

PREMIÈREVISION PARIS

September 19-21, 2017

Mauritius one again at Première Vision Paris

France has, for over more than two decades, been one of the most important markets for Mauritius. Exports to this market have grown from Rs 1.48 million in 1976 to Rs 8.95 billion in 2016. A major chunk of our exports represents Textile and Apparel, which in 2016 amounted to Rs 3.14 billion.

For the September 2017 edition, Enterprise Mauritius led a delegation of 15 Mauritian operators who met with usual success when they showcased a broad range of apparel and accessories such as t-shirts, polo-shirts, shirts, fashion tops, dresses, athleisurewear, jeans, knitted pullovers and cardigans, kidswear, babywear, suits, lingerie, swimwear and handbags. In addition, Enterprise Mauritius in collaboration with Carlin accompanied 3 companies to develop collections meant for Spring/ Summer 2018. This initiative is mainly to help Mauritian companies better position and

differentiate themselves from the surging competition from other Euro-Med suppliers.



Compared to September 2016, the fair saw an increase of 7.5% in the number of visitors which reached 60,565 in September 2017. While 27% of these visitors were from France the remaining 73% consisted of international buyers, which saw a rise of 8.5% from last year. Emanating from 129 countries, these international buyers attest of the increasingly global dimension of the fair. Thus, apart from French buyers, our exhibitors were also able to connect with sourcing professionals from UK, USA, Italy,



Spain, Germany, Sweden, Belgium, Netherlands, Italy, Switzerland and Portugal, amongst others.

Overall, an assessment of outcome reveals that the fair has enabled Mauritian operators to connect with a broad number of buyer such as, **Paco Rabane, Modissimo, Maison Lejaby, Kauffeld & Jahn, Galleries Lafayette, Comptoir des Cotonniers, Majestic Athletic, Tibebeo, Coq Sportif, Marlene B, Ven Store** and **Oberthur** amongst others. They are presently making follow-up with regards to technical queries and samples.

While the apparel market is expected to pick up in France and Europe in general, the situation is still fragile amidst uncertainty such as Brexit. We need therefore to strengthen our trade tie and maintain visibility in France.

