



Fiji Innovation Hub

Dear readers, we are delighted to share the October 2025 edition of the Fiji Innovation Hub e-newsletter with you which includes the latest industry news and developments, and upcoming events and activities. Let's dive in! 😊

ADVANCING INNOVATION IN FIJI

Certificate in Applied Innovation (CAI) – 29 September to 3 October

September ended and October began with an exciting inaugural *Certificate in Applied Innovation (CAI)* workshop held in Suva. Over the course of five days, a cohort of twenty participants from across the Fintech ecosystem and other sectors engaged in an immersive, practical learning experience facilitated by our very own partner, Creative HQ.

While the positive sentiments shared by participants were mutual, each shared their own unique learnings from the workshop. One of the participants on a social media post, [Ms Joana Smith \(COO of Fintech Pacific\)](#), “From the very first session, the program challenged my assumptions and reframed how I think about problem-solving and innovation. On Day 1, when asked what I hoped to achieve at the end of the week, I surprised myself with my answer: 'I want to see if I can apply what I learn here at home with my kids'. Because for me, innovation isn't just a workplace skill — it's a mindset I want to nurture in the next generation.”



The training focused on uncovering real user needs of MSMEs in Fiji, challenging long-held assumptions, and identifying key problem areas. Using design thinking, lean approaches, and emerging AI tools, participants developed innovative ideas that were showcased in a lively final pitch session to a panel of industry experts.

Check out through the links below other testimonials of participants at the CAI workshop:

1. [Sagufta Salma Janif – Women in Tech Fiji](#)
2. [Hilda Kunau – University of the South Pacific](#)
3. [Rakin Wahed – Shop Pasifika Pte Ltd](#)
4. [Ananaiasa Vunituraga - Investment Fiji](#)
5. [Watesoni Nata Jr. - MSME Council](#)
6. [Silo Raikabula - Greenhouse Co-working](#)
7. [Krishneel Deo – Digital Government Transformation Office](#)
8. [Jonathan Emberson – Fiji Airways](#)

Community Networking Event – 3 October.



To round off the week of the CAI workshop, the Hub then hosted a *Community Networking Event* on Friday, 3 October, at the Reserve Bank of Fiji. The evening brought together a vibrant mix of innovators, entrepreneurs, and ecosystem partners to share insights and strengthen collaboration.

Members of the Advisory Group reflected on key learning from their recent Wellington study tour, while few participants from the CAI workshop shared how innovation tools can drive local impact. The event also welcomed new partners, signalling growing enthusiasm for Fiji's innovation journey.

This initiative marked a significant progress in building an inclusive and dynamic innovation ecosystem – one grounded in collaboration, creativity, and collective learning.

Collaborative MSME Information Sharing Workshop



In other ecosystem happenings, the Deputy Prime Minister and Minister for Trade, Co-operatives, MSMEs, and Communications, Hon. Manoa Kamikamica, officially opened the *Collaborative Information Sharing Workshop* themed **“Empowering Micro, Small, and Medium Enterprises through a Collaborative Effort.”**

The two-day event brought together government agencies, development partners, and stakeholders to enhance coordination, improve information access, and strengthen MSME support systems.

The Deputy Prime Minister also highlighted the launch of the Access to Business Funding Act, introducing the Small Offer Regulation to expand MSME financing options beyond traditional loans and grants.

The Fiji Innovation Hub provides an opportunity for collaboration amongst MSMEs, investors, tech-developers, academia, financial institutions and the corporate sector in building a more vibrant ecosystem. The establishment of the Hub plays a supportive role in the implementation of the National MSME Strategy, the E-Commerce Strategy, the Digital Strategy, the Financial Inclusion Strategy and the National Development Plan, and Vision 2050.

To read more about this event, visit the [Ministry of Trade, Co-operatives, SMEs and Communications facebook page](#).

Datec Partners with Women in Tech Fiji



Datec Fiji launched a partnership with Women in Tech Fiji through a Memorandum of Understanding signed during the Cybersecurity Awareness Forum held at the Grand Pacific Hotel, Suva on 13 October 2025.

Led by Datec CEO Mr Vinit Nand and Women in Tech Founder, Ms Sagufa Salma Janif, the partnership is aimed at strengthening efforts to promote digital inclusion, leadership, and capacity building for women and girls in technology and cybersecurity,

To read more about this partnership, visit the [Women in Tech page](#) and [Datec page](#).

Sagufu was also part of the first cohort of the 20 participants selected for the Certificate of Applied Innovation. As mentioned by her in an interview – *“It was really great to deep dive and spend more time with the problem – we don’t often get to do that in our normal academic lives, where we’re so focused on solutions without truly understanding who the problem affects and how it impacts the economy as a whole.”* It’s a reminder that true innovation begins with empathy – taking the time to understand the problem before rushing to solve it.

SPOTLIGHTING SUCCESSES

Fijian Host Launches with YES Grant Support



35-year-old visionary entrepreneur Mr Orisi Samoce, officially launched his platform – Fijian Host – on 27 August 2025, reaching a significant milestone in his entrepreneurial journey. The young businessman stands out as a powerful example of youth innovation, pioneering a **first-of-its-kind** digital platform in the Pacific to connect tourists directly with authentic village experiences across Fiji.

Fijian Host secured a significant boost with a \$30,000 grant through the Government's Young Entrepreneurship Scheme (YES).

To read more about this achievement, visit [Ministry of Trade, Co-operatives, SMEs and Communication page](#) and [The Fiji Times website](#).

Mr Samoce was nominated by the Ministry as one of the first participants to the Certificate of Applied Innovation. Here are his thoughts on the week-long capacity building initiative: [Orisi Samoce \(1\)](#) [Orisi Samoce \(2\)](#)

CONNECT. CREATE. INNOVATE.

International Speaker Event - November

The Innovation Hub will be hosting a dynamic event on 18 November 2025, featuring Mark Achler is a venture capital investor, CEO & serial entrepreneur, and co-author of Amazon no.1 bestseller *“Exit Right.”*

Morning with Mark – Exclusive Founder Session

Kicking off the event will be a morning session where a small group of founders/entrepreneurs will have the chance to spend time with Mark.



Therefore, this is a call out to entrepreneurs to bring your ideas, your startup, your questions. Whether you're looking for feedback on your pitch, guidance on scaling, or insight into what investors look for, this is your opportunity to learn directly from one of the best.

Spaces are limited — register your interest by scanning the QR Code | or click the link below.

[Register here!](#)



Unconference 2025: Ideas that Shape Fiji

 **2025 Fiji Innovation Hub Unconference**— the afternoon will feature a speaking session by Mr Achler who will be sharing international lessons on how innovation ecosystems grow, how investment fuels startups, and how digital and AI technologies are creating new opportunities for countries like Fiji. This is expected to bring together government, corporates, and entrepreneurs to explore how innovation and investment can drive Fiji's growth.



The afternoon event will include the LAUNCH of the HACKATHON planned for January 2026 alongside a couple of idea pitches to give a preview of what the end of the hackathon will look like.

Join us for an evening of conversations where we shape the future of innovation in Fiji together.

Scan the QR code below to RSVP | or click the link provided:

[Register here!](#)



CALL TO ACTION

CONNECT & COLLABORATE

We invite all stakeholders – financial institutions, technology providers, investors, academic institutions and government bodies – to actively engage with us.

Whether through mentorship, partnership opportunities or participation in our upcoming initiatives, your contribution is invaluable in co-creating a dynamic and inclusive digital economy for Fiji and the wider Pacific region.

Be part of our growing innovation community! Follow us on our social media pages for daily insights, event announcements, video content, and real-time updates on our launch and programs.

Click the links below to join our existing platforms:

- Facebook: [Fiji Innovation Hub](#)
- LinkedIn: [Fiji Innovation Hub](#)
- Instagram: [@innovationhub_fj](#)

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