

Engagement Mode – PPP

A **consensual** approach between PPP stakeholders (Chamber of Commerce, Industry Associations and relevant ministries and public institutions) is used to promote shared vision and clarity in defining specific responsibilities, eligibility criteria application processes and procedures for approval.

Support Schemes recently operationalized

(i) CE

- Technology Diffusion Scheme (TDS)
- Enterprise Development Fund (EDF)
- Mechanism for transitional support to the private sector (MTSP)
- Cleaner production process (RECP)

(ii) CP

Support to upgrade of Product Quality, Standard and Packaging scheme (PQSP);

(iii) CM

- Marketing intelligence
- Contact Promotion Programme
- International Promotion events
- Buyers Sellers Meetings
- Marketing Trip Scheme

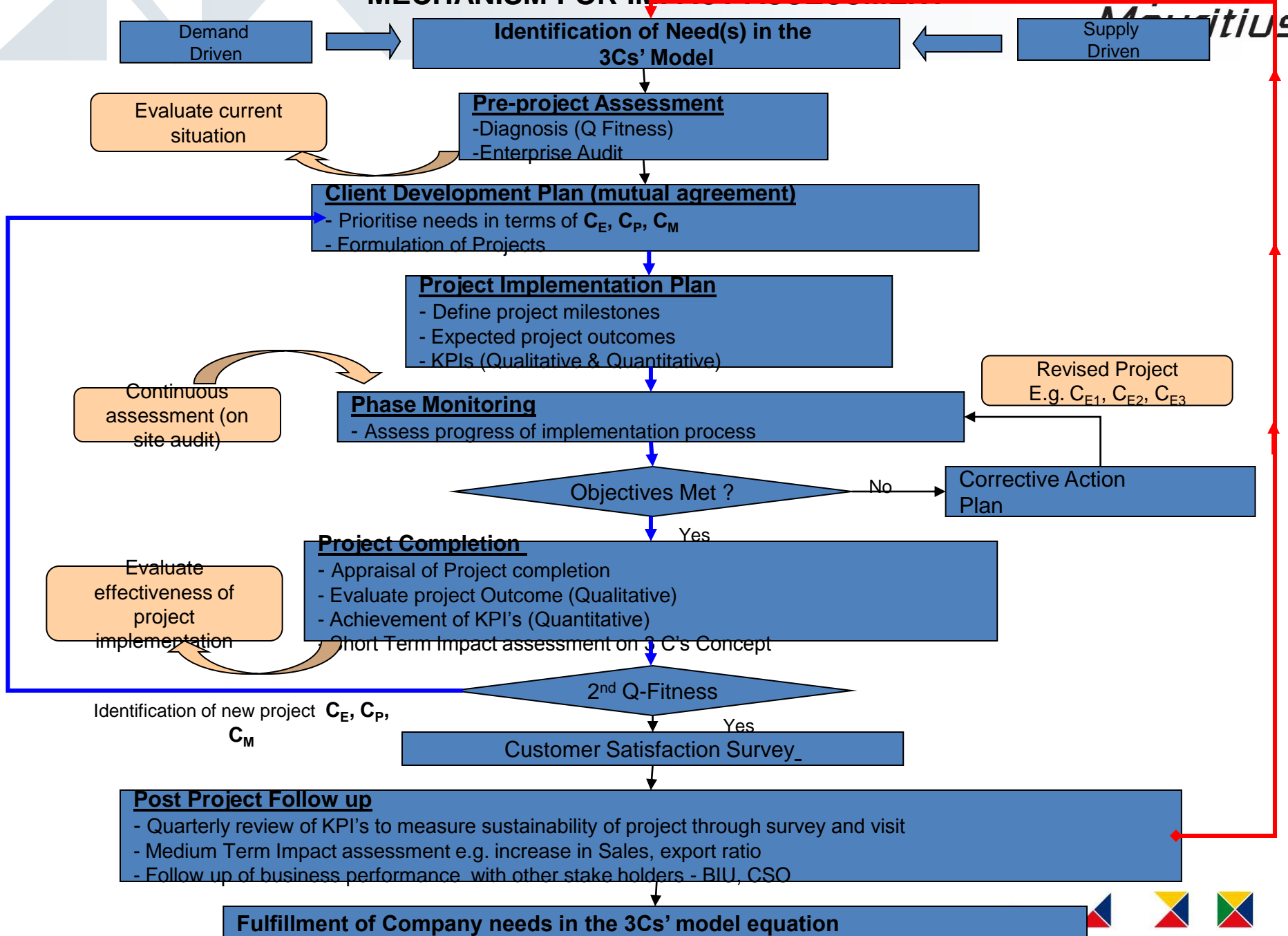


Case studies & Impact assessment (Non-Exhaustive)

Project 1: Market Development for SME's in Sweden (2006 – 2009) for Non-Exporting SME's

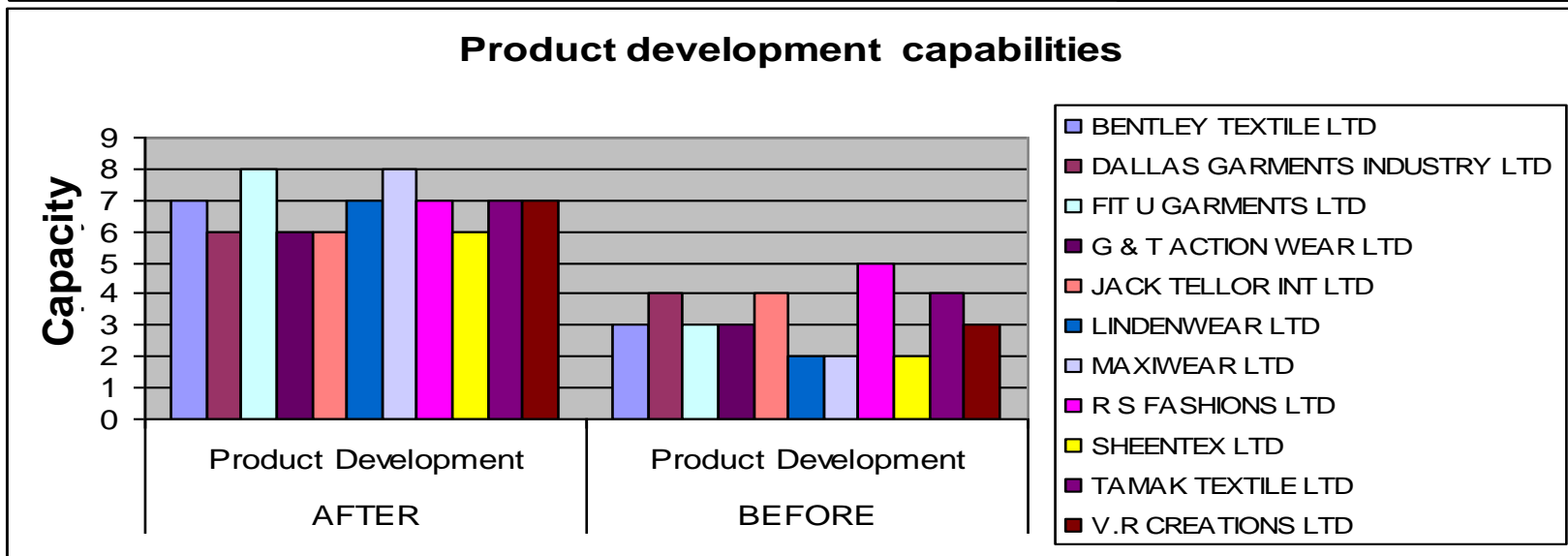
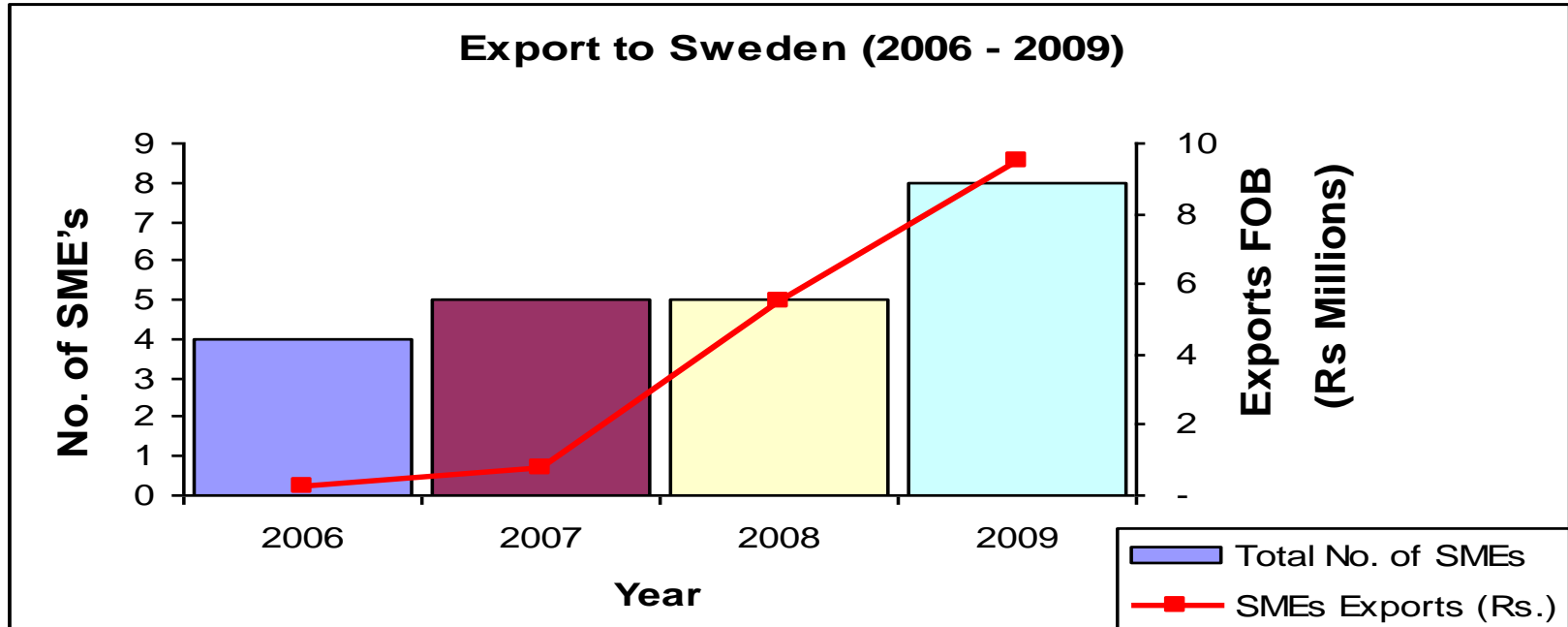
| CE/CP/CM | Details | No. of companies | Impact |
|-----------------------|---|------------------|---|
| C_{P1} and C_{M1} | Workshop on product and market conformity by Swedish consultant | 25 | Communicate information on the export procedures and market requirements |
| C_{E1} | Capability assessment of enterprises by EM Industrial Engineers | 70 | Determine the needs gap of SME's (in-house training in production, technical and managerial abilities) and propose a client development plan. |
| C_{M2} | Fashion trend workshop | 34 | Inculcate the design aspect in the thinking process of SME's. Acquisition of fashion trend in colours, fabric texture and cuts. |
| C_{E2} | Enhance the sourcing skills of SMEs | 16 | Empower SME's to strengthen their organisation structure by including merchandising and sourcing activities as part of their functions. |
| C_{E3} and C_{P2} | Improving skills in product development and prepare collection for market | 22 | Bridge the needs gap by enhancing the design skills and product quality requirements. |
| C_{M3} | Contact Promotion Program Sweden (Feb /Aug 2008 & Mar 2009) | 11 | 11 participating companies- 205 Contact 2 meetings- 47 buyers- |

MECHANISM FOR IMPACT ASSESSMENT



Case studies & Impact assessment (Non-Exhaustive)

IMPACT



Case studies & Impact assessment (Non-Exhaustive)

Project 2 - Demystifying the US market for SMEs (Agro-processing and Textile companies) 2008- 2010

| CE/CP/ CM | Details | No. of companies | Impact |
|-------------------------------------|--|--|--|
| C _{M1} and C _{P1} | Workshop on opportunities on the US market and product development issues. | 85 (textile & non-textile, 5 institutions) | Educate SME's on product specifications and requirements across sectors (Norms/standards, certifications & packaging). PQSP scheme successfully enabled 5 SME's to enhance their packaging and presentation for the US market |
| | Development of an electronic export manual to the US | 1000 | Awareness of SME's on General System of Preference (GSP), Rules of Origin and AGOA export procedures |
| C _{E1} and C _{P2} | Capability assessment of enterprises by external consultants assisted by EM representatives/ capacity building | 30 | Change the mindset of SME's and build their interest on this market |
| C _{M1} | Promoting Mauritius with key buyers in the US | | Visibility and awareness of Mauritius as a sourcing destination for textile and non-textile products via specialised press: <ul style="list-style-type: none"> (i) WWD (Women's Wear Daily); (ii) Apparel Magazine; (iii) WGSN (www.wgsn.com) |

Case studies & Impact assessment (Non-Exhaustive)

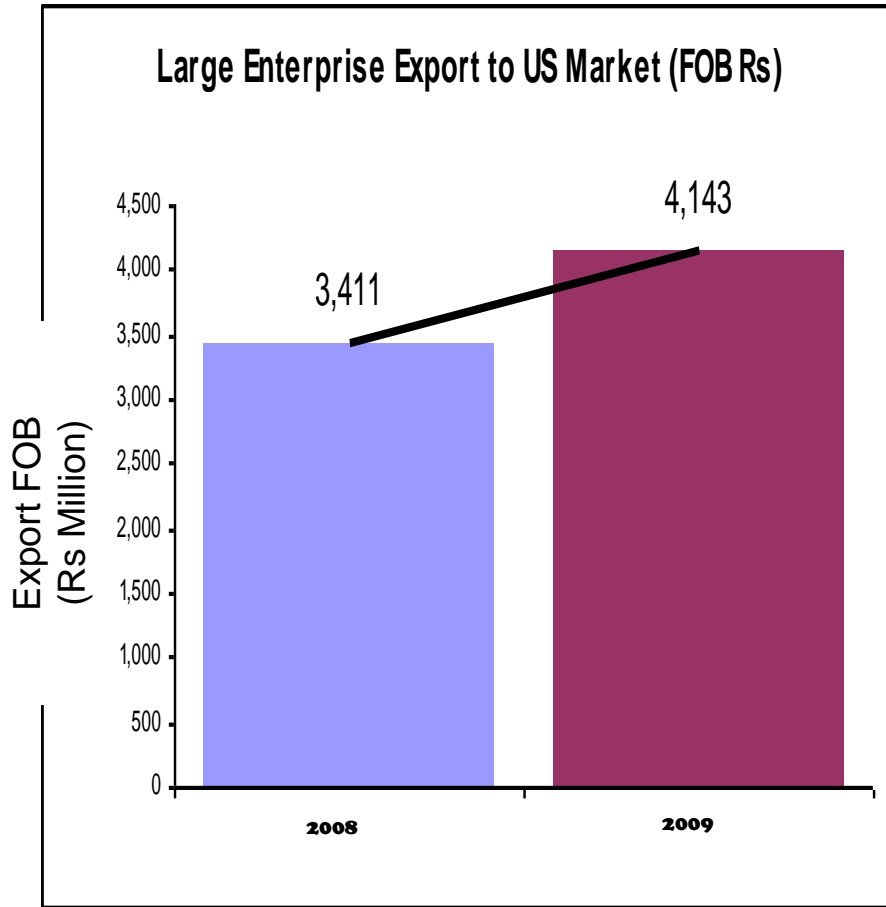
Project 2 - Demystifying the US market for SMEs (Agro-processing and Textile companies) 2008-2010

| CE/CP/CM | DETAILS | NO. OF COMPANIES | IMPACT |
|-----------------|---|--------------------------------|---|
| C _{M2} | Participation of agro-processing SME's in participate in New York Fancy Food Show in June 2009 (EM with the support of USAID) | 3 | 52 business contacts established. |
| C _{M3} | Participation in Super Floral Show- Atlanta June 2009 ((EM with the support of USAID) | 3 | 15 business contacts including Delaware Valley Floral Group |
| C _{M4} | Magic Show, Las Vegas in Feb & September 2009 | 4 SME's out of 11 participants | 28 business contacts with a trial order of about 100,000 units |
| C _{M5} | Texworld New York, July 2010 | 1 SME out of 6 participants | 86 business contacts established and an estimated of USD 500,000 trial orders in negotiation |
| C _{M6} | Motivate SME's to develop their business on their own through Marketing Trip Scheme | 2 SME's out of 3 enterprises | Poivre D'or obtained an order of \$9,000 of fruit jam while Agrex ltd is negotiating orders for cut flowers |

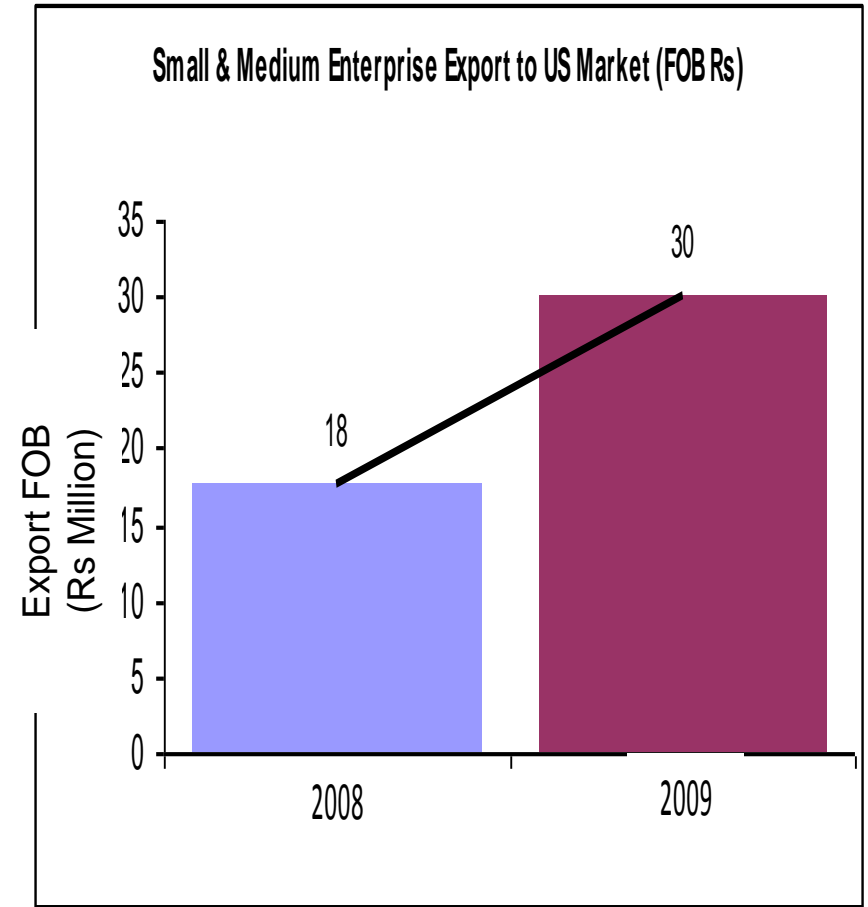
Case studies & Impact assessment (Non-Exhaustive)

IMPACT

Large Enterprise Export to US Market (FOB Rs)



Small & Medium Enterprise Export to US Market (FOB Rs)



Case studies & Impact assessment (Non-Exhaustive)

Project 3: Preparedness of SMEs to export to the EU market (2009-2010)(Sectors of Focus: Garments and Agro-processing)

| CE/CP/CM | DETAILS | NO. OF COMPANIES | IMPACT |
|-----------------|---|------------------|---|
| C _{P1} | Workshop sessions on the awareness of the existing & forthcoming EU norms & standards (HACCP, REACH, OSHAS) | 120 | Acquisition of knowledge regarding Norms and Standards; Traceability, processes and REACH (Registration Evaluation Accreditation & Chemicals) certification |
| C _{E1} | Audit and SWOT analysis of agro & non-agro enterprises on Norms and Standards to export in the EU market | 60 | Implementation of quality processes and upgrading of production technology through EDF scheme. |
| C _{E2} | Gap evaluation and skill upgrade of Enterprise Mauritius officers on Norms and Standards | 17 | Empower EM officers on forthcoming norms and standards for product entry to the EU market |

Case studies & Impact assessment (Non-Exhaustive)

Project 3: Preparedness of SMEs to export to the EU market (2009 - 2010) (Sectors of Focus: Garments and Agro-processing)

| CE/CP/CM | DETAILS | NO. OF COMPANIES | IMPACT |
|----------|--|------------------------------|--|
| CP2 | Support to 10 SMEs through the PQSP scheme. | 10 | Upgrading of packaging/ labelling to conform to EU requirements. |
| CM1 | Participation in ANUGA Oct 2009 | 5 SME's out of 9 enterprises | 160 contacts and foreseeable orders of Rs2.5Millions |
| CM2 | Participation in Brussels Sea food Exposition (April 2010) | 1 SME out of 5 Enterprises | 20 contacts and foreseeable orders of Rs1Million |

Conclusion

- The 3Cs model has proven to be **SMARTER** (Simple, Measurable, Actionable, Realistic, Timeliness, Evaluate and Re-evaluate)- an effective mechanism meant to be adopted by all Trade Development Organisations (TDO's).
- It therefore represents an “all-in-one” formula for all “T.D.O's”



THANK YOU

