

# SME Manufacturing 4.0 – High Value-add Sustainability



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Head of Manufacturing (Traditional)  
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Geerish BUCKTOWNSINGH - Head of Manufacturing (Traditional Sectors) at **Economic Development Board**. His expertise is in **Strategic Management & International Marketing** having served for more than **20 years** in **key management positions** with both local & international reputable organisations.

His last posting prior to EDB Mauritius was at **Enterprise Mauritius** where he was promoting the Manufacturing Sector with major clients in **Europe & USA**. His continuous, consistent and credible engagement is known to stakeholders of the Industry and his advice is regularly sought.

He holds an **MBA** from Edinburgh Business School, Heriot Watt University and a Bachelor in **Mechanical Engineering** from the prestigious National Institute of Technology of West Bengal. He has been **mentoring** MBA Students in **Strategic Planning, Marketing & Negotiation** for nearly a decade at the **University of Technology, Mauritius** and contributed in a number of workshops and seminars to share his experience & to grow the spirit of **Let Make Things Happen**. He has served as **Regional Focal Point for East Africa** at **GEF-NGO** network (USA) and was an active **Board Director** at the **National CSR Foundation** and the **National Empowerment Foundation**.

Geerish has over the last decades earned a good name in the Civic Sector having served as the **Chairperson of Mauritius Council of Social Service, President of Rotary Club of Beau Bassin Rose Hill** and **President of the Federation Mauricienne Savate Boxe Française and D.A.** He is currently supporting the development of youth as **Chairperson of Mauritius Council of Youth Leaders**. He believes in the spirit of **Live to Serve** to develop a more just, fair and sustainable society. An avid **Social Activist** but also a keen **Observer** of the socio-economic evolution of the Mauritian Society, Geerish believes that in the new world order with the advent of Covid 19, Mauritius must find a **new equilibrium** & put all necessary efforts to shine as the **Star & Key of the Region**.

**Manufacturing 4.0 Expert, Strategic Management, Marketing, Social Activist**