

MAURITIUS

Business-friendly bridge between two continents

Boasting a top business environment in Africa, the tiny country is making a huge impact in international markets

Deservedly ranked the best Sub-Saharan economy for ease of doing business by the World Bank, Mauritius is a small country with a proud reputation on the world stage as an ambitious nation attracting investors from China and beyond.

A leading manufacturer and exporter of textiles, clothing and seafood, the beautiful country of 1.3 million people boasts a modern and business-friendly climate.

Ranked 17 out of the 183 global economies featured in the World Bank's highly respected Ease of Doing Business Index, Mauritius has remained a regional leader for the second consecutive year as judges recognized its latest wave of sustained legal and regulatory reforms.

With a robust economy and a strategic position between two continents, Mauritius not only benefits from social and political stability, but also a highly educated and bilingual labor force, as well as new and reliable infrastructure.

Combined with the core pillars of a modern regulatory climate and preferential access to lucrative international markets, the country's diversified economy is testament to the hard work by the government of President Anerood Jugnauth and Prime Minister Navinchandra Ramgoolam.

Their dynamic and forward-thinking approach has created a conducive business environment that has led to huge foreign direct investment (FDI) throughout the country's many sectors and industries.

Chinese investors are at the forefront of this investment race, with strong bilateral trade and

political relations between China and the Republic of Mauritius ensuring advantages over foreign investors.

During his visit to Mauritius in February 2009, Chinese President Hu Jintao highlighted the excellent relations and progress made in various fields, such as labor, project contracting, agriculture, investment and human resource training.

Trade between the two countries stands at a record high at \$325 million annually and the pair are building on this success by establishing closer economic and trade links.

Excellent incentives

Designed as a springboard for Chinese operations in the region, the massive state-of-the-art \$820 million JinFei Economic and Trade Cooperation Zone — funded and built by the Chinese — is seen as a key part of Mauritius' continued economic diversification and modernization.

Sited near the capital, Port Luis, the exciting development is expected to generate up to \$225 million worth of exports a year through its mix of manufacturing, distribution, commercial and logistics operations.

In one of the world's most generous tax regimes, investors enjoy low business and income taxes, tax-free dividends, free repatriation of profits, dividends and capital, absence of capital gains tax and exemption from customs duty on equipment.

Such incentives mean the country has flourished and while the global economic crisis has slowed fiscal growth, Mauritius is performing strongly and managed remarkably well considering the difficult

international environment. The Indian Ocean nation finished 2009 with positive growth of 3 percent, increased employment, inflation at 2.5 percent and FDI still at the level of 2008.

As former deputy prime minister Raman Sithanen observed at the time: "Our balance of trade is satisfactory, our reserves have increased to about 42 weeks of import cover and investment as a share of GDP has remained high."

"We have considerably improved the business climate: it now only takes three days to start most businesses. We have reduced taxation and want to give stability, security and predictability to investors. We have also opened up the country to the outside world and it is easy for people to work and stay in this country," said the former deputy prime minister.

A financial hub

The country's modern and transparent financial services industry makes it a banking and financial services hub for the region—and China has a vital role to play in the development of this sector and others.

The Asian giant remains a very important trade partner and the number one source of imports, which Mauritian government officials put down to good quality value for money. As a government spokesman said: "We have a strong bond with China and you can see their footprint in nearly all our infrastructure."

"Chinese companies built the first airport and are now modernizing roads, stadiums and hospitals. In addition, the JinFei Economic and



Mauritius — a multi-faceted haven offering world class water sport

Development Zone will be a trade, logistics and distribution zone for Africa. China will remain a key driver of FDI and a key driver of trade toward Mauritius."

Established in 1984, State Investment Corporation (SIC) has developed into a strong conglomerate with a diversified portfolio that covers the port, airport, restaurants, casinos, real estate development and manufacturing sectors.

As the government's investment arm, SIC enjoys a very solid reputation and has shown itself to be a valuable partner for local and foreign entrepreneurs and institutions. The firm is now seeking partners for three large ventures: the Mauritius Land-Based Oceanic Industry project; the capital's new ring road; and the country's cargo handling corporation.

"We are delighted with our collaborations with Chinese and very impressed by their quality, pricing, and lead-in time," said SIC managing director, Iqbal Mallam Hasham.

"They have proven themselves to be very reliable, professional and committed businessmen that fit our criteria and we invite them to invest in our country and our future projects."

As the government's official investment promotion agency, the Board of Investment (BOI) plays a key role in the country's emergence as a strategically located and competitive global business platform.

The BOI acts as a one-stop-shop for the international business community in Mauritius by providing a range of personalized

services that ensure investors can start their businesses quickly and easily.

As the interface between government departments and investors, the BOI ensures a competitive investment landscape free of bureaucracy and red tape and with high levels of transparency and legal protection.

"We want foreign enterprises to come to Mauritius and be export-oriented. It is a very safe base to operate from as there is an element of predictability and a well-structured and free-flowing business transaction and financial environment."

L AMÉDÉE DARGA
ENTERPRISE MAURITIUS
CHAIRMAN

"Our larger role is delivering social dividends to the people of the country, as well as jobs and enhanced quality of life through the successful delivery of investments," said BOI managing director, Raju Jadoo. "We want to put Mauritius on a path of creativity and innovation and become a well-known investment platform between Asia

and Africa."

With its enviable strategic location, Mauritius is a bridge between two worlds. The island nation has developed into a major manufacturing base and logistics hub for large foreign companies targeting markets in Africa, Asia and the Middle East.

Tasked with promoting exports, supporting enterprise development and providing competitive intelligence, Enterprise Mauritius provides a range of services to facilitate exports of Mauritian-made products.

A collaborative partnership between industry and government that aims to help local firms expand into regional and international markets, the organization empowers businesses in Mauritius and improves their competitiveness in global markets.

Business experts from Enterprise Mauritius attended more than a dozen international fairs in 2009, created business openings for nearly 100 enterprises and established nearly 2,000 business contacts across various sectors and industries.

"We want foreign enterprises to come to Mauritius and be export-oriented," stated Enterprise Mauritius chairman, L Amédée Darga.

"Mauritius is a very safe base to operate from as there is an element of predictability and a well-structured and free-flowing business transaction and financial environment."

Darga highlighted the success of the textile and cane industries as evidence of how the small country has capitalized on major growth opportunities. "We are adding value to all of our products such as fish, fine vegetables and flowers," he said. "There is huge growth potential in the agro-industrial sector and also in light engineering which produces a very wide range of goods."

The Mauritian government wholeheartedly echoed this view and said Chinese investors should view their proud and dynamic country as a bridge towards Africa.

ANAHITA

WORLD CLASS SANCTUARY
MAURITIUS

LIVE IN YOUR DREAM

On the east coast of Mauritius island, a Garden of Eden nestled in the Indian Ocean, Anahita World Class Sanctuary offers you the unique opportunity of owning a villa or simply renting one during your holidays...

- Freehold Property
- Attractive Financing Available
- Homeowner Privileges
- No Capital Gains Tax
- No Inheritance Tax
- Rental Programme

+230 404 2266
info@anahitamauritius.com
www.anahitamauritius.com

SIC, Your Partner for Strategic Investments in Mauritius

The Mauritius Land-Based Oceanic Industry
The Ring Road Project
Domaine Les Pailles

State Investment Corporation
Mauritius. Tel: +230 202 8900
contactsic@stateinvestment.com
www.stateinvestment.com

BOI Portal : Mauritius opens to the world

File Edit View History Bookmarks Window Help

http://www.investmauritius.com/

Looking for a trusted investment location?

Search in the world

Invest in Mauritius

Stability - Sustainability - Substance - Security

1st in Africa and 17th globally - Doing Business 2010 index of the World Bank 1st in Africa and 18th globally - World Index of Economic Freedom 2009 by the Heritage Foundation and the Wall Street Journal - 1st in Africa Index of African Governance 2009 (Mo Ibrahim Foundation)

www.investmauritius.com

Contacts to Contracts

Mauritius has over the years established itself as a reliable sourcing base for high quality manufactured products issued from various sectors such as agro-industry, jewelry, textiles, plastics, and printing. Today, Mauritius has positioned itself as a platform between Asia and Africa. Its resilient economy, flexible and skilled labor force, coupled with an ease of communication in both English and French have also allowed Mauritius to become an excellent hub for the provision of Financial, ICT and Business Processing Outsourcing services.

For further information on Mauritian products and services, visit our website:

www.enterprisemauritius.biz
or e-mail us on info@em.intnet.mu

Enterprise Mauritius

Enterprise Mauritius
7th Floor, St. James Court, St. Denis Street, Port Louis, MAURITIUS
Tel: +230 212 9760 Fax: +230 212 9767 info@em.intnet.mu www.enterprisemauritius.biz

MAURITIUS

Mauritius:
It's a pleasureCountry boosts image as
a top vacation destination

With breathtaking scenery, an array of precious wildlife and a diverse range of activities such as fishing, waterskiing, hiking, golf, and sailing, Mauritius is a major tourism destination and a growing magnet for Chinese tourists who prefer activity holidays to simply laying on a sandy beach.

The country is expected to attract up to 1 million international visitors in 2010 who are forecast to spend \$1.3 billion and remains on course to achieve its goal of two million tourists a year by 2015.

The tourism sector generates about 10 percent of GDP, with the Chinese share of the market seen as growing sharply as it benefits from targeted marketing campaigns and new airline routes from major cities in China and Asia.

Air Mauritius operates direct flights to Hong Kong and tourism chiefs predict the airline will launch a new route to Shanghai or Guangzhou in the not-too-distant future.

"Mauritius is a real country with many activities available and this is one of our main competitive advantages," said Nandcoomar Bodha, minister of Tourism and Leisure.

"Our new brand is 'Mauritius, it's a pleasure', because we think it's a pleasure to work, visit and invest here."

Underscoring the importance

that Mauritius attaches to Chinese tourists, MTPA recently appointed a special representative to help sell the country's unique character and beauty to travelers from China.

"The quality of our service is our strongest point as the people are genuine and their sense of hospitality is among the best in the world," the tourism chief added.

"Chinese tourists want to do more than just soak up the sun and in Mauritius they can enjoy adventure tours and experience our many different religions, cultures and festivals."

Investment opportunities

With tourism officials preparing to welcome the growing numbers of foreign travelers, golden investment opportunities exist throughout the country's hotel, leisure and hospitality industry as the sector gears up for a major construction program.

Poised to become one of the world's premier luxury resort destinations, Anahita World Class Sanctuary brings together the best of Mauritian lifestyle, culture and hospitality in one superb domain.

The stunning resort offers guests a wide variety of recreational, cultural and social facilities and activities that have been crafted to the highest international standards, while embracing sustainability principles.

Developed by industry experts and specialists of Ciel Properties Limited, Anahita features 325 luxury private residences comprised of 70 waterfront residences, 200 estate villas, 15 golf villas and 40 golf lodges.

The beautiful and tastefully designed resort features the luxury Four Seasons Resort Mauritius, along with an 18-hole signature golf course designed by South African professional golfing champion Ernie Els.

Integrated resorts scheme

The award-winning resort is a clear sign of the government's commitment to the securing of significant foreign direct investment. This is because Anahita is being developed under the Integrated Resorts Scheme.

This successful initiative was launched in 2002 by government officials in conjunction with the BOI in a bold move that aimed to facilitate investment and the acquisition of luxury residences by foreigners such as businessmen from Beijing, Shanghai and Hong Kong.

Considering the huge investment, the scale of the project and the quality of various partnerships, Anahita is clearly the most important Integrated Resorts Scheme project in Mauritius and setting the standard for future developments on the island.

Such initiatives have raised awareness and helped Mauritius secure a strong foothold in the competitive global tourism industry.

As A Karl Mootoosamy, director of the Mauritius Tourism Promotion Authority explained: "We are working hard to attract more tourists from China. There is a rising middle class in China and Mauritius should be able to capture a small share of those outbound tourists. We need to establish more air links and would be very happy to invite any Chinese airline to fly direct from Beijing or Shanghai."

British American Investment makes
another healthy business decision

With strategic investments in some 60 companies across sectors as wide ranging as tourism, construction, transportation, trade and financial services, British American Investment (BAI) is proud to be one of the top business conglomerates in Mauritius.

From humble beginnings in 1969 as a branch office of British American Insurance, a life insurance company headquartered in the US, BAI grew, over two decades, to become a leading life insurance company in its own right.

In 1992, it was listed on the Mauritian Stock Exchange through an initial public offering and has just overseen the completion of one of its biggest projects to date, a joint venture with Asia's largest healthcare corporation, Apollo Hospitals Group, to build the 200-bed and multi-disciplinary Apollo Bramwell Hospital in Mauritius.

The Indian-based Apollo Group boasts more than 7,500 beds in 43 hospitals and a string of nursing and hospital management colleges, pharmacies and diagnostic clinics across the continent.

BAI's stellar performance in this and many of its other ventures have been largely down to the calculated risk-taking prowess of visionary BAI veteran Dawood A Rawat. Within his 40 years of service, Rawat has risen from country manager and worldwide CEO to the group's chairman and single-largest shareholder.

Gutsy and determined, Rawat hopes such partnerships will form a large part of Mauritius' future. "Apollo Bramwell Hospital was a big jump for us, and it is something we are very proud of," he said. "We want to take Mauritius to another level. The market here



The 200-bed, multi-disciplinary Apollo Bramwell Hospital



British American Investment Group Chairman Dawood A Rawat

for Rawat.

"China could create a Mauritius that is an aircraft carrier and a free port. They could set up a trade center, where Africans can fly down and buy Chinese goods year round with no minimum container orders," he said. "But it is important they add value locally and participate in the Mauritian economy by forming partnerships with local entrepreneurs."

BAI diversified a long time ago, but not before realizing the value that could be found at home. "When we started, we sold

is small, which is why we look to Africa and India. We can help them, and China, in turn can help us."

The idea of Mauritius as a springboard for the Chinese to access African markets is a poignant one

low-premium life insurance and penetrated the market for lower income customers," Rawat recalls. "People said our company couldn't survive on penny premiums. But those penny premiums accumulated, plus we gave people the discipline to save, we created jobs, and we helped realize capital in the country."

Now BAI has interests in Madagascar, South Africa, Kenya, Dubai, Malta and France, with an impressive network of sales and marketing operations supporting the diverse range of products under numerous local and international brands. It's an exciting time for Chinese involvement.

"We are opening up 'Courts' in Kenya, a Walmart-esque retailer where most of the goods will be imported from China. We are better positioned than most because of our foothold there," Rawat said. "I'd love to do more business with China because I see the fantastic potential. I know China will come to Mauritius with their eyes open and seriously consider us as a springboard for the region."

BRITISH AMERICAN INVESTMENT
TEL: +230 202 3600 | FAX: +230 208 3713 | INFO@BAINVESTMENT.COM | WWW.BRITISHAMERICANINVESTMENT.COM

FIJI
Regional telecoms hubWith modern infrastructure and a
favorable business climate, Fiji is a hub
for Chinese foreign direct investment

As the "Gateway to the South Pacific", Fiji is a small country that is thinking big as it bolsters its reputation by attracting major trade and investment from economic giants like China.

As an idyllic island paradise, Fiji has made huge strides in infrastructure development with the help of Chinese investors as Prime Minister Commodore Josaia Voreqe Bainimarama boosts Fijian-Sino links.

One of the first Pacific island countries to establish diplomatic relations with China 35 years ago, the country of 840,000 people opened its embassy in China in 2001 and has set itself a series of ambitious socioeconomic goals to become a regional business hub.

Blessed with many natural resources, including large agricultural, fisheries and forestry sectors, the nation boasts a wealth of investment opportunities across its diverse and growing economy.

Throughout the last decade, Fiji has enjoyed consistent export-led economic growth based on strong sales of sugar, gold and textiles.

Ministers in Suva, the capital city of Fiji, have identified China as a key trade partner for their new "Look North" approach — a policy that aims to focus efforts on countries to the north of the country.

The financial blueprint aims to double GDP by 2020, reduce poverty and unemployment, liberalize the financial services sector, boost the tourism industry and focus on renewable energies and the liberalized

telecoms sector.

In his 2010 budget address, Bainimarama outlined his strategic vision for Fiji for the next decade. "The 'Look North' plan requires discipline, vision, legal changes, modernization and collaboration between the government, employees, employers, the financial sector and civil society," said Bainimarama.

According to the Chinese Ambassador to Fiji, Han Zhiqiang, China sees a tightening of bilateral bonds and the further development of friendly cooperation between the two countries in economic, cultural and educational sectors.

Telecom Fiji Limited has 150,000 customers, 75 percent of which are residential. We offer 100 percent coverage, thanks to our satellite connection."

SAKEASI SERU
GROUP ACTING CEO,
TELECOM FIJI LIMITED

"As well as the economy, trade, culture, education, agriculture and investments, there is also a growing tourism market that is seeing more visitors from China and has enormous potential," Han said.

Fiji's telecoms sector is one of

its most successful industries, with Chinese expertise and technology playing a key role in the development and continued expansion of fixed and mobile phone networks, plus fast and reliable Internet access.

Telecom Fiji Limited (TFL) is the sole provider of local and national telephony services, and owns the country's only public switched telephone network.

Owned by parent firm Amalgamated Telecom Holdings, TFL has a network comprising 55 telephone exchanges.

As an industry pioneer, TFL has invested significantly in state-of-the-art networks and satellite technology that connects thousands of business and residential customers.

"Fiji has a very modern telecoms infrastructure and is fortunate to have the Southern Cross fiber-optic cable that comes from Australia and New Zealand and connects to North America via Hawaii," said TFL Group Acting CEO Sakeasi Seru. "TFL has 150,000 customers, 75 percent of which are residential."

"We offer 100 percent coverage, thanks to our satellite connection that serves the remote areas and can provide companies looking to invest in remote areas with excellent satellite services."

This report was produced in
partnership with InFocus Reports.

IN•FOCUS
BY WORLD FOCUS

www.infocusreports.com



TFL.
The communications
link between the two
hemispheres

A global connector with a pro-business attitude, Telecom Fiji delivers a world class telecommunications service for more than 100,000 business and private customers within South Pacific's strategically located hub.

We offer end to end telecommunication services, nationwide data communications networking, internet connectivity, telephony services, customised business solutions and regional connectivity through our satellite network.

At TFL, we truly do offer the world at your fingertips.

Telecom Fiji Limited Private Mail Bag, Suva, Fiji Islands Tel: + 679 330 4019 Fax: +679 331 7892

Visit us at www.tfl.com.fj

Our Company, Your Company. TFL - 100% Fiji Owned