



The African economy is growing constantly, especially the Sub-Saharan African countries, where growth is gaining pace as GDP is expected to increase to 3.5% in 2018. In this context, Enterprise Mauritius has put up a dedicated Africa desk in order to plan, organise and implement its export marketing activities in the continent.

In line with its strategy to consolidate domestic exports to Africa, Enterprise Mauritius has organised **Buyers Sellers Meetings (BSMs) in Nairobi, Kenya** from 13<sup>th</sup> to 15<sup>th</sup> November 2017 and in **Kampala, Uganda** from 16<sup>th</sup> to 17<sup>th</sup> November 2017. Kenya is the most economically promising countries in Africa. It has a GDP growth of above 6%. In 2016, exports to Kenya were estimated at Rs 907 million. Uganda, with a population of nearly 40 million, is located adjacent to Kenya and Tanzania. The country's economic outlook has been quite positive while growth vacillated between 4.7%, 5.3% and 5.8% during the period 2014-2016.

The meetings took place at Hilton Hotel in Nairobi, Kenya. 10 companies, representing various sectors namely, Light Engineering, Alcoholic Beverages, Textile & Apparel, Agro and Printing & Publishing, were present to showcase their savoir-faire and professional services. The following products/services were displayed:

- Textiles & Apparels (t-shirts, men/boys shirts, baby wears, works wear & uniforms)
- Lingerie & Swimwear
- Linen Products for home & hotels – Bathrobes, towels, pillow cases, bed sheet
- Envelopes, Paper & Carrier bags
- Digital & Offset Printing Services, Signage & Advertising Products, LED displays & 3D signs
- Whisky, Rum, Vodka, Gin, Brandy
- Hand Made Fashion Jewellery
- Instant & Dried Noodles, Short-cut Pastas, Nature's Juice
- Snacks & Foodstuffs



The companies that participated in the **BSM** were namely; **A 11 Z Uniforms, Emboss Ltd, Helena Talbot Ltd, House Of Lords, L.V.M (Mauritius), Nevams Ltd, Paper Plus Ltd, SAKS Mode Ltd, Sissi Creations Ltd, T&T Noodles.**

This event represented an influential platform to establish new contacts with potential buyers. Key meetings were held with strategic institutions such as **Kenya National Chamber of Commerce & Industry (KNCCI), Kenya Bureau of Standards (KEBS), United Business Association, Kenya Investment Authority** and **Retail Trader Association of Kenya.**

After three days of B2B meetings in Nairobi with several motivating buyers, participants expressed

their satisfaction with the business discussions they had with the Kenyan buyers. They established good contacts with potential buyers with whom negotiations for future orders are being discussed. Some renowned buyers like **Nakumatt, Sir Henry, Rio (Kenya) Ltd** were also present in the **BSM** organised.

Besides the products mentioned above, it has been estimated that other stuffs such as sugars, cooking oils, paper & carrier bags, high quality shirts & suits are in great demand in Kenya.

The **Buyers-Sellers Meeting (BSM)** in Uganda was held in Kampala, on 16 and 17 November 2017, with a delegation of seven Mauritian operators from across diverse sectors. The objective was to expand business networks and secure orders in Uganda.



Held at Kampala Serena Hotel, Kampala, **BSM Uganda** was well received by the Ugandan business community. It benefited from the support of the Government of Uganda—through the presence of representatives from the **Ministry of Trade, Industry and Co-operatives**, and **Kampala City Traders Association (KACITA)**.



Enterprise Mauritius also received the support of the **Uganda Manufacturers Association** represented

by their Chairman, Dr. Amos Nzeyi, who also happens to be the Executive Chairman of Crown Beverages Ltd of Uganda.

Adjacent to the export promotional initiative, Enterprise Mauritius held meetings with **Uganda National Bureau of Standards (UNBS)** with which the **Mauritius Standards Bureau (MSB)** is already in contact for a Memorandum of Understanding. Meetings were also held with representatives of the **Uganda Revenue Authority**, more specifically with the Customs Department in order to discuss trade facilitation.

Prospects for investment in agro-processing activities were noted. The outcome of trade meetings was recorded as favourable. Participants are expecting to secure orders in the near future and have expressed interest in renewing stronger networks in Uganda.

