

# Buyers - Sellers Meeting (BSM) Germany & Netherlands

5 - 12 April 2017



## Connecting Mauritius with Germany and the Netherlands Buyers Sellers Meetings

Germany and the Netherlands are leading economies of the European Union (EU). In 2017, Germany stands as the fourth biggest economy worldwide with an annual gross domestic product (GDP) of \$3.3 trillion, representing 4.5 % of the global economy (World Economic Forum, 2017). Germany has been the most successful leading European economy with its expertise in engineering, research and manufacturing. On the other hand, the Netherlands has developed itself as a major trader with Port of Rotterdam as the busiest port in Europe.

In line with its diversification strategy to penetrate new markets of Europe (other than UK and France), Enterprise Mauritius (EM) organised promotional campaigns in two major cities of Germany – **Düsseldorf**, fashion hub and **Stuttgart**, manufacturing hub. While in the Netherlands the **Buyers Sellers Meeting** was held in Amsterdam. A delegation of apparel exporters showcased **“Made with Care”** products such as shirts, t-shirts, trousers, knitwear, denim and swimwear from Mauritius. Participants were motivated to attract interests of German and Dutch customers to consider Mauritius as an alternate sourcing destination. This mission further sustains the interest for both Germany and the Netherlands looking to build bridge with Africa. Mauritius stands as the most reliable destination in Africa as expressed in a number of



international indexes such as the Mo Ibrahim Index of African Governance, Forbes and World Bank.

EM delegation had fruitful meetings with high officials of the **Ministry for the Economy, Energy, Industry, Small & Medium Sized Enterprises** as well as **Ministry of Economics/Federal State of Nordrhein - Westfalen** in Dusseldorf and Federal State of Baden-Württemberg in Stuttgart. All parties expressed willingness to remove hurdles to ease exchange of goods and services between both countries. In that perspective, Mauritius consolidates its position as the gateway of Africa. This promotional mission in Germany has enabled Mauritian operators to meet with a wide range of German stakeholders namely: **Chamber of Industry and Commerce of Dusseldorf, Textile & Clothing Association of South-West Germany, Dialog Textil Und Bekleidung – DTB, KaDeWe, KnitsOnly, SICK International** and amongst others. In addition, EM officials participated in the inauguration of a showcase vitrine for Mauritian products at the Mauritian Embassy in Berlin.

The stop over at Amsterdam enabled an important breakthrough for EM. It has allowed EM to establish working relations with **Southern African Netherlands Chamber of Commerce (SANEC)** in Hague. In fact, **SANEC** is engaged in trade and investment promotion between Southern African countries and the Netherlands. EM and SANEC are already working in collaboration to build the Mauritian-Dutch business relationship. In addition, EM also met with representatives of the International Apparel Federation (IAF), and VIVO – Association of Importers to establish networks and areas of collaboration between Mauritius and the Netherlands.

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The mechanism for sourcing of products is undergoing major change with the new exigencies of customers, looking for products that adhere to norms, tastes and fashion. Mauritius therefore stands as an alternative sourcing destination for such markets.

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