FIJI

FOCUS MARKET





With Inputs from Mr Suneet Mehta, High Commissioner of India in Fiji (Suva)

Fiji offers Indian exporters opportunities across consumer products, industrial supplies and services linked to tourism, healthcare and infrastructure. Its role as a Pacific transport and business centre can support regional connections, while each destination retains its own import and market access requirements. Indian companies should approach Fiji with a defined customer segment, a suitable local partner and a realistic plan for freight, stockholding and service.

The commercial relationship benefits from longstanding cultural and people to people links. These connections can support introductions and market familiarity, but successful trade requires products adapted to local demand and dependable execution. For Indian MSMEs, Fiji merits attention as a focused market where a well-supported product range may be more practical than an extensive launch.

THE TRADE RELATIONSHIP IN FIGURES

According to Department of Commerce figures reproduced by the High Commission of India in Suva, India's merchandise exports to Fiji reached US$96.26 million in FY 2025–26, compared with US$84.67 million in FY 2024–25, an increase of approximately 13.7%. Imports into India from Fiji rose from US$1.54 million to US$2.56 million. Adding these components gives bilateral merchandise trade of US$98.82 million in FY 2025–26, compared with US$86.21 million a year earlier, an increase of approximately 14.6%.

India's merchandise surplus was US$93.70 million in FY 2025–26. These figures relate to April–March financial years and exclude services. The High Commission also notes that trade routed through third countries may not be fully reflected in direct bilateral statistics.

The export increase provides a basis for broader commercial engagement, while the imbalance also points to scope for developing two-way business. Buyers and investors can explore complementarities in production, distribution and services rather than concentrate solely on finished goods trade.

TOURISM SUPPORTS DEMAND ACROSS THE SUPPLY CHAIN

Fiji's tourism activity creates a customer base extending beyond visitors to hotels, restaurants, transport operators and supporting businesses. Fiji Bureau of Statistics recorded 95,970 visitor arrivals in September 2026, up 3.9% from September 2025. This is a monthly indicator, not an annual visitor total.

The Reserve Bank of Fiji's 29 October 2026 statement reported that visitor arrivals in the year to September increased by 3.7%. It also noted positive consumption, investment and construction indicators, while identifying higher import costs and weather-related risks. These conditions support attention to hospitality supply chains but call for careful pricing and demand assessment.

Potential Indian offerings include hotel linen, uniforms, kitchenware, food service ingredients, furniture, lighting and selected maintenance equipment. Suppliers should establish whether purchasing decisions sit with an individual property, a hotel group or a local distributor. Samples, replacement schedules and replenishment capability can matter as much as the initial quotation.

FOOD PROCESSING AND AGRICULTURAL SUPPLY

Food and agriculture offer opportunities for Indian companies able to meet importer requirements on quality, shelf life, pack sizes and delivery. Suggested product avenues include spices, pulses, cereals, sauces and processed food ingredients. Local processing businesses may also be prospective customers for packaging, food processing machinery and cold chain equipment. These are commercial avenues for validation, rather than confirmed purchasing requirements.

Exporters must check product eligibility before shipment. The Biosecurity Authority of Fiji regulates plant and animal products, including relevant processed products, and commercial import requirements depend on the commodity. A product containing dairy or other animal derived ingredients may follow a different pathway from a wholly plant-based product. The importer should confirm permits, certificates and inspection conditions in advance.

TEXTILES, HEALTHCARE AND ENGINEERING

Textiles and apparel can be approached through wholesalers, retailers and institutional customers. Knitwear, cotton garments, home textiles and workwear merit targeted discussions, with pack assortments, sizes, fabric specifications and minimum order quantities adapted to the buyer. For hospitality textiles, suppliers should demonstrate wash performance and consistency across repeat orders.

Healthcare presents avenues for medicines,

medical supplies and selected nutrition products, subject to the applicable regulatory requirements.

In May 2025, Fiji has signed an MoU on recognition of Indian Pharmacopoeia. Indian businesses should identify whether the customer is a licensed wholesaler, pharmacy, hospital or public procurement body.

The Fiji Ministry of Health publishes guidelines for medicinal product import permits; the regulatory route should be confirmed for each product before supply. Health supplements should not automatically be treated as conventional foods or medicines without checking ingredients, presentation and claims.

Engineering suppliers can explore pumps, fasteners, seals, machinery components, fabricated assemblies and maintenance products. Infrastructure, water, energy and food processing activities create possible customer segments, as identified in the US International Trade Administration's Fiji market assessment.

A technical offer should include drawings or specifications, material grades, testing records, spare part availability and delivery commitments. For equipment requiring installation, a local service arrangement can improve the buyer's confidence. A small trial order may be a useful way to demonstrate quality before expanding supply.

INVESTMENT OPPORTUNITIES AND LOCAL PARTNERSHIPS

Investment Fiji identifies opportunities across a range of sectors, while the IFC's private sector diagnostic highlights outsourcing, healthcare and agri logistics as areas with potential to diversify the economy. Indian firms can assess joint ventures, technical partnerships, processing activities and specialist service delivery where they have a clear commercial advantage.

Possible cooperation could combine Indian manufacturing and technology capabilities with a Fijian partner's distribution network and local operations. Food processing, renewable energy services, healthcare support and digital services are themes for further project level assessment. Investment decisions should be based on verified customer demand, operating costs, staffing and a credible route to revenue.

Investment Fiji's guidance states that foreign investors generally need to remit at least FJ$300,000 within three months of incorporation, subject to the applicable framework and possible ministerial waivers. Reserved and restricted activities require separate attention. Prospective investors should confirm the current rules, activity classification and approvals with Investment Fiji and the responsible authorities before committing funds.

PREPARING FOR MARKET ENTRY

A distributor should be assessed for customer coverage, storage, working capital and experience with the product category. Exporters should agree which party handles import clearance, regulatory submissions, stock rotation and complaints. Exclusivity is best considered alongside measurable performance expectations and a review mechanism.

Fiji Revenue and Customs Service requires accurate customs declarations and supporting documents and uses electronic ASYCUDA World submissions. The applicable duty and tax treatment depends on classification and the transaction. A landed cost calculation should include freight, insurance, duties, taxes, clearance, inland delivery and distributor margins. Concessions, where available, should be confirmed for the specific shipment rather than assumed.

Commercial terms should cover specifications, payment, delivery, acceptance and dispute handling. Consolidating appropriate orders may help freight economics, but shipment timing should match the buyer's storage and cash flow. Exporters should also consider packaging durability, humidity, shelf life and the availability of replacements or maintenance support.

BUILDING ON THE OCTOBER BUSINESS ENGAGEMENTS

FIEO's multi product delegation to New Zealand and Fiji from 5–9 October 2026 included B2B meetings in Suva on 8 October, supported by the Ministry of Commerce & Industry, Government of India, and the High Commission of India in Fiji, in association with Investment Fiji, the Fiji Commerce & Employers Federation and the Fiji Chamber of Commerce & Industry. Indian companies interacted with Fijian buyers and distributors across textiles, healthcare and engineering.

On 9 October, the delegation participated in "Veilomani Dosti – Trade Connect", jointly organised by the High Commission of India in Suva and the Suva Retailers Association. Hon. Sachida Nand, Assistant Minister for Industries, Commerce and Business Development, Government of Fiji, highlighted the cultural and commercial connections between the countries. Mr Suneet Mehta, High Commissioner of India in Fiji, welcomed the delegation and assured support for business expansion.

These engagements provide contacts for continued supplier matching and follow up. For Indian companies, the practical opportunity lies in responding to specific buyer requirements with consistent products and service. Closer cooperation between businesses, trade organisations and the High Commission can support a more diversified and sustainable commercial relationship. ■

ATTENTION MEMBERS!!!

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