2014 TPO Network Awards

THE ‘GO-EXPORT’ PROJECT

Dev Chamroo
CEO
Enterprise Mauritius
Nov 2014
Mauritius 2013 GDP Contribution

Source: Statistics Mauritius
WHO WE ARE?

National Trade Promotion Organisation under the aegis of the Ministry of Industry, Commerce and Consumer Protection

Responsible to develop, promote and facilitate exports of products

Help Businesses expand into regional and international markets

Assist Enterprises to develop their internal capability to meet the challenges of international competition
EM STRATEGIC PLAN 2013-2015

**Goal 1**
Export Promotion

**Objectives**
- Market Penetration
- Market Development
- Product Development

**Goal 2**
Export Development

**Objectives**
- Enterprise Development
- Policy Advocacy
- Improving the image of Mauritius as a sourcing destination

**Goal 3**
Make EM a more efficient and effective organisation

**Objectives**
- Making EM a learning organization
- Building the internal capacity of EM
- Improving efficiency of the corporate governance
## OUR CONSTITUENTS

<table>
<thead>
<tr>
<th>Events Outcome</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014 (Jan - Jun)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of Companies EM Assisted</td>
<td>254</td>
<td>271</td>
<td>351</td>
<td>213</td>
</tr>
<tr>
<td>- No. of Small Enterprises assisted</td>
<td>170</td>
<td>128</td>
<td>227</td>
<td>180</td>
</tr>
<tr>
<td>No. of Contacts Established</td>
<td>4,960</td>
<td>5,611</td>
<td>9,776</td>
<td>6,694</td>
</tr>
<tr>
<td>Expected Orders Negotiated (Rs M)</td>
<td>1,584</td>
<td>2,247</td>
<td>1,641</td>
<td>1,111</td>
</tr>
</tbody>
</table>
Contribution of SMEs to the Mauritian Economy

Estimated GDP contribution 2015: 40%
Over Rs 140 billion worth of output

Over 108,300 SME establishments\(^1\)

Employment: around 50% of total working population (over 300,000 jobs)
WEAKNESSES OF SMEs TO CAPTURE EXPORT MARKETS

QExport- Export Readiness Index

- Entrepreneurs did not master the intricacies of international trade
- Entreprises were not synchronized to meet the requirements of international buyers
- Products lacked market adaptability

LOW LEVEL OF PREPAREDNESS
THE GO-EXPORT PROJECT

**GOAL**: Increase the contribution of SMEs to National Export

**OBJECTIVE**: Build and strengthen SMEs Export Readiness

**OUTPUT**: Equip 20 SMEs every year with the required skills, tools and knowledge to enter, compete and acquire export markets on a sustainable basis

**OUTCOME**: More Export Ready SMEs
THE DESIGN, DEVELOPMENT & MANAGEMENT OF THE GO-EXPORT PROJECT

Feedback on Evaluation of Past Participation

Quantel: QExport Assessment & Audit

Focus Group Discussion

Content Development

Consultation with Network partners & TSIs

Knowledge Transfer/Delivery

Monitoring & Evaluation
THE PROGRAMME: AN OUTLINE

• Introduction to Export Marketing
• Export Marketing Plan
• Export Strategy
• Export Procedures
• Costing & Pricing
• Negotiation & Signing of contract
• Export Financing
• Dealing with Trade logistics
• Export Marketing & Promotion
• Closing a Deal
• Customer Aftercare
• Product Development
• Production/Operation Alignment
## THE COACHES/MENTORS

<table>
<thead>
<tr>
<th>Coach/Mentor</th>
<th>Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Eddy Yeung</td>
<td>Production Manager</td>
</tr>
<tr>
<td>2. Madhoo Desha</td>
<td>Production Engineer</td>
</tr>
<tr>
<td>3. Eric Ng</td>
<td>Economist/Consultant</td>
</tr>
<tr>
<td>4. Afzal Delbar</td>
<td>Entrepreneur-Freight &amp; Logistics</td>
</tr>
<tr>
<td>5. Prakash Ramdoursing</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>6. Sanhouz Latona</td>
<td>Accountant/Turn-Around Consultant</td>
</tr>
<tr>
<td>7. Kevin Boodhoo</td>
<td>Consultant in Marketing &amp; Branding</td>
</tr>
<tr>
<td>8. Suryadev Beedassy</td>
<td>Banker</td>
</tr>
<tr>
<td>10. Sunil Boodhoo</td>
<td>Deputy Director-International Trade Division, Ministry of Foreign Affairs &amp; International Trade</td>
</tr>
<tr>
<td>11. Suryadev Purmah</td>
<td>Senior Customs Officer</td>
</tr>
</tbody>
</table>
Institutions:
1. SMEDA
2. MCCI
3. AMM
4. NWEC
5. NEF
6. MITD
7. NPCC
8. TEIs
9. PSTCs
10. ??
HOW GO-EXPORT IS DIFFERENT FROM OTHER TRAINING PROGRAMMES?

1. It is a practical knowledge transfer programme with real time case studies and simulation activities;
2. The coaches/mentors are real life practitioners;
3. Follow-up factory visits by the mentors/coaches complete the loop of knowledge transfer cycle;
4. Institutional alignment.
FUNDING & MONITORING OF THE PROGRAMME

FUNDING: Programme Cost of Rs 2mn (USD 65 000) fully funded by the Government of Mauritius from the National Resilience Fund (NRF)

MONITORING: Mandatory under NRF funding
- 3 Phase Q-Export Assessment
- Participants Feedback
- Feedback from coaches/mentors
## GO-EXPORT 2013 - OUTCOME

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>SECTOR OF OPERATION</th>
<th>VALUE OF EXPORTS (USD)</th>
<th>EXPORT DESTINATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Acute Step Design Ltd</td>
<td>Textile</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Bisenco Ltd</td>
<td>Light Engineering</td>
<td>27,000</td>
<td>Madagascar</td>
</tr>
<tr>
<td>3. Boutian Furniture Ltd</td>
<td>Furniture</td>
<td>40,000</td>
<td>Seychelles</td>
</tr>
<tr>
<td>4. Cavat Ltd</td>
<td>Footwear</td>
<td></td>
<td>* Improved sales on the local market</td>
</tr>
<tr>
<td>5. Elixir Herbals Ltd</td>
<td>Wellness/Health</td>
<td>10,000</td>
<td>Reunion</td>
</tr>
<tr>
<td>6. Elshadai Uniforms Ltd</td>
<td>Textiles</td>
<td>25,000</td>
<td>Seychelles</td>
</tr>
<tr>
<td>7. Sooklaul Bijou d’Or Ltd</td>
<td>Jewellery</td>
<td>70,000</td>
<td>France, USA</td>
</tr>
<tr>
<td>8. Gourmandises d’Anne Ltd</td>
<td>Food</td>
<td>18,000</td>
<td>Reunion</td>
</tr>
<tr>
<td>9. Himalaya Ayurvedic Ltd</td>
<td>Wellness/Health</td>
<td></td>
<td>Negotiating for an agent in Seychelles</td>
</tr>
<tr>
<td>10. Infusion Ltd</td>
<td>Wellness/Health</td>
<td>8,000</td>
<td>Reunion</td>
</tr>
<tr>
<td>11. Metaplastic Ltd</td>
<td>Plastics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Meubles Domingue Ltd</td>
<td>Furniture</td>
<td>55,000</td>
<td>Madagascar</td>
</tr>
<tr>
<td>13. Nдум Ltd</td>
<td>Food</td>
<td>15,000</td>
<td>Reunion, Madagascar</td>
</tr>
<tr>
<td>14. New Basket Sports &amp; Leisure Wear Ltd</td>
<td>Textile</td>
<td>5,000</td>
<td>Reunion</td>
</tr>
<tr>
<td>15. Nonico Ltd</td>
<td>Wellness/Health</td>
<td>30,000</td>
<td>Madagascar</td>
</tr>
<tr>
<td>16. Owadally Coachwork Ltd</td>
<td>Engineering</td>
<td></td>
<td>Negotiating for sale of bus to Mozambique</td>
</tr>
<tr>
<td>17. Pere Laval Enterprise Ltd</td>
<td>Light Engineering</td>
<td></td>
<td>Sold samples in Uganda &amp; Rwanda</td>
</tr>
<tr>
<td>18. Philip Polybags Ltd</td>
<td>Plastic</td>
<td>100,000</td>
<td>Madagascar, Reunion</td>
</tr>
<tr>
<td>19. Polytol Paints &amp; Adhesives Ltd</td>
<td>Paints</td>
<td>85,000</td>
<td>Madagascar</td>
</tr>
<tr>
<td>20. Pom d’Or Ltd</td>
<td>Food</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
POLICY DIMENSION

1. Extension of the Grant Scheme for SME’s to participate in international trade fairs;
2. Introduction of a Freight Subsidy Scheme for exports to Africa;
3. Institution of an Export Insurance Guarantee Scheme for SME’s for export to Africa;
4. A scheme for creating free websites for SME’s.
ADDITIONAL OUTCOMES

1. The Go-Export project is a fully Mauritius Qualifications Authority (MQA) approved course;
2. The EM Training Centre is a MQA approved centre;
3. Go-Export is a fee based programme, with participants being eligible for 70% refund of costs;
4. COMESA Secretariat and the AFDB will fund 2 Export Readiness training programmes in 2015;
5. Partnership with the University is being finalised for the Patronage;
6. Partnership with the Multi-Disciplinary Centre of Excellence to conduct a Peer-to-Peer training programme for COMESA TPO’s;
7. Go-Export 2014 is over-subscribed.
Thank you