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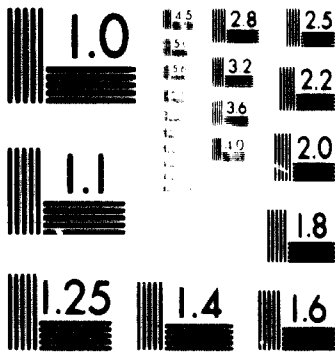
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November 1970

UNITED NATIONS INDUSTRIAL
DEVELOPMENT ORGANIZATION

ORIGINAL: ENGLISH

FINAL REPORT
ON THE EXPLORATORY PACKAGING MISSION
TO MAURITIUS

2691

14.71-1251

Final Report

On the exploratory packaging mission to Mauritius

(November 1970)

Date: 20 January 1971

Reporter: Aleksander Soltan
Industrial Development Officer
Industrial Sectors Development Section
Industrial Technology Division
UNIDO, Vienna.

1. INTRODUCTION

The Government of Mauritius agreed to receive an exploratory packaging mission to assess the general situation in the packaging industry and supply of packaging media. Such a mission will help to determine the needs of the different branches of this industry and to identify the scope and forms of possible technical assistance.

The writer visited Mauritius for a period of nine days, between 27 October and 5 November 1970, and carried out the survey according to the following plan of action:

- a. To visit those representing the top administration of the industry, trade and planning sectors and to discuss with them the general situation in packaging production and use;
- b. To collect data and information on products; their packaging and packing methods and growth of home consumption and export, the existing difficulties and needs of improvement in packaging, and the possibilities in the country of developing its own packaging industry;
- c. To visit factories representing the most important branches of the industry and become acquainted with existing packaging techniques;
- d. To determine, with the assistance of the representatives of the Ministry of Commerce and Industry, the objectives of possible UNIDO technical assistance.

2. THE RESULTS OF THE MISSION

2.1. Potential Technical Assistance Projects

The following potential projects were formulated with the assistance of the Ministry of Commerce and Industry's representatives, within the SIS programme :

2.1.2. To work out a programme for the development of the packaging industry in Mauritius in connexion with the UNIDO project No. MAR 141-B (SIS) - Feasibility Study on the Free Zone.

Required: One expert for three months.

2.1.3. To improve export packaging for furniture

Required: One expert for three months with possible extension of one month.

(Subject to the acceptance of the UNIDO project concerning the furniture industry, now under consideration).

2.1.4. To establish quality control and promotion activities in Mauritius, with the following tasks :

- a. adapt foreign national and international packaging standards to local conditions and needs;
- b. carry out quality control tests on local manufactured packages/ packaging materials as well as imported ones, according to domestic and foreign market requirements;
- c. initiate new packaging methods and techniques in different industrial enterprises as well as periodical re-examination of the existing ones;
- d. collect and disseminate information on packaging development in other countries;
- e. offer consultative services to industry, trade and the Government;
- f. organize packaging exhibitions, lectures and contests.

Project will comprise purchase of appropriate testing equipment and fellowships.

Recommendations will include institutional as well as substantial aspects of the above-mentioned activities.

Required: One expert for two months.

2.2.

General Information on Industry and Packaging of Selected Goods in Mauritius

Agriculture is a principal economic activity in Mauritius.

Economy of the country depends largely on the production of sugar (30% of gross domestic product). Sugar cane covers about half of the island's area.

In view of the difficulties of expanding sugar production, much attention is devoted to investigating the possibilities of diversification in agriculture by development of cultivation of potatoes, groundnuts, beans, tomatoes and other vegetables.

In recent years, manufacturing industries, other than sugar, have contributed to about 7% of the gross domestic product. The main branches are food, beverages and tobacco, footwear and apparel.

The Government is looking increasingly towards the promotion of manufacturing industries as an outlet for the rapidly increasing labour force in spite of natural handicaps such as lack of raw materials and the remote geographical location. Hong Kong and Singapore are frequently mentioned as examples of what Mauritius could achieve with suitable economic policies.

A number of small scale import substitution industries are already in production, including cosmetics, batteries, confectionery, furniture, margarine, edible oils and packaging.

Future projects include the production of pharmaceuticals, bicycles and motor cycles, glassware, fertilizers and fish processing plants. It is also planned to double the Mauritius Tourist revenue.

The value of principal exports is illustrated by Table I.

Table I

Value of Exports in 1968 (in Rs 000)

<u>Item</u>	<u>Value F.O.B.</u>
Sugar	327,454.0
Meat and meat products	2.7
Fish and fish products	65.7
Cereals and cereal products	0.6
Fresh fruits	71.5
Fruit juices	0.3
Garlic	20.6
Ginger	529.4
Other vegetables	19.6
Tea	9,635.6
Spices	0.3
Margarine and shortenings	7.7
Beverages	14.5
Cigarettes	27.7
Hides and skins, undressed	157.4
Cut flowers and foliage	29.3
Inorganic acids and unhydrides	63.8
Glycerine	235.8
Ethyl alcohol	20.1
Waxes, polishes	58.7
Bags and sacks (textile)	1,959.8
Finished structural parts made of iron and steel	192.0
Motor vehicles and parts	23.2
Ships and boats	48.3
Wood furniture and fixtures	72.4
Metal furniture and fixtures	1.0
Rattan furniture	2.3
Clothing	19.0
Footwear	150.7

Source: "Export planning for Mauritius". Draft Report. D. Moore, December 1968

The following branches of the packaging industry exist in Mauritius: textile sacks, cardboard and corrugated fibreboard containers, plastic bags and bottles, metal drums and wooden boxes and crates. Rough estimation of the magnitude of production and its annual value is presented in Table II.

Table II

Local production of packages in 1969 *

Item	Magnitude of production/year	Annual Value (Rupees)
Aloe/jute sacks	2,000,000 pieces	4,000,000
Corrugated boxes	150 tons (350,000 pieces)	350,000
Cardboard boxes and labels	1,000,000	750,000
PVC bottles	60,000 pieces	15,000
PE bags	50,000 kgs.	150,000
Metal drums	67,600 pieces	3,380,000
TOTAL		8,645,000 rupees

* Without wooden packaging

Source: Ministry of Commerce and Industry. Information given by managements of visited companies.

To satisfy demands of local manufacturers and exporters of packaging, substantial imports of packaging materials and containers should be secured. (Table III)

Table III

Imports of packaging materials 1968

Item	Quantity		Value in Rupees (Rs) CIF
	Pieces	Kilos	
Jute bags and sacks	68,542		33,632
Paper bags, cardboard boxes		140,611	462,805
Wrapping paper		81,294	214,600
Corrugated fibreboard and cardboard		581,967	703,551
Paper sacks (for cement)	948,225		256,729
Wooden boxes, crates and cases ready-made	115,944		387,923
Wooden boxes, crates and cases in elements		189,132	310,474
Glass packaging	1,230,689		551,273
Tin plate		108,060	123,505
Metal containers (drums and cans)		251,823	851,786
Metal closures for bottles	5,311,563		153,718
Crown corks	46,195,024		469,079
TOTAL			4,519,178

Source: "Annual Report of the Customs and Excise Department for the year 1969" No. 17 of 1970, Mauritius August 1970.

There is urgent need of improvement in the existing packaging specially for exported goods, such as furniture, by rationalisation of construction, proper use of materials, standardisation and introduction of quality control.

In view of the planned rapid growth of industrialization and exports, the development of packaging production and its rational use is indispensable.

The UNIDO project MAR-141-B (SIS) Free Zone Feasibility Study, which is now under implementation, may also have important implications on the packaging industry of Mauritius. The aim of the project is to identify export-oriented industries which could be established on the island.

The following branches are being considered: pharmaceuticals, electronic and electrical equipment, insecticides, photo optical equipment, medical and scientific instruments, typewriters, watches and others.

It should be emphasised that one of the prerequisites of the implementation of this project is the preparation of a programme for appropriate development of the packaging industry which would satisfy the demands of the industrial branches mentioned above.

The above-mentioned review (by necessity superficial) of the most important packaging problems faced by the Mauritius industry and commerce has indicated the fields in which UNIDO's technical assistance is desirable. On this basis potential requests for such assistance were formulated and Job Descriptions as well as Project Data Sheets drafted (see Annex 2 of the report).

Enclosures:

1. Job Descriptions and Project Data Sheets for potential requests formulated during the mission.
2. Itinerary.

UNITED NATIONS

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

UNIDO

Request from the Government of Mauritius
for Special Industrial Services

DRAFT JOB DESCRIPTION

POST TITLE: Expert in Packaging of Furniture
DURATION: Three months with possible extension of one month
DATE REQUIRED: As soon as possible
DUTY STATION: Port Louis, with travel within the country
PURPOSE OF PROJECT: To improve the quality of packaging of furniture for export
DUTIES: The expert will be assigned to the Ministry of Commerce and Industry and will be expected to advise the Government on packaging of furniture for export. Specifically the expert will:

- a. survey briefly the present status and trends in the production of furniture;
- b. examine the methods currently in use for packaging furniture for export and ascertain the specific export market requirements;
- c. recommend most efficient and economical packaging materials, construction, as well as packaging techniques giving detailed technical descriptions and specifying equipment to be installed;
- d. recommend any other measures of technical assistance needed in the above field.

QUALIFICATIONS: Packaging technologist with ample practical experience in packaging of furniture. Familiarity with marketing essential.

LANGUAGE: French and/or English

BACKGROUND INFORMATION: Gross output of the furniture trade in 1969 was approximately RS 3.2 million. The bulk of furniture produced in Mauritius is sold locally, but most of the larger workshops have already tried to establish an export market to neighbouring countries, S.Africa, Europe and USA.

It is the intention of the Mauritius Government to develop export oriented furniture industry with the help of UNIDO. Since packaging represents an important part of this programme, the Government has requested advice in this respect.

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION
UNITED NATIONS DEVELOPMENT PROGRAMME

Special Industrial Services

DRAFT PROJECT DATA SHEET

1. Reference No: Country: MAURITIUS
Project Title: Expert in Packaging of Furniture
Date formal request recorded:
Government Department submitting request:
Specific Government Agency concerned with the project:

2. Description of the Project: The expert will be assigned to the Ministry of Commerce and Industry and will be expected to advise the Government on packaging of furniture for export. Specifically the expert will:
 - (a) survey briefly the present status and trends in the production of furniture;
 - (b) examine the methods currently in use for packaging furniture for export and ascertain the specific export market requirements;
 - (c) recommend most efficient and economical packaging materials, construction, as well as packaging techniques giving detailed technical descriptions and specifying equipment to be installed;
 - (d) recommend any other measures of technical assistance needed in the above field.

3. Background Information: Gross output of the furniture trade in 1969 was approximately RS 3.2 million. The bulk of furniture produced in Mauritius is sold locally, but most of the larger workshops have already tried to establish an export market to neighbouring countries, S.Africa, Europe and USA.

It is the intention of the Mauritius Government to develop export oriented furniture industry with the help of UNIDO. Since packaging represents an important part of this programme, the Government has requested advice in this respect.

4. Relationship to other technical assistance projects:

5. Project components, duration and estimated costs:

Field of Activity:

Packaging technologist with ample practical experience in packaging of furniture. Familiarity with marketing essential.

Duration:

Three months with possible extension of one month.

Cost:

6. Request approved:

For UNIDO

Date:

For UNDP

Date:

U N I T E D N A T I O N S

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

UNIDO

Request from the Government of Mauritius
for Special Industrial Services

DRAFT JOB DESCRIPTION

POST TITLE:

Programme for the development of the Packaging Industry in Mauritius in connexion with the Free Zone Project

DURATION:

Three months

DATE REQUIRED:

As soon as possible

DUTY STATION:

Port Louis, with travel within the country

PURPOSE OF PROJECT:

To recommend a programme for the development of the local packaging industry. Different industrial enterprises planned to be set up in the Free Zone will create an increased demand for packaging media. For this purpose development of a local packaging industry is necessary.

DUTIES:

The expert will be assigned to the Ministry of Commerce and Industry and will be expected to:

- a. assess the future needs of industries to be established in the Free Zone, in the field of packaging giving detailed technical characteristics of the proposed materials, containers and packaging techniques;
- b. analyse present abilities of local packaging industry in view of the above needs;
- c. recommend measures necessary to secure the identified needs of Free Zone industries for packaging media.

QUALIFICATIONS:

Packaging technologist or industrial economist with ample practical experience in the general field of industrial development as well as packaging production and use. Familiarity with international trade and marketing research essential.

LANGUAGE:

French and/or English

BACKGROUND
INFORMATION:

One of the incentives anticipated by the Mauritius Government towards the acceleration of industrialisation process and export growth is the establishment of Free Processing Zone which is now considered with the assistance of UNIDO (Project No. MAR - 141 - B (SIS).

In order to identify the future needs of industries to be established in the Free Zone for packaging media, the Government requests UNIDO to perform the appropriate investigations.

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

UNITED NATIONS DEVELOPMENT PROGRAMME

Special Industrial Services

DRAFT PROJECT DATA SHEET

1. Reference No. Country: MAURITIUS
- Project Title: Programme for the Development of a Packaging Industry in Mauritius in connexion with the Free Zone Project.
- Date formal request recorded:
- Government Department submitting request:
- Specific Government Agency concerned with the project:
2. Description of the Project: The expert will be assigned to the Ministry of Commerce and Industry and will be expected to:
- a. assess the future needs of industries to be established in the Free Zone, in the field of packaging giving detailed technical characteristics of the proposed materials, containers and packaging techniques;
 - b. analyse present abilities of local packaging industry in view of the above needs;
 - c. recommend measures necessary to secure the identified needs of Free Zone industries for packaging media.
3. Background Information: One of the incentives anticipated by the Mauritius Government towards the acceleration of industrialization process and export growth is the establishment of Free Processing Zone which is now considered with the assistance of UNIDO (project No. MAR -141 - B (SIS),
- In order to identify the future needs of industries to be established in the Free Zone for packaging media, the Government requests UNIDO to perform the appropriate investigations.

4. Relationship to other technical assistance projects:

5. Project components, duration and estimated costs:

Field of Activity:

Duration:

Cost:

Packaging technologist or industrial economist with ample practical experience in the general field of industrial development as well as packaging production and use. Familiarity with international trade and marketing research essential.

Three months

6. Request approved:

For UNIDO

Date:

For UNEP

Date:

UNITED NATIONS

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

UNIDO

Request from the Government of Mauritius
for Special Industrial Services

DRAFT JOB DESCRIPTION

POST TITLE: Expert in Packaging Quality Control and Promotion

DURATION: Two months

DATE REQUIRED: As soon as possible

DUTY STATION: Mauritius

PURPOSE OF PROJECT: To establish packaging quality control and promotion activities for the benefit of Mauritius industry and commerce.

DUTIES: The expert will be assigned to the Ministry of Commerce and Industry and advise on the establishment of packaging quality control and promotion activities. He will put forward recommendations on the institutional and substantive aspects pertaining to the Government's future activities in this field. Specifically the expert will:

- a. formulate the scope and guidelines for these activities, taking into account the following tasks:
 1. adapt national and international packaging standards to local conditions and needs;
 2. carry out quality control tests on packages and packaging materials for export, according to international standards and foreign market requirements;
 3. initiate the new packaging methods and techniques in different industrial enterprises, as well as periodical re-examination of the existing ones;
 4. collect and disseminate information on packaging development in other countries;
 5. offer consultative services to industry, trade and the Government;
 6. organize packaging exhibitions, lectures and contests.
- b. recommend any other measures of technical assistance needed in the above field. Project should include purchase of appropriate testing equipment and fellowships.

QUALIFICATIONS:

Packaging technologist or industrial economist, with ample practical experience in managing a packaging centre dealing with a full range of packaging problems.

LANGUAGE:

English

**BACKGROUND
INFORMATION:**

The growing production, consumption and export of food and industrial commodities creates the necessity for improvement in packaging. Rapid development of packaging technology and international standardization involve changes in the local and foreign market requirements.

Being aware of these changes, the Mauritius Government would like to investigate the possibilities of making available packaging promotion and quality control for the benefit of the Mauritius Industry.

UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION
UNITED NATIONS DEVELOPMENT PROGRAMME

Special Industrial Services

DRAFT PROJECT DATA SHEET

1. Reference No: Country: MAURITIUS
- Project Title: Expert in Packaging Quality Control and Promotion
- Date formal request recorded:
- Government Department submitting request:
- Specific Government Agency concerned with the project:
2. Description of Project: The expert will be assigned to the Ministry of Commerce and Industry and advise on the establishment of packaging quality control and promotion activities. He will put forward recommendations on the institutional and substantive aspects pertaining to the Government's future activities in this field. Specifically the expert will:
- a. formulate the scope and guidelines for these activities, taking into account the following tasks:
 1. adapt national and international packaging standards to local conditions and needs;
 2. carry out quality control tests on packages and packaging materials for export, according to international standards and foreign market requirements;
 3. initiate new packaging methods and techniques in different industrial enterprises, as well as periodical re-examination of existing ones;
 4. collect and disseminate information on packaging development in other countries;
 5. offer consultative services to industry, trade and the Government;
 6. organize packaging exhibitions, lectures and contests;
 - b. recommend any other measures of technical assistance needed in the above field. Project should include purchase of appropriate testing equipment and fellowships.

3. Background Information: The growing production, consumption and export of agriculture and industrial commodities creates the necessity for improvement in packaging. Rapid development of packaging technology and international standardization involve changes in the local and foreign market requirements.

Being aware of these changes, the Mauritius Government would like to investigate the possibilities of making available packaging promotion and quality control for the benefit of the Mauritius Industry.

4. Relationship to other technical assistance projects:

5. Project components, duration and estimated costs:

<u>Field of Activity</u>	<u>Duration:</u>	<u>Cost:</u>
Expert in packaging promotion and quality control	Two months	

6. Request approved:

For UNIDO

Date:

For UNDP

Date:

ITINERARY

Tuesday, 27 October 1970

Arrival in Mauritius

Wednesday, 28 October 1970

Visit to the Ministry of Commerce and Industry. Introduction to Mr. Guy Marchand, Minister.

Meeting with Mr. Arouff, Secretary for Industrial Development, Ministry of Commerce and Industry.

Meeting with Mr. Moore, UNCTAD/GATT, International Marketing Adviser to the Ministry of Commerce and Industry, and Mr. Chengapen, counterpart, Export Marketing Department, to fix the mission programme.

Participation in the meeting organised by the Mauritius Chamber of Commerce and Industry in connexion with the mission.

Visit to the textile manufacturers, Government Sack Factory. Introduction to Mr. Soobiah, Director.

Thursday, 29 October 1970
(Public Holiday)

Studying surveys on Mauritius economy:

- The Census of Industrial Productions 1967 - 68
- Annual Report of the Customs and Excise Department for the year 1969
- Export planning for Mauritius

Friday, 30 October 1970

Meeting with Mr. Ulfesax, UNIDO expert advising the Government on the proposed Free Zone for Mauritius. Discussion on the possible role of the packaging industry in supplying the Free Zone with packaging materials and containers.

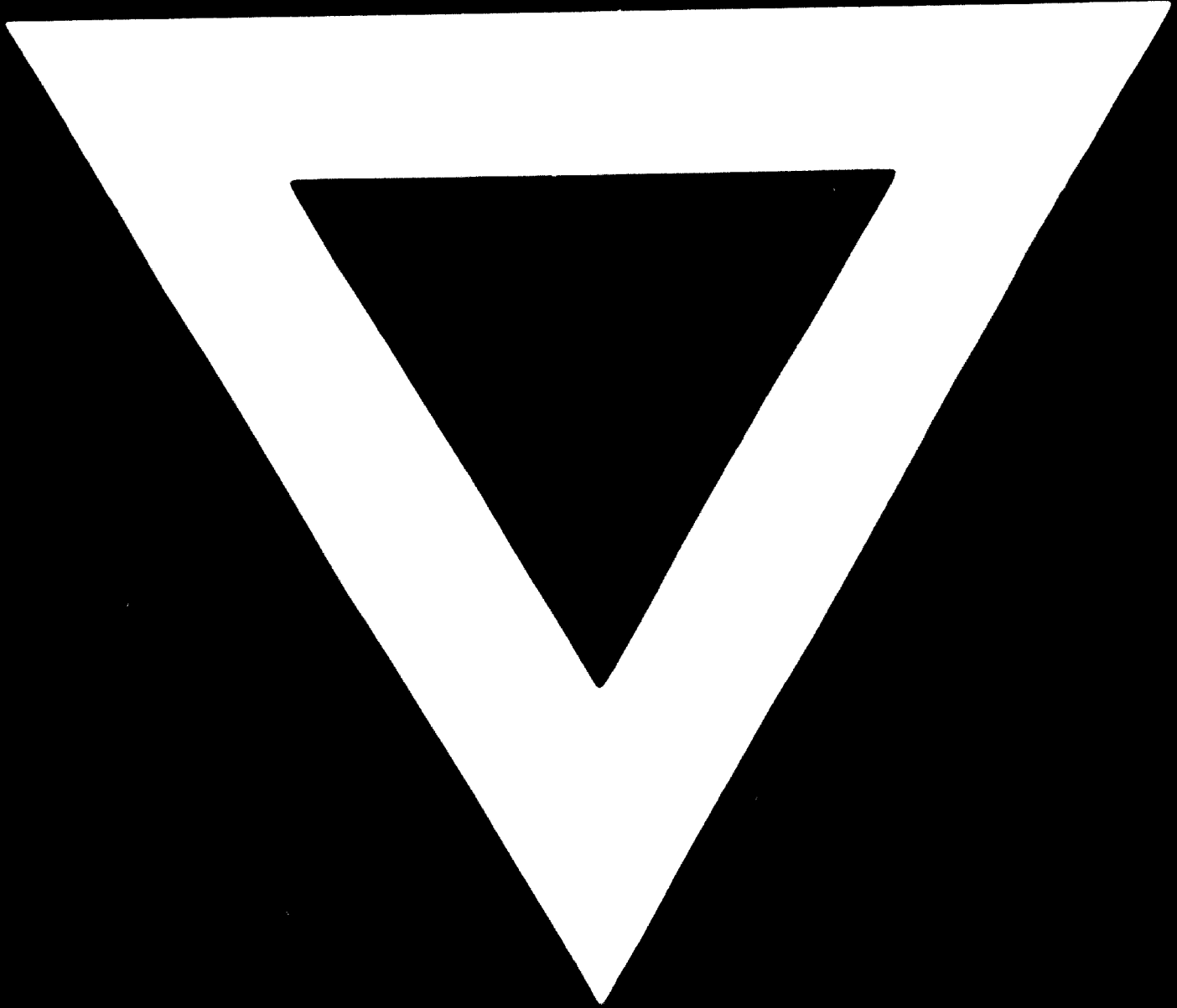
Visit to the corrugated fibreboard containers factory, Packaging Industry Co. Ltd. Introduction to Mr. Lagesse, Manager.

Visit to the management of Tea Manufacturers Harel Mallac and Co., Ltd. Introduction to Mr. Raffray, Managing Director. Discussions on the planned development of particle board manufacturing.

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Saturday,	31 October 1970	Meeting with Mr. Kalman, UNIDO expert. Studying reports on the Free Zone for Mauritius and industrial promotion centre.
Sunday,	1 November 1970	Free
Monday,	2 November 1970	Visit to the dried food factory, Dehydration Industries Ltd. Introduction to Mr. Jhowry, Director. Visit to the clothing factory, Henry Ltd. Introduction to Mrs. Henry, Manageress. Visit to the clothing factory, FDC Garments Industries Ltd. Visit to the rattan furniture factory, Rattan Furniture Group of Mauritius. Visit to the expanded polystyrene factory, Resiglass Ltd.
Tuesday,	3 November 1970	Visit to the timber furniture factory, Messrs. Noel Construction Pailles. Visit to the carton box and label manufacturers, Mauritius Stationery Manufacturers Ltd. Meeting with the flower-growers and exporters, organized by the Mauritius Chamber of Commerce and Industry. Visit to the edible oils factory, Mauritius Oil Refineries.
Wednesday,	4 November 1970	Visit to the polyethylene films and bags manufacturers, Lim Sam and Co. Meeting with Mr. Nijhawan, Director, Ministry of Economic Planning and Development. Visit to the tea manufacturers, Mauritius Tea Manufacturers Group La Chartreuse.
Thursday,	5 November 1970	Visit to the shirt manufacturers La Chemiserie Mauricienne. Visit to the cosmetic factory, Mauritius Cosmetics Ltd. Summing up meeting with representatives of the Ministry of Industry and Commerce, and with industrialists and exporters.
Friday,	6 November 1970	Visit to the UNDP office in Port Louis. Final talk with Mr. Birt, Resident Representative. Departure from Mauritius.

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