

## Enterprise Mauritius at WorldFood Moscow, Russia

Enterprise Mauritius (EM) participated in the **International WorldFood Moscow** exhibition. The event was held from **12<sup>th</sup> to 15<sup>th</sup> September 2016** in Moscow, Russia.

The objectives of EM's second consecutive participation in this event were to take advantage of the food embargo that is affecting selected countries, to reduce dependency on traditional markets through market penetration in new and emerging markets, to renew contacts with existing buyers and establish contacts with new potential buyers.

With a population of 146 million people, Russia is the ninth most populated country in the world. It is a growing consumer market with spending among a burgeoning middle class set to continue rising. Eighteen months after their decision to ban \$25 billion worth of food imports from the EU, US, Australia, Canada, Norway and more recently Turkey and Ukraine, Russia still has a

dire need to secure new suppliers to meet growing demand. Mauritian exporters thus have a chance to tap into this huge market. Exports from Mauritius to Russia amounted to Rs. 84 million in 2015.

The 2016 edition attracted more than 1,500 exhibitors from 60 countries and above 30,000 visitors from 90 countries. The Mauritius pavilion hosted 6 manufacturers. The products showcased during the exhibition were: sugar cubes, frozen snacks, moringa powder & infusions as well as pineapples, breadfruits and passion fruits. Mauritian exhibitors organised tasting sessions during the exhibition which enabled visitors to know more about the products and appreciate their taste. WorldFood Moscow 2016 was an enriching experience for the 6 participants in terms of promoting their products for exports, understanding the Russian market including consumer behavior, habits and trends.