

30 July 2009

CELEBRATION OF THE 24/7 ECONOMY WEEK, 31st JULY TO 2nd AUGUST 2009, PORT-LOUIS With a view to ensuring the continuation of the 24/7 National Sensitization Campaign since its launching on 30th January 2009, HRDC in collaboration with the Municipal Council of Port-Louis and various other stakeholders is organising 3 Days activities in the City of Port-Louis, from Friday 31st July 2009 to Sunday 2ND August 2009, to mark the celebration of the 24/7 Economy Week. The launching ceremony will be held on 31st July 09 at 18:00 Hrs at the Municipality of Port-Louis and will be performed by the Minister of Education, Culture & Human Resources Dr Vasant Bunwaree.

We are moving towards the organisation of a major event whereby Mauritius will be living an unprecedented experience of a 24/7 Economy. In fact the HRDC, has considered that Port-Louis being the capital city should be at the centre of this major 24/7 Project as it is often noticed that Port-Louis loses its soul and liveliness after 1700 hrs. We believe that this event will not only attract tourists during a period which is considered to be the low season but also to have economic and social activities of the country extended beyond the traditional 9 am to 4 pm working hours, thus giving a boost to the economy as well as creating more jobs. The objectives of this event are:

- To attract Mauritians and tourists from neighbouring countries such as Reunion Island; (AHRIM is giving its entire support to promote the activities in the different hotels, and neighbouring countries, etc)
 - To promote local artists/talents;
 - To showcase on a pilot basis how a 24/7 Economy functions;
 - To ensure that activities continue well after 1800 hrs in Port-Louis just as in other capital cities; and
 - To promote retail trade.
- A 24/7 information desk: Four hostesses dressed in the special 24/7 costumes have been appointed from HEAT Agency to distribute informative pamphlets, balloons and other give-aways to the 3000-4000 visitors who are expected to visit the "fair". In the years to come, the HRDC intends to organise similar events in various towns and villages around the country. Our objective is to make this event a yearly feature to be known as "The Mauritius 24/7 Festival Week". Contact Details Mr R.AUCKLOO Director HRDC Tel: 6018214 Fax:6979329 Email: rauckloo@hrdc.intnet.mu