



## Mauritian Operators at The International Sourcing Expo & Contact Promotion Program, Sydney 14 to 16 November 2017

The last promotional campaigns in Australia for the past years by Enterprise Mauritius have been successful. To strengthen the visibility of 'Made in Mauritius' products in Australia, Enterprise Mauritius is maintaining a consistent presence there. In this perspective, Enterprise Mauritius has renewed its participation in the dedicated Textile and Apparel Fair- **The International Sourcing Expo** in Sydney scheduled from 14 to 16 November 2017. Over 400 exhibiting companies from 13 countries attended this

fair and some 4,000 visitors comprising of key decision makers namely group buyers, product developers, private-label agents, sourcing & quality managers were present. 7 Mauritian apparel operators participated in **The International Sourcing Expo**, Sydney and they showcased products ranging from denim, swimwear, corporate garments to fine knits. Useful contacts with potential buyers were established.



A **contact Promotion Program (CPP)** for Jewellery operators was also organised in parallel. 6 local jewellery operators have participated. The last CPP held saw promising discussions by Jewellery manufacturers with Australian buyers. This mission was led by Mr. Arvind Radhakrishna, **CEO of Enterprise Mauritius**, who had promising meetings with the following institutions- **Council of Textile & Fashion, School of Jewellery and Australia Institute of International Affairs** amongst others.

There are orders in negotiation and confirmed orders as well. Enterprise Mauritius is leaving no stone unturned to consolidate market share, position Mauritius in Australia as a viable destination for trade and build a strong relationship with Australian buyers.

