

INTERNATIONAL  
**SME** **INNOVATION AND TECHNOLOGY**  
**FAIR 2017**

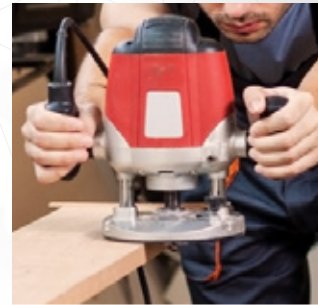
**12-14 MAY 2017**

Swami Vivekananda International Convention Centre  
(SVICC), Pailles  
Republic of Mauritius



# THE INTERNATIONAL SME INNOVATION AND TECHNOLOGY FAIR 2017: FOSTERING INNOVATION CAPACITY OF SMES

- A first of its kind fair with a novel approach to support SMEs' innovation activities
- An ideal platform and marketplace connecting several foreign and local technology providers and their innovative ideas to SMEs and investors to promote investment and collaboration
- Create the most effective linkages to facilitate the transfer of technology, know-how and skills to Mauritian and overseas enterprises through the showcasing and eventual acquisition of technological tools and equipment particularly of assistance to SMEs
- The event embraces both the technological and non-technological dimensions of innovative activity as well as the potential for incremental changes for SMEs



## IMPLEMENTING ENTITY AND KEY PARTNERS

- Organised by the **Small and Medium Enterprise Development Authority (SMEDA)**, a parastatal body under the aegis of the **Ministry of Business, Enterprise and Cooperatives (Business and Enterprise division)**, whose main objective is to support and facilitate the development of entrepreneurship and SMEs in Mauritius

### Partners

- **Ministry of Foreign Affairs, Regional Integration and International Trade**
- **Mauritius Chamber of Commerce & Industry (MCCI)**



## OBJECTIVES

- Create strong linkages between Research and Development, support institutions and SMEs
- Showcase new and breakthrough technologies that will accelerate growth in small businesses
- Ensure transfer of know-how on new technologies and build Knowledge Transfer Partnerships
- Facilitate expertise sharing
- Strengthen innovation capacity and competitiveness of SMEs
- Enhance the entrepreneurial climate
- Encourage young adults and professionals to become entrepreneurs through innovative channels

## PROFILE OF VISITORS

- SMEs
- Businessmen in the African/Indian Ocean region
- Government Departments
- Business Enterprises
- Technical Procurement Managers
- Production Managers/Engineers
- Investors

A world map with a network of grey lines and dots connecting various points across the continents. The island of Mauritius is highlighted with a red dot and the word "MAURITIUS" in red capital letters.

● MAURITIUS

# WHY EXHIBIT

The International SME Innovation & Technology Fair is a unique opportunity for stallholders to have a meaningful and insightful experience and to engage in the following activities:

- Take full advantage of the strategic location of Mauritius as a gateway to Africa, notably through the Asia-Africa Air Corridor
- Network with Mauritian and local SMEs and overseas visitors and develop linkages
- Start business in Mauritius and market your services to Mauritian enterprises
- Identify Development Partners to implement technology initiatives like the setting up of a Technology Transfer platform
- Discuss with entrepreneurs about their needs and propose innovative solutions



## EXHIBITORS' PROFILE

SMEDA is seeking participation of foreign suppliers of machinery, equipment and innovative solutions for SME sectors operating in a variety of sectors, including priority sectors identified as follows:

- ICT Services (mobile applications, website and software development)
- Manufacturing (production, transformation and processing in various sectors such as light engineering, furniture making, printing, food and beverages etc.)
- Bio-farming and other value added agri-business activities
- Aqua culture and other value added ocean economy related activities
- Renewable and green energy
- Other productive sectors including handicraft

**Seminars/workshops :** A series of professional seminars and workshops will be conducted during the Fair

**Entrepreneur-oriented Academia :** The Fair will introduce an entrepreneur-oriented academia to visitors endeavouring to set up a business

**Design solutions :** Showcase design-driven or design-led new product development processes that contribute to the development of more radical innovations

**Franchises :** Innovative channel that can open up new opportunities to an aspiring population of entrepreneurs to undertake a business venture, via support to capacitate franchisees with technical and entrepreneurial skills



## EXCLUSIVE INCENTIVES TO PARTICIPANTS

SMEDA will meet the following for foreign participants:

### COST OF HOTEL ACCOMMODATION

(one double room per participation for each exhibitor for the whole duration of the fair)

### STAND COSTS

(each standard stand is of 9m<sup>2</sup> subject to specific requirements of the participant)

### LOCAL TRANSPORT

(to be provided from/to airport and from hotel/to the fair)

### CUSTOMS CLEARANCE FACILITIES

(for plant, equipment and machinery)



Participants will also be allowed to sell their machinery at the end of the Fair.

No customs duty on the import of machinery will be applicable.

SMEDA will undertake negotiations for rebate on airfare and freight.

Suppliers of technology are expected to give a **live demonstration** of their plant, machinery and equipment to local entrepreneurs in different fields.





# ECONOMIC PROFILE OF MAURITIUS

- Ocean State with one of the largest Exclusive Economic Zones in the world
- Political stability and more than 3 decades of sustained economic growth
- 47 agreements (20 with African countries) pertaining to double taxation avoidance (DTAAs)
- 44 agreements (23 with African countries) relating to the promotion and protection of investment (IPPAs)
- Mo Ibrahim Index: 1<sup>st</sup> in Africa for last three years
- Preferential market access to Africa (SADC and COMESA), Europe and the USA
- Investment-friendly regulatory regime and secure investment location
- Open to foreign investors and talents
- State-of-the-art infrastructure
- Flexible, bilingual (English/French) and skilled workforce
- Most business-friendly country in Africa



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