



Heading to Australia – Mauritian Operators at New Market International Sourcing Expo & Contact Promotion Program, Sydney
14 to 16 November 2017

The last promotional campaigns in Australia in 2016 by Enterprise Mauritius has been successful. A continuous presence can only strengthen the visibility of 'Made in Mauritius' products in Australia. In this perspective, Enterprise Mauritius is renewing its participation in the dedicated Textile and Apparel Fair- **The International Sourcing Expo** in Sydney scheduled from 14 to 16 November 2017. More than 400 exhibiting companies from over 13 countries will be attending this fair. Over 4,000 visitors comprising of key decision makers namely store and group buyers, product developers, private-label agents, sourcing & quality managers are expected. The fair also carries a series of interesting international seminars and workshops. Some 10 Mauritian apparel operators will participate in **The International Sourcing Expo**, Sydney. They will showcase products ranging from denim, swimwear, corporate garments to fine knits.

A contact Promotion Program (CPP) for Jewellery operators will also be organised in parallel. 8 local operators have shown interest to participate. The last CPP held saw promising discussions by Jewellery manufacturers with Australian buyers and we need to strengthen this trade relationship.

Enterprise Mauritius needs to sustain efforts at market diversification and to position Mauritius in Australia as a viable destination for trade. Consequently, Enterprise Mauritius is leaving no stone unturned in its efforts to build a strong relationship with Australian buyers.

