

Pacific Finds

Empowering Pacific business through eCommerce

Pacific Finds is an eCommerce platform created specifically to help micro, small and medium enterprises (MSMEs), with a strong focus on women entrepreneurs, to effectively promote their business and sell their products online.

Pacific Connect - Offering a powerful platform for cross-Pacific collaboration and relationship building. Creating informal, consultative environments that encourage positive, fresh-thinking and personal interest in achieving practical results.

Providing opportunities through Pacific Connect

What is now known as Pacific Finds began as an idea developed by Founder, Pauline Benson as Fiji Finds in 2016. With her extensive digital media background, Pauline attended her first *Pacific Connect* Dialogue in Brisbane (June, 2019) which was centered on the theme of *Pacific Women Entrepreneurs - Technology Influencers*. Feeling "empowered about her vision for the Pacific", Pauline redeveloped the website, and after further Dialogue participation in Vanuatu and Sydney, connected with more female entrepreneurs with complementary visions of the region's future, expanding her team. In November 2019, she facilitated the *Pacific Connect* Network Dialogue on Financial Education. The conversations that ensued at this event reinforced the need for a regional, Pasifika-focused eCommerce platform. In 2020, the *Pacific Finds* platform launched, enabling businesses in the Pacific to reach a wider market.

A focus on authentic stories

Pacific Finds showcases authentic Pacific island products and services through digital storytelling. The eCommerce platform visualises the stories of hardworking individuals and community groups, using QR codes to display a 'story' about the purchased product's creator/producer/artisan.

Supporting the community

Each platform vendor is screened and provided with a *Pacific Finds Certificate of Authentication*, which ensures only quality products are displayed. The eCommerce platform provides Pacific MSMEs with their own business page and booking services.

Visit the *Pacific Finds* site at <https://pacificfinds.com/>

Through Pacific Connect , ICDP brings together Australian business and emerging leaders with Pacific Islander counterparts to deliver locally led solutions to challenges, and to create an active network of engaged change makers.