



# BIJORHCA

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FRIDAY 8 TO MONDAY 11 SEPTEMBER 2017



## Bijorhca Paris – Mauritian delegation led by Enterprise Mauritius

In spite of change in taste for fashion jewellery, France remains the second biggest importer in Europe for articles of Jewellery (excluding precious and semi-precious) with imports totaling USD 4.78 bn in 2016 after Switzerland (USD 9.67 bn). In 2016, Mauritius ranked 12<sup>th</sup> with an export of Rs. 720 million representing 0.52% market share. In this perspective, Enterprise Mauritius is strengthening promotional actions in France with the objective of consolidating and increasing market share.

Enterprise Mauritius led a delegation of 8 jewellery manufacturers to **Bijorhca Paris 2017**, the International Jewellery Show which was held from 08 to 11 September 2017 at Exhibition Park, Porte de Versailles, Paris. **Bijorhca Paris** is the jewellery trade fair in France that is organised on a bi-annual basis. The Board of Investment also formed part of the delegation as partners in this event with the objective of promoting Mauritius as a preferred destination for Investment.

His excellency Vijayen Valaydon, the **Ambassador of Mauritius in France** visited the Mauritian Pavilion accompanied by other Officials of the Mauritian Embassy. Amongst the participating companies five jewellery manufacturers participated for the first time at Bijorhca Paris. They all made promising contacts and the quality/workmanship was highly appreciated by visiting buyers.



Participation in **Bijorhca Paris** was in line with Enterprise Mauritius' strategy of market consolidation and expansion and of networks building with European buyers. Participating SMEs including first-timers had the opportunity to learn about latest trends and market exigency. Please refer to [video](#) for an overview of the Mauritian participation at **Bijorhca Paris** 2017.

