

## WORKSHOP – Exporting to Africa and the Region 17-18 July 2017

Exporting to Africa and the region is one of the key focus areas; we want to further increase our footprints in these markets. Interaction with, and feedback from local manufacturers reveal that exporters face major hurdles while exporting to Africa and the region. And the majority of these obstacles are not related to tariffs. From complicated export paperwork, calculation of cumulative treatment, acquisition of Certificates of Origin to meeting standards and norms requirements, the export activities of Mauritian manufacturers are hindered by complex procedures and requirements established by our trading partners in Africa and also by the exporters' lack of access to information on troubleshooting these non-tariff barriers.

In order to overcome both the extraneously inflicted difficulties and the internal void of information faced by exporters, Enterprise Mauritius (EM) is organizing a workshop on 17-18<sup>th</sup> July 2017. Targeting SMEs who are new to exporting to Africa and the region,

and companies which are already exporting to Africa and the region, this initiative aims at empowering local enterprises to explore the continent and the Indian Ocean islands as destinations for their products. It also seeks to efface the reticence of these firms which have had failed attempts at exporting to Africa and the region.

The Workshop will be structured around the Regional Economic Communities of Africa of which Mauritius is a member, i.e. SADC, COMESA and IOC. Northern and Western Africa countries to which Mauritius does not have a trade alignment will be covered by addressing the main markets to which Mauritius has consistent exports.

The topics to be covered are:

- HS Codes
- identifying your African/regional market;
- assessing your competitiveness in Africa and the region,
- terms of payment,



- logistics and customs procedures,
- norms and standards testing
- pre-shipment inspections, amongst others.
- Supporting knowledge about exportation (barcoding, Carnet ATA, freight)

Resource persons specialising in each of the fields, local as well as from overseas, will be invited to deliver on the above listed topics.

A call for participation for the Workshop will soon be launched to the public.

For more information on the Exporting to Africa and the Region workshop, please contact Shailendra Luckpoteea on [shailendra.luckpoteea@em.intnet.mu](mailto:shailendra.luckpoteea@em.intnet.mu)

