

Buyers Sellers Meeting: Czech Republic

10th - 11th May 2016

Enterprise Mauritius (EM) initiated its first marketing action in terms of a Buyers-Sellers meeting (BSM) in Prague, Czech Republic. A delegation of 12 Mauritian manufacturing companies from various sectors represented the country's "savoir-faire" at the International Hotel, Prague, from the 10th to 11th May 2016. Main objects were to:

- 1) Increase the visibility of Mauritius as a preferred sourcing destination
- 2) To enhance the image of Mauritius as a manufacturer of high quality products
- 3) Gain understanding of market exigencies
- 4) To consolidate trade in Eastern Europe.

Czech Republic represents an important export market in Eastern Europe for Mauritius as the country will be the 29th largest importer on the global list by 2017, with a projected average growth of 9.9% in imports (ING International Trade Study report).

The BSM was graced by the visit of the Honorary Consul of Mauritius, Dr Vladimir Dolejs who extended his support to the Mauritian companies and encouraged trade between the two countries. This first promotional event led by Enterprise Mauritius was well received by buyers who appreciated the quality of "*Made in Mauritius*" products.

During these two-days' Buyers Sellers meeting, courtesy visits were extended to the following institutions:

- Czech Trade
- Association of Textile, Clothing & leather Industry
- Ministry of Foreign Affairs of the Czech Republic
- Ministry of Industry and Trade of the Czech Republic

Apart from establishing contacts with key buyers, the Mauritian delegates were also able to gather market information, understand market trends and assess prices being practised in retail shops.

Visit of the Honorary Consul, Mr. Dolejs at the stand of Enterprise Mauritius



The Honorary Consul visiting the Delegates' stands



Buyers visiting the Mauritian companies

