



Election of Zane Yoshida as President of the Australia Fiji Business Council

22 November, 2024 Brisbane, Australia: The Calmer Co. International Limited (ASX:CCO).

The Board of The Calmer Co Limited is delighted to announce that Zane Yoshida, our Founder, has been elected as the President of the Australia Fiji Business Council (AFBC), effective immediately.

The AFBC is an independent association of businesses based in Australia with interests in Fiji. It is the peak business body for business between Australia and Fiji.

What is the Australia Fiji Business Council?

The AFBC was established in 1986 with the aim of providing a framework within which the private sector can communicate with the Australian and Fiji Islands governments at the highest political and policy advising levels with a view to finding solutions to trade and investment issues involving the two countries. It also provides members with an all-important network to help further their business goals in Fiji.

Zane has been a visionary leader within The Calmer Co, demonstrating exemplary commitment to fostering strong and innovative business strategies. We are confident that his appointment as President of the Australia Fiji Business Council will further strengthen the ties between Australian and Fijian businesses, promoting robust and mutually beneficial economic relationships.

Zane has served as an Executive Committee Member with the Council since 2019 and as Vice-President since 2022. In his new role, Zane will be responsible for leading initiatives that enhance trade, investment, and cultural exchange between Australia and Fiji. His extensive knowledge and experience will be instrumental in driving collaborations and creating new opportunities for both markets.

Upon his election, Zane Yoshida commented: "I am honoured to have been elected President of the Australia Fiji Business Council. This position represents a wonderful opportunity to enhance the business connections between our two nations. I look forward to working closely with Council members to support sustainable growth and to promote the attractiveness of both Australia and Fiji as dynamic business destinations.



"I pay tribute to my predecessor as President, Allison Haworth West, Executive Chair of Captain Cook Cruises Fiji, who led the Council on behalf of members during the Covid-19 pandemic while at the same time managing her own business which like Fiji's tourism industry and economy generally was hit very hard by the pandemic. I thank Allison for her hard work as President for 5 years. Allison will continue on the Council's Senior Executive as Immediate Past President."

At the AGM three Vice-Presidents were elected: Emma Low, Managing Director Pacific, Westpac Banking Corporation, and Greg Ingram, Managing Director, FNE Communications and Vice-President and Treasurer, David Gibson of Gibson Freight. Also elected to the executive committee were Mr Philip Bird (Marine and Civil Maintenance Pty Ltd), Mr Jeremy Grennell (Pacific Trade Invest), and Ms Vosawale Toganivalu-Tamani (ANZ Banking Pacific) who join continuing executive committee members Ms Allison Haworth West, Steve Hillyard, Chanh Lovan, Dakshesh Patel, and Sam Raciti.

The Calmer Co congratulates Zane on this appointment and recognises the important work done by the AFBC in lobbying for regulatory changes over many years that played an important role in the relaxation of kava importation regulations in Australia. This change has been instrumental in building value for The Calmer Co who is now the leading importer of kava into Australia. The Company is confident that having Zane in this highly influential position will both manage risks around regulatory changes and support positive progress towards more flexible standards for kava products that would unlock new potential markets in Australia and New Zealand.

The role is volunteer based and unpaid. Zane holds a Bachelor of Mechanical Technology, Post Graduate Diploma of Information Technology and Master of Business Administration from the Queensland University of Technology.