



## ENTERPRISE MAURITIUS: MARCH 2015 – JULY 2017

From March 2015 to July 2017, 84 international promotional events were organised including **49 International Fairs**, **24 Buyers Sellers Meetings (BSMs)**, and **11 Contact Promotion Programmes (CPPs)**. These events took place in 32 countries across all continents. A total of **314 companies** took part in these events, out of which 255 were SMEs.

Another key project was the **National Export Strategy (NES)**. Enterprise Mauritius was the seat of ITC's NES Secretariat. A catalyst role was played by Enterprise Mauritius in the formulation as well as launching of NES in March 2017.

With regard to Inward Buying Missions (IBMs), a total of **22 IBMs** was organised during this period. Buyers from Foschini, Out of the Blue, Arthus Bertrand, The Fix Group, Dickieswear Europe Ltd, Barbour Group and Preca Brunel amongst others, came to visit around 162 local manufacturers to prospect sourcing opportunities from Mauritius.

Enterprise Mauritius channelled the entry of Mauritian products to **27 new markets** namely Tunisia, Bulgaria, Egypt, Kenya, Zimbabwe, Uganda, Tanzania, Japan, Czech Republic, Poland, UAE, Russia, Estonia, Latvia, Hong Kong, China, Australia, Italy, Turkey, South Africa, China, Australia, Seychelles, Ireland, Sweden, Canada and Norway. Venturing into the Asia Pacific markets, Enterprise Mauritius organised successful participation in Hong Kong (**Vinexpo 2016** back to back with **Hong Kong**



Rum Festival 2016 and CPP 2016) and China (**BSM Shanghai 2016** and **SIAL China 2017**). In collaboration with **FSPA** and **BOI** Enterprise Mauritius organised the **first 2016 Maritime Silk Road Guangdong International Expo** led by the **Hon. Ashit Kumar Gungah, Minister of Industry, Commerce and Consumer Protection**. This event was organised in the context of the '**One belt and Road Initiative**' to consolidate trade. 36 companies from the manufacturing, tourism and financial services sectors exhibited under the Mauritian Pavilion. The Mission resulted in successful press coverage coupled with business meetings with high officials of the Guangdong Province and Chamber of Commerce. To be noted that **SAPMER** won the **Gold Award** for its sashimi tuna at the SIAL Innovation Award 2017 during Enterprise Mauritius's **first participation** in **SIAL China 2017**.

In parallel Enterprise Mauritius continued with promotional events targeting traditional markets namely USA, UK, France, Italy, Spain, Belgium, Germany, Netherlands and Australia. Last participation in **Buyers Sellers Meeting** in UK, and at **Fashion SVP** fair in 2016 and 2017 has enabled Mauritius to secure new buyers among whom **Sarah Groves from Dickieswear Europe Ltd**. The latter visited Mauritius and finalised a first order with possibility of renewal after each quarter. New buyers of textile and apparel, **Oxbow and Izac** from France have confirmed their first orders.

Local jewellers secured orders out of last two participations at Bijorhca, Paris. Enterprise Mauritius enabled jewellery operators to develop trendy jewellery products for export to Europe. For the **first time**, a **new jewellery collection** was launched during Bijorhca Paris in 2016 by the **Hon. Ashit Kumar Gungah, Minister of Industry, Commerce and Consumer Protection**.

Enterprise Mauritius sustained the promotion of Agro products. Last participation at **SIAL** in France has enabled Mauritian operators to execute confirmed orders of Seafoods – Steak tuna and canned tuna, sugar, rice, juice and pickles. Enterprise Mauritius consistently organised participation of seafood companies at **Seafood Expo Global** since 2015. This has yielded in interesting confirmed orders from EU buyers.

As part of its diversification strategy. Enterprise Mauritius enabled for the first time in 2016, Manufacturers of Agro, Textile and Jewellery, to showcase and promote their products in Melbourne, Sydney and Perth. **First orders** have been executed and interest to consider Mauritius as a sourcing destination is gathering momentum.



Enterprise Mauritius expanded its markets in Africa, adding to its lists new destinations such as Tanzania and Zambia whose potential for absorption of light engineering goods has been noted. **Africasia Electronics Manufacturing**, the Mauritian manufacturer of TV set has secured interesting orders in Kenya, Mozambique and Zimbabwe following its participation in Enterprise Mauritius's led events.

Enterprise Mauritius further successfully organised the 2017 **Exporting to Africa Workshop**. This was a landmark event which recorded the participation of **99 enterprises** who were trained on the procedural aspects of exporting to SADC, COMESA, EAC and IOC countries. Market intelligence on all of the 54 African countries were disseminated to participants. Participants and collaborators have requested for a repeat of the event.

**The Go-Export Programme** has also gained great interest amongst participants, **180** enterprises have completed the training, including entrepreneurs from National Women Entrepreneur Council and **60** from Rodrigues. To be noted that **32 companies** who have attended the **Go Export** training are now exporting.

Enterprise Mauritius also organised Capacity building programme across major sectors namely: Textile, Jewellery and Agro.

#### **Textile Sector:**

The Capacity Building for the UK market by **Trendstop** saw the participation of **35** designers who were trained on latest trends for the UK market, out of which 11 were selected to develop a collection for the UK market. Enterprise Mauritius recently held a workshop by **WGSN** which was attended by **50** participants (14 companies). The workshop enabled companies to be acquainted with latest trends for Summer/Spring 18. In collaboration with **Carlin International**, Enterprise Mauritius is continuing the programme to update Mauritian exporters about trends, colours and fashions for the French market and develop collections for showcasing.

Enterprise Mauritius has also organised **Trend Forums** where **200** designers were trained on latest trends in terms of colours, style, and materials to adapt their products for the French market. In 2016, **15** SMES were selected to upgrade their own collections (Spring/Summer and Autumn/Winter 2016-2017) and promote the "**Made in Mauritius**" label in France (through **Premiere Vision**) and in USA.



## Jewellery Sector:

Efforts have also converged towards Capacity building programmes for the Jewellery sector:

- **35** jewellers participated in the first **Jewellery Design Workshop** organised in 2015. A first in-house technical assistance in design and product development was provided by Mr. Bruno Viret Designer, from France, which enabled **12** SMEs jewellery manufacturers to develop jewellery products aligned to European trends.
- Enterprise Mauritius also sponsored the visit of Mr. Mourait from **Maison Arthus Bertrand**, (partly owned by Hermes). One SME is consistently supplying jewellery products to **Arthus Bertrand**.
- 100 jewellers were sensitised on opportunities to export through the **“Jewellery Sector for Tomorrow Workshop”** in collaboration with Ministry of Industry March 2017.
- For the period May-July 2017, French Consultant/Designer Mr. Yvon Floquet and Mrs. Delphine Cheuret did a successful workshop on **‘Improving Operations Efficiency and Improving Design’** of Mauritian jewelers. Some **30** participants followed the workshop. Interesting articles and the outcome of the workshop have been elaborated in this edition of Enterprise Mauritius’ newsletter.

## Agro Sector:

For the Agro sector, Enterprise Mauritius provided technical assistance to **15** enterprises (including 14 SMEs) involved in cultivation and/or agro processing to improve techniques for food preservation and extending shelf-life of their products. For instance, V. Kanhye Health Foods Ltd successfully implemented the consultant’s recommendation in improving the product texture by dehydrating the leaves at 40-45 degrees Celsius. The company is also Organic Certified by ECOCERT France.

Enterprise Mauritius intends to evolve with global challenges and review its strategies as and when needed to widen its market reach and product portfolio.

