



# Yazaki Kizuna Foundation – Helping Samoan women in business

Women remain a pillar of the Samoan society and there are so many stories of successful women who have made it in the world of business. One of the activities of the Yazaki Kizuna Foundation (YKF) is the small business grants through the Women in Business Development Incorporated (WIBDI). From 2019, YKF helped install six water tanks and started a refurbished production facility and laboratory at the Nu'u Plant. This has helped in the production of boutique beauty products, such as the Koko Scrub, various soaps and scented oil which sells locally and overseas. This initiative has provided a pathway for many Samoan women to be successful and contribute towards the economy. YKF also provided WIBDI with vehicles to visit farmers, collect agricultural

products that people can order them online (WIBDI Virtual Market). WIBDI Executive Director, Naimalaga Adi Tafunai told the Samoa Observer that the support by the YKF will assist farmers and women in business. "They are supporting the vulnerable people work here. The most important thing is to make sure that they continue to earn an income regularly," she said. In 2023, YKF decided to provide grants to install the necessary equipments complying with the NASAA (National Association for Sustainable Agriculture Australia) organic standard. The organically certified products can be exported from Samoa, it would contribute to Samoa economy. The Foundation says that their bond with Samoa grows stronger each year and they will continue to support WIBDI.

