

GO EXPORT 1

(Entrepreneurs Development Training Program)



Expression of Interest



Go Export 1 – Entrepreneurs Development Training Program



Enterprise Mauritius (EM) has developed a structured and holistic Export Development Program known as 'Go Export' to enhance the export readiness of the SMEs with a view to increase their competitiveness. The program will enable SMEs to maximize on opportunities arising from the growing global export markets.

The training include 7 modules which are delivered by a pool of selected industry experts acquired from the strong network of EM.

The Go-Export training is MQA approved. It is a FREE OF CHARGE course and SMEs willing to embark towards exports are highly encouraged to register.

Interested participants are requested to fill in the [registration form](#) and send back to keeren.bhogun@em.intnet.mu
For more information, kindly contact Keeren Bhogun or Rajen Subamah on 212 9760.

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The Go-Export training is MQA approved and focuses on coaching and delivering lectures for 20 half day sessions around a suite of 7 modules, namely:

- Entrepreneurial skills
- Production / operations
- Product development
- Financial readiness
- Export marketing and Export strategy
- Export procedures and documentation.

- Legal contracts and Mediation

These modules have been elaborated based on the needs of the SMEs. The courses are delivered by a pool of selected industry experts acquired from the strong network of EM.

WHY EXPORT

Exports are complex and costly for enterprises but exporting companies are more productive; they achieve stronger financial performance and are more likely to sustain. Doing business overseas can lead directly to growth, improvements in efficiency levels and generating of new products and services ideas. Exporting enterprises experience:

- Increased sales
- Increased profit margins
- Increased competitiveness
- Reduced business risk

The majority of SMEs and Domestic Oriented Enterprises (DOEs) are facing tremendous pressure on the domestic market from foreign competition; they are unable to exploit the benefits of free trade in the large regional markets. An important factor hindering our enterprises to penetrate directly the export market is their **poor level of export readiness**. Export readiness reflects the degree of preparedness of an enterprise to venture on the international scene in terms of its production, management, marketing, logistics and financial capabilities.

Upon completion of the modules, an industry expert will guide each SME to improve its export business. It is a **FREE OF CHARGE** course and SMEs willing to embark towards exports are highly encouraged to register.

Please fill in the attached Registration Form and mail back to:

Keeren Bhogun Email: keeren.bhogun@em.intnet.mu

NEXT BATCH WILL START BY END OF AUGUST 2017.