



MAURITIUS

NATIONAL EXPORT STRATEGY

2017-2021

The National Export Strategy 2017-2021 of the Republic of Mauritius was launched on 31st March 2017 by **Hon. Prime Minister Pravind Kumar Jugnauth**, in the presence of **Ms. Arancha Gonzalez**, **Executive Director of the International Trade Centre (ITC)**. The National Export Strategy (NES) is the result of two years of intensive work following the methodology developed by ITC. The NES strategy formulation involved a number of vision exercises and consultative symposiums with the active participation of key public and private stakeholders.

Over the past decades, Mauritius has relied extensively on trade preferences under the **Interim Economic Partnership Agreement (EPA)**, the **Africa Growth and Opportunity Act (AGOA)**, the **SADC** and **COMESA** trade regimes to drive its export revenue. The competitive landscape for Mauritian exporters is however rapidly changing and is characterised by the erosion of these trade preferences. UK's decision to leave the EU is witness to this state of affair.

While it is necessary for government to sustain efforts to support traditional sectors such as textile & apparel and sugar, it is equally important to broaden the export base and to improve competitiveness of Mauritian products. Moreover, in the wake of the accentuated international competition and where the dynamics of business keep evolving, a new paradigm shift was required for Mauritius to effectively establish itself in the international trade landscape. There was a pressing need to create a strategy which goes in line with government's vision to help graduate Mauritius to the league of high income



economies. In that respect, the Government has taken the initiative to come up with a national export strategy with the main objectives of driving growth, and develop the export sector.



The NES has therefore identified seven economic pillars of growth, which present high potential for export growth, employment generation, competitiveness enhancement and potential for innovation, namely ***agro processing, jewellery, medical and scientific devices, software development, financial services, aquaculture & fish processing, and cultural tourism***. Moreover, five key cross-cutting dimensions, i.e. SME internationalization, skills development, innovation, branding and institutional alignment, were also identified to ensure that the relevant structure, framework and support are set up to ensure successful implementation of the seven sectoral strategies. Considering its specificities, a dedicated strategy was developed for Rodrigues to focus on the opportunities and challenges the island faces.

The NES defines clear priorities that culminated in a five-year plan of action and implementation framework. It goes beyond identifying broad objectives, by defining specific activities, targets and impact measures, within a reasonable time frame for each sector. The NES is based on three key underlying objectives:

- *Translate export-led success into sustainable and inclusive growth; this is about ensuring that trade-led growth is translated into improved well-being across all sections of the population.*



- *Transform to a knowledge-based economy thriving on innovation and value addition; this objective aims to develop a knowledge-based economic model which will lead to trade intensification.*
- *Be the reference country and trade-partner of choice; this strategic objective is multi-dimensional and in simple terms aims to establish Mauritius as an ideal partner for trade as well as position it as a reference country in international trade circles in terms of goods and services.*

The NES comes at an opportune time for the export community. All stakeholders will have to continue the collaboration to create the appropriate business environment and provide the necessary impetus to ensure successful implementation of the NES. Enterprise Mauritius will continue to play its key role in trade promotions and export development within the new framework prescribed by NES to broaden the exports portfolio as well as the exports revenue in the coming years.



From Left to Right: Mr. Arvind Radhakrishna, CEO of Enterprise Mauritius, **Ms. Arancha Gonzalez**, Executive Director of International Trade Centre, **Hon. Ashit Kumar Gungah**, Minister of Industry, Commerce and Consumer Protection, **Hon Pravind Kumar Jugnauth**, Prime Minister of Mauritius, **Mr Yousuf Salehmohamed**, Navigator, National Export Strategy.

