

Michael
Claus

25 July 2009

Dear Michael & Claus

RE: PACER PLUS SUPPORT

Thank you for giving Judy Kirchner the opportunity to meet and discuss the BJS Group of Companies desire to find markets from Solomon Islands into Australia. It is hoped the following will provide further insight into our interests and products (please also see our promotional flyer).

BJS group of companies has a long-term history in Solomon Islands tracing its origins to 1954 with the family business of AJ and G Blum Ltd. The third generation of the family members are now active in the management and development of the company and also a commitment to assist in the future development of Solomon Islands.

Handcraft Exports

This began in the early 70's before independence - the handicrafts of Solomon Islands are unique but are not a wholesale line and require finding niche markets around the world. Much effort over the years has been put in with little financial success - however a market may be to make a wood product required in the Australian market and or for larger items into the Interior Decorating market.

Fresh Flowers

This has a potential especially with the recent AusAid assistance to develop a local market despite some quarantine challenges. A weekly freighter service direct Honiara to Brisbane overcomes problem of delivering the product to its market. The best potential is to start small with exporting "fillers" for the flower decorative market initially and grow from there.

Limes

There is a limited market potential to send Limes to the Brisbane fruit market as limes are in abundance in Solomon Islands. The quality does vary but this has the potential for a small market again using the weekly freighter. We have explored this in the past but never moved beyond the investigative stage.

Fibre of Coconuts

There is an abundance of husks for potential export as there is an active copra industry. We have heard through the South Pacific Trade Office in Sydney of an Australian interest for the fibre. However, there has been no progress or response from the Sydney office on this issue.

Canned Fish

Solomon canned tuna is recognised as one of the best-canned tuna available despite its low brand recognition by consumers. The Soltai operation is now revitalising itself, keen to upgrade its image and presentation. We have previously tried to enter the market in Sydney and Brisbane with limited success (see attached report).

RAMSI personnel have learned of the Soltai tuna and really enjoy it during their stay and so this offers a specialised market in Australia. Independent grocery and upper end food stores is the target. In order to be successful the export business would need external help promoting the product and it is understood that Soltai management is keen to work with BJS to expand, as the export market is the key to their survival.

We look forward to further discussions on the above topics.

Thanks & regards

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