



## Enterprise Mauritius leads a delegation of 12 companies at Fruit Logistica, Berlin

**Fruit Logistica** is the world's leading trade exhibition for global fresh produce industry, which attracts more than 75,000 trade visitors from 130 countries and more than 3,000 exhibitors. Enterprise Mauritius (EM) is a regular participant to this show and will lead a delegation of 12 Mauritian companies in Berlin, Germany from 07 to 09 February 2018. This show will focus on trade, cultivation systems, packaging and labelling, greenhouse technology, marketing, organic and convenience products among others.

Enterprise Mauritius is laying emphasis on the promotion of exotic fruits grown locally such as Victoria pineapples, from which Mauritius has built a solid reputation over the years. The export of fresh produce from Mauritius has increased from Rs.165mn in 2015 to Rs.175mn in 2016 with main exporting products, pineapples and lychees. In view to diversify its export product basket, Mauritian growers and exporters will introduce other exotic fruits and vegetables to the European countries such as passion fruits, breadfruits, avocado, green mangoes, chilies and chayote. Enterprise Mauritius

will sustain its efforts to penetrate new markets through this fair as well as to consolidate business relationship with existing traditional markets.

Further, among the 12 Mauritian companies, Enterprise Mauritius will enable the participation of 5 new companies at **Fruit Logistica** and among which for the first time 2 cooperative societies will participate. The cooperative societies are already supplying exporters, regrouping pineapple growers and which are part of the **Global Gap Certification project**, initiated by European Union Commission (Mauritius) and managed by Enterprise Mauritius. The other exhibitors, who are renewing participation, are looking forward to meet their existing clients and initiate new business relationship with potential buyers.

Moreover, it will be an opportunity to market the **Speed-to-Market Scheme**, which entails 40 % refund to qualified Mauritian exporters in order to boost export to European countries. For vegetables, fruits, and flowers, refund is done equally between



the planter (20%) and the exporter (20%). This Scheme enables Mauritian exporters to make a competitive pricing offer to existing buyers.

**Fruit Logistica** is more than an exhibition show as it offers excellent networking and contact opportunities from global players to small and medium-sized companies. The event will be held on the fairgrounds of Berlin ExpoCenter City and City Cube, Messe Berlin GmbH, Messedamm 22, Berlin, Germany. Mauritius Pavilion will be located in Hall 26 (Stand C22).

