

Contact Promotion Program – Tanzania and Zambia, February 2016

Enterprise Mauritius organised Contact Promotion Programs (CPPs) for the first time in two major countries in Africa, namely Tanzania and Zambia.

The events took place from 22nd to 23rd in Dar es Salaam, Tanzania and from 25th to 26th February 2016 in Lusaka, Zambia. 13 companies from various sectors namely, Light Engineering, Textile & Apparel, Agro and ICT showcased their savoir-faire. The following products/services were exhibited:

- Textiles & Apparels (T-shirts, women/girl jackets, men/boys shirts, Kids, Baby garments and uniforms)
- Linen Products for home & hotels – Bathrobes, towels, pillow cases and bed sheets
- Sunshades, umbrella, Blinds, awnings, shad sails, car ports, tents, pergolas
- Led TV
- Paints
- Curtain hooks, metal caps, cloth pegs, sofa caps
- Building glazing including mirrors, insulated glass
- Natural juice, Breakfast Cereals and UHT milk
- IT based solutions such as GPS



With over 250 contacts established and ensuring business discussions with buyers, these events are set to bring positive outcomes.