

Newsletter – Sept 2022 Eds

AGENDA:

President' s Message

1. What we've achieved...

Projects update

- **BWB**
- **AWE**
- **AMFCE Promos**
- **AMFCE Push**

2. What we've done...

AMFCE events –

- **Employment Laws for Entrepreneurs**
- **The Relevance of Marketing Communication in Today' s Context**
- **MCB Punch & MCB Juice Pro**
- **Special General Meeting on the Amendments to the Constitution**
- **B2B Session**

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

Upcoming project –

- **FCEM 2022 in Morocco**
- **EOY party in Tamarina**
- **Year-end in Rodrigues**

Concluding note!

President's Message:

Building the future....

2022 has been a very heavy year for AMFCE, amidst the regional meeting and international conference, which brought its lot of accomplishments... However, none of the initiatives channeled beyond our frontiers can be successful if the internal structures is not consolidated; and times and again it becomes vital to focus inwards and strengthen the foundations on which AMFCE is built. And this is what the past 3 months has been about...

Besides the on-going projects and events, AMFCE has been focusing on two important aspects: giving added visibility and increased possibilities of doing business together to its members and re-engineering Rodrigues. Whilst the former has been in the pipeline for long, but constantly delayed because of other priorities (a blessing in disguise as this project becomes more meaningful now that AMFCE has a stronger membership foothold), the latter is the result of 2 years of deliberations and of going to-and-fro with the existing structure in Rodrigues, in an attempt it bring it back to life. Unfortunately, not all initiatives as noble as they can be, reap positive returns; but strength lies in adapting to current realities and making the most of the opportunities they bring.

So letting go of what no longer works is sometimes an inevitable step forward... but at the same time, assessing what went wrong to create new structures on stronger pillars is essential. And bearing this perspective in mind, AMFCE – Rodrigues axis is now taking shape, which will be directly affiliated with AMFCE (hence the choice of name), and will ensure that our initiatives are spread out to our sister island so that both entities come out stronger, together...

In this endeavor, sharing the spirit that makes AMFCE so strong is essential... And the inevitable but important questions cropping up are: how do we export that bonding we are so proud of, to Rodrigues? How do we transmit our sisterhood to an emerging structure, which is made up of new members, in a wholly different environment? Whilst there is no clear-cut answer, role-modeling appears as the light shining at the end of the tunnel...

So together, let's recreate the Association in Rodrigues by showing them the strong metal we are all made of... let's give them social and entrepreneurial goals to lift them up... and let's share with them the pride and the light of the spirit of AMFCE...

Rodrigues, here we come!

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

**Rima Ramsaran
President 2020 - 2023**

1. What we've achieved...

Projects update

➤ Business Without Borders (BWB) – Batch 2 - 2022

BWB has started full swing in July 2022 with a cohort of 60 mentors and 60 mentees, distributed as follows:

Mentees (60)	Mentors (60)
Mauritius: 31	Mauritius: 20
Rodrigues: 9	Reunion island 7
Comoros: 11	Comoros 3
Seychelles: 1	Madagascar 5
Madagascar: 8	India 2
	Australia 5
	UK 4
	France 6
	Monacco 2
	Belgium 2
	Croatia 1
	Italy 1
	Armenia 1

The beauty of BWB is not only the quality of the program but the panoply of mentors that brings in an element of diversity... Participants not only benefit from the training / capacity-building through the 7 modules uploaded on the digital platform Talent learning Management System, but also from the range of exposure to international best practice, via the mentors, that defines growth and global market penetration.

The program is deemed to run for another 3-4 months and will close around February 2023.



BUSINESS WITHOUT BORDERS

Mauritius | Comoros | Madagascar | Seychelles



➤ Academy for Women Entrepreneurs (AWE) – Batch 2

AMFCE is proud to announce that the 1st batch of the Academy for Woman Entrepreneurs (AWE) Startup Challenge, has been completed with a success rate of 96%. Indeed, 24 out of the 25 startups who enrolled for AWE 1 received their Certificates for both the preparation and implementation of the Business Plan. And in order to congratulate this very first cohort, a Graduation ceremony was held at the Caudan Arts Centre in the presence of Andrew Kelly, Ag. Deputy Chief of Mission at the U.S. Embassy in Mauritius and Seychelles, Rima Ramsaran, AMFCE President and Dr Armoogum Parsuramen, GOSK, as Chief Guest.

In his speech, Andrew Kelly, Ag. Deputy Chief of Mission at the U.S. Embassy in Mauritius and Seychelles stated that: “Now, more than ever, we need to empower women to accelerate recovery from this crisis by ensuring that they are provided with access to opportunities to better their lives, their families, and their communities.”



As for our president, Rima Ramsaran emphasized on the fact that AMFCE has had a history of working with established businesses, and AWE, which focuses on start-ups, was just a natural course of event. And if AMFCE wants to remain true to its mission and its value statement, which is to create a culture of entrepreneurship amongst women, AWE becomes an important and inevitable step forward.



The graduation ceremony ended with the participants stealing the show with a pitch-exercise.... Each of them took the floor to present their businesses and entertain the crowd; and the event peaked up with an insight into music therapy, an initiative of one of the graduates, cheering the crowd with an amazing version of "The Lion Sleeps tonight" A proud moment indeed!

Moving forward, the second edition of the Academy for Women Entrepreneurs (AWE 2) is already on, and has evolved with the integration of start-ups from Seychelles as well, in addition to Mauritius and Rodrigues... 30 start-ups will now be hand-held through the journey across AWE 2.



➤ **AMFCE Promos**

Long overdue, the AMFCE Promos has been initiated in August 2022 with the first posts in September 2022. Three members – and their businesses - appear on AMFCE’s social media pages (Facebook and LinkedIn), on Mondays, Wednesdays and Fridays. AMFCE is exceptionally offering a free artwork to those who don't have one, and a corporate picture with the AMFCE banner, which will also feature in our new website.

A special request to please like the posts as and when they appear as an encouragement to members...

[Please share the first 3 posts we did in September 2022](#)

2. What we've done...

AMFCE events

➤ **Employment Laws for Entrepreneurs:**

The legal parameters of doing business in Mauritius remains an area where entrepreneurs always need to be updated about, especially when important changes occur. And AMFCE is always considerate about keeping members aware and sensitized. A session on “Employment Laws for Entrepreneurs” was therefore hosted at the Pink Pigeon Bar at Suffren, on the 26th July 2022, co-chaired by Pooja Lutchmun and Danisha Sornum, both members of AMFCE and barristers at law, to capture the essence of the recent amendments in the Employment Laws.

Going forward, both speakers have committed to share further evolutions in the legal framework as and when they occur...

[PHOTOS to be sent by Sita](#)

➤ **The Relevance of Marketing Communication in today's context:**

The Concrete Agency (TCA) has been one of our proud sponsors for the FCEM International conference held in May 2022, and to further promote a sustained collaboration culture, they have hosted an event on the 4th August 2022 at the Mauritius Gymkhana Club, on "The Relevance of Marketing Communication in today's context". The session focused on the changes that have occurred in today's reality, Covid-oblige, and on the need to be responsive to the market reality in order to survive and ensure resilience.

As a follow-up, TCA is proposing a special package for AMFCE-members, with the services tailor-made to the specificities of each enterprise. 15 members have already signed-up for the services proposed.

PICS MISSING

➤ **MCB Punch and JUICE-Pro:**

MCB has been AMFCE's long-standing partner on various projects, and the collaboration is now taking a new orientation through our direct involvement in each other's respective initiatives. It is in this context that the MCB held a session on MCB Juice Pro on the 4th September at the Hennessy Park Hotel. The session was not only a unilateral presentation of their initiatives but also an insight into the future evolutions in the functionality of the product and responsiveness to entrepreneurs needs.

This session was a follow-up of MCB's presentation of their Punch platform in May 2022, during the international conference.



➤ **Special General Meeting on Amendments to AMFCE's Constitution:**

With a quorum of 55%, consisting of about 45% physically present and the remaining by proxy, the amendments to the Constitution, which was worked upon in 2021, was approved once again in the light of the comments received from the Registrar of Association. This SGM was held on the 4th September at the Hennessy Park Hotel. The said changes should be officialised at the Registrar by end of the 2022.

➤ **B2B session:**

Long overdue, the B2B session was finally carried out on the 4th September at the Hennessy Park Hotel. This session held even more meaning now that the AMFCE crowd is sizeable. 5 categories for internal interactions and networking was identified, namely:

- Building-your-Home
- Consultancy / professional services
- Beauty, Spa and personal care
- Textile / manufacturing
- IT and related services







Subgroups will now be created, based on the identified categories, to help members do business together...

➤ **Recruitment of Shania Saminaden as Administrative Assistant / Liaison Officer for AMFCE:**

With the on-going projects BWB & AWE, and especially FCEM 2022 International Conference, AMFCE had recruited Geraldine Secondis at the beginning of 2022 as Administrative Assistant / Liaison Officer. Geraldine has unfortunately resigned in July 2022 for personal reasons, and has now been replaced by Shania Saminaden.

Warm welcome to Shania in the midst of AMFCE and wishing the very best to Geraldine Secondis in her future initiatives.

3. What lies ahead...

AMFCE events –

➤ **FCEM 2022 in Morocco**

The next FCEM International meeting will be held between the 2nd to the 4th November 2022 in Marrakesh. Registration is already on for those who want to make the trip.

➤ **End-of-year party**

The end-of-year party is scheduled for the 19th November at the Tamarina Golf Club. The theme this year is The Great Gatsby... So get hold of your 'Daisy attire', and let's rock Coco Channel's notion of the rebellious 'garconne' woman....



AMFCE

JOIN US FOR THE AMFCE EOY 2022,

GATSBY



NIGHT



COCKTAIL, DINNER & DANCE

SAT 19TH NOVEMBER 2022

18:30 TO 23:00

TAMARINA GOLF CLUB

TAMARIN BAY, TAMARIN, MAURITIUS

DRESS CODE: GATSBY / RETRO / GLAMOUROUS PREFERABLY

MEMBERS FEE: RS 1250 PER PERSON

SPOUSE / PARTNER FEE: RS 2500 PER PERSON

RSVP BY LATEST 21 ST OF OCTOBER

POOJA MAULLOO ON 5 924 7408
SECRETARY@AMFCE.COM

➤ Year-end ‘en apotheose’ in Rodrigues...

Closely following the end-of-year party, AMFCE has planned a trip to Rodrigues from the 24th to the 28th November 2022. This is being organized in an attempt to revive the Association in Rodrigues, which will most probably take the form of AMFCE-Rodrigues axis, as EFOI-Rodrigues has been completely unresponsive for the past few years. So mixing work with pleasure, and at the same time, role-modeling the new team will be at the basis of this trip, which is seeing the presence of some 15 AMFCE members.

Concluding note!

Events come and go... But what remains is that spirit of sisterhood that defines AMFCE's identity today... And in the moments where events are scarce and AMFCE is able to focus on its members, that bonding becomes all the more palpable... Amidst this momentum, the new members' motivation and keen interest only fuels our energy to attain further heights, this time by re-creating our AMFCE structure in Rodrigues!



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