

CONTACT PROMOTION PROGRAMME ITALY

Milan and Padova

9th - 13th May 2016

Enterprise Mauritius organised a Contact Promotion Programme in two major cities in Italy, namely Milan and Padova from 9th to 13th May 2016. The major objective of this event was to reposition Mauritius as a reliable sourcing destination for Italian buyers.

The Mauritian delegation comprised five medium companies. Moreover, a few selected products from non participating companies were also showcased during the event. The different buyers present during the exhibition expressed satisfaction with regard to the quality of products displayed and showed interest for high end garments in swimwear, lingerie, denim, fine knits as well as pullovers, the more so, since they are contemplating to shift their sourcing base away from China.

Participating companies had a number of successful meetings with different renowned sourcing buying agents such as, Maureen S Kelly Bonini, which has a wide market in the USA and other European countries, the T.J.X companies, specialist in all textiles and apparel products with a turnover of 38 billion U.S.D last year and having more than 3200 stores spread all over the world and Artsana Group, sourcing baby and kids wear for the well-known Chicco Group amongst others.

The event was also attended by the academic Dean of the GED Fashion Institute, Daniele Carlo Maria Fittole who was impressed by the quality of the products displayed. He also agreed to provide training to promising Mauritian designers by the GED Fashion Institute.



Academic Dean of the GED Fashion Institute, Daniele Carlo Maria Fittole



Debriefing meeting with participants after CPP held in Milan