



Exporting to Africa Workshop 2: Marketing and Selling your products in Africa

On 17th -18th July 2017, Enterprise Mauritius conducted the first Exporting to Africa Workshop which focused on accessing the SADC, COMESA, IOC, Northern and Western African Markets. The Workshop was structured to cover main themes across the four main markets of Africa. Resource persons knowledgeable in each of the market specificities intervened and the event was attended by 100 entrepreneurs. Following the success of this first workshop, Enterprise Mauritius is planning to hold a second edition of the Exporting to Africa Workshop—with a focus on marketing and sales in Africa. The **Exporting to Africa Workshop 2: Marketing and Selling Your Products in Africa** is scheduled for 23rd-24th November 2017 at the BPML Tower, Conference Hall 1, Ebene.

This workshop will bring together local as well as foreign resource persons with the aim of imparting marketing and sales knowledge and information pertaining to Africa to the intended audience of 100 entrepreneurs.

In 2016, provisional figures of Mauritian domestic exports to Africa amounted to Rs 10,65 Bn (Statistics Mauritius 2017), representing 19% of our total Mauritian domestic exports. From January 2017 to now, Enterprise Mauritius has conducted 11 export promotional activities in Africa. The countries targeted were: Tanzania, Zambia, Madagascar, Mozambique, Comoros, South Africa, Kenya and Uganda.

Increases in export figures towards new market destinations such as Kenya and Tanzania post these events, clearly indicate that Mauritian manufacturers have enormous potential for growth and expansion in Africa.

Notwithstanding the opportunities available in Africa, the continent remains a complicated market to understand and exploit. Compared to the principles of Universalism which dictate the behavior of all European markets, African markets function according to their own cultural particularities. Due to this differed approach, it would be wrong to adapt the same one-size-fits-all structured marketing and sales strategy to approach African buyers. In that perspective, this second workshop will attempt to identify the most suitable marketing and sales approach to some of the main markets of Mauritius in Africa. These are: South Africa, Reunion, Madagascar, Tanzania, Comoros etc.

Some of the topics which will be covered over the two days are: developing a marketing and sales strategy, how to deal with buying houses, merchandising, accessing specific markets, amongst others.

