

Buyers Sellers Meeting Tanzania 20-21 March 2017 & Zambia 23-24 March 2017

Sub-Saharan African countries demarcate themselves from the continent with a remarkable economic growth rate averaging at 3% since 1993. This trend only experienced a slump in 2016 when growth rate was at 1.2%.

In light of the current challenges of global economic scenario, Enterprise Mauritius believes that Mauritius needs to consolidate its export relations with Africa--especially with Tanzania and Zambia which have traditionally been consistent partners to our island and present market opportunities for Mauritius.

To consolidate domestic export to Tanzania and Zambia, Enterprise Mauritius is organising a Buyers Sellers Meeting, in Dar Es Salaam and Lusaka. The objective of this promotional event is to strengthen the visibility of Mauritius as a 'Reliable Sourcing Partner' of quality products.

The United Republic of Tanzania has made great strides in economic and structural reforms over the last decade, contributing to a sustained growth of over 6.5%. It is the second largest economy in the East African Community (EAC) and the twelfth largest in Africa.

Zambia also recorded impressive economic growth as copper prices soared and demand from China increased. Zambian economic

growth averaged at 7.4% between 2004 and 2014. This was above the average annual growth for sub-Saharan Africa which was at 5.7%.

The event will take place on 20 and 21 March in Dar Es Salaam, Tanzania, and on 23 and 24 March in Lusaka, Zambia.

Last year, Enterprise Mauritius organised a Contact Promotion Program in these two countries where contacts with prospective buyers were established. A few companies have already exported to these destinations. It is therefore important to persist with marketing efforts to develop more business opportunities and secure buyers.

