



## Exporting to Africa Workshop 2: Marketing and Selling Your Products in Africa 23<sup>rd</sup> – 24<sup>th</sup> November 2017

Following the success of the ***Exporting to Africa Workshop: Accessing the South African Development Community (SADC), Common Market for Eastern and Southern Africa (COMESA), Indian Ocean Commission (IOC), Northern and Western African Markets***, organised in July 2017, **Enterprise Mauritius** delivered the second edition of the Workshop which focused on ***Marketing and Selling Your Products in Africa***. The Workshop was scheduled on the 23<sup>rd</sup> – 24<sup>th</sup> November 2017.

Composed of 54 countries, the African continent is a complex market to understand and exploit. Each market functions according to its own

cultural particularities and development capacities, hence a thorough understanding of the markets is important as they require suitable and specific marketing and sales approaches. In 2016, 19% of our total Mauritian domestic exports were aimed at Africa and the Indian Ocean markets.

The objectives of the second Workshop were to raise awareness about marketing and sales opportunities, as well as devising new strategies to penetrate some of the main markets of Mauritius in Africa. The Workshop also briefly highlighted the opportunities that exist under the Free Trade Agreements in the region, which allow Mauritius to benefit from duty-free export

to 27 Member States. Another objective of the workshop was to disseminate marketing and sales knowledge and information pertaining to Africa through a manual prepared by **Enterprise Mauritius**.

The topics covered during the workshop were:

- What is Marketing Plan?
- The South African Market: How to deal with Buying Houses?
- The Comorian Market
- CBC BIZnet
- DHL services
- E-Marketing & E-Sales
- The Réunion Market
- Marketing in Africa

The event recorded the participation of 66 enterprises. The workshop was animated by both local and foreign resource persons, who shared information through an open forum, about South Africa, Reunion Island, Comoros, Zimbabwe and other main markets of Mauritius in Africa. All participants expressed great satisfaction of their participation at the Workshop.

