



Business Trade Investment Board

Cook Islands

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Cook Islands Economic Growth and Business Competitiveness



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INTRODUCTION

Kia Orana.

- This presentation focuses specifically on the Cook Islands Maori culture and its use in Economic Growth and Business Competitiveness
- Case Study - two Cook Islands businesses that have incorporated Culture into their product.





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Intellectual property and cultural images are a unique and essential aspect of Cook Islands Maori identity that is being incorporated into Businesses.

There is an urgent need for continued maintenance at many levels of the protection of ancestral knowledge and identity through:

1. more effective education and programming,
2. research and writing,
3. publishing
4. implementation of intellectual property protection.



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CASE STUDY

BUSINESS NAME: Tokerau Jim

INDUSTRY: PEARL & RETAIL

WEBSITE: <http://tokeraujim.com/>

Challenges:

Products are not protected and have been copied.





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CASE STUDY

BUSINESS NAME: TAV FASHION

INDUSTRY: MANUFACTURING & RETAIL

WEBSITE: <http://www.tavresortwear.com/>

TAV now exports to Australia, NZ, Hawaii, Tahiti, Samoa and other Pacific Islands. The label has also been exported to countries as far as London, the South of France and the United Arab Emirates

Challenges:

Products are not protected and have been copied.



THANK YOU

QUESTIONS???

