

SAMOA

Overview

TOTAL POPULATION (3)
197,097

20% (3)
population below the
NATIONAL POVERTY LINE

ADULT LITERACY RATE (3)
% aged 15+
99.2% **99.0%**

ANNUAL GDP GROWTH (%) (3)
US\$ 4,316
GDP PER CAPITA

Remittances

REMITTANCE RECIPIENTS

48% **39%**

In 2018, personal remittances received totaled

\$147,000,000 USD (1)

TOTAL REMITTANCE INFLOW
IN APRIL 2020 WAS
ST 36.74 million
(USD 13.9 million)
A DECLINE OF 7.2%
IN COMPARISON TO APRIL 2019 (2)

South Pacific Business Development

ALL WOMEN
80,000 LOANS
19,000+ CLIENTS
346 CENTRES
80% OUTREACH

MICRO LOANS
LOAN SIZE
RANGING FROM
ST 1,250
(USD 470)
TO
ST 8,000
(USD 3,000)

SME LOANS
400 SME LOANS
DEFAULT RATE OF
1.84%
LOAN SIZE
RANGING FROM
ST 10,000
(USD 3,800)
TO
ST 32,000
(USD 12,000)

TOTAL INCOME
ST 5.5 million
(USD 2 million)
**NET PROFIT AFTER
INCOME TAX**
ST 555,000
(USD 210,000) (1)

National Provident Fund

EQUITY INVESTOR (1)
which also provides commercial
loans to businesses with employee
contributions to the Fund

2,800 LOANS (1)
TOTAL VALUE OF
ST 172 million
(USD 65 million)
MINIMUM LOAN OF
ST 50,000
(USD 19,000)
WITH
NO MAXIMUM (1)

Women in Business Development Initiative

WORKS WITH
1,300 FAMILIES
IN MORE THAN
189 VILLAGES



Economy

LABOUR FORCE PARTICIPATION
% aged 15+

55.0% MALE
31.5% FEMALE

82%
of the population participate
in the informal economy (8)

Commercial Finance

50% OF SMEs
HAVE OBTAINED
COMMERCIAL CREDIT

INTEREST RATES FOR COMMERCIAL FINANCE
RANGE FROM **8-14% PER ANNUM** (1)

FINANCIAL INCLUSION BY GEOGRAPHY

34% in rural areas
58% in urban areas

WOMEN OWN 40-46%
OF ALL BUSINESSES IN SAMOA (7)

41.6% **43.1%**
PROPORTION OF WOMEN IN
MANAGERIAL POSITIONS
PROPORTION OF WOMEN IN
SENIOR AND MIDDLE
MANAGEMENT POSITIONS (6)

As of December 2019,
TOTAL CREDIT
provided to the private sector
by the commercial banks was
ST 1,156 million
(USD 435 million)
RISING 13% SINCE 2016 (1)

SMEs REPRESENT 88% OF ALL ENTERPRISES (4)

Financial Inclusion

FINANCIAL INCLUSION
51% **49%**
FINANCIALLY INCLUDED
FINANCIALLY EXCLUDED
Ownership of bank account **No access to any financial services**
Access to other formal financial services **Access to informal financial services** (1)

78% MOBILE PHONE PENETRATION
22% MOBILE INTERNET PENETRATION (1,5)

28,199 HOUSEHOLDS
RELY ON AGRICULTURE
FOR SURVIVAL
WITH 44% SELLING
PART OR ALL OF THEIR
PRODUCE INFORMALLY OR SEMI-FORMALLY (1)

Samoa Business Hub

MICRO LOAN AND INSURANCE SCHEME
WITH LOANS UP TO
ST 10,000
(USD 3,800) (1)
100% credit guarantees
to lenders for loans up
to ST 20,000 (USD 7,500)
80% credit guarantees
to lenders for loans
between ST 20,001
and ST 100,000 (USD 38,000) (1)

Business Link Pacific

New Zealand Government funded program (1)

Technical assistance
to local
business
service
providers (1)

50% subsidies
on fees
charged
to SMEs
for a full range of
finance related
activities (1)

Development Bank of Samoa

TOTAL LOAN PORTFOLIO OF
ST 147 million (USD 55 million)

98% OF CUSTOMERS ARE MSMEs

LOAN SIZES

UP TO ST 250,000 (USD 94,000) **MEDIUM**
UP TO ST 50,000 (USD 18,900) **SMALL**
UP TO ST 15,000 (USD 5,700) **MICRO** (1)

SINCE 2006, SUPPORTED THE ECONOMIC EMPOWERMENT OF WOMEN

Inclusive Development Facility for Women and Youth piloted in Savaii in July 2017
3 tier levels of financing, up to ST 7,500 (USD 2,850)
778 women and youth received loans
Total loans deployed amounting to **ST 2 million** (USD 755,000)
70% in agriculture and fishing sectors
Default rate <2%
70% of women reported increases of family incomes as a direct result (1)

KEY INDUSTRIES RECEIVING CREDIT

BUILDING AND CONSTRUCTION **35%**
PROFESSIONAL AND BUSINESS SERVICES **18%**
TRADE **11%**
TRANSPORT, STORAGE AND COMMUNICATIONS **6%** (1)

"Women take on more responsibility for debt management and have, according to lenders, proven to be more responsible managers" (1)

BANK ACCOUNT OWNERSHIP

40% **38%**

4 COMMERCIAL BANKS

ACCOUNTING FOR
58.3%
OF THE SUPPLY
OF DOMESTIC CREDIT

BETWEEN
4,000-6,000
SMEs
USE ONE
OR MORE
FINANCIAL
SERVICES (1)

CREDIT LINES
INTEREST CHARGE
SMEs 10%
VEHICLE FINANCE 12% (1)