



E-KOMES BISNIS TULKIT
BLONG PIFS

**FASIN BLONG YUSUM E-KOMES
BLONG HELPEN OLGETA
BISNIS SEVIS INDUSTRI
LONG VANUATU 2024**

Wan gaed blong leftemap namba blong olgeta kastoma onlaen





OLGETA SEKSEN INSAED LONG GAED IA

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FES TOK BLONG PACIFIC ISLANDS FORUM SECRETARIAT

Long samfala yia we i pas, E-komes i kam wan long olgeta eria blong fokas blong Pacific Islands Forum Secretariat. Mifala i stap wok had long speis ia from mifala i biliv se E-komes i gat wan ril potensol blong givhan long olgeta Pasifik bisnis blong go tru long olgeta jalens blong olgeta mo gat wan kompetitif advantej ova long olgeta kompetita blong olgeta raon long wol.

Olgeta aktiviti blong mifala mo olgeta patna blong mifala, mifala i karemaot olgeta anda long ambrela blong [Pacific E-commerce Initiative](#) mo folem olgeta daereksen blong [Pacific Regional E-commerce Strategy and Roadmap](#). Hemia i folem olgeta bigfala tingting blong Teknoloji mo Konektiviti blong [2050 Strategy](#) for the Blue Pacific Continent mo implementesen plan blong hem.

Olsem wan rijenol oganaesesen, wok blong yumi hemi blong givhan long olgeta Forum Memba blong yumi blong oli wok tugeta blong ajivim olgeta objektiv blong olgeta, from se fasin blong wok tugeta i save save sevem taem, mane, mo ajivim olgeta risal we oli moa gud. Pacific Regional E-commerce Strategy and Roadmap i luk nid blong wok tugeta blong developem olgeta skil long saed blong E-komes blong olgeta smosmol bisnis blong yumi. Mo wan gudfala wei blong

mekem hemia, hemi preperesen blong olgeta E-komes bisnis tulkit.

Bisnis Sevis Tulkit blong Vanuatu hemi wan long olgeta feswan we oli pablim long 2022. Naoia, plante pipol insaed long rijen oli save gud long olgeta E-komes Bisnis Tulkit blong PIFS mo oli kontinu blong sapotem olgeta Pasifik bisnis long onlaen wokbaot blong olgeta. Hemi taem nao blong apdeitem tulkit mo lukim progres we i stap tekem ples long dijital ekosistem blong Vanuatu.

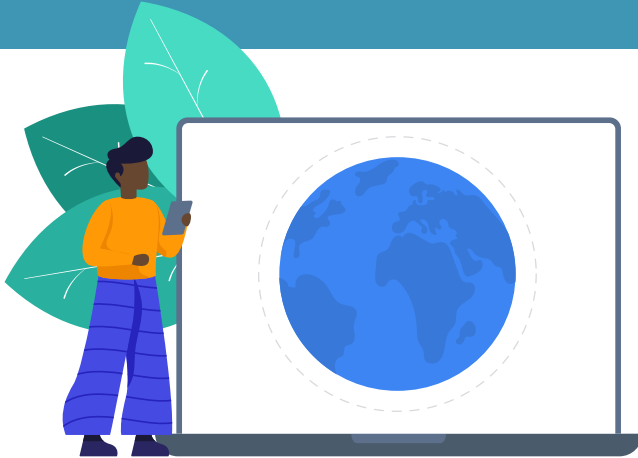
Bes long wan komon metodoloji, we hemi fasin blong wok tugeta, olgeta tulkit blong yumi oli risivim help tru long olgeta skil blong olgeta lokal ekspet mo olgeta bisnis lida blong mekem sua se wanwan tulkit i ansarem olgeta ril nid blong odiens mo sekta we oli tagetem.

Mi komplimentem progresif pablik-praevet patnasip ia mo mi wishim evri sakses long olgeta smosmol bisnis blong yumi long dijital wokbaot blong olgeta.

Zarak Khan

Daereka Program mo Inisietiv,
Ofis blong Pacific Islands Forum

FROM WANEM YUMI MUV I GO ONLAEN? FROM WANEM NAOIA?



Worldwide, E-commerce sales grew by 60% from 2016 to 2022. This growth creates many new opportunities for businesses in both domestic and international markets.

In Vanuatu, E-commerce sales have fluctuated, growing when supported and decreasing when not. However, the environment for E-commerce in Vanuatu is

supportive and dynamic. The government has endorsed a [National E-commerce Strategy](#) and established a National E-commerce Committee in 2022.

Evri yia, i gat wan Symposium long saed blong nasonal E-komes we i tekem ples blong promotem dijital tred. Olgeta Dijital sevis provaeda oli stap kam antap, mo Vanuatu Jemba blong Komes mo Industri, tugeta wetem Vanuatu Innovation and Digital Economy Association, oli stap delivarem olgeta dijital trening. Telecommunications Radiocommunications and Broadcasting Regulator (TRBR) tu i sapotem olgeta projek blong E-komes mo olgeta grup olsem Van IGF mo Smart Sistas oli mekem aweanes. Moa long hemia, Yumiwork i provaedem dijital hab sevis long olgeta bisnis olsem olgeta bisnis koj, olgeta bisnis trena, olgeta we oli stap mekem ol film, mo olgeta we oli stap rikrut.

Long 2024, Pacific Islands Forum Secretariat (PIFS) i delivarem E-komes trening long 30 maekro, smol mo medium entapraes (olgeta MSME) long Vanuatu. Trifala haf dei wokshop ia, we olgeta E-komes ekspet mo nasonal dijital sevis provaeda oli lidim, i enkarejem olgeta bisnis man mo woman blong advans long olgeta dijital efot blong olgeta. I gat olgeta grant blong E-komes projek mo speselaes kojing tu we oli stap.

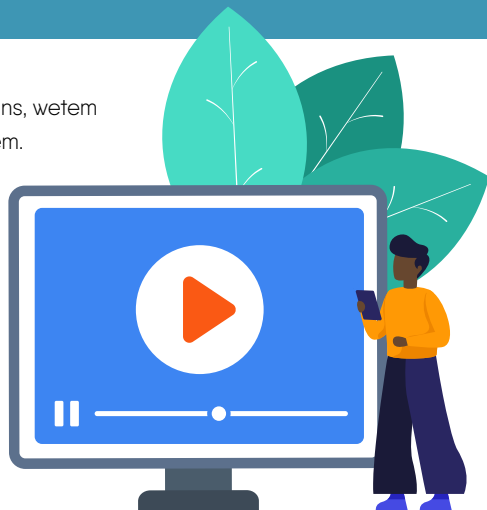
Tulkit ia i fokus long olgeta bisnis sevis, we oli stap eksperienssem wan developmen blong Vanuatu. Long olgeta yia we i jes pas, plante kampani oli kam antap long olgeta eria olsem faenansol manejmen, olgeta sevis blong grafk disaen, bisnis konsalting, IT manejmen, mo olgeta delivari sevis.

Naoia hemi wan gud taem blong invest long dijital transfomesen mo stat salem sevis blong yu onlaen!

WANEM NAO OLGETA DIFREN WEI BLONG GO ONLAEN?

I gat tri mein wei blong setemap wan onlaen presens, wetem olgeta difren model, kost, mo odiens we oli tagetem.

- 1. Olgeta Sosol media** platform olsem [Facebook](#) mo [Instagram](#) oli ofarem akses long bigfala odiens – 3 bilien pipol long Facebook mo 2 bilien long Instagram raon long wol. Olgeta yusa oli spendem moa long 2.5 haa evridei long sosol media stat long 2024. Long Vanuatu, i gat 110,000 Facebook yusa. [Facebook pej blong Vodafone](#) i gat 44,000 man we oli folem, mo i provaedem wan isi wei blong stap konek oltaem wetem olgeta kastoma mo olgeta prospek. Narara Consulting i provaedem trening mo advaes long saed blong faenans; evridei ona blong bisnis i komuniket wetem [21,000 Facebook folowa](#) blong hem. LinkedIn hemi wan narafala strong sosol media blong promotem olgeta sevis blong yu. Hemi fri mo stret fowod blong setemap wan pej blong yu, mo i mekem i kam wan entri poen blong olgeta bisnis oli save aksesem. Be, Insaed long kaontri blong yumi, oli no inkludum olgeta peimen solusen insaed long olgeta platform ia.
- 2. I gat olgeta individuol bisnis we oli save bildim websaet blong yu**, mo oli stap ofarem bigfala kontrol ova long hao yu wantem presentem bisnis mo olgeta prodak blong yu onlaen. Long Vanuatu, wan bigfala namba blong olgeta kampani oli stap developem olgeta websaet blong olgeta, mo hemia i tekem ples plante taem wetem help blong olgeta ejensi o praevet konsalten. Olsem eksampol, [GeoGas Vanuatu Limited](#) i ofarem olgeta prodak mo sevis blong hem long websaet blong hem olsem sel blong olgeta niu botel gas mo riplermen, mo olgeta sevis blong delivari/pikap.
- 3. Olgeta maketples** oli provaedem olgeta wei we oli no kostem tumas mane, blong stat salem olgeta sevis blong yu onlaen. Samfala platform oli speselaes, olsem we oli soem long keis stadi daon ia abaot olgeta websaet we oli promotem olgeta job vekensi onlaen. Olgeta platform olsem [Business Link Pacific](#) i save help bigwan tu blong promotem olgeta sevis blong yu. Mo antap long hem, yu save traem olgeta lokol maketples olsem [Salem Nomo](#) mo [Maua App Vanuatu](#), nomata se oli yusum plante blong salem prodak nomo naoia we i stap.



Presens blong yu long Google search engine tu hemi impoten: deskripsen blong bisnis, ples we bisnis i operet long hem, mo reiting we olgeta yusa oli givim.

Las samting, wan imel adres we i wok hemi impoten blong manejem bisnis blong yu onlaen. Hemi alaowem yu blong komuniket wetem olgeta kastoma mo rejista from olgeta tul olsem Meta Business Suite, olgeta maketples, mo olgeta narafala bisnis solusen.

Olgeta gudfala saed mo rabis saed blong olgeta aveilebol janel:

| | Mein gudfala saed | Mein rabis saed |
|-------------------------|--|--|
| Sosol Media | <ul style="list-style-type: none"> - Yusa bes we oli inkludum, hemi bigwan mo i difren. - Maketing i no kostem tumas mane, be i givim gud risal. - Jip mo simpol setap, we i nidim smol ekspens mo smol teknikol save nomo. - Kwik interaksen wetem olgeta kastoma. Hemi bildimap wan onlaen komuniti mo olgeta folowa. - Hem i pulum pipol i go long websaet blong yu. | <ul style="list-style-type: none"> - Yu stat long kratj mo i nogat odiens. - Fasin blong prosesem peimen i no posibol tru long olgeta sosol media plattfom long Vanuatu. |
| Olgeta Maketples | <ul style="list-style-type: none"> - Hemi kasem wan bigfala namba blong odiens wetem wan smol faenansol komitmen nomo. | <ul style="list-style-type: none"> - No save kastomaesem branding, kastoma eksperiens, mo presentesen blong prodak. |

KEIS STADI: OLGETA WEBSAET WE OLI PROMOTEM OLGETA JOB VEKENSI

Olgeta websaet we oli promotem olgeta job vekensi hemi wan gudfala solusen blong olgeta employea, from we oli atraktem wan spesifik mo bigfala odiens. Job ofa blong yu bae save kasem plante ae long ol kaen ples olsem ia bitim long websaet blong yu o long olgeta sosol media janel.



Wokikik, olsem eksampol, i gat ova 10,000 imel sabskraeba, 28,000 Facebook folowa, mo kolosap 10,000 job we oli postem kam kasem tedei.



Vanuatuwok, hemi wan narafala wei we Youth Challenge Vanuatu i ofarem, mo oli putumaot olgeta job listing we i stat long VUV 4,000. Olgeta 23,000 Facebook folowa blong hem oli stap olsem ol gudgudfala odiens blong olgeta employea.



Employment Vanuatu, hemi wan gavman platform, we i givhan long olgeta we oli stap lukaotem wok mo olgeta employea blong konek wetem wan bigfala odiens.

BAE YU PEM HAMAS IA SIPOS YU WANTEM TEKEM BISNIS BLONG YU I GO ONLAEN?

Olgeta kost we i semak long evri opsen:

- Fes samting, tingbaot se wokbaot blong e-komes i **tekem plante taem**. Wanem janel we yu yusum, bambae hemi nidim sam taem blong deskraebem mo apdeitem sevis blong yu, aplodem olgeta niufala bana, manejem olgeta oda, ansarem olgeta rikwes blong olgeta kastoma, mo analaesem fasin blong olgeta kastoma onlaen.
- **Intanet koneksen:** Hemi impoten blong gat wan gudfala intanet koneksen. Wetem wan intanet spid we i no bitim 1 Mbps, olgeta besik aktiviti olsem wok blong sendem imel o aplodem olgeta foto bae save slo tumas, mo afektem komunikesen wetem olgeta kastoma. Olgeta provaeda olsem [3 Links](#), [Digicel](#), [Vodafone](#), and [WanTok](#) oli ofarem olgeta intanet pakej, mo praes blong olgeta i go daon long olgeta yia we i jes pas – naoia yu save pem 1 GB blong data wetem wan amaan we i no bitim VUV 100.
- **Olgeta Divaes:** Hemi wan rikomendesen blong gat wan smatfon wetem wan gudfala kamera mo storej kapasiti. Praes blong olgeta besik smatfon i no bitim VUV 10,000. Blong manejem plante janel mo yusum olgeta difren sofwea, bae hemi gud tumas blong yusum wan laptop o wan tablet.

Olgeta promosen kost we i spesifik long sosol media:

- Bae yu nid blong putum wan badjet long saed blong advetaesmen, espeseli long olgeta platform olsem Facebook, Instagram, o TikTok, blong kasem gud taget odiens blong yu. Yu shud stat wetem wan badjet blong VUV 120 long wan kampen blong andastanem hao hem i wok.

Olgeta promosen kost we i spesifik long olgeta maketples:

- Hemi fri blong yu postem advetaesmen blong yu long [SalemNomo](#) o [MauaApp](#). I nogat eni fi blong pem blong joenem [Business Link Pacific](#) network. Olgeta websaet we oli promotem olgeta Job vekensi oli olgeta solusen we yu pem (yu pem wan fi long wan posting period).

Olgeta kost we i spesifik long websaet blong yu:

Taem bae yu askem wan kwotesen wetem diteil long olgeta potensol saplaea, yu mas tingbaot olgeta mein pat blong wok we oli stap daon ia:



- **Teknikol developmen:** hemia i inkludum wok blong krietem websaet folem olgeta spesifikesen we oli agri long hem, olsem olgeta mein yus mo lanwis sapot.
- **Prodaksen blong kontent:** olgeta kost blong krietem olgeta foto, video, mo translesen.
- **Dijital maketing:** olgeta ekspens blong Search Engine Optimisation (SEO) mo wok blong advetaesmen onlaen.

- **Kost blong Mentenens:** hemi inkludum olgeta kost blong olgeta laesens, hosting, rejistresen blong domain, adisenol plugins, mo olgeta sekuriti setifiket.

Olgeta kwotesen we bae yu save karem long Vanuatu blong developem websaet blong yu:

| | Besik wan | Hemia we oli developem wetem moa diteil |
|----------------------------------|-------------|---|
| Setap | VUV 200,000 | VUV 800,000 |
| Mentenens long evri manis | VUV 4,000 | VUV 50,000 |

Eksampol blong olgeta besik ICT nid:

| | |
|--|--|
| <p><u>Vodafone</u> i ofarem bisnis bandel akses we i stat long wan amaon we i no bitim VUV 10,000 long wan manis.</p> | <ul style="list-style-type: none"> • Fibre unlimited, 5Mps. • Fiks voes: Unlimited long Vodafone & 5 haa long narafala netwok. • MiFi: 3GB blong data. |
| <p><u>Digicel</u> i ofarem olgeta jip smatfon, olsem Alcatel A1 mo Energizer U505S, we praes blong olgeta hemi samples VUV 7,000.</p> | <div style="display: flex; align-items: center;">  <div> <p>Key features</p> <ul style="list-style-type: none"> • 5.0MP/2.0MP Main Camera / Selfie Camera • 5" Screen Size • 480 x 960 Screen Resolution • Android v8.1 Operating System • 1.3GHz Quad-core CPU • 2000mAh Battery </div> </div> |
| <p><u>WanTok</u> i ofarem olgeta websaet hosting sevis we i stat long VUV 1,000 long wan manis.</p> | <div style="display: flex; align-items: center;">  <div> <ul style="list-style-type: none"> • 2GB blong spes. • 2 meilboks. </div> </div> |

| | | |
|--------------------------------|---|--|
| <p>Websaet blong yu</p> | <ul style="list-style-type: none"> - Bae oli save konektem long bank akaon blong yu long Vanuatu blong smut transaksen. - Ful kontrol ova long disaen, kontent, yusa eksperiens, mo branding, we i alowem wan kastomaes onlaen presens. | <ul style="list-style-type: none"> - Hemi no gat wan yusa bes we oli inkludum. - Hemi nidim bigfala investmen blong fes setap mo regula mentenens. - Hemi nidim plante taem mo efot blong setemap mo manejem. - Hemi no isi blong adem long olgeta narafala plattform, mo hemia i save mekem olgeta operesen oli kompliket lelbet. |
|--------------------------------|---|--|

FASIN BLONG MEKEM MAN I LUK BISNIS BLONG YU ONLAEN.

Taem yu stap onlaen, hemi impoten blong pulum atensen mo mekem man i notisim bisnis blong yu. Olgeta maketing efot oli impoten blong draevem pipol onlaen mo jeneretem olgeta sel.

- **Imel signeja:** Krietem wan imel signeja we i inkludum olgeta link long olgeta sosol media profael blong yu mo pesonal websaet blong yu, sipos i gat.
- **Olgeta Sosol Netwok:** on long wol, ova haf blong evri websaet trafik i kam long olgeta sosol netwok. Fokas long kwaliti blong olgeta post blong yu tru long yus blong olgeta hae kwaliti foto, olgeta stret tag, hashtag, mo ogeta emoji. Long Vanuatu, wan smol badjet blong advetaesmen nomo olsem VUV 120 long sosol media, bae stil save inkrisim gud odiens blong yu mo provaedem wan gudfala riten long investmen.
- **Daerek maketing:** I yusum olgeta tul olsem [Mailchimp](#) blong sendem imel we oli tagetem i go long olgeta klaen blong yu. Gudfala daerek maketing i involvem olgeta flaea we oli disaenem gud, olgeta kampen we oli divaedem long olgeta segment, mo olgeta otomatik imel (olsem olgeta welkam mesej o befdei ofa).
- **Search Engine Optimisation (SEO):** I influensem ranking blong yu long olgeta risal blong search engine. I dipen long olgeta samting we oli bildim websaet blong yu wetem, olsem mein toktok, kwaliti blong kontent, mo olgeta intenol link.
- Yu save impruvum visibiliti blong yu wetem [Google Ads](#).
- **Olgeta Analitik Solusen:** Yusum olgeta analitik solusen truaot long olgeta onlaen janel blong yu blong trakem mo inkrisim namba blong olgeta visita we yu atraktem (odiens akwisisen reit) mo hamas long olgeta visita ia oli kam kastoma (konvesen reit). Luk se wanem nao olgeta kampen we i pulum pipol i go onlaen, faenem ples we olgeta kastoma oli stop long hem, mo adresem isu olsem fasin blong livim onlaen shopping basket bihaen, from se 2/3 blong olgeta basket ia oli livim bihaen.





KEIS STADI: RUN PACIFIC ENERGY SERIES

Run Pacific Energy Series i oganaesem olgeta treil reis long Vanuatu, mo i haelaetem olgeta sponsa blong hem, inkludum Pacific Energy, Titan FX, AJC, Pacific Private Bank, mo 83 Islands Distillery. Projek tim i mekem odiens i tekpat tru long Instagram, Facebook, mo LinkedIn, mo wanwan reis i gat pej blong hem wan. Olgeta post ia oli kasem gud intres blong olgeta man we oli stap ron, mo i pulum olgeta i go long websaet ia <https://letrailpacific.com>, wea oli save rejista blong pat long olgeta reis ia. Oli enkarejem olgeta patisipen blong mekem peimen onlaen tru long bank transfea, mo oli kolektem olgeta imel adres blong olgeta blong olgeta fiuja daerek maketing efot. Hemia i alaowem tim blong sendem olgeta rimaenda long saed blong olgeta reis, serem olgeta risal o foto, mo promotem olgeta ivent we oli stap kam yet. Olgeta simpol dijital operesen ia oli wok gud long saed blong fasilitetem oganaesesen blong wan reis wetem 600 patisipen long manis Julae 2024.

FASIN BLONG RISIVIM PEIMEN ONLAEN.

- Long Vanuatu, plante taem olgeta domestik mo smol transaksen oli stap mekem yet long kash. Long E-komes, fasin blong mekem peimen ia oli singaotem **cash on delivery** (kash peimen long taem blong delivari).
- Plante long olgeta oda onlaen oli konfemem wetem wan rikwes blong oda we i askem wan peimen, espeseli tru long **bank transfea**. Wan transfea hemi isi mo yu save mekem tru long olgeta bank aplikesen, nomata sipos se olgeta difren bank i save kostem samples VUV 500.



- Olgeta sevis blong **mobael peimen** i alaowem olgeta peimen tru long yus blong olgeta smatfon. Vodafone ([M-Vatu](#)), Digicel ([MyCash](#)), Vanuatu Post Office ([KwikPay](#)), [KlickEx](#) and [WanTok](#) oli provaedem olgeta opsen blong mobael peimen. Hemi jip (transaction cost may even be free), mo yu save yusum blong pem sam bil blong yu (eksampol olsem, UNELCO, wota mo elektrisiti, mo VNPF blong olgeta kontribusen). Be, Kapabiliti blong integresen blong olgeta peimen solusen ia i no tumas mo i no link wetem olgeta sistem blong manejem oda, olgeta klaen databes, o inventri.
- Fasin blong yusum **QR kod** blong olgeta peimen hemi intresting. Yu save krietem wan QR kod blong fasilitetem olgeta bank transfea o mobael peimen, mo alaowem olgeta kastoma blong skanem kod, putum amaon blong pem mo komplitim transaksen. Stat long 2024, samples 40 kampani oli yusum M-Vatu QR kod.
- BRED Bank mo ANZ Bank oli ofarem olgeta **peimen akses** long Vanuatu. Yu save inkudum tufala peimen akses ia long websaet blong yu blong fasilitetem transfea blong mane i go long bank akaon blong yu long Vanuatu. Sevis ia oli ofarem long wan kost we i go kasem 4% komisen blong transaksen amaon. Be, bae yu no save yusum peimen akses ia wetem evri e-stoa solusen (olsem, Wix). Jekem festaem sipos yu save yusum bifo yu divelopem e-stoa blong yu.
- Naoia we i stap, olgeta intenasonal peimen solusen we plante pipol i save long olgeta olsem PayPal mo Shopify, oli no save linkim long olgeta bisnis bank akaon long Vanuatu.



KEIS STADI: PEIMEN AKSES BLONG BRED BANK

BRED Bank i bin lonjem payment gateway kolosap 10 yia i pas, we i alaowem olgeta e-stoa blong inkludum wantaem wetem olgeta BRED bank akaon long Vanuatu. I gat 40 kampani finis insaed long kaontri we oli yusum solusen ia naoia. Yu save yusum wetem plante plattform blong E-komes mo hemi provaedem olgeta samting olsem multi-karensi sapot mo otomatik peimen. Olgeta kastoma oli save yusum lokol smat kad blong BRED semak olsem evri bigfala kredit o debit kad.

Sipos yu nogat wan e-stoa yet, yu stil save statem wokbaot blong yu long saed blong E-komes tru long fasin blong promotem olgeta prodak blong yu long sosol media mo yusum olgeta narafala wei blong mekem peimen. Hemia i inkludum olgeta bank transfea, QR kod tru long aplikesen blong BRED Bank o Payzen peimen link.

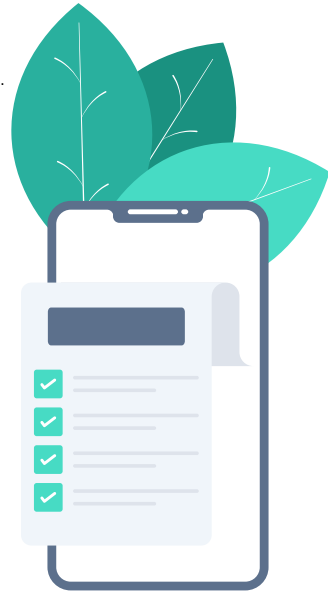
Hemia olgeta fasin blong mezkem onlaen peimen we oli stap yusum naoia long Vanuatu:

| Payment option | Mein gudfala saed | Mein rabis saed |
|---|---|--|
| Kash peimen long taem blong delivari | - I nogat eni fi bakegen blong yu olsem man we i salem prodak (from peimen i tekem ples long taem we oli kam delivarem prodak). | - Peimen i dipen long kastoma sipos hemi kam mo akseptem blong pem, mo hemia i save kam wan posibol isu. |
| Bank transfea | - Hemi isi blong aksesem wetem evri lokol bank. | - Oli no inkludum long olgeta websaet o aplikesen blong olgeta strimlaen operesen. - I gat wan fi blong VUV 500 blong olgeta transfea bitwin tufala lokol bank. |
| Mobael peimen | - Hemi jip. - Hemi isi blong olgeta kastoma long Vanuatu oli yusum. | - Hemi no isi blong konektem wetem olgeta narafala sistem. |
| Peimen Akses | - Olgeta kastoma oli no livim e-stoa blong yu, be oli stap nomo mo komplitim peimen blong olgeta. | - Long Vanuatu, hemi posibol tru long BRED Bank mo ANZ Bank nomo. - Komisen i go kasem 4% blong transaksen amaan. |

RISPEKTEM OLGETA LOA MO REGULESEN.

Blong statem bisnis blong yu onlaen, yu mas mekem sua se bisnis operesen blong yu i mas rispektem olgeta nasional loa mo regulesen. Hemia samfala mein samting blong ligol jeklist blong yu:

- **Rejistresen blong Kampani:** Fi blong rejestresen blong wan kampani long Vanuatu i stat long VUV 30,000, wetem wan anuol riniuwol i we i stat tu long VUV 30,000. Be, sipos yu wantem wan bisnis strakja we i moa simpol, yu save operet olsem wan bisnis we yu wan yu kontrolem o olsem wan patnasip. Blong setemap kaen oganaesesen ia, yu nid blong rejestarem nem blong bisnis nomo wetem Rejistrar blong olgeta Bisnis Nem long Vanuatu Faenansol Sevis Komisen (VFSK). Fi blong rejestarem wan bisnis nem hemi VUV 10,000 wetem wan anuol riniuwol fi blong VUV 5,000. [Link](#).
- **Bisnis laesens:** Dipatmen blong Kastoms mo Inlan Revenu i givimaot olgeta bisnis laesens blong olgeta bisnis we oli stap operet insaed long olgeta munisipol eria long Port Vila, Luganville mo Lenakel. Be, blong olgeta bisnis we oli operet aotsaed long olgeta munisipol eria, olgeta Provinsol Gavman nao oli laesensing otoriti blong givimaot bisnis laesens long olgeta. Olgeta fi oli stat long VUV 10,000. [Link](#).
- **Taks rejestresen:** Rejistarem mo kasem wan Tax Identification Number. Yu save komplitim aplikesen fom blong hem mo provaedem olgeta dokumen we oli nidim long Dipatmen blong Kastoms mo Inlan Revenu. [Link](#).
- **Data proteksen:** Wetem olgeta niufala rul long saed blong data proteksen mo praevesi (i dipen long vot blong Bill blong Data Proteksen mo Praevesi long neks Palemen siting), hemi impoten blong gat transparensi mo komplaens. I no longtaem bae yu nid blong karem pemisen bifo yu askem pesonal infomesen blong eniwan. Mekem sua blong eksplenem gud praevesi polisi blong yu tru long olgeta kwesten ia: wanem infomesen nao yu stap kolektem? From wanem nao yu stap kolektem infomesen ia? Hao nao bambae olgeta konsyuma oli save luk mo save mekem jenis long infomesen blong olgeta?
- **Olgeta Tem mo kondisen:** I gat olgeta templet long intanet we yu save yusum blong setemaot olgeta tem mo kondisen blong yu. Yu save luk eksampol long [ples ia](#).
- **Intelektjuol propeti:** [VanIPO](#) i protektem olgeta tredmak mo olgeta intelektjuol propeti raet long Vanuatu, mo hemi konek wetem [Global Brand Database](#) (GBD, raon long wol).



7

OLGETA ADVAES LONG SAED BLONG SEKURITI.

Olgeta advaes we oli simpol mo gud blong helpem yu blong kipim bisnis blong yu i sef:

Taem yu stap statem wokbaot blong yu insaed long E-komes, hemi impoten blong protektem yuwan long olgeta risk we i stap kam antap blong olgeta onlaen skam mo saeba risk. Sekuriti broj i save lid i go long bigfala trabol, inkludum lus blong olgeta sel, akses long kastoma data, mo damejem nem blong bisnis blong yu – tekem olgeta aksen we bambae i save helpem yu blong no spendem bigfala mane.

| Sekuriti advaes | Aksen | Risen |
|---|--|---|
| Leftemap saes blong paswod blong yu | Yusum paswod we i strong mo yu wan nomo yu save, wetem 12 karakta, inkludum olgeta leta, namba, mo saen. No yusum infomesen we i isi nomo blong man i faenem. Yu save yusum wan sevis olsem LastPass o 1Password blong jeneretem mo leftemap saes blong paswod blong yu. | Olgeta paswod we oli longfala mo oli moa kompleks oli had blong kasem, mo oli provaedem wan ekstra sekuriti kot we hemi impoten. |
| Apgreid i go long Tu-wei blong konfemem aedentifikesen | Mekem se i gat Tu-wei blong konfemem aedentifikesen long evri impoten akaon blong yu. Proses ia hemi involvem wan narafala sekuriti step bakegen antap long paswod blong yu. Afta we yu putum paswod blong yu, bambae yu risivim wan kod we oli sendem long mobael fon tru long teks mesej o long imel blong yu. Kod ia bae yu nidim blong komplitim login blong yu. | Adem wan ekstra step, blong mekem i had moa blong olgeta yusa we oli no otonaesem blong aksesem olgeta akaon blong yu, nomata sipos oli gat paswod blong yu. |
| Apdeitem aplikesen blong yu oltaem | Kipim sofwea, olgeta aplikesen, mo olgeta opereting sistem blong yu i apdeit oltaem. Sipos i posibol, setem long otomatik apdeit. | Plante taem olgeta apdeit oli inkludum olgeta sekuriti patj blong olgeta niufala wiknes we oli jes faenemaot, we i protektem olgeta sistem blong yu from olgeta atak. |

| | | |
|---|---|--|
| <p>Protektem Praevesi blong yu</p> | <p>Yu lukaot long olgeta infomesen we yu serem onlaen. Jenisim Praevesi seting long sosol media blong limitim akses long sensitiv data.</p> | <p>Katem daon risk blong olgeta skam o akses we oli no otoraesem long olgeta infomesen blong yu.</p> |
| <p>Impruvum Bakap blong Data mo olgeta Sistem blong yu</p> | <p>Yu mas gat bakap oltaem blong olgeta data blong yu. Yusum olgeta lokol mo klaod storej solusen. Testem olgeta bakap blong yu blong mekem sua se oli wok.</p> | <p>Mekem sua se yu save tekem bak data we i lus from olgeta saeba atak, sistem we i daon, o taem yu mestem yu dilitim wan samting, blong hemi alaowem bisnis operesen blong i gohed wetem minimam disrapsen.</p> |

Blong moa infomesen, go long link ia: <https://pacson.org/cyber-smart-pacific/cyber-smart-pacific-20233>



Business Link Pacific

about.businesslinkpacific.com/business-advisors-vanuatu



LinkedIn

linkedin.com



Vanuatu Innovation and Digital Economy Association (IDEA)

vanuatu-idea.com



Pacific E-commerce Initiative

Pacific E-commerce portal

pacificcommerce.org



Vanuatu Intellectual Property Office

vanipo.gov.vu



Department of Customs, Inland Revenue and VAT

customsinlandrevenue.gov.vu



Vanuatu Financial Services Commission

vfsc.vu



Vanuatu Chamber of Commerce and Industry

vcci.vu



E-KOMES BISNIS TULKIT
BLONG PIFS

OLGETA INDUSTRI REFRENS GRUP MEMBA

WETEM BIGFALA TANGKYU LONG KONTRIBUSEN BLONG OLGETA:

Bred Bank Vanuatu

Lionfish Design studios

OGCIO

Pacific Digital Transformation Consulting

Polinet - Love at first site

Vanuatu Innovation and Digital Economy Association

Worth It Agency

TANGKYU LONG TEKNIKOL SAPOT:

Vashti Maharaj - Advaesa, Digital Trade Policy Commonwealth Connectivity Agenda





