

ATT: TITUS

NEW GUINEA FRUIT Co. Ltd.

P. O. Box 315 GOROKA 441. Eastern Highlands Province. Papua New Guinea.

Ph: (675) 732 34 97
Fax: (675) 732 2092
Email: ngfco@online.net.p



May 11, 2009

The Independent Consumer & Competition Commission
P. O. Box 6394
BOROKO NCD.

Att: Mr. Vali Tavaperry.

RE: PNG WHOLESALE AND RETAIL INDUSTRY REVIEW WORKSHOP.

We are Papua New Guineas leading Fresh Fruit Processors, mainly in finished products based in Goroka.

The following are some of our finished products:-

1. Highlands Honey (No.1 by world standard).
2. Troppo Jam. (9 flavours)
3. Apo Fruit Juice. (3 flavours).
4. Live Lave Fruit Wine. (5 flavours).
5. Dried Fruit. (Banana & Pineapple 2 flavours). New product

We produce and sell to Wholesalers and Retailers nation wide. However, our products are faced with stiff competition by imported goods which does not have proper levy imposed . Our products can hardly sell according to our statistics even though markup prices for our products are below average.

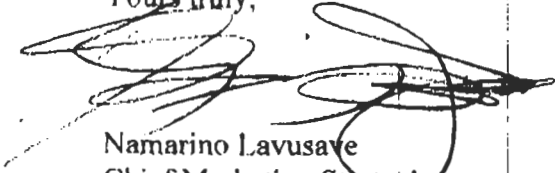
All packaging materials and preservatives imported together with water and electricity bill as well as labor costs are very expensive commodity. New Guinea Fruit Company pays taxes worth millions of kina every year to the government.

We are stakeholders to the development of this nation and we ask that the government impose proper levies on imported goods so that all national produce will have a fair competition on the national market.

I am sure some or most of our national industries are capable of meeting customer demands throughout the country and that we ask such as your organization, IPA, NGO's and Government Departments to hopefully pass a bill which will ease stiff competition from imported goods.

Your recommendations and submissions to the Authorities in ensuring all PNG based industries opportunities to compete profitably is recommended.

Yours truly,



Namarino Lavusave
Chief Marketing Strategist
NEW GUINEA FRUIT COMPANY LTD.