

## KEY FACTS

**Official name:** Malotuto'atasi o Samoa (Independent State of Samoa) (dropped 'Western' 1997)

**Head of State:** O le Ao o le Malo, Tuia'epa Tupua Tamasese Efi (from 2007; re-appointed 20 Jul 2012)

**Head of government:** Prime Minister Tuila'epa Sailele Malielegaoi (HRPP) (since 1998; re-elected Mar 2011)

**Ruling party:** Human Rights Protection Party (HRPP) (since 1982; re-elected Mar 2011)

**Area:** 2,840 square km (nine islands): Savai'i (1,708); Upolu (1,118)

**Population:** 200,000 (2012)\*

**Capital:** Apia (on Upolu)

**Official language:** Samoan

**Currency:** Tala or Samoan dollar (\$\$) = 100 senes, or cents

**Exchange rate:** S\$2.35 per US\$ (Jul 2013)

**GDP per capita:** US\$3,727 (2012)\*

**GDP real growth:** 1.20% (2012)\*

**GDP:** US\$683.00 million (2012)\*

**Inflation:** 6.20% (2012)\*

**Balance of trade:** -US\$227.00 million (2012)\*

**Foreign debt:** US\$278.00 million (2012)

**Annual FDI:** US\$14.88 million (2011)

\* estimated figure

# Samoa

**S**amoans quickly adjusted to their time change at the end of 2011, although it is too soon to assess the effect on the economy of being in the same time zone as their major trading partners.

The *Asian Development Bank Economic Outlook 2012* reported that growth picked up to 2.1 per cent in FY2011 (ended 30 June 2011), from 0.2 per cent the previous year, reflecting growth in construction as infrastructure projects were continued or initiated. Higher consumer spending also contributed, fuelled by rising remittances (particularly from Australia and New Zealand). Construction-related industries like transport and communications posted modest growth, as did tourism. Average annual inflation rose to 2.9 per cent in FY2011, driven by higher prices for imported food (mainly rice, flour, and chicken) and fuel. Government revenue and expenditure were generally in line with budget targets, except development spending.

Total imports rose by 11.4 per cent (in US dollar terms), and exports of fresh fish, beer, and nonu juice (considered to be a contemporary and alternative medicine) fell by 5 per cent due to weakening demand in major markets, including Japan and New Zealand. The economy is expected to grow by 2.5 per cent and 2.4 per cent in the next two fiscal years, driven mainly by tourism and remittances. Tourism earnings in the first six months of FY2012 were 2 per cent higher than the equivalent FY2011 period. Private remittances rose by 3 per cent to US\$86.7 million during the same period..

Medium-term prospects will depend on how the US, Australian, and New Zealand economies perform; these countries are Samoa's largest trading partners and main sources of remittances and tourist arrivals. The balance of payments is projected to record an overall surplus in FY2012 due to the anticipated heavy influx of donor funds (about US\$100 million in external grants and loans). Exports of artesian water, fish, and nonu juice are likely to benefit, as the People's Republic of China phases in duty-free entry of a greater range of Samoan products in line with a July 2010 trade agreement.

## COUNTRY PROFILE

### Historical profile

The first Polynesians settled in the islands around 600BC. A former German protectorate, Samoa was governed by New Zealand from 1914 until its citizens voted for independence in 1961. The Independent State of Samoa was known as Western Samoa until 1997.

1722 The Dutch navigator, Jacob Roggeveen, was the first European to sight the islands.

1831 The London Missionary Society arrived in Samoa to convert native Samoans, establishing a British presence.

1889 The Treaty of Berlin between Britain, the US and Germany promised an independent Samoan government.

1899 The Berlin treaty was annulled by the *Tripartite Treaty*, which granted the US rights to all eastern islands of the Samoan group and gave Germany the remainder. In exchange for withdrawing its claim to Samoa, Britain gained control of Germany's rights in Tonga, Niue and the Solomon Islands (excluding Bougainville).

1914 New Zealand occupied Western Samoa during the First World War and continued to administer it after the War under a League of Nations' mandate.

1929 Eleven members of the Mau independence movement were killed by New Zealand authorities.

1946 After the Second World War, Western Samoa was administered as a UN Trust Territory by New Zealand.

1961 A UN-supervised plebiscite voted for independence.

1962 Western Samoa became the first Pacific island to declare independence.

1970 Western Samoa became a member of the Commonwealth.

1990 Voters approved universal suffrage and increased the legislature's term from three to five years.

1991 The general election employed universal suffrage for all those over 21.

1997 The constitution was amended and Western Samoa was re-named Samoa.

1998 The government imposed restrictions on the media.

2000 Samoa was one of the first to sign the Pacific Island Countries (free) Trade Agreement. Two former cabinet ministers, sentenced to death for a murder attempt on a fellow politician who could have exposed them for corruption, had their

death sentences commuted to life imprisonment.

2001 Incumbent prime minister, Tuiaepa Sailele Malielegaoi (Human Rights' Protection Party (HRPP)) won a closely run election and retained control with the support of independent members.

2002 New Zealand formally apologised for its poor treatment of Samoan citizens in colonial times.

2004 The death penalty, which had not been used since the 1930s, was abolished.

2006 HRPP was re-elected, winning 36 of the 49 parliamentary seats.

2007 Susuga Malietoa Tanumafili II died aged 94. Tupua Tamasese Tupuola Tufuga Efi (known as Tuiatua Tupua Tamasese Efi) was appointed by parliament as O le Ao o le Malo (traditional head of state) Tupuola Efi.

2009 Following a Supreme Court ruling that Tautua Samoa (TS) had not been registered to participate in the general elections all nine members (forming the opposition) chose to sit in parliament as independents. However the speaker of parliament disqualified them, as the constitution required that they stand for re-election if they remained as a political party. The road code changed to introduce right-hand driving. An earthquake, of 8.3 magnitude, struck offshore in the Pacific Ocean and caused a devastating tsunami that swept over several Samoan islands, killing more than 140 people, including 25 in American Samoa. International aid was provided including emergency supplies.

2010 Daylight saving was introduced, moving GMT from minus 11 hours to GMT minus 10 hours.

2011 In parliamentary elections held in March, the ruling HRPP won 29 seats out of 49. Seven independent members also supported the HRPP. The opposition TS won 13 seats. Samoa's first period of daylight saving ended on 3 April. In May the Samoan government approved the International Date Line Act 2011 to change Samoa from being on the east of the International Dateline to being on the west, so that Samoa will be one of the first countries to begin the daily cycle and not the last to see the sun set; in effect it moves a day ahead in time and comes into line with its trading partners in Oceania and Australasia. On Thursday 29 December at 11.59.59 Samoa lost one day and moved forward to Saturday 31 December at 00.00.

2012 On 20 July, parliament re-appointed, unopposed, Tuiatua Tupua Tamasese Efi as Head of State (O le Ao o le Malo). Bilateral discussions resumed on 11 October between Samoa and American Samoa covering joint concerns in

health, telecommunications, customs and utilities. The last such meetings had been held in 2007.

### Political structure

#### Constitution

The O le Ao O le Malo (Head of State) acts as a constitutional monarch with the power to dissolve the Fono (legislative assembly) and to appoint a prime minister with its recommendation.

#### Independence date

1962

#### The executive

Executive power rests with the prime minister who selects a 12-member cabinet. The Head of State (O le Ao o le Malo) does not play an active role in government. He appoints the prime minister on the Fono's recommendation and approves the laws passed by the Fono. The Head of State is elected for a five-year term.

#### National legislature

The unicameral Fono has 49-members, of which 47 are matais (traditional clan leaders) elected in six two-seat and 35 single constituencies. The remaining two members are elected by and represent non-ethnic Samoans. All members are elected for five-year terms.

#### Last elections

4 March 2011 (parliamentary)

**Results:** Parliamentary: the Human Rights Protection Party (HRPP) won 29 seats (out of 49), Tautau Samoa (TS) 13, independents (supporting HRPP) seven; turnout was 90 per cent.

#### Next elections

2016 (parliamentary)

### Political parties

#### Ruling party

Human Rights Protection Party (HRPP)  
(since 1982; re-elected Mar 2011)

#### Main opposition party

Tautua Samoa (TS)

#### Political situation

The devastating tsunami that killed more than 140 people, in 2009, left several islands in need of widespread reconstruction. In October 2010, the opposition Samoan Democratic United Party (SDUP) queried where the tsunami relief funds had been spent? A New Zealand TV3 documentary claimed that an amount of the aid monies had been misappropriated. The government strenuously denied the accusations saying that the money was budgeted to be spent over a four-year recovery period as pledges were paid.

Despite opposition by the National Council of Churches and the Tautua Somoa Party (TSP) a new casino legalisation bill was passed in October 2010. Prime Minister Tuila'epa expected the first casino to be in operation in mid-2011, although in the meantime, the Totalisator Agency Board would undertake research into what type of casino was best.

#### Population

186,340 (2011; census figure)

**Last census:** 7 November 2011:

186,340

**Population density:** 64 inhabitants per square km (2010). Urban population 20 per cent (2010 Unicef).

**Annual growth rate:** 0.6 per cent, 1990–2010 (Unicef).

## KEY INDICATORS

Samoa

	Unit	2008	2009	2010	2011	2012
<b>Population</b>	m	*0.19	*0.19	*0.18	0.19	*0.20
<b>Gross domestic product (GDP)</b>	US\$bn	570.00	557.00	0.56	0.63	*0.68
<b>GDP per capita</b>	US\$	2,802	3,078	2,780	3,451	*3,727
<b>GDP real growth</b>	%	4.8	-5.4	0.2	2.1	*1.2
<b>Inflation</b>	%	6.3	14.6	-0.2	2.9	*6.2
<b>Industrial output</b>	% change	–	-8.1	8.1	–	–
<b>Agricultural output</b>	% change	–	0.7	-11.2	–	–
<b>Exports (fob) (goods)</b>	US\$m	11.2	10.2	12.4	11.4	–
<b>Imports (fob) (goods)</b>	US\$m	204.3	227.6	280.0	318.7	–
<b>Balance of trade</b>	US\$m	-193.2	-217.4	-267.6	-307.3	–
<b>Current account</b>	US\$m	-195.0	-152.0	-66.7	-78.2	*-68.0
<b>Total reserves minus gold</b>	US\$m	87.1	165.8	208.4	179.7	–
<b>Foreign exchange</b>	US\$m	81.9	145.0	189.0	158.4	–
<b>Exchange rate</b>	per US\$	2.64	2.73	2.48	2.32	2.28

\* estimated figure

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## Ethnic make-up

Samoan (92.6 per cent); European and Polynesian mixed race (7 per cent); Europeans (0.4 per cent).

## Religions

Christian

## Education

The introduction of the bilingual, single curriculum in primary and secondary schools has increased the number of students successfully completing schooling. Teaching methods and teacher's tools, including dictionaries, grammars and workbooks for teachers, were re-oriented so that the focus became localised and seen as more relevant to the student's lives. The dual streaming of academic and non-academic students in secondary schools was discontinued and has improved the educational outcome of more students.

**Literacy rate:** 98.9 per cent, adult male rate; 98.4 per cent adult female rate (World Bank).

**Compulsory years:** Five to 13

**Enrolment rate:** 91.9 per cent net primary enrolment; 67.4 per cent net secondary enrolment (World Bank).

## Health

**Life expectancy:** 68 years, 2004 (WHO 2006)

**Fertility rate/Maternal mortality rate:** 3.9 births per woman, 2010 (Unicef)

**Birth rate/Death rate:** 15 births per 1,000 population; six deaths per 1,000 population (2003).

**Child (under 5 years) mortality rate (per 1,000):** 19 per 1,000 live births (World Bank)

## Main cities

Apia, on Upolu (capital, estimated population 35,841 in 2012), Vaitele (7,921), Faleasii (4,026).

## Languages spoken

English is widely spoken. The Samoan language has an equal status with English in schools.

## Official language/s

Samoan

## Media

### Press

Publications are typically printed in both English and Samoan. Locally published newspapers include the Samoa Observer, a leading daily and Samoa News ([www.samoalive.com](http://www.samoalive.com)) publishes every weekday. Samoa Weekly and Talamua Magazine are privately owned and Savali is a government-owned periodical.

Online news networks include Pacific Islands Report ([www.eastwestcenter.org](http://www.eastwestcenter.org)) and Samoa Live ([www.samoalive.com](http://www.samoalive.com)). Several Samoan (and English) language publications are printed in New Zealand,

including Samoana Samoa Star and Samoa Sun.

The monthly Women's Times became a weekly edition from July 2011.

**Dailies:** The Samoa Observer is a leading daily. Samoa Live ([www.samoalive.com/samoanews.htm](http://www.samoalive.com/samoanews.htm)) is the leading local on-line network with regional Asia Pacific and international news links. Other regular publications include the Samoa Times and South Seas Star.

**Weeklies:** Local weekly publications include Newsline, Le Samoa, Samoa Post and Samoa Weekly.

**Business:** Talanei News ([www.samoana.org/talanei](http://www.samoana.org/talanei)) covers business news.

**Periodicals:** Periodicals include Savali and Samoa Sports Monthly.

### Broadcasting

It is possible to pick up television and radio broadcasts from American Samoa.

**Radio:** There are three commercial FM stations and the Samoa Broadcasting Corporation operates commercial AM and FM radio stations.

**Television:** There are four TV stations the state-run SBC, and the private O Lau TV broadcasting 24 hours, TV3 broadcasting for 12 hours, and CCTV relays programmes from the Chinese state-run broadcaster.

### Advertising

All radio stations and most weekly newspapers accept advertising and there are a few opportunities for billboards however cinemas do not offer advertising.

### News agencies

ABC Pacific Beat: [www.radioaustralia.net.au/pacbeat](http://www.radioaustralia.net.au/pacbeat)

Pacific Magazine: [www.pacificmagazine.net](http://www.pacificmagazine.net)

Pacific Islands New Association (Pina): [www.pina.com.fj](http://www.pina.com.fj)

## Economy

There are four main sources of income for the Samoan economy: development aid, tourism, agricultural exports and remittances. Agricultural exports provide over 90 per cent of export revenue. The structure of the economy in 2008 was 60 per cent services, 29.3 per cent by industry, of which manufacture comprised 11.7 per cent, and 10.8 per cent agriculture. The agricultural sector employs around 60 per cent of the labour force in subsistence farming, while export products are centred on the coconut, with sales of copra and coconut oil and cream. The manufacturing sector is largely geared to fabricating vehicle parts for use in car assembly in Australia, under a market-access concession arrangement.

GDP growth was 4.8 per cent in 2008, plummeting in 2009 to -5.4 per cent as growth in all sectors except services

contracted. There was a recovery in 2010 with GDP growth of 0.2 per cent, which grew to an estimated 2.1 per cent in 2011. Inflation rose from 6.3 per cent in 2008 to spike at 14.6 per cent by 2009, before falling into negative inflation of -0.2 per cent; inflation in 2011 was estimated at 2.9 per cent.

Remittances in 2009 were US\$119 million, increasing to US\$122 million (22.5 per cent of GDP) in 2010. They were estimated to have risen to US\$129 million in 2011.

Samoa is a stable democratic country that has taken measures to liberalise its economy in an attempt to attract foreign direct investment (FDI). It suffered grievously during the global economic crisis when FDI fell from a record US\$45.9 billion in 2008 to US\$733,156 in 2010.

The tourism sector is strong, providing around 20 per cent of GDP; it is however subject to damage from climatic and other natural disasters. A tsunami, caused by an offshore earthquake, swept over much of the southern coast of Upolu in October 2009, devastating not only much of the tourist infrastructure, but also deterring many from visiting; eighteen resorts and family-run properties were destroyed and pristine beaches scarred and littered with debris. The tsunami also destroyed a huge portion of Samoa's staple food crop, taro. Visitor numbers in 2008 were 122,163 increasing to 128,804 in 2009, as 17 cruise liners stopped off, bringing 16,633 passengers.

Samoa was first included on the UN-list of least developed countries in 1971, but in 2007 it was agreed that Samoa should graduate to the status of developing country. On 13 June 2012 UN-OHRLLS confirmed that Samoa would gain developing country economic status in January 2014.

## External trade

Samoa is a member of the South Pacific Regional Trade and Economic Co-operation Agreement (Sparteca) along with 12 other regional nations, which allows products duty free access by Pacific Island Forum members to Australian and New Zealand markets (subject to the country of origin restrictions).

Foreign trade underpins the economy in three major fields, agricultural produce, manufacturing and capital flows. Tourism, particularly by expatriates, and remittances (over 25 per cent of GDP) has covered Samoa's persistently large trade deficit for a number of years. Manufacturing is largely based on automotive components that are shipped to Australia. Agricultural products are mostly exported for processing except coconuts and their

derivates. Around 15 per cent of all exports are bound for European markets. On 16 December 2011, Samoa was given approval to join the World Trade Organisation (WTO), the 153rd nation to do so. Ratification of the membership agreement should take place by 15 June 2012.

#### **Imports**

Principal imports are machinery and equipment, industrial supplies and foodstuffs.

**Main sources:** Australia (typically 25 per cent of total), New Zealand (23 per cent), US (13 per cent).

#### **Exports**

Although automotive parts (manufactured in Samoa's Foreign Trade Zone) are the major export items they are not included in government statistics on exports commodities as they are part of the market-access concession arrangement with Australia and are considered outside the domestic economy, only providing employment and peripheral trade. Agricultural produce constitutes 90 per cent of Samoan commodity exports, including (by volume) coconut oil, fresh fish, coconut cream, nonu fruit, spring water, beer, copra and taro.

**Main destinations:** Australia (typically 80 per cent of total), New Zealand (10 per cent), American Samoa (4 per cent).

#### **Agriculture**

##### **Farming**

Agriculture, including fishing, typically accounts for 17 per cent of GDP and employs over 60 per cent of the workforce with smallholdings producing surpluses in Samoa's fertile volcanic soil, enough for healthy export sales. Production of subsistence crops include cassava, breadfruit maize and taro.

Export of nonu juice has in the past replaced fresh fish as Samoa's principal foreign exchange earner. Other produce under development includes macadamia nuts, annatto (dye), timber and cattle. A shipment of sheep arrived from Fiji where they had been specially bred to have a high meat content and to be suitable for tropical climates.

##### **Fishing**

Fishing is one of Samoa's major export earners. The typical annual fish catch is around 11,000t (an increase from 7,500t in 1998); there are concerns that overfishing is depleting fish stocks. The Chicken of the Sea Samoa Packing plant was closed in September 2009 with the loss of around 2,000 jobs.

##### **Forestry**

Typical annual production includes 131,000 cubic metres (cum) roundwood, 61,000cum industrial roundwood, 21,000cum sawnwood, 58,000cum

sawlogs & veneer logs, 70,000cum wood fuel.

#### **Industry and manufacturing**

The industrial sector typically accounts for over 25 per cent of GDP and employs approximately 6 per cent of the workforce. Small-scale manufacturing and industry has expanded. The government's industrial area of Vaitele (on Upolu) houses a brewery, a cigarette factory and a match factory.

Other industries include copra processing, food processing, light engineering, woodworking and manufacture of coconut oil, paint, concrete and construction materials, bottled gases, plastic bags, corned beef and garments. US food processors have expressed interest in investing in fish-processing capacity.

Output of automotive wiring harnesses for export increased following the extension of the Yazaki Samoa plant, the largest employer. However production fell in 2004. Garment exports also declined when production was interrupted by a move to new premises.

Industrial production grew in 2004 by 2.6 per cent, led by construction both private and public. The construction sector, following the damage from Cyclone Heta in January 2004, sparked a boom and coupled with major building projects in offices, schools, the National University of Samoa and the facilities for the South Pacific Games, have more than bolstered the declines seen in other areas of the economy.

#### **Tourism**

Samoa is a popular tropical destination for regional tourist, with 130,000 visitors in 2010 (of which normally 24,000 are from American Samoa). The largest groups of visitors are from Australia and New Zealand.

Ecotourism is a major component of the sector, with diving offshore and exploring the rainforest onshore, although most visitors simply relax and soak up the sun. A new strategy to encourage visitors from further afield, which typically targets wealthier travellers, has resulted in a change of emphasis. From the current low-key accommodation and piecemeal development in tourism, in 2010 the US South Pacific Development Group signed a leasing contract with the government to develop the first major, oceanfront resort on Savai'i, to be called Sasina Village.

The initial phase will include a hotel, time-share units, and sports and leisure centres, for completion by 2015. The following phase will include additional hotels, private residences and a marina. The International Date Line Act 2011 changed Samoa from being on the east of the International Date Line (IDL) to

being on the west. This meant that Samoa went from being one of the last countries to see the sun set, to being one of the first to see it rise. It brought Samoa into line with its trading partners in Oceania and Australia, making it more possible to do business. The move also meant that neighbour American Samoa became a day behind.

#### **Hydrocarbons**

As there are no hydrocarbon reserves, Samoa relies entirely on the import of petroleum products, of which refined oil makes up around 58 per cent of Samoa's energy consumption. Imports come from New Zealand, Australia, Fiji and the US, averaging 1,000 barrels per day. Samoa does not import natural gas or coal.

#### **Energy**

Total installed generating capacity was 31MW in 2006. The autonomous government-owned, Electric Power Corporation (EPC) has sole responsibility to generate, transmit, distribute and sell electricity in Samoa with 95 per cent penetration.

Hydropower provides 50 per cent of all electricity from five hydro, several diesel- and a solar-powered plants operated by EPC. Plans are underway to develop renewable energy based on wind, solar, hydro and bio-fuels.

Growth in demand is rising; as a result of low rainfall and lack of maintenance of old plants, output from several power stations was suspended in 2008 and rationing was introduced during daylight hours. In January 2010 the government commissioned feasibility studies to determine the potential for the EPC to build five new hydroelectric plants, with two sites on Savai'i and three on Upolu. Funds for an initial three plants will be forthcoming and the remaining two will be scheduled for implementation at a later date.

#### **Banking and insurance**

The government has increased its deposits in the banking system over the last few years, enabling commercial banks to lend and boosting private sector credit growth. Banks are strongly capitalised and earn good profits.

##### **Central bank**

Central Bank of Samoa

#### **Time**

GMT plus 13 hours; daylight saving, GMT plus 14 hours.

On 9 May 2011, the Samoan government decided that, from 29 December, the International Date Line would be shifted from west to east, so that Samoa will be one of the first countries to begin the daily cycle and not one that completes the cycle; in effect it moves a day ahead in time and comes into line with its trading partners in Oceania and Australasia. On

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Thursday 29 December at 11.59.59 Samoa will lose one day and move forward to Saturday 31 December at 00.00.

## Geography

Samoa lies in the southern Pacific Ocean about 2,400km north-east of New Zealand and about 450km west of American Samoa. Samoa comprises two large islands – Savii and Upolu, separated by a 13km ocean channel – and seven small, mostly uninhabited islands. The total land area is 2,934 square km. Savii and Upolu are coral fringed, rugged volcanic mountains rising to 1,856 metres (m) and 1,115m respectively.

## Hemisphere

Southern

## Climate

Temperatures 24–30 degrees Celsius (hottest in March) and high humidity. Rainy season November–April, rainfall at least 5,000 mm/year, heaviest in January.

## Entry requirements

### Passports

Required by all and valid for six months beyond the date of departure. Proof of onward/return passage and visa documentation for following destination, booked accommodation and sufficient funds for stay are required.

### Visa

Not required by tourists for a period not exceeding 60 days. American Samoan and US citizens resident in American Samoa may visit with a 14–30 days visitor permit.

Business visitors should apply for a temporary resident permit from the Samoan Immigration Department. Requirements and application form can be found at [www.samoaimmigration.gov.ws](http://www.samoaimmigration.gov.ws) under Permit Services.

### Currency advice/regulations

The import of local and foreign currency is unlimited. Export of local currency is prohibited and foreign currency is limited to the amount imported.

Travellers cheques are accepted in banks and larger hotels.

### Customs

Personal effects allowed duty-free.

### Prohibited imports

Firearms, ammunition, explosives, illegal drugs and pornography. Plants, seeds, soil and animals may be imported subject to approval from the Department of Agriculture.

### Health (for visitors)

#### Mandatory precautions

Vaccination certificate for yellow fever if travelling from an infected area.

#### Advisable precautions

Vaccinations for diphtheria, tuberculosis, hepatitis A and B, polio, tetanus, typhoid. There is a rabies risk.

## Hotels

Most hotels are located close to the capital. There are five standards available from deluxe and superior to budget.

## Credit cards

Major credit cards are accepted; ATMs are available.

## Public holidays (national)

### Fixed dates

1–2 Jan (New Year), 25 Apr (Anzac Day), 10 May (Mothers-of-Samoa Day), 1 Jun (Independence Day), 3 Nov (Arbor Day), 25–26 Dec (Christmas).

### Variable dates

Good Friday, Easter Monday, Labour Day (first Mon in Aug), *Lotu-a-Tamaiti* (second Mon in Oct, the day after White Sunday).

## Working hours

### Banking

Mon–Fri: 0900–1500. Larger branches are open Sat: 0900–1200.

### Business

Mon–Fri: 0800–1200, 1300–1630.

### Government

Mon–Fri: 0800–1200, 1300–1630.

### Shops

Mon–Fri: 0800–1200, 1330–1630; Sat: 0800–1230.

## Telecommunications

### Telephone/fax

Samoa uses satellite communications and some domestic transmissions are conducted over microwave, generally in less densely populated areas, and between the islands of Upolu and Savaii. All can be adversely affected by bad weather.

### Mobile/cell phones

A GSM 900 service is in operation.

## Electricity supply

240V AC, with flat, three-pin plugs (Australian style).

## Weights and measures

Imperial system, with metric systems in use.

## Social customs/useful tips

Appointments should be made in advance. Ties need only be worn for formal meetings. English is used for business and commerce. Care should be taken to respect local customs and practices. Samoans do not like to disagree with someone in authority, or not give the anticipated reply, which can lead to misunderstandings by foreign visitors (a 'yes' can mean 'no'). Gratuities are optional and gifts for excellent service are appreciated. The minimum drinking age is 18 years.

## Getting there

### Air

**National airline:** Polynesian Airlines

**International airport/s:** Faleolo International (APW), 34km west of Apia, with

banks, post office, duty-free and car hire.

There are taxis and buses to the city.

**Airport tax:** Departures tax: S\$40

## Surface

**Water:** Ferry services operate from American Samoa; cargo ships also carry passengers from New Zealand, Australia, Japan and other Pacific islands, as well as Europe and the US.

**Main port/s:** Apia and Asau

## Getting about

### National transport

**Air:** Polynesian Airlines operates regular services between Faleolo (Upolu) and Maota (south-east Savaii).

**Buses:** Scheduled bus services operate in and around Apia and Salelologa (Savai'i).

**Water:** Daily ferry services operate between Salelologa (Savai'i) and Mulianua (Upolu).

### City transport

**Taxis:** Taxi service is available in Apia.

### Car hire

International or national driving licence required. Traffic drives on the right (from 6 September 2009).

## BUSINESS DIRECTORY

The addresses listed below are a selection only. While World of Information makes every endeavour to check these addresses, we cannot guarantee that changes have not been made, especially to telephone numbers and area codes. We would welcome any corrections.

### Telephone area codes

The international direct dialling (IDD) code for Samoa is +685 followed by subscriber's number.

### Useful telephone numbers

Police, fire and ambulance: 999.

### Chambers of Commerce

Samoa Chamber of Commerce and Industry, PO Box 2014, Lotemau Centre, Vaea Street, Apia (tel: 21-237; fax: 21-578; email: [info@samoachamber.com](mailto:info@samoachamber.com)).

### Banking

ANZ Bank (Samoa) Ltd, PO Box L1855, Beach Road, Apia (tel: 22-422; fax: 24-595, 23-807).

Australia and New Zealand Banking Group Ltd, PO Box L1855, Apia (tel: 22-422; fax: 24-595).

Development Bank of Samoa, PO Box 1232, Apia (tel: 22-861; fax: 23-888).

International Business Bank Corp Ltd, Level 2, Chandra Hse, Convent St, Apia (tel: 22-393; fax: 23-253).

National Bank of Samoa Limited, PO Box L3047, Apia (tel: 23-077; fax: 23-085).

Pacific Commercial Bank Ltd, PO Box 1860, Beach Road, Apia (tel: 20-000; fax: 22-848).

#### **Central bank**

Central Bank of Samoa, Central Bank Building, Private Bag, Apia (tel: 34-100; fax: 20-293; e-mail: cbs@samoanet.net; internet: www.cbs.gov.ws).

#### **Travel information**

Faleolo International Airport, Private Bag, Apia (tel: 23-201, 23-202, 42-050; fax: 24-281; e-mail: etuale@samoanet.net).

Mulifanua Ferry Terminal Pier, PO Box 3267, Apia.

Polynesian Airlines, PO Box 599, Beech Road, Apia (tel: 21-261; fax: 20-023).

Samoa Shipping Corp, Shipping House, Matautu-tai; PO Bag, Apia (tel: 20-935/6; fax: 22-352; email: info@samoashipping.com).

#### **Ministry of tourism**

Samoa Tourism Authority, PO Box 2272, Apia (tel: 63-500; fax: 20-886; email: info@visitsamoa.ws).

#### **National tourist organisation offices**

Samoa Visitors' Bureau, PO Box 862, Apia (tel: 20-878; fax: 20-886; e-mail: samoawsvb@pactok.peg.apc.org; internet site: <http://www.visitsamoa.ws>).

#### **Ministries**

Ministry of Agriculture, Quarantine Division, P O Box 1874, Apia (tel: 22-561; fax: 24-576; internet: [www.samoaquarantine.gov.ws](http://www.samoaquarantine.gov.ws)).

Ministry of Commerce, Industry and Labour, Level 4, ACB Building, Apia (tel: 20-441/2; internet: [www.mcilsamoa.ws](http://www.mcilsamoa.ws)).

Ministry of Finance, Central Bank Bld, Matafele; Private Bag, Government of Samoa, Apia (tel: 34-333; fax: 21-321; internet: [www.mof.gov.ws](http://www.mof.gov.ws)).

Ministry of Prime Minister and Cabinet, Samoa Immigration, Lever 2, Lober Bld; PO Box L1861, Apia (tel: 20-291/2; fax: 22-243; internet: [www.samoaimmigration.gov.ws](http://www.samoaimmigration.gov.ws)).

#### **Other useful addresses**

Asian Development Bank (ADB), South Pacific Regional Mission, La Casa di Andrea, Fr. Dr. W. H. Lini Highway; PO Box 127, Port Vila, Vanuatu (tel: (+678-2) 23-300; fax: (+678-2) 23-183; email: [adbsprm@adb.org](mailto:adbsprm@adb.org); internet: [www.adb.org/SPRM](http://www.adb.org/SPRM)).

Department of Statistics, PO Box 1151, Apia.

Department of Trade, Commerce and Industry, Chandra House, Trade Information Centre, PO Box 862, Apia (tel:

20-471; fax: 21-504; email: [IPU@tci.gov.ws](mailto:IPU@tci.gov.ws); internet: [www.tradeinvestsamoa.ws](http://www.tradeinvestsamoa.ws)).

Government of Samoa, PO Box L 1864, Apia (tel: 24-799, 63-115; fax: 21-742, 26-396; e-mail: [contact@govt.ws](mailto:contact@govt.ws)).

Samoa Mission to the United Nations, 800 Second Avenue, Suite 400J, New York, NY 10017 (tel: (+1-212) 599 6196; fax: (+1-212) 599 0797).

#### **Internet sites**

Government of Samoa: [www.govt.ws](http://www.govt.ws)

Ministry of Commerce, Industry and Labour: [www.mcil.gov.ws](http://www.mcil.gov.ws)

Ministry of Finance: [www.mof.gov.ws](http://www.mof.gov.ws)

Samoa Head of State: [www.head-of-state-samoa.ws](http://www.head-of-state-samoa.ws)

Samoa Immigration: [www.samoaimmigration.gov.ws](http://www.samoaimmigration.gov.ws)

Samoa Industry of Manufacturers and Exporters: [www.same.org.ws](http://www.same.org.ws)

Samoa International Finance Authority: [www.sifa.ws](http://www.sifa.ws)

Samoa Live: [www.samoalive.com](http://www.samoalive.com)

South Pacific Tourism Organisation: [www.tcsp.com](http://www.tcsp.com)