



1 November 2024

Monthly Newsletter



Here's what has happened in the last few months and what's to come!

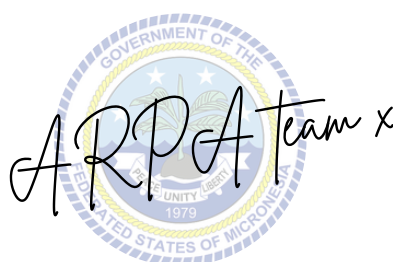
KAMORALE and welcome back to the FSM Tourism Project: ARPA Newsletter!

We are excited to bring you the latest updates from our ongoing projects. This month, we are thrilled to highlight the successful completion of the 3rd Micronesia EXPO, which took place in Chuuk from July 22nd to July 27th. For those who may not be familiar with this event, we will provide insights into its significance and how it aligns with the FSM Government's ARPA Project objectives.

Additionally, we are pleased to announce the recruitment of two consultant positions for Projects 1 and 2, further enhancing our team and capacity to drive these initiatives forward.

Thank you for your continued support and interest in our work!

Enjoy this month's newsletter!



US EDA GRANT

In this newsletter you can expect:

3rd
Micronesia
EXPO 2024

Project 1:
Consultant
Position

Project 2:
Consultant
Position

3rd MICRONESIA EXPO

Overview

The Federated States of Micronesia honoured its unique cultural diversity and solidarity at the 3rd Micronesia Expo 2024, which took place in Weno, Chuuk State. Participants from the states of Pohnpei, Kosrae, Yap, and Chuuk gathered at the Expo to display traditional dances, rituals, and cultural events. Over 4000 people attended the State of Chuuk Expo site, and more than 150 people from the general public and private sector visited the commercial and cultural villages. The purpose of the expo was to raise awareness of the local economy, exchange distinctive customs, and encourage interstate trade. The Expo's daily focus on a particular state's enterprises and cultural arts highlighted the uniqueness and interdependence of Micronesia's island communities

Alignment of Micro EXPO with the FSM GOV- ARPA Project

Given its significance, this event aligns with FSM Gov-ARPA Project 3: Development of a National Signature Event. Rather than creating a brand-new event, our team wants to advertise and raise awareness of this one.



Pohnpei State Delegation



Yap State Delegation



Chuuk State Delegation



Kosrae State Delegation

Cont.

Background

The Micronesia Expo is a cultural platform that promotes tourism, interstate trades, and community connections in Micronesia. It enhances cultural understanding, breaks down barriers, and offers educational opportunities. The Expo also conducts market research, sensitizes businesses, and unites the nation through ideas, experiences, and discussions on pressing issues.



Chuuk Performers



Men of Pohnpei Pounding Kava (Sakau)



Yapese Men Building a Local Hut



Men and Women of Kosrae Entrance

Theme

The Micro Expo theme, "Navigating Our Island Ocean for Prosperity and Resiliency," emphasizes the importance of teamwork and mutual understanding between states for a prosperous future. It encourages collective effort and shared vision for sustainable growth.



FSM GOV - ARPA Project Consultant Position(s)

Project 1

The Goal of the consultant for this project is to update the National Tourism Policies and State Investment plans by 2025.

Fun Fact!

The Policies and State Investment Plans were developed back in 2015.

Project 2

The Consultant for this project is to develop a National Marketing and Branding Strategy for the country by the end of 2025 to the beginning of 2026

Fun Fact!

The Federated States of Micronesia currently does not have a national marketing and branding strategy. However, we will do so soon! We will need your thoughts and suggestions on this, so please stay tuned.



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