

Chief Executive Officer's Message



Arvind Radhakrishna
CEO

Dear Partners,

With 2017 winding down and 2018 right around the corner, allow me to take you on a trip down the journey of Enterprise Mauritius in 2017. Throughout this year, we, as a team working closely with all stakeholders, remained firmly committed to realizing set objectives as defined in our **Strategic Plan 2015-2017**.

While 2017 has been a challenging year given the recent inflictions of Brexit, strenuous competition from low-cost production destinations and fluctuations in our key markets, Enterprise Mauritius maintained consistent promotional actions to support export promotion, trade facilitation

and export development. We left no stone unturned in keeping up with our established reputation as a recurrent award-winning **Trade Promotion Organization (TPO)**.

In 2017, Enterprise Mauritius organised the participation of **338 local enterprises to 35 international export promotion events**. These include **Buyers Sellers Meetings (BSMs), Contact Promotion Programmes (CPPs) and International-led fairs**. Through these promotional events, not only did Enterprise Mauritius consolidate its position and expanded in its traditional markets, but it also forayed into new markets which were erstwhile off the radar of our Mauritian manufacturers.

Leveraged now by the more structured and market-centric approach required liberalized international markets that Enterprise Mauritius implemented since 2015, our team conceptualized customized export promotional strategies for the following countries:

- **Traditional Markets**

Germany, United States of America, France and United Kingdom

- **Emerging Markets**

Australia, Netherlands, Czech Republic, Hungary, Poland, Dubai, Belgium, Japan, China, Spain, and Denmark

- **African Markets**

Zambia, Tanzania, Seychelles, South Africa, Madagascar, Kenya, South Africa, Uganda and Comoros

To position Mauritius as a reliable sourcing destination for quality “Made in Mauritius” products internationally, Enterprise Mauritius organized **15 Inward Buying Missions (IBMs)** in 2017. Buyers from Italy, United Kingdom, Netherlands, Reunion Island, Germany, France, South Africa and Kenya visited **52 local manufacturing companies under Enterprise Mauritius’ Inward Buying Mission program**.

Moreover, Enterprise Mauritius effectively deployed tailor-made capacity building projects aimed at training and empowering non-exporting as well as newly exporting SMEs to penetrate and establish themselves in international markets. **13 capacity building programmes were organised for some 350 beneficiaries in 2017**. They were: **2 Trend Forums** for textile enterprises by Carlin International, and **2 in-house interventions** by Carlin on product development for Summer 2018 and for the UK market, respectively. Enterprise Mauritius has

been collaborating with **Carlin International**, renowned international trend forecaster for a consistent long-term partnership to update Mauritian exporters about trend, colour and fashion for this market and develop collections for showcasing.

For the jewellery sector, Enterprise Mauritius has implemented a holistic program aiming to handhold jewellery manufacturers towards improving their operations efficiency and adopting latest trends in jewellery design. We conducted **2 in-house interventions** at jewellery manufacturers and had **1 Workshop on the Jewellery Sector for Tomorrow** --in collaboration with Ministry of Industry, Commerce and Consumer Protection.

Enterprise Mauritius also launched the **Exporting to Africa Workshop Series** in this year. We have already conducted **2 Workshops** on export procedures and marketing strategies, respectively—both which have garnered high appreciation from participants.

We have now embarked on the ambitious training Programme for **Hazard Analysis and Critical Control Points (HACCP)** and **Global Gap Standards Certification** with the collaboration of **European Union Commission (Mauritius)**. Reinforcing our belief in the future of the Mauritian agro industry, we also conducted workshops on **Kosher**. All these projects are in addition to our celebrated **Go Export Programme** which builds capacity of SMEs so as to transform them into export-ready entities and therefore populating our small pool of Mauritian exporters.

To further encourage exports, Government has extended the **Speed-to Market Scheme** to other sectors. For the period April to 12 December 2017, Enterprise Mauritius received **1623 claims from 42 companies** under this Scheme. For the **Freight Rebate Scheme** which caters for subsidized exports to Africa, Enterprise Mauritius received **1211 claims from 29 companies** for the period April to 12 December 2017.

Enterprise Mauritius was the seat of **International Trade Center's (ITC) National Export Strategy (NES)**. We played a catalyst role in the formulation as well as launching of NES in March 2017, in the presence of the **Hon. Pravind Jugnauth, Prime Minister, Hon. Ashit Kumar Gungah, Minister of Industry, Commerce and Consumer Protection** and **Ms. Arancha Ganzalez, ITC Executive Director**.



A number of local operators have successfully penetrated new markets following promotional events led by Enterprise Mauritius. We even have had local enterprises shining at international level: **SAPMER** won the **Gold Award** for its sashimi tuna at the **SIAL Innovation Award 2017** during Enterprise Mauritius's **first participation in SIAL China 2017**.



Enterprise Mauritius is committed to promote the 'savoir-faire' of Mauritius. We launched professional **sectoral brochures** to promote the jewellery, textile and apparel, light engineering, rum and agro industries. We furthermore developed **2 comprehensive manuals** as guidebooks for exporters to Africa.

Overall, 2017 has been a highly satisfactory year for Enterprise Mauritius. In line with the new challenges ahead, we are working full swing on our Action Plan for 2018 which reinstates our commitment and belief in the future of the Mauritian manufacturing sector and its potential to export.

I take this opportunity to express my sincere appreciation to the **Minister of Industry, Commerce and Consumer Protection, Hon. Ashit Kumar Gungah** for his constant support, to officials of the Ministry, the Chairperson and Board Directors of Enterprise Mauritius, the staff of Enterprise Mauritius who indeed have been working very hard to attain set goals. Last but not least, my appreciation also goes to all our stakeholders who partnered with Enterprise Mauritius in its mission to promote export.

I wish all of you, on behalf of Team Enterprise Mauritius, a very Happy New Year 2018.

Arvind Radhakrishna
Chief Executive Officer