

Towards a Private Embassy, at the service of economic growth.

"Faced with the administrative and political obstacles encountered by our embassies, it is wise to think outside the box and adopt a new model of economic representation that meets the expectations of the private sector. "



Amb Joël Rault
Outgoing ambassador in Paris

The Mauritian Embassy in Paris is the Mauritian Chancellery most fundamentally charged and it is a pity that it has often suffered from a manifest handicap on the form because it is wrongly considered as being politically marked. It is important to recall the main responsibilities in order to understand the scope of its mandate.

First of all, in terms of politics, we must keep in mind that the French Republic is the oldest partner of our island. For three centuries our two countries have cooperated actively and it would be indecent or even dangerous to sacrifice and underestimate the scope of these relations in favour of new partnerships artificially motivated by local politics.

As far as bilateral relations are concerned, the Mauritius

Embassy in Paris covers a relatively large region, as apart from the French Republic, it also covers Italy, Spain and Portugal, and in addition it oversees relations with the French speaking countries of Africa. In addition, multilateral relations are intense because several portfolios are adjoining each other. Mauritius Embassy in Paris is present in the most important international organizations such as UNESCO, the International Organization of la Francophonie, the OECD Development Center, the International Exhibition Bureau, the World Tourism Organization and FAO.

In terms of economic relations, France is a faithful and loyal partner who has always known how to interact and adapt to our country to make our main industries work. This is true for the tourism industry, but also for real estate, outsourcing of services and financial services, among others.

But this relationship, as ancient and as constant as it can be, rests on elements that we must protect and care for as these are the sesames of our relationships. These principles are first of all the rule of law and political stability, internal and external security and the harmony that prevails in the island. The eye of the foreigner is critical and in the globalized and competitive world in which

we live, we cannot afford to miss opportunities to be present, to be up to the task, and above all to be seen and appreciated.

The prosperity and development of our country are more than ever dependent on our relationship with a constantly changing world. As we navigate through the twists and turns of these changes, we must build new capacities and seize new opportunities. For that, we had the traditional reaction to rely on our cultural, economic and social heritage. We undoubtedly benefited from a popularity based on our achievements and the perception that we are a dynamic, stable and transparent country.

In the past, Mauritius has demonstrated its ability to transform itself by demonstrating its ability to stand out on the one hand to address the pressure from the opening up of the local market to competition and, on the other, Markets, taking full advantage of the wave of globalization. The sense of innovation and adaptation, integrity and pragmatism characterize the Mauritian approach and our interlocutors expect to rediscover this DNA in each of our public or private actions, both locally and internationally .

The flame of our bilateral and

multilateral relations channeled by our Chancelleries is certainly existing; But in order to shine in this increasingly vast world, it is essential to constantly reinvent and multiply approaches. The diplomatic landscape is changing and changing more and more rapidly. New technologies, connected information services and the popularization of social networks mean that information has never circulated as fast as today and certainly less quickly than tomorrow.

It is essential that the Embassies adapt their approaches to the context and the environment in which they evolve in order to meet the expectations of the actors. We cannot have a one-size-fits-all approach in each of the countries where we are represented.

It is in this sense that I initiated a strategy of prospecting and promotion that was not confined to the usual classical relations settled in Paris, but a real decentralized program to the image of France. The links established with the PACA region are a concrete illustration of the fact that the bridge for economic, tourism, cultural, educational and sports cooperation is now a reality;

It is in this movement of a modern and proactive diplomacy that I had anchored the action of the Mauritius Embassy in Paris. By not neglecting any opportunity, but more, by taking the lead to create the environment conducive to their realization. We often miss opportunities due to lack of responsiveness. We tend to auto-congratulate ourselves for our good rankings as compared to our neighbors on the African continent, but

from a global point of view, we need to have the wisdom to recognize that our reactivity time can be greatly improved. Too often we ignore the dynamism that surrounds us and the proactivity shown by certain countries make them serious competitors without we even realizing it. On the one hand we stagnate because of a very centralized and very heavy administration; And on the other hand because of a hindering of decision-making linked to the fact that our public administration has developed a psychosis and a certain paranoia in relation to the bodies responsible for investigating good practice to such an extent that a pervert effect is deeply felt. We have gone from a paradigm in which the decision-maker's first reflex is no longer to achieve a result but to cover himself up in case there is an inquiry into the procedures adopted ... This kind of reflex rejects and hinders potential investors, disappointed and discouraged by a certain inconsistency in the rules of the game and by a lack of visibility as to the progress of their projects.

I consider that there is a missing link and a vacuum to be filled between the Mauritian and Foreign partners or markets and there are all the economic reasons for setting an Embassy, free of all administrative or political constraints and only centered on the objectives that are expected from it.

An Embassy that speaks without waffle and uses a persuasive and thoughtful rhetoric to put forward, in the most masterful way, an argument based on logic while maintaining a certain empathy with the interlocutors.

I decided to continue my work for the economic promotion of Mauritius through Hermes Advisory, a consultancy firm in Mauritius, in Paris and in London that respects these principles and whose economic and diplomatic action is expressed without constraints.

A firm whose mission is to bring decision-makers together in the line of Hermes, the messenger of the Gods. A firm at the service of economic relations between pragmatic actors wishing to grow internationally and eager to benefit from a privileged network.

This year is decisive in the construction of the Republic of Mauritius of tomorrow and it necessarily passes through a diplomacy of the action, whether this diplomacy is public or private.

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Outgoing ambassador in
Paris
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