



SAPMER WON THE GOLD AWARD AT THE SIAL INNOVATION COMPETITION 2017!

In a move to increase Mauritian presence in China to further consolidate market presence and given the growing demand for imported products from China, EM led a delegation of **8 manufacturing companies to SIAL China for the first time**. This event was held from 17 to 19 May 2017 at the Shanghai New International Expo Centre. This has been a real breakthrough for Mauritius with the gold award secured by Sapmer.

Gold Award for Sapmer in SIAL Innovation Competition:

Among 212 selected innovative products from 528 submissions, then 10 finalist retained by the jury of the SIAL CHINA INNOVATION COMPETITION 2017, Sapmer Sashimi Tuna Fillets have won the gold award.

SAPMER Sashimi Tuna Fillets was one of the 10 finalist products aims to bring enjoyment and pleasure to consumers through quality ingredients and product design. The jury considered health, packaging and consumers' convenience for selecting the SIAL Innovation Finalists.

China is a country of huge market potential for niche products. Promotional events should be continued to maintain the visibility of Mauritian savoir-faire. There is demand for **agro products** such as seafood, animal feed, spirits, specialty food like honey, sugar confectionaries as well as **ship models**.

With the upcoming Free Trade Agreement (FTA), it is opportune to maintain our marketing efforts in China which holds enormous market opportunities.

The first participation of Mauritian enterprises to SIAL China was led by Enterprise Mauritius from 17th to 18th May 2017 at **Shanghai New International Expo Center**. This initiative will remain a benchmark;



one Mauritian company won the Gold Award at **SIAL CHINA INNOVATION COMPETITION 2017**. Among 212 selected innovative products from 528 submissions, 10 finalists were retained by the jury of the **SIAL CHINA INNOVATION COMPETITION 2017**, Sapmer Sashimi Tuna Fillets have won the gold award! This is indeed a big achievement for Sapmer blowing the Mauritian proud higher.

The **SIAL China exhibition** mission is to define the future and showcase all the trends of the Chinese alimentation sector by bringing together around 3,000 food companies from all over the world on a 3 days' trade show.

The **SIAL Innovation** event is a unique occasion to discover the most innovative food products and analyze consumer trends and new products in the Asian agri-food market.

SAPMER Sashimi Tuna Fillets was one of the 10 finalist products aims to bring enjoyment and pleasure to consumers through quality ingredients and product design. The jury considered health, packaging and consumers' convenience for selecting the SIAL Innovation Finalists.

This award adds value and definitely brings a proud factor to Mauritian know-how.



