

Contact Promotion Programme for Denmark and Sweden

on behalf of Enterprise Mauritius

November 2014

**Non-confidential Post-Visit Report
approved for general release**

Copernicus International Consulting Ltd

The screenshot shows a website banner with the following elements:

- Navigation Menu:** HOME, DELEGATES, DENMARK MEETINGS, SWEDEN MEETINGS, ENTERPRISE MAURITIUS, CONTACT US
- Search Bar:** Search [input field]
- Logo:** CIC copernicus international consulting
- Header:** COPERNICUS INTERNATIONAL CONSULTING
- Main Title:** MAURITIUS TEXTILE & APPAREL MANUFACTURERS TRADE MISSION TO SCANDINAVIA
- Date:** 3rd - 7th November 2014
- Call to Action:** Contact the mission
- Background:** Images of clothing racks and a jacket in a retail store.

Today quality products from Mauritius are exported all over the world and can be found on the shelves of leading retail and departmental stores in every major capital city. Our exporters have built long-term customer relationship with buyers worldwide. What's more, over the past four decades, they have acquired the relevant experience in dealing with the requirements of modern markets. At the regional level, Mauritius has emerged as the hub 'par excellence' for trade, investment, and finance. Mauritius is



1. Introduction

Copernicus International Consulting were commissioned by Enterprise Mauritius on June 11th 2014 to deliver a Contact Promotion Programme for manufacturing companies in the apparel industry with buyers in Denmark and Sweden.

The Programme started on 4th November in Stockholm, the 5th in Boras and Gothenburg , then onto Denmark. The 6th was spent in Copenhagen, moving to Herning and site visits to Danish head offices of companies on the 7th.

2. Methodology

The team worked closely with key partners in both countries as well as personal contacts to locate buyers.

A bespoke website was created (www.textiles-mauritius.com) and HTML emails in English, Swedish and Danish were designed and distributed to an extensive database.

Calls to companies were undertaken by a team of up to 6 people including native Swedish and Danish consultants.

Matchmaking was according to the company size and the product range required. Every person contacted was provided with such details as had been made available to us by the participating companies, in order for them to make an informed decision regarding the suitability of appointments.

The cross section of companies attending required an open approach and some flexibility in the appointment making process. Our strategy was to identify the companies interested to meet the delegates and then to arrange the meetings around them. To do this we planned for 1 fixed day location and 1 “travelling to meet at buyers premises” day per country. The two markets of Sweden and Denmark are very different. Sweden has a few very large “players” and these were the focus of a great deal of effort throughout. H&M, KappAhl, Lindex, Stockman, J Lindeberg, Vero Moda, Ellos and other key target accounts were all re-contacted between 06/10/2014 and 31/10/2014 with the confirmed event details. In some instances up to 16 buyers within the same organization were contacted and made aware of the event.

The majority of visits were planned to take place in central venues with buyers travelling to these locations, therefore minimising the travelling required by the delegation from Mauritius, and maximising the time they could spend in meetings.

All meetings were confirmed by a personalized schedule mailed to each attendee, an appointment mailed to their outlook calendar and phone calls to their offices the day before or morning of the meeting.

In Copenhagen the Scandic Copenhagen Hotel was used. In Herning a room at the Headquarters of the Danish Fashion and Textile Industry Association was hired. In Stockholm the Scandic Hotel Hasselbacken was used to be close to the Cirkus fashion event, whilst in Boras and Gothenburg the meetings were set at the buyers premises.

3. Participants from Mauritius

The following are the names of the companies that participated from Mauritius:

Chemiserie Bellvill & Co Ltd

Address: Hermitage Road, Camp Fouquereaux, Mauritius Representative: Mr S M Juddoo, Director

Sheentex Ltd

Address: Veerasamy, Iyer Lane, Laxmanbhai Building, Le Hochet, Terre Rouge, Mauritius Representative: Iqbal Maghoo, Managing Director

Star Knitwear group Ltd

Address: Industrial Estate, Block 17-18, Coromandel, Mauritius Representative: Dirk Robens

Palmar Ltee

Address: Mon Loisir Industrial Zone, Riviere du Rempart, Mauritius Representative: Guillaume Heller

RT Knits Ltd

Address: Peupliers Avenue, New SLDC Industrial Park, Point Aux Sables, Mauritius Representative: Rebeccah Seedat

Le Tricot

Address: Vel Industrial Complex, Goodlands, Mauritius Representative: Arif Currimjee

Les Ateliers Créatifs de L'Océan Indien Ltée

Address: ACOI Building, Plaine-Lauzun / Port Louis, Mauritius Representative: Mrs Anne-Christine Levinge-Martin/ Mr Peter Drakstorm

4. Company Schedules

In total 44 different buying companies attended over the four days.

5. Company Meetings

As has been highlighted, the company meetings took place in central locations. This meant the delegation did not waste valuable meeting time travelling to companies, as buyers came to them. Also, and very importantly, as one large meeting room was used all the buyers could see all the samples of each company. This meant that buyers met with additional companies that were not originally in their schedule.

6. Opportunities for Enterprise Mauritius

Danish Fashion & Textile Industry Association

The Danish Fashion & Textile Industry Association, the leading apparel trade organisation in the country has an established relationship with Enterprise Mauritius and supported this particular visit very well.

Workshops in Sustainable Manufacturing

Many of the buyers in Denmark would only meet with manufacturing companies that were GOTS certified. In the telephone appointment making process it was clear that there was a degree of skepticism about sustainability and ethical compliance issues associated with Mauritius.

7. Opportunities for the Companies

There was a great deal of interest in the Mauritian delegation. However it should be noted that when seeking to arrange appointments the key competing countries raised by buyers were:

- Turkey
- Poland/Lithuania/Ukraine (Eastern Europe)
- China
- India
- Vietnam
- Bangladesh

Overall, the event exceeded the number of target meetings with all of the participants having significant follow-up activity to carry out.

Enquiries to the website established for the event are still being received April 2015

8. Buyer Feedback

Each company on the delegation finished the week with multiple opportunities to win new business.

Here are some of the quotes from the buyers as exit interviews

'I am very interested in all the companies, and have been impressed with the quality and flexibility of the manufacturers (Tiger of Sweden)

'If the companies continue to make progress in CSR and sustainability there is every chance we can do business" (Kabooki - Lego)

'Very interesting and informative. The meetings were really worthwhile, now it is down to the companies to see how they follow up with us" (Godske group)

'Several companies have the possibility to do good business with us." (Solidmen)

'I found the meetings really useful, as we are now trying to reposition the business we are really open to new suppliers just now." (H20)

Clearly the focus for the participating companies is thorough follow-up to ensure these leads are turned from prospects into clients.

9. Timetable, Conclusions & Recommendations

The Contact Promotion Programme for Denmark and Sweden was a success in that it discovered, for all participants, additional companies with whom they have follow-up work to do.

Companies were well received in both markets, particularly Denmark with most buyers commenting on the fact that the products were of good quality.

Key issues moving forward will be

- the ability of the Mauritian companies to deliver consistently the quality required
- deliver in the timescales specified.
- Work on GOTS certification

Promotion of Sustainable Production

We would suggest that there is a continued effort from Enterprise Mauritius to develop the capabilities of the island's apparel industry in terms of sustainable production.

Further delegations to Scandinavia

Further bespoke delegations would be well-received in Scandinavia. In Denmark, Copenhagen and Herning will remain the focus areas. Whilst in Sweden, as well as more activity around Boras/Gothenburg there are strong possibilities in Stockholm for the designer end of the market, if more notice is available for meetings.

In terms of timing, June through to August should be avoided due to holidays. However 3 years between missions to this region is too long a gap. We recommend a follow up mission 2015, the contacts that we have made offer the foundation for a very strong event if held before buyers change role or move to other companies and enough notice period is offered before the B2B meetings are scheduled.

Team involved in the delivery of the mission

Angela James

Simon Johnson

Olivia Williams

Janet Kelly

Neil Hall

Helen Flowers

Peter Kariolana (Sweden)

Cirkeline Askene (Denmark)

10. Marketing Material

Website – www.textiles-mautitius.com

HTML mailing – English, Swedish, Danish

Brochure

Personalised meeting confirmations

Accommodation & Travel Information



