

Newsletter – December 2022 Eds

AGENDA:

President' s Message

1. What we've achieved...

Projects update

- **AMFCE Promos**
- **AMFCE Push**
- **BWB**
- **AWE**
- **AMFCE Corporate Pictures**
- **AMFCE Mobile App**

2. What we've done...

AMFCE events –

- **Sextortion – Incidence on entrepreneurship and businesses in Mauritius**
- **AMFCE in Rodrigues**
- **EOY Celebrations**

3. What lies ahead... Save-the-date

Upcoming project –

- **Induction of new members**
- **BWB Graduation Ceremony**
- **Annual General Meeting**

Concluding note!

President's Message:

Consolidating AMFCE....

The current Presidency / Executive, which started somewhere in September 2020, has gone through its lot of ups-and-downs, not only because of the difficult Covid circumstances, but also because of a thorough re-structuring and consolidation of AMFCE. Difficult times always requires more effort to make things progress, and yet, all effort yields concrete results: AMFCE has seen the burgeoning of new projects such as AWE and COMFWB, existing structures such as the Australian mentoring program (which feeds into the BWB program) and AMFCE's constitution have taken new forms and shape, membership has been consolidated and has more than tripled, collaboration, both with partner institutions from the private, public and parastatal bodies as well as internally within the members have been strengthened... all these being measures which will inevitably be spearheading great openings in the future...

Whilst the groundwork was being laid for the consolidation of AMFCE's foothold, a period of transition has been necessary to prepare the internal structure, with considerable shifts in the operating team and in the redefinition and reshuffling of roles and responsibilities. A new body is now taking shape, consisting of active Past Presidents and Past Executive members, which will report to the elected Executive team, and will handle existing projects as from now onwards, so that the Executive can look after the day-to-day operations, keep existing members thoroughly engaged, and aspire to take on new projects... Such a structure will set the foundation for an effective operating system, that will not only sustain the existing system but also pave the way for yet more projects and initiatives...

And as we step into 2023 and the foundations for a further boosting up of AMFCE is being established, we can only aspire to greater heights... with a proper mix of the 'old' and the 'new' and a fluid blend of the older and newer generation of AMFCE. The sky is now the limit....

As practical as these changes may appear, none of these would have been possible without the members, but maybe more importantly, the amazing spirit of sisterhood that makes us all so proud... It is true that AMFCE is about its projects, its credibility in the economic society and its sustenance overtime, but AMFCE is also and foremost about its members, and the very special bonding that creates beautiful workspaces and incredible fun times. And today, instead of closing up with the usual motto: **"Alone we are invisible, together we are invincible..."**, we'll shift just for this once, to these words, which sounds more meaningful: **"In you, we trust"...**

Long live AMFCE!

Long live its members; And Long live our sisterhood....

In you, we trust...

**Rima Ramsaran
President 2020 - 2022**

1. What we've achieved...

Projects update

➤ AMFCE Promos

AMFCE started the promotion of its members on social media in August / September 2022, running throughout the last 4 months of 2022. More than 50 members were showcased on Facebook and LinkedIn through pictures, videos, personal and professional briefs. A special thank you to all members who participated and to our esteemed collaborator, The Concrete Agency for having assisted in the artwork designs.

The posts are still on our social media pages, so please do not hesitate to go through them again and hit the like and share buttons to encourage our members!

➤ AMFCE Push

The AMFCE Push project has also been completed, with the following resource persons as main contact point:

- ✦ Rima Ramsaran: Mauritius Commercial Bank / Economic Development Board
- ✦ Trinida Chetty: Absa
- ✦ Sita Saminaden: Mauritius Qualifications Authority / Human Resource Development Council
- ✦ Reena Dhanjee: Mauritius Revenue Authority
- ✦ Clara Calou: Mauritius Standards Bureau / SGS
- ✦ Marie France Chamary-Samy: SME Mauritius / Development Bank of Mauritius
- ✦ Veena Moloye: Registrar of Companies
- ✦ Leckrani Soobagrah: Mauritius Tourism Promotion Agency
- ✦ Adila Dioman Moosafeer: Business Mauritius / Ministry of Labour
- ✦ Dr Saddul: FAREI
- ✦ Jenny Pidial: Ministry of Industrial Development, SMEs and Cooperatives

Should you be stuck with bottlenecks at any one of these institutions, please feel free to contact the Secretary, on secretary@amfce.com, and we shall direct your request to the respective resource person, in an attempt to address the problem. Otherwise, any member who has a direct opening in any other Ministry / para-statal body or institution which is relevant for entrepreneurship, please feel free to join this team. Expressions of interest are most welcome.

➤ BWB



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BWB Batch 2 is running through its last phases, as most of the modules have been completed and the mentoring full on. To date, around 70% of mentees have completed their modules and are in the final phases of the mentoring. So we will either meet the positive results of BWB 1 or hopefully, do even better this time with a higher success rate. The Graduation is expected to be held by end of February 2023.

➤ **AWE**



U.S. Embassy Mauritius



AWE START-UP CHALLENGE 2021

AWE Batch 2 is also coming to an end very soon, as the Business Plan is deemed to be ready by mid-February 2023, by which time all the workshops will have been completed, and beyond, which the participants will be actually establishing their businesses. The Graduation is tentatively scheduled for March 2023.

➤ **AMFCE Corporate pictures**

The membership having increased by about 65 additional members in the last 2 years, AMFCE has organized for corporate pictures of all members to be taken, which is to be included in the website. These photo-shoot sessions are being held during members' events and will be closed in January 2023. Looking forward to your attendance at the next photo-shoot scheduled for the 25th January 2023 at the Suffren as from 17:00.

➤ **AMFCE Mobile Application**

Building on the App created in the context of the organization of FCEM 2022, a new Mobile App is currently under process to improve communication with and amongst members. This App will be especially meaningful in the context of the B2B initiatives currently being put in place, to promote business openings between members.

2. What we've done...

AMFCE events

- **Sextortion – Incidence on entrepreneurship and businesses, held on the 4th October 2022 at the Suffren**

A workshop on the critical theme of “**Sextortion**” was organised by the AMFCE in collaboration with Transparency Mauritius. After an hour of deep insight with practical examples illustrating the impact of Sextortion on a global scale, the limitations of the current legal framework in place in Mauritius to protect employees – and entrepreneurs – generally, was broached upon. Deep-sighted discussions on reforms that may be brought to the current system in Mauritius was also raised, highlighting the need for us, AMFCE, to get involved in the fight to prevent sexual abuse at work; definitely food-for-thought for AMFCE’s future initiatives to further the women entrepreneurship cause!

We wholeheartedly thank Transparency Mauritius for its laudable initiative to help us protect ourselves!



- **End of year 2022 Celebrations at the Tamarina Golf Club in glamour and bubbles...**

AMFCE’s End-of-Year party 2022, held on the 19th November 2022 at the Tamarina Golf Club, was knitted around the theme of “The Great Gatsby”. As AMFCE members glamorously added their own exotic touch to the classic ‘Daisy attire’, the event was especially marked by the solo singing-sensation: Stephany Noellis, one of the new additions to the AMFCE family. Amidst the live singing performance, exquisite food, amazing décor, and especially strengthened sisterhood, AMFCE thanked and bid good-bye to 2022, welcoming the New Year 2023 with our heads and fists high!





➤ **AMFCE in Rodrigues – 24th – 28th November 2022**

The AMFCE team of 15 members was in Rodrigues for a short trip in November 2022, in an attempt to trigger the Rodrigues women entrepreneurs' interest to group themselves and mobilize. A quasi-induction session was held on the 25th November, with around 25 women entrepreneurs from the island, and the decision was taken to create AMFCE – Rodrigues axis, which will operate as an offshoot of AMFCE.

And to boost up the sisterhood spirit that AMFCE is so proud of, a whole weekend of work and relaxation, fun and enjoyment was organized with the Rodrigues women entrepreneurs. Amidst the dinners, outings to discover Rodrigues and work sessions, AMFCE has easily mobilized about 20 women entrepreneurs who will now be part of the AMFCE – Rodrigues axis crowd... A really successful initiative indeed!





3. What lies ahead...

AMFCE' s upcoming events –

➤ **Induction of new members & B2B session: 25th January 2023**

With more than 25 new recruits since the last Induction held in 2021, it is high time to get the recent freshers lot inducted into the ins-and-outs of the AMFCE. Established members are most invited to join in, for a refresher...

The session will be topped-up with a follow-up on the previous B2B session, when the foundation of possibilities of collaboration was established, to derive a concrete action plan to further promote possibilities of B2B partnerships.

➤ **BWB / AWE Graduation Ceremony**

As we close both the BWB and AWE batch 2, the Graduation ceremony for both are scheduled for the end of February / beginning of March 2023

➤ **Annual General Meeting**

The AGM for 2023 will be held around the 23th of March 2023, to close the year and pave the way for the next Executive team and the new Presidency....

Watch out for the upcoming events....

Concluding note!

As AMFCE closes a chapter and a new one begins, under a new Presidency and a new Executive team as from the next AGM, our deepest gratitude goes to all those who have made this journey possible, including Past Presidents, Executive members who have joined and left at some point, our sponsors and collaborators, and especially, all our members. And it is with an immense sense of satisfaction and feel-good factor that we end this current term, having successfully completed all the projects at hand, (BWB 1&2, AWE 1&2, FCEM 2022, COMFWB, AMFCE-Rodrigues axis) and constructively created a system and structure that will enable new projects and initiatives to take shape. We can only now wish the very best to the new upcoming team, convinced that they will do even better now that a new set-up has been established.... Cheers to the new AMFCE Executive team!



Alone we are invisible, together we are invincible...