

## Participation at Sourcing at Magic

15<sup>th</sup> -18<sup>th</sup> February 2016, USA

Enterprise Mauritius renewed its participation at the Sourcing at Magic show which was held from 15<sup>th</sup> to 18<sup>th</sup> February at the Las Vegas Convention Centre, USA. The aim of this participation was to consolidate our market share on the US market and enhance the visibility of Mauritius as 'Reliable Sourcing Partner'. Mauritius is targeting to take full advantage of the recent renewal of AGOA for a further period of 10 years coupled with the extension of the third country fabric derogation till 2025. This offers a tremendous opportunity for Mauritian manufacturers to boost exports even further.

The delegation was led by Mr Arvind Radhakrishna, CEO of Enterprise Mauritius and comprised seven large and four medium Mauritian Apparel enterprises. Contacts were established with key buyers like Mrs Pamela Hunter, Vice President Sourcing from JC Penney, Mr Bill Mcraith, Chief Supply Chain Officer from PVH Corp, owner of renowned brands like Calvin Klein and Tommy Hilfiger, Mrs Julia Hughes, President of the United States Fashion Industry, Mr Nate Herman, Vice President of the American Apparel and Footwear Association. Discussion with Professor Jon Rust from the North Carolina State University was also initiated about an exchange programme for students and the development of the technical textile sector in Mauritius.

His Excellency Mr Sooroojdeo Phokeer, Ambassador of Mauritius in USA, visited the Mauritian Pavilion and provided his full support to EM in this initiative. He was impressed by the quality of the apparel products that Mauritius is promoting in America.

In 2014, Mauritius exported Rs 6.3 billion of Textile and Apparel products to the US. For the period January to September 2015, exports to the U.S were Rs 5.2 billion, showing an 8% increase compared to the same period in 2014.

The outcome of the fair was quite positive and our local manufacturers have been able to establish contacts with important buyers in USA. Ji Yun Knits Ltd, a first timer, even secured an order during the show.

Close collaboration is being established between Enterprise Mauritius and the Mauritius Embassy to sustain the visibility of the country as a reliable sourcing destination for the US market.

An inward buying mission of US buyers is being planned in the second half of 2016.



Mr Arvind Radhakrishna, CEO of Enterprise Mauritius with H. E Soorojdeo Phokeer Ambassador of Mauritius in USA



Mr Simon Seebaluck of Denim Bay Ltd in negotiation with a buyer