

WORKSPACE EVOLUTION

WHERE DO MEETING ROOMS FIT
IN THE MAURITIAN PROFESSIONAL
LANDSCAPE?



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The office landscape has drastically evolved, shifting from private offices to open-plan and collaborative spaces, leading to a greater demand for meeting rooms.

Executives now spend about 23 hours per week in meetings, compared to just 10 hours in the 1960s, according to a study by the Harvard Business Review. In Mauritius, this trend mirrors global changes with companies moving towards open and collaborative environments to support business growth, cost-effective space usage, and enhanced teamwork. The presence of multinationals and consultancies has further driven this trend, along with an increase in co-working spaces. The need for effective coordination is growing as Mauritian teams work across different time zones with various stakeholders, resulting in more frequent meetings and a changing workplace dynamic.

KEY FACTORS DRIVING THE NEED FOR MEETING ROOMS



Privacy and Confidentiality: In open-plan offices, meeting rooms are crucial for confidential discussions.



Focused Collaboration: These rooms create a distraction-free zone for intensive teamwork, essential for brainstorming, strategic planning, and problem-solving.



Professionalism in Client Interaction: Meeting rooms offer a formal setting for client meetings and presentations, enhancing a business's professional image.



Technology Integration: Equipped with modern technology, meeting rooms support effective global communication and collaboration.



Space Efficiency and Flexibility: Versatile meeting rooms in flexible office layouts serve various functions, maximizing space utility.



Organizational Structure and Culture: Designated meeting spaces reinforce the organizational structure and culture.



Data-Driven Insights: Meeting rooms, often equipped with sophisticated booking systems like Microsoft Outlook, Microsoft Booking, or specialized tools such as Meetio and Skedda, enable efficient record-keeping. These systems meticulously track meeting schedules, attendance demographics, and time allocation to specific projects. When analysed effectively, this data becomes valuable for decision-making in terms of space utilization and can act as an indicator of overall efficiency. Moreover, this data can serve as a critical tool for identifying potential productive gaps issues, such as an excessive number of hours spent in redundant meetings, thereby facilitating timely interventions to enhance organizational efficiency.



Versatility for Various Meeting Types: They cater to different meeting needs, from casual team meet-ups to formal client presentations.

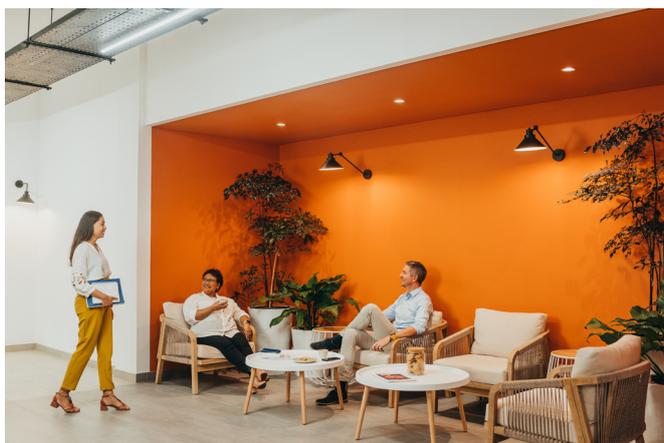


Optimizing Workspace through External Meeting Room Utilization: The trend of using external meeting rooms allows companies to dedicate more internal space to workstations and collaborative areas, offering a cost-effective and flexible solution for managing space. It is more expensive to have a large conference room in-house than hiring a conference venue when needed. This space can easily be used to accommodate more office desks for example.

EMERGENCE OF MEETING AND CONFERENCE PROVIDERS IN MAURITIUS

Evolution from Hotels to Diverse Venues

Historically, Mauritius's meeting and conference sector was primarily served by hotels such as The Ravenala Attitude and Constance Group, located in scenic, remote areas and designed for large-scale events. This setup, while luxurious, poses cost challenges if the aim is for a smaller scale, more casual business meeting. Moreover, being off-centre from the main business nodes - Port Louis, Ebene and Moka, poses significant logistical and ultimately an added layer of cost for holding business meetings.



Role of New Commercial Real Estate Players

The need for more accessible event spaces led to the rise of office and co-working space providers like Oficea and Workshop17 Mauritius. These providers offer meeting, event, and conference rooms closer to the capital and other important business nodes. Other prominent commercial providers include Caudan Arts Centre, Voila Hotel, The Docks, The Hive, and Regus. These venues are strategically located, moderately priced, providing ease of access and integration with the business community.

Oficea's Strategic Positioning: Oficea Meetings

Oficea, inspired by a hospitality-driven model, has innovatively expanded its range of services with the introduction of Oficea Meetings under its Workspitality suite. This initiative encompasses a comprehensive suite of expertly managed meeting rooms, specifically designed to accommodate a wide array of events, conferences, and meetings. Oficea Meetings caters not only to the needs of its tenants but extends its services to a diverse clientele, including large corporates, non-governmental organizations (NGOs), start-ups and other external entities.

KEY SELLING POINTS



Proximity to central business nodes with its prime location within Moka Smart City in the heart of the island



State-of-the-art meeting room facilities equipped to cater for different meeting settings from trainings, analysts' meetings to product launches and networking events



Continuous Feedback tracking mechanism:

- Cloud-based surveys are sent to attendees after each meeting, gathering insights to optimize the service.
- Satisfaction scores are tracked and set as quality standards.
- Feedback analysed and visualized via Power BI, textual and statistical analysis to drive new solutions to refine meeting experience of clients.

CAPACITY IN 2023



Meeting Rooms



Up to 90 Persons



Fully Equipped

4 star/5 star satisfaction rating



97 firms

have trusted us



2,200 hours

booked



10,000 attendees

welcomed



3h40 mins

per meeting



50/50

External clients vs Officea tenants



Key Clients

Spoon Consulting, Simera, BDO Solutions, ENL Group, etc



Primary purpose

Training and conference, induction and onboarding of new employees, analyst meetings, product launch, AGMs