



## CONTACT PROMOTION PROGRAMME (CPP) TOKYO-JAPAN 13<sup>th</sup> -14<sup>th</sup> MARCH 2017

Japan, a member of the G7, is a potential emerging export market for Mauritius. With a population of 128 million, relishing a GDP per capita of USD 38,634 in 2015, which is forecasted to reach USD 43,503 in 2018. It imports 60% of its food from abroad and represents a huge fashion market that offers real opportunities for Mauritian manufacturers.

The mature Japanese economy resisted the 1997 Asian financial crisis and the global slowdown of 2008. Since 2015, the Japanese economy has progressed successfully by the dint of Prime Minister **Shizo Abe**'s well-defined monetary and fiscal policies, dubbed as abenomics.

In 2014 the market survey conducted for Japan revealed that there was also potential for textile, apparel and accessories' exportation.

Based on the market study, Enterprise Mauritius organised for the first time a **Contact**

**Promotion Programme (CPP)** in Japan comprising of apparel and agro-food operators as well. The event took place just after **Foodex** fair. Five Mauritian enterprises participated in the CPP and they were each very satisfied with the contacts made and meetings with potential buyers; some of them are amongst the top 100 retailers in Japan. The number one **Uniqlo Sps** was also present.

