

PREMIERE VISION MANUFACTURING- FEBRUARY 2016 - FRANCE

Sustaining Mauritian Textile and Apparel exports to Europe

Enterprise Mauritius (EM) recently participated in the Première Vision Manufacturing Textile Exhibition which was held from 16 to 18 February 2016 in Paris, France. This international trade event is considered as the undisputable leader of the Textile Sector in France and wherein all the Spring\Summer trends and collections are normally represented. The major Textile Exporting countries with the exception of China and India were present at the show.

The Mauritius Pavillon, which occupied an exhibition space of 157 Sqmt, comprised twelve local manufacturers showcasing a variety of medium to high end Textile & Apparel products.



Angle view of the Mauritius Pavillon

The objectives of our participation were to:

- Sustain our presence in the French market and match competition from countries such as Turkey, Tunisia and Morocco;
- Tap new buyers and renew contacts with past and actual clients;
- International exposure to local enterprises;
- Increase visibility of Mauritian textile and apparel sector in the EU market;
- Develop business to business relationships with EU buyers.



French buyers discussing with local operator



French visitors on Mauritian Pavillon