



## Foire Internationale de Madagascar 2017

18<sup>th</sup> to 21<sup>st</sup>  
May 2017

PARC DES EXPOSITIONS  
**forello**  
EXPO  
TANJOMBATO

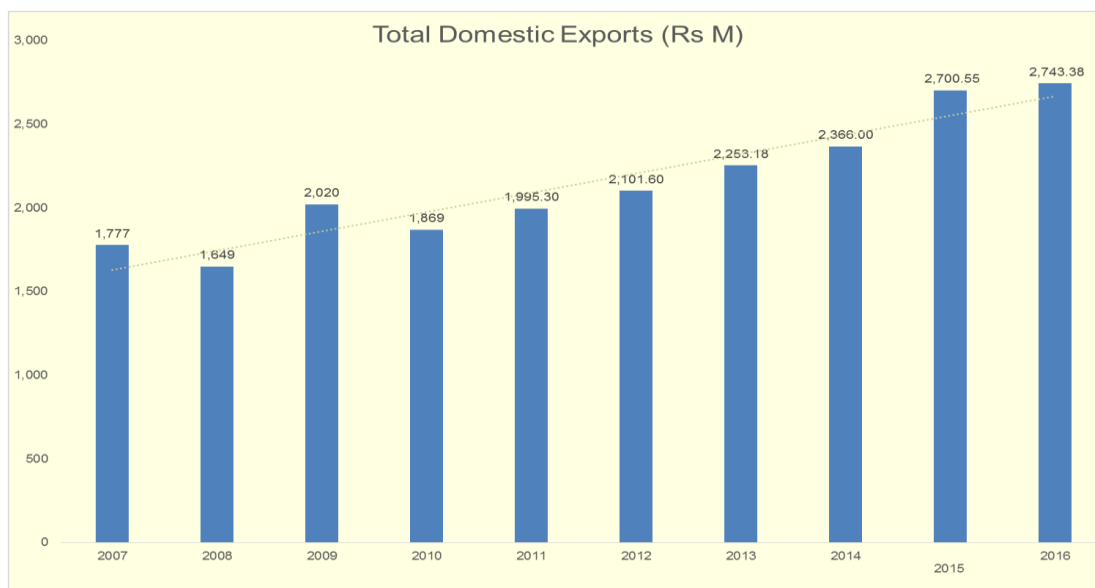
Madagascar has been one of our preferred trading partners since 2005. Despite the adverse political and business climate in Madagascar, our domestic exports to Madagascar have significantly increased over the past decade.

In 2016, our domestic exports to Madagascar reached Rs 2.743.38 bn, representing an increase of 2% compared to 2015. The Malagasy market offers greater potential which has not been fully tapped. In 2015 Madagascar imported \$2.92B, making it the 146th largest importer in the world. During the last five years the imports of Madagascar have increased at an annualized rate of 2.1%, from \$2.64B in 2010 to \$2.92B in 2015. (source: <http://atlas.media.mit.edu/en/profile/country/mdg/#imports>)

Mauritian products exported towards this market are mainly textile and clothing (yarn and fabrics), sugar, instant noodles, preparations used in animal feed, fertilizers, pharmaceuticals, paint and construction related materials, wheat, cartons and boxes, and packaging materials.

The chart below shows the evolution of Mauritian Exports to Madagascar since 2007.





**Chart 1: Evolution of Mauritian Domestic Exports to Madagascar**

*Source: Statistics Mauritius*

**Foire Internationale De Madagascar (FIM)** is an annual trade event which notes the participation of exporting companies from France, China, South Africa, Belgium, Pakistan and Mauritius, amongst others. EM organised the participation of 34 local companies (30 SMEs) in FIM 2016 which was held in May 2016. The outcome of participation at this event was positive.

In this perspective, EM is organising the participation of 33 local companies (31 SMEs) in the twelfth edition of **Foire Internationale de Madagascar (FIM)** which will be held from 18<sup>th</sup> to 21<sup>st</sup> May 2017 at Forello Expo, Tanjombato in Tana.

This event is an appropriate platform for local SMEs to consolidate their presence in Madagascar. They can showcase their respective product lines, conduct sales and get trial orders in the short term, with sustained orders in the long run. Moreover, FIM 2017 will also promote Mauritius as a reliable sourcing destination vis-à-vis the business community in this market.

With Madagascar being eligible for the Freight Rebate Scheme as from 10<sup>th</sup> July 2015, it is expected that local companies capitalize on this benefit to further increase their exports into this huge market.