



TE TANGO AKATEREANGA MONI O TE IPUKAREA  
MINISTRY OF FINANCE & ECONOMIC MANAGEMENT  
**GOVERNMENT OF THE COOK ISLANDS**

**MEDIA RELEASE**

**MFEM Launches E-Commerce Work Plan**

MFEM formally launched its e-commerce Work Plan yesterday at Muri Beach Club Resort. PM Mark Brown when introducing the Work Plan said that he was excited to endorse the plan, noting that e-commerce has become an essential aspect of global commerce, and that here in the Cook Islands we must capitalise on all the steps taken to liberalise the telecommunications market and diversify the economy.

The Cook Islands Government extends its heartfelt thanks to the PacerPlus Implementation Unit and all of the experts and stakeholders who brought this ambition to life.

Successful implementation of its National ICT Policy with the activities in the E-commerce Acceleration Workplan will spearhead a transformation in the way that citizens, business and Government interact and communicate, promoting lasting social inclusion and sustained economic growth. Furthermore, Government is committed to leading by example, with digital transformation initiatives being a mainstream priority for Ministries and agencies.



“E-commerce is one of the five priorities of the Pacific Aid-for-Trade Strategy (PAfTS), noting its potential to narrow distances and trade costs, and to promote diversification of Pacific economies,” MFEM Chief Economist Sally Wyatt says.

“The PACER Plus Agreement implicitly details e-commerce as a key element of economic development in the Pacific region, and thus forms a significant component of the PACER Plus Implementation Work Plan.”

[END]

25 August 2023  
Sally Wyatt  
**Chief Economist**