



ENTERPRISE MAURITIUS PERSISTENT MARKETING EFFORTS IN AUSTRALIA OPEN THE DOORS FOR EXPORTS

Enterprise Mauritius (EM) led 12 Enterprises (7 in the Apparel sector & 5 in the Jewellery sector) for important **Buyers Sellers Meetings (BSMs)** in Sydney and Melbourne from 10th to 17th November 2016. This goes in line with its diversification strategy to secure new markets and to be less dependent on traditional markets.



These were well-crafted events where EM positioned Mauritius as a '**New Reliable Sourcing Partner**'. These events had a multi approach aiming to connect with Australian buyers especially after having

secured their interests at the beginning of the year through organisation of **BSMs** in both cities to look for new sourcing destination other than Asia. EM organised a **Buyers Sellers Meeting (BSM)** in Sydney where all participants had the opportunity to showcase their products. In Melbourne, apparel participants had the opportunity to participate in an **International Apparel Expo** together with more than 10 Asian countries. Mauritius was the only country represented from the African region. In parallel, the jewellers had meetings scheduled at the office of 10 Australian buyers.



The **BSM** held in Sydney attracted the right stakeholders who were keen to discover the expertise of 'Made with Care' products from Mauritius. It was clear from day one that the designs presented from Mauritius for apparel and jewellery (diamonds, silver, and CAD design golden products) were appealing to Australian buyers.



The exhibition at the Apparel Expo in Melbourne attracted interest from leading retailers such as **Jeans West**, **Cotton On**

Group, **Best** and **Less** amongst others. Sourcing Directors from these companies were invited to visit production facilities in Mauritius to take cognizance of Mauritian adherence to norms and commitment of certain big manufacturers to adopt eco-friendly norms of production.



Meeting with Jeans West

