



## Contact Promotion Programme (CPP) Spain An excellent opportunity to promote the 'Made in Mauritius' 1-3 February 2017

Enterprise Mauritius (EM) renewed with a CPP in Spain in 2 targeted cities (Barcelona & Madrid) from 1<sup>st</sup> to 3<sup>rd</sup> February 2017 for the Textile and Apparel manufacturers. Meetings with a number of retail chain buyers were held with four Mauritian manufacturers who showcased a range of products ranging from jerseywear, kidswear, jeanswear to knitwear.

Among the buyers met, there were three main Spanish apparel groups, namely: **Inditex Group**, with some 6,000 shops in 80 countries, **Mango Kids**, **Cortefiel Group** with 4 brands and El Cortes Ingles with 33 brands. Last year, EM initiated preliminary contacts with these buyers and hence, it was important to renew with them and persist with marketing efforts to develop prospects into sales.

Overall, the buyers were satisfied with the quality of the products and were opened to work with the Mauritian manufacturers.

It was also an opportunity to promote the “**Made-in-Mauritius**” products and consolidate the visibility of Mauritius as a reliable sourcing destination.

In the recent years, the Spanish economy has experienced a significant turnaround, recovering from the crisis with a GDP of 3.2% in 2015, well above the euro-area average.

In 2015, value of exports of Textile & Apparel from Mauritius to Spain increased from Rs 27m in 2014 to Rs 48m in 2015. This represent an increase of 81%, following consistent marketing efforts by EM and stakeholders to target Spanish buyers.

EM will continue to pursue its efforts to consolidate and increase exports in this market.

