



CONTACT PROMOTION PROGRAMME (CPP) COMOROS 25TH – 27TH SEPTEMBER 2017

In line with Enterprise Mauritius's market consolidation and expansion strategy whereby importance is laid on targeting the region, a Contact Promotion Programme (CPP) will be held in Moroni, Comoros, from 25th to 27th September 2017. Organisation of this CPP resulted following a pre-mission that was held from 7th to 12th August 2017. The outcome of the pre-mission revealed that products from three specific sectors have potential in Comoros. These are: light engineering, agro industry, and textile products.

The Union of Comoros comprises of three islands—Grande Ile, Anjouan and Moheli—that are hampered by inadequate transport links, a young and rapidly increasing population, and very few natural resources. The country is heavily dependent upon foreign grant and assistance.

Mauritius domestic exports to Union of the Comoros has been on an increasing trend over the past 10 years with a gross rate of around 79% recorded for the period 2005 to 2015. The major products exported to Union of the Comoros include, amongst others, wheat flower, white sugar, animal feeds, paints, margarine, stationary, water, minerals, furniture, biscuits furniture and textile products.

The setting up of a democratic government following the 2016 election resulted in an atmosphere conducive to political stability. The country is expected to witness an economic growth in the years to come as it gears up to welcome foreign direct investment. The relationship between Mauritius and the Union of the Comoros was consolidated after both countries signed a Framework Agreement,

laying the basis for the development of sectoral corporation in numerous fields on 14th January 2014.

This Contact Promotion Programme will provide an opportunity for Mauritian entrepreneurs to establish linkages with business communities, institutions, relevant government bodies in Comoros, and consolidate marketing opportunities with a view to increase and diversify Mauritian exports to the region. Around 25 operators from the light engineering, agro and textile sectors have expressed interest to participate in the event.

