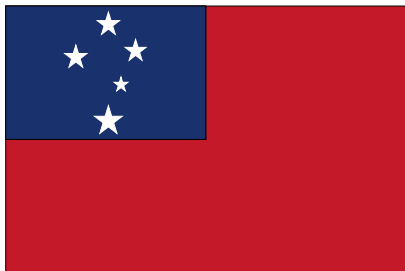


Country Introduction



Samoa is a tropical Island nation located in the heart of the South Pacific sitting halfway between New Zealand and Hawaii, celebrated for its lush rainforests, pristine beaches and friendliest of people. Home to a population of approximately 220,000 people, Samoa is made up of 9 Islands spanning 2,842 square kilometers, its capital city Apia, is a hub of cultural and economic activity.

Rich in cultural heritage, Samoa is known as the "Cradle of Polynesia", with traditions like the Fa'a Samoa way of life deeply rooted in its history. The economy thrives on agriculture, fisheries, remittances and tourism, with coconuts, taro and fresh fish among its notable exports. Governed under a parliamentary democracy, Samoa places emphasis on sustainable development, community empowerment and environmental preservation. Known for its welcoming spirit, Samoa combines tradition with modern initiatives to ensure a sustainable future. Did you know? Samoa is the first independent nation in the Pacific, gaining its sovereignty in 1962 and is also the first Pacific Island nation to have a female Prime Minister, Hon. Fiame Naomi Mata'afa who was sworn into office in 2021.

Discover the beauty, culture and resilience of Samoa - A true Paradise of the Pacific!



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COMMONS-A PAVILION

SAMOA PAVILION



**Fostering Inclusive Prosperity
through enhanced access to opportunity
for the people of Samoa**

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Exhibition Concept

Celebrate Samoa's vision for a sustainable future as our exhibition highlights the theme of "Fostering Inclusive Prosperity through enhanced access to opportunity for the people of Samoa".

Samoa hopes to share some of our key priorities and national goals with visitors and also learn from other participants and visitors about their inspirations towards empowering lives in their respective countries.

Step into a showcase of tradition and innovation, where the "Fa'a Samoa" (Samoa Way) comes to life through captivating displays of art, dance, and crafts. The theme of Samoa's pavilion encapsulates the idea of empowerment and inclusive development aligning with Samoa's focus presented in 3 main components:

- 1. Samoan Culture, People and Way of life
- 2. Investment and Business Opportunities
- 3. Sustainable Tourism Promotion

Discover Samoa - Where Tradition meets Progress!



Samoan Culture, People and Way of life

The 'Fa'a Samoa' or Samoan Way, is the traditional way of life in Samoan Culture that influences the daily routine and behavior of its people, one that is grounded on mutual respect and a strong sense of community.

The Samoan Way of life is expressed through a vast array of expressions of culture that emphasize their deep spiritual connection to its land, oceans and heritage such as traditional songs and dance, cultural artefacts and artwork, intricate crafts usually made from coconuts, and traditional tattoos called the Tatau.



Investment and Business Opportunities

Samoa offers a wealth of investment and business opportunities in key sectors such as tourism, agriculture, fisheries, and renewable energy. Strategically located in the South Pacific, Samoa provides access to regional and international markets.

With great political and economic stability, investor-friendly policies, and a skilled workforce, the nation is ideal for sustainable ventures.

Incentives include tax exemptions, relatively low corporate tax, and streamlined processes for foreign investments.

Join Samoa's journey toward innovation, resilience, and growth while contributing to a vibrant, sustainable future in the "Cradle of Polynesia."



Sustainable Tourism Promotion

Samoa champions sustainable tourism by blending its rich cultural heritage with eco-friendly practices.

As the "Cradle of Polynesia," Samoa invites visitors to experience its pristine beaches, lush rainforests, and vibrant traditions while ensuring minimal environmental impact.

The nation prioritizes community-led initiatives, promoting locally owned businesses and eco-tourism ventures that empower its people. From preserving marine life to supporting cultural preservation, Samoa's sustainable tourism approach fosters a balance between growth and conservation. Discover Samoa's beauty responsibly and join the journey to protect this paradise for generations to come—a true showcase of harmony between people and nature.



Samoa is renowned for its natural beauty, genuine hospitality and stunning adventures making Samoa the perfect destination for your next holiday or quick break.

Whether you're seeking a tropical getaway or looking to grow your business in a dynamic market, Samoa welcomes you to be part of its journey toward a sustainable and prosperous future. Experience the beauty, embrace the culture, and seize the opportunities that Samoa has to offer!