



**PARTICIPATION AT SOURCING AT MAGIC :**  
**20<sup>TH</sup> -23<sup>RD</sup> FEBRUARY 2017, USA**

Enterprise Mauritius renewed its participation at the '**Sourcing at Magic**' show which was held from 20<sup>th</sup> to 23<sup>rd</sup> February at the Las Vegas Convention Centre, USA. '**Sourcing at Magic**' Fair is known to be one of the largest and the most important fashion show held in the West Coast in Las Vegas. The aim of this participation was to consolidate our market share on the US market and enhance the visibility of Mauritius as 'Reliable Sourcing Partner'.

Mauritius is targeting to take full advantage of the recent renewal of AGOA for a further period of 10 years coupled with the extension of the third country fabric derogation till 2025. This offers a tremendous opportunity for Mauritian manufacturers to boost exports to the US market.

The delegation was led by **Mr. Arvind Radhakrishna**, CEO of Enterprise Mauritius and comprised of seven companies among which two were SMEs. For this edition, the fair attracted some 15,000 visitors. There were 352 exhibitors from 40 countries who showcased their collections during the show.

His **Excellency Mr. Soorooj Phokeer**, Ambassador of Mauritius in USA visited the Mauritian Pavilion and provided his full support to EM in this initiative. Close collaboration is being established between Enterprise Mauritius and the Mauritius Embassy to sustain the visibility of Mauritius as a Reliable Sourcing destination for the US market.

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The outcome of the fair was positive and our local manufacturers have been able to establish contacts with important buyers in USA. It is to be noted that USA positions itself as the second leading market for Mauritius, with total exports amounting to Rs 7.36 Bn (2016). Products being exported to the USA are principally, textile and apparel (83%), agro products, and jewellery. Mauritius would like to increase its market share in the USA and hence no stones are being left unturned.



His Excellency Mr. Soorooj Phokeer, Ambassador of Mauritius in USA – 2<sup>nd</sup> from the left





**Mrs. Julia Hughes**, President USA Fashion Industry Association with **Mr. Arvind Radhakrishna**, CEO of Enterprise Mauritius.

