) au sens des règles d'origine du Système des préférences tarifaires généralisées de l'Union européenne et que le critère d'origine satisfait est (6)

English version

The exporter ... (Number of Registered Exporter ⁽²⁾, ⁽³⁾, ⁽⁴⁾) of the products covered by this document declares that, except where otherwise clearly indicated, these products are of ... preferential origin (5) according to rules of origin of the Generalised System of Preferences of the European Union and that the origin criterion met is (6).

Spanish version

El exportador ... (Número de exportador registrado ⁽²⁾, ⁽³⁾, ⁽⁴⁾) de los productos incluidos en el presente documento declara que, salvo indicación en sentido contrario, estos productos gozan de un origen preferencial ... (5) en el sentido de las normas de origen del Sistema de preferencias generalizado de la Unión Europea y que el criterio de origen satisfecho es (6).

-
- (1) Where the statement on origin replaces another statement in accordance with Article 101(2) and (3) of Implementing Regulation (EU) 2015/2447 laying down detailed rules for implementing certain provisions of Regulation (EU) No 952/2013 (See page 558 of this Official Journal.), the replacement statement on origin shall bear the mention 'Replacement statement' or 'Attestation de remplacement' or 'Comunicación de sustitución'. The replacement shall also indicate the date of issue of the initial statement and all other necessary data according to Article 82(6) of Implementing Regulation (EU) 2015/2447.
- (2) Where the statement on origin replaces another statement in accordance with subparagraph 1 of Article 101(2) and paragraph (3) of Article 101, both of Implementing Regulation (EU) 2015/2447, the re-consignor of the goods making out such a statement shall indicate his name and full address, followed by his number of registered exporter.
- (3) Where the statement on origin replaces another statement in accordance with subparagraph 2 of Article 101(2) of Implementing Regulation (EU) 2015/2447, the re-consignor of the goods making out such a statement shall indicate his name and full address followed by the mention (French version) 'agissant sur la base de l'attestation d'origine établie par [nom et adresse complète de l'exportateur dans le pays bénéficiaire], enregistré sous le numéro suivant [Numéro d'exportateur enregistré dans le pays bénéficiaire]', (English version) 'acting on the basis of the statement on origin made out by [name and complete address of the exporter in the beneficiary country], registered under the following number [Number of Registered Exporter of the exporter in the beneficiary country]', (Spanish version) 'actuando sobre la base de la comunicación extendida por [nombre y dirección completa del exportador en el país beneficiario], registrado con el número siguiente [Número de exportador registrado del exportador en el país beneficiario]'.



- (⁴) Where the statement on origin replaces another statement in accordance with Article 101(2) of Implementing Regulation (EU) 2015/2447, the re-consignor of the goods shall indicate the number of registered exporters only if the value of originating products in the initial consignment exceeds €6,000.
- (⁵) Country of origin of products to be indicated. When the statement on origin relates, in whole or in part, to products originating in Ceuta and Melilla within the meaning of Article 112 of Implementing Regulation (EU) 2015/2447, the exporter must clearly indicate them in the document on which the statement is made out by means of the symbol 'XC/XL'.
- (⁶) Products wholly obtained: enter the letter 'P'; Products sufficiently worked or processed: enter the letter 'W' followed by a heading of the Harmonised System (example 'W' 9618).

Where appropriate, the above-mentioned shall be replaced with one of the following indications:

- (a) In the case of bilateral cumulation: 'EU cumulation', 'Cumul UE' or 'Acumulación UE'.
- (b) In the case of cumulation with Norway, Switzerland or Turkey: 'Norway cumulation', 'Switzerland cumulation', 'Turkey cumulation', 'Cumul Norvège', 'Cumul Suisse', 'Cumul Turquie' or 'Acumulación Noruega', 'Acumulación Suiza', or 'Acumulación Turquía'.
- (c) In the case of regional cumulation: 'regional cumulation', 'cumul regional' or 'Acumulación regional'.
- (d) In the case of extended cumulation: 'extended cumulation with country x', 'cumul étendu avec le pays x' or 'Acumulación ampliada con el país x'.

[This Statement on Origin is provided in Annex 22-07 of the Commission Implementing Regulation (EU) 2015/2447 of 24 November 2015 laying down detailed rules for implementing certain provisions of Regulation (EU) No 952/2013 of the European Parliament and of the Council laying down the Union Customs Code]



Annex VI Certificate of origin for products subject to special non-preferential import arrangements

[This Certificate of origin is provided in Annex 22-14 of the Commission Implementing Regulation (EU) 2015/2447]

1 Consignor	CERTIFICATE OF ORIGIN for imports of products subject to special non-preferential import arrangements into the European Union No ORIGINAL	
2 Consignee (optional)	3 ISSUING AUTHORITY	
NOTES A. The certificate must be completed in typescript or by means of a mechanical data-processing system, or similar procedure. B. The original of the certificate must be lodged together with the declaration of release for free circulation with the relevant customs office in the European Union.	4 Country of origin	
6 Item number — Markings and numbers — Number and kind of packages — DESCRIPTION OF GOODS	5 Remarks	
6 Item number — Markings and numbers — Number and kind of packages — DESCRIPTION OF GOODS	7 Gross and net mass (kg)	
8 THIS IS TO CERTIFY THAT THE ABOVE PRODUCTS ORIGINATE IN THE COUNTRY INDICATED IN BOX 4 AND THAT THE INDICATIONS IN BOX 5 ARE CORRECT.		
Place and date of issue	Signature	Issuing authority's stamp
9 RESERVED FOR THE CUSTOMS AUTHORITIES IN THE EUROPEAN UNION		



Annex VII Assessing export readiness

The quiz below is adapted from a questionnaire developed by the Government of Canada⁴⁹ to check the export readiness of businesses. If the Exporter answers 11-15 questions with “A” or “Yes”, the Exporter is likely well-prepared. Otherwise, this provides a good checklist for Pacific Exporters to prepare for exporting.

Is your management committed to sustaining your export effort?

Yes

No

Does your management have international business experience?

Yes

No

Have you undertaken any foreign market research?

(a) Completed primary and secondary market research, including a visit to the target market

(b) Completed some primary and secondary market research

(c) No research

Do you have the surplus production capacity to meet increased demand for your product?

Yes

No

Do you have the financing required to adapt your product or service to suit your target market and to promote it?

(a) Financing is in place

(b) Financing is being arranged

(c) No financing available

Does your company have a good track record of meeting deadlines?

Yes

No

Does your product or service have a distinct competitive advantage (quality, price, uniqueness, innovation) over your competition in your target market?

Yes

No

Have you adapted your packaging (labelling and/or promotional materials) for your target market?

Yes

No

Does your company have the capacity and resources to provide after-sales support and service in your target market?

Yes

No

⁴⁹ Government of Canada (n.d.). Step-by-Step Guide to Exporting – Appendices. Appendix A: Your exporting checklist.



Are your promotional materials (business cards, brochures, websites) available in the language of your target markets?

Yes

No

Have you started marketing your product or service in your target market?

Yes

No

Have you engaged the services of a sales representative/distributor/agent or partnered with a local firm?

Yes

No

Have you hired a freight forwarder or customs broker?

Yes

No

Do you have a Free on Board (FOB) or Cost, Insurance and Freight (CIF) price list for your product or a rate list for your service?

Yes

No

Have you checked if you can sell or use the technology and trade name associated with your product in your target markets without infringing on existing intellectual property (IP) rights?

(a) My IP strategy includes IP searches before entering new markets

(b) My IP is registered in my country only

(c) What is IP?



Annex VIII Trade agency and chamber of commerce contacts

Economy	Organization	Address	Phone	Website	Email
Cook Islands	Business Trade & Investment Board (BTIB)	Q6V9+V6X, Ara Tapu, Avarua, Cook Islands	+682 24296	https://btib.gov.ck/	btib@cookislands.gov.ck
	Cook Islands Chamber of Commerce	Tutakimoa Road, Avarua, Rarotonga PO Box 242, Rarotonga, Cook Islands	+682 20925	https://commerce.co.ck/	chamber@commerce.co.ck
Fiji	Ministry of Trade, Co-operatives, Small and Medium Enterprises	Level 2 and 3, Civic Tower, Victoria Parade, Suva	+679 3305411	https://www.mcttt.gov.fj/division/trade/	info@mcttt.gov.fj
	Fiji Chamber of Commerce & Industry	8th Floor-BSP Life Centre, 3 Scott Street, Suva, Fiji	+679 331-4044 +679 992701	https://fijichamber.com/	manager@fijichamber.com
Micronesia (Federated States of)	Dept. of Resources & Development – Trade/Investment	PS12, Palikir, Pohnpei State, FM 96941	+691 320-2646	https://rd.gov.fm/trade-and-investment	
	Kosrae Chamber of Commerce		+691 370-3164		wphillip@mail.fm
	Pohnpei Chamber of Commerce		+691 320-2452		amco@mail.fm
	Yap Chamber of Commerce		+691 350-8990		yapchamber@yahoo.com
Kiribati	Trade Promotion Division, Ministry of Tourism, Commerce, Industry and Cooperatives	P.O. Box 510. Betio Tarawa	+686 75126 156 +686 75126 157	https://mcic.gov.ki/trade-office/	kiribatitrade@commerce.gov.ki
	Kiribati Chamber of Commerce & Industry (KCCI)	Temakin, Betio, Tarawa	+686 75126351	https://www.kcci.org.ki/	secretariat@kcci.org.ki
Marshall Islands	Office of Commerce, Investment & Tourism (OCIT)	898 Amata Kabua Boulevard MDB Building 5th Floor Majuro, 96960, Marshall Islands	+692 625-4624	https://www.rmiocit.org/	ourteam@rmiocit.org
	Marshall Islands Chamber of Commerce	PO Box 1226, RRE Office Room 111, Lagoon Drive, Majuro MH 96960		https://www.rmichamber.com/	info@rmichamber.com
Nauru	Nauru Chamber of Commerce	FW66+9Q Boe, Nauru	+674 557-1411	https://www.nauruchamber.org/	info@nauruchamber.org
Niue	Niue Chamber of Commerce	Swanson Complex, Fonuakula, Alofi	+683 4399	https://niuechamber.com/	info@niuechamber.com
Palau	Bureau of International Trade & Technical Assistance	P.O. Box 6051 Koror, Palau 96940	+680 767-2490 / 2509	https://www.palau.gov.pw/	bfat.mos@palau.gov.org
	Palau Chamber of Commerce	PCC Campus, Koror	+680 488-3400 +680 775-3400	https://www.palauchamberofcommerce.com/	admin@palauchamber.org
Papua New Guinea	National Trade Office, Ministry of International Trade & Investment	Wards Road, Hohola, Enchi Haus, Port Moresby, Papua New Guinea	+675 7700 5101	https://miti-gov-pg.site/nto.gov.pg	info@miti.gov.pg
	PNG Chamber of Commerce & Industry (PNGCCI)	CHM Corporate Park One, Level 2, Suite 7, Allotment 26, Section 496 Kawai Drive, Gordons, National Capital District, Papua New Guinea	+675 323-2113	www.pngcci.org.pg	pngcci@global.net.pg



Economy	Organization	Address	Phone	Website	Email
Samoa	Ministry of Commerce, Industry & Labour (MCIL)	ACC House, Apia	+685 20442	https://mcil.gov.ws/	info@mcil.gov.ws
	Samoa Chamber of Commerce & Industry	MKR Apartments Room 8 Apia Samoa	+685 31090	https://samoachamber.ws/	samoachamberofcommerce@gmail.com
Solomon Islands	Department of External Trade (DET), Ministry of Foreign Affairs and External Trade (MFAET).	Anthony Saru Building Mendana Avenue P.O. Box G10 Honiara Solomon Islands	+677 21250 / +677 21251 / +677 21252 / +677 21253	http://www.mfaet.gov.sb/external-trade.html	
	Solomon Islands Chamber of Commerce & Industry (SICCI)	1st Floor, Suite 213, Hyundai Mall, Central Honiara, P.O.Box 650, Honiara, Solomon Islands	+677 39542 +677 39543	https://www.solomonchamber.com.sb/	services@solomonchamber.com.sb
Tonga	Ministry of Trade & Economic Development (MTED)	Ministry of Trade and Economic Development, Fatafehi Road, Fasimoeafi Nuku'alofa, TONGA	+676 740-0105	https://www.mted.gov.to/	registrar@mted.gov.to
	Tonga Chamber of Commerce & Industry	Nuku'alofa (see site)	+676 25-168		info@tongachamber.to
Tuvalu	Department of Trade	Government Building, Vaiaku, Funafuti, Tuvalu	+688 20184	https://trade.gov.tv/	tuvalu.trade@gmail.com
	Tuvalu National Private Sector Organisation (TNPSO)	TANGO Building Vaiaku, Funafuti, Tuvalu	+688 20922		tnpsos8@gmail.com
Vanuatu	Ministry of Trade & Commerce	Montfort Street, George Pompidou Area Port Vila	+678 33410	https://mtc.gov.vu/	csustaff_mttcnvb@vanuatu.gov.vu
	Vanuatu Chamber of Commerce & Industry (VCCI)	Rue de Paris Street, Port Vila. PO Box 189, Port Vila, Vanuatu.	+678 27543	https://vcci.vu/	reception@vcci.com.vu
Timor-Leste	TradeInvest Timor-Leste (TPO)	Rua 25 de Abril n°8, Colmera, Vera Cruz, Dili	+670 331-1105	https://www.tradeinvest.tl/	drem@invest.tl
	Chamber of Commerce & Industry (CCI-TL)	CHWH+FWJ, Av. Pres. Nicolau Lobato, Dili, Timor-Leste	+670 332 1022	https://cci.tl/tl/	info@cci.tl



Annex IX Terms of delivery: Incoterms

The Incoterms, issued by the International Chamber of Commerce (ICC), are a set of 11 terms which define the obligations, costs, and risks involved in the delivery of goods in international transactions. These 11 rules are:

- EXW – Ex Works (named place of delivery)
- FCA – Free Carrier (named place of delivery)
- CPT – Carriage Paid To (named place of destination)
- CIP – Carriage and Insurance Paid to (named place of destination)
- DPU – Delivered At Place Unloaded (named place of destination)
- DAP – Delivered At Place (named place of destination)
- DDP – Delivered Duty Paid (named place of destination)
- FAS – Free Alongside Ship (named port of shipment)
- FOB – Free on Board (named port of shipment)
- CFR – Cost and Freight (named port of destination)
- CIF – Cost, Insurance & Freight (named port of destination)

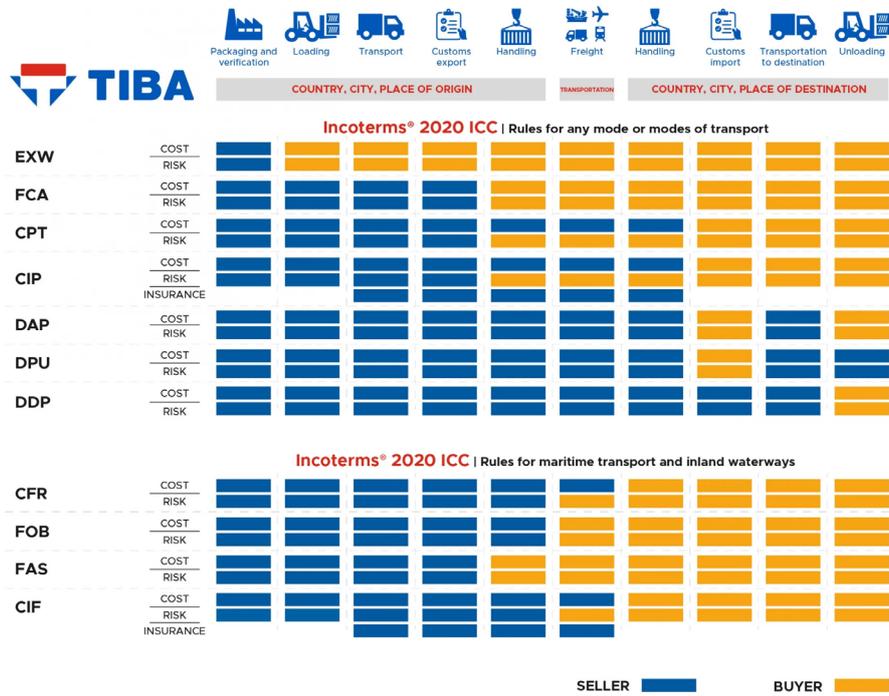
EXW, FOB, and CIF are among the most commonly used terms and are also used in many FTAs to calculate the Regional Value Content to determine the Originating Status of the goods. For e-commerce, DDP and DAP can be used.

The Incoterms are typically updated every ten years. The most recent version is Incoterms 2020. The cost and risk of each side in the international transaction under Incoterms are summarised in the chart below.



Figure 29

Distribution of costs and risk by delivery terms



Source: TIBA Group (2020)

Annex X Terms of payment in international trade

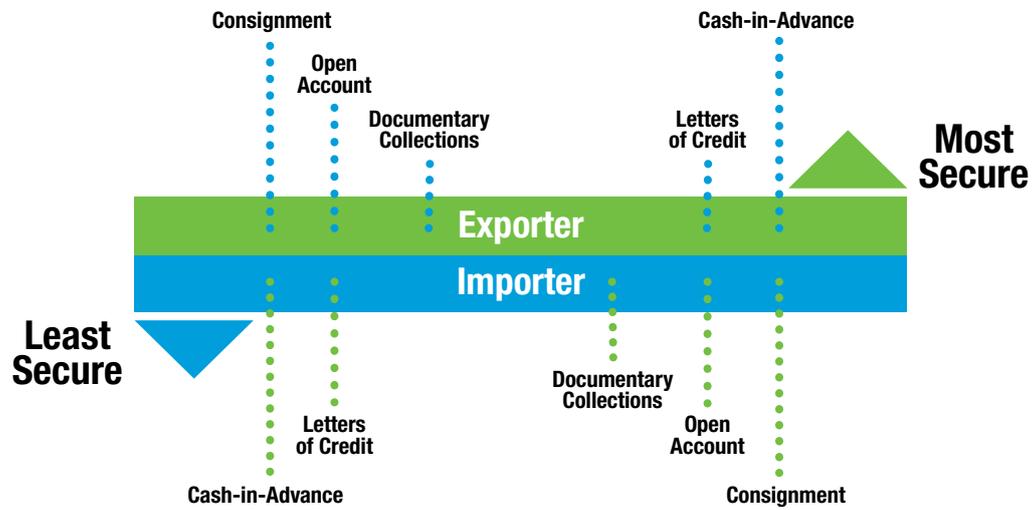
There are different payment terms that can be used in international trade transactions. Payments always have inherent risks for either one side or both sides of the transactions, depending on the payment terms agreed by the parties:

- **Cash in advance:** exporters receive payment before ownership of the goods has been transferred. Although they are the most favourable terms for exporters, they are the least attractive option for buyers, as the goods may not be sent if payment is received in advance. Escrow services have become another cash-in-advance option for small export transactions.
- **Letters of credit:** a letter of credit is a commitment by a bank on behalf of a buyer that payment will be made to the exporter, provided that the terms and conditions stated in such a letter have been met, which is confirmed by verifying the necessary documents. A letter of credit is useful when reliable credit information about a foreign buyer is difficult to obtain, but the exporter is satisfied with the creditworthiness of the buyer's foreign bank. A letter of credit also protects the buyer since no payment obligation arises until the goods have been shipped as promised.
- **Documentary collections:** is a transaction whereby the exporter entrusts the collection of the payment to its bank (remitting bank), which sends the documents that its buyer needs to the importer's bank (collecting bank), with instructions to release the documents to the buyer for payment. Funds are received from the importer and remitted to the exporter through the banks involved in the collection in exchange for those documents. Documentary collections involve using a draft that requires the importer to pay the face amount either on sight (document against payment) or on a specified date (document against acceptance). The collection letter gives instructions that specify the documents required for the transfer of title to the goods. Although banks do act as facilitators for their clients, documentary collections offer no verification process and limited recourse in the event of non-payment. They are generally less expensive than letters of credit.
- **Open account:** an open account transaction is a sale where the goods are shipped and delivered before payment is due, which in international sales is typically in 30, 60 or 90 days. This is one of the most advantageous options for importers and one of the highest-risk options for exporters. Exporters can offer competitive open account terms while substantially mitigating the risk of non-payment by using the appropriate trade finance instruments provided by their banks, such as export working capital financing, export credit insurance, export factoring and standby letters of credit.
- **Consignment:** is a variation of an open account in which payment is sent to the exporter only after the goods have been sold by the foreign distributor to the end customer. An international consignment transaction is based on a contractual arrangement in which the foreign distributor receives, manages and sells the goods for the exporter, who retains title to the goods until they are sold. These are the riskiest payment terms for exporters and should only be used with reputable and trustworthy foreign distributors or third-party logistics providers with appropriate insurance to mitigate the risk of non-payment.



Figure 30

Payment risks in international trade transactions



Source: United States Department of Commerce, International Trade Administration, 2022, Trade Finance Guide: A Quick Reference Guide for U.S. Exporters (Washington, D.C.).



unctad.org