



## CONTACT PROMOTION PROGRAMME – DENMARK 27-28 APRIL 2017

Enterprise Mauritius organized a **Contact Promotion Programme (CPP)** in Denmark, for the first time, in view of promoting exports and increasing the visibility of Mauritius as a sourcing destination in the Scandinavian region. Nine Mauritian manufacturing companies participated in the **CPP**, held on the 27<sup>th</sup> and 28<sup>th</sup> April 2017, in Horsens and Copenhagen respectively.

In Horsens, all matchmaking meetings with prospective buyers took place at the Bygholm Park hotel. The event kick-started with welcoming speeches from Enterprise Mauritius representative, Mr. Nitish Gobin and Mr. Christian Borch, **the Honorary Consul of Mauritius in Denmark.**



*B2B meetings in Horsens*

Mr. Hillmose, International Chef of Dansk Mode and Tekstil, the Trade Association for the Danish textile and clothing companies, gave an overview of the textile market in Denmark as well as the sourcing requirements to the Mauritian textile operators.





*Mr. Hillmose was heartfully thanked by Mr. Nitish Gobin, Division Manager at Enterprise Mauritius, following his presentation*

At the same time, Market Select Consultants gave an overview of the Danish retail chains and structure to the Mauritian agro companies, followed by a visit at Bilka hypermarket, part of Dansk Group and actually the largest retail group in Denmark.

Matchmaking meetings were held at the Copenhagen Market for the agro companies on 28<sup>th</sup> April, 2017. Copenhagen Market is the largest and most dynamic market place and distribution centre for fresh produce, flowers and shelf stable specialty foods in Northern Europe.

The Mauritian Textile and Apparels companies met with **Trendday**, the fastest

growing online shop in Denmark, sourcing from various countries.

In the afternoon, B2B meetings were held in the premises of Arbejdernes Landsbank, Copenhagen.

This trade mission in Denmark has proved to be useful as it enabled Mauritian companies to better understand the Danish market, establish contacts with potential buyers, gather market intelligence and created visibility of Mauritian products among the Danish importers.

### **Copenhagen Market**

