



Newsletter  
July - December 2024

# Incentives and schemes for entrepreneurs

## WORKSHOP ON INCENTIVES AND SCHEMES FOR ENTREPRENEURS

On 5th July 2024, the SheTrades Mauritius Hub, under the Economic Development Board (EDB), successfully hosted a workshop on Incentives and Schemes for Entrepreneurs. The event, attended by key stakeholders including SME Mauritius, the Development Bank of Mauritius (DBM), and the Mauritius Revenue Authority (MRA), provided valuable insights into the various schemes available to support women-led businesses.

- SME Mauritius presented their range of services, including the Business Transformation Scheme, Technology and Innovation Scheme, and other support programs aimed at helping SMEs grow. They also highlighted the incubation facilities available at Coromandel.
- DBM discussed numerous loan schemes, such as the Women Entrepreneur Loan Scheme, as well as space rental opportunities for businesses in their industrial estates and SME parks.
- MRA offered insights into their online services, including E-Registration and VAT Deferred Payment Schemes, aimed at facilitating business operations.

# Incentives and schemes for entrepreneurs

Mrs. Nirmala Jeetah, Director of Bio Industry & Project Development and SheTrades at the EDB, emphasized the critical role women entrepreneurs play in the economy and encouraged participants to leverage the information shared during the session to expand their businesses. The interactive format allowed for engaging discussions, making the event informative and dynamic. Attendees gained a comprehensive understanding of the support available for SMEs, tailored to women entrepreneurs at different stages of their business journey.

Looking ahead, the SheTrades Mauritius Hub plans to conduct additional capacitybuilding sessions, mentorship programs, and networking events in 2024. These interactive sessions allow for engaging discussions and a deeper understanding of these schemes through questions and answers.

# Economic Development Board



# **Lady Boss: Mental & Physical Playbook**

## **WHERE WE ALL HAD A EUREKA MOMENT!**

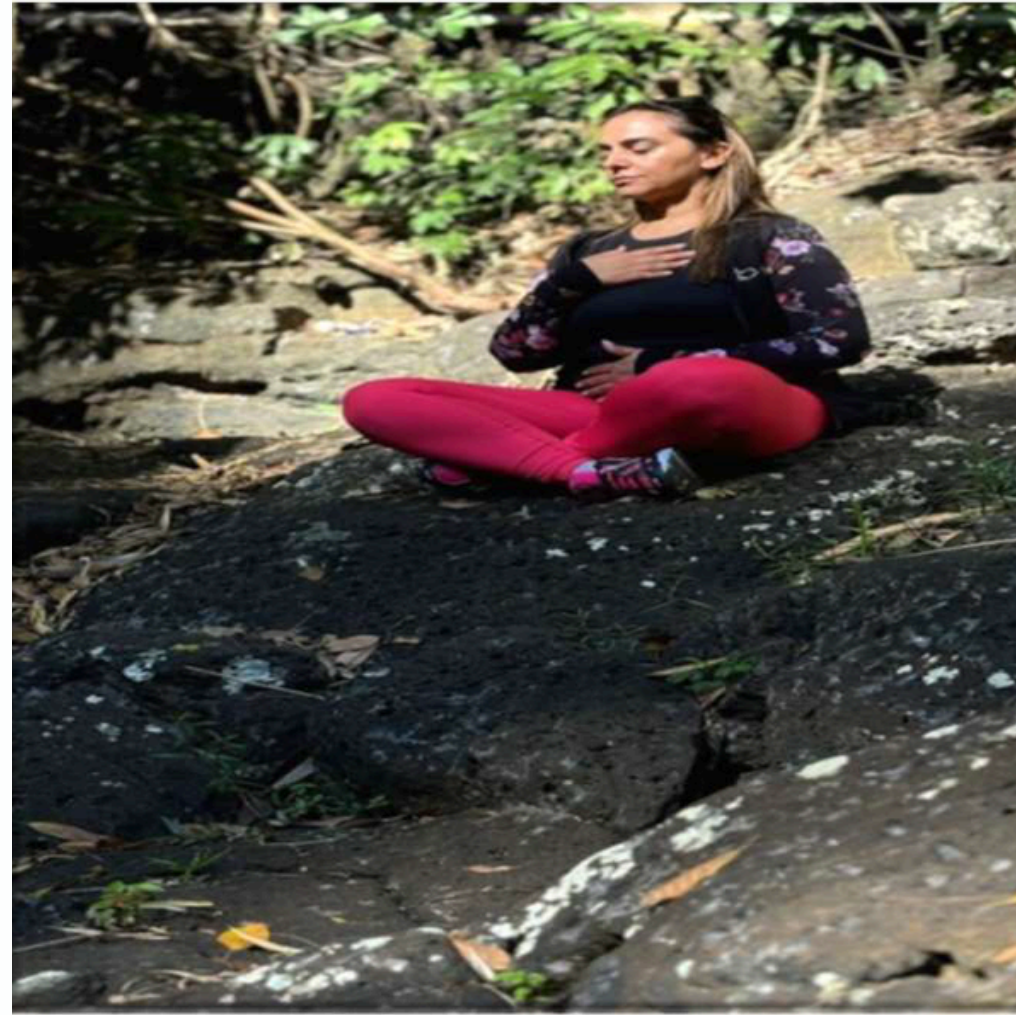
On Saturday, 20th July, bright and early at 9.00 a.m., 25 enthusiastic AMFCE members gathered at the picturesque Maison Eureka in Moka.

With beautiful weather accompanying us and guided by a local expert, the walk was filled with scenic views and the challenge of rocky and muddy paths, making teamwork essential. Step by step, and with many camera-clicks along the way, we reached the stunning waterfall. It was a moment of pure awe, and everyone captured these magical moments.

Our very own member, Pooja Maulloo, then led a peaceful yoga session right by the waterfall. For about 30 minutes, we practiced deep breathing exercises and gentle poses, immersing ourselves in the fresh, calming air. It was a rejuvenating experience that left everyone feeling balanced and refreshed.

As we made our way back, we carried with us a trove of memories, and the return journey was lively, filled with conversations and laughter.

# Eureka Moments!



**Tired of juggling it all?**



**Save the date**  
Saturday 20th July 2024  
9.00 - 12.30

**Boss Lady  
Mental &  
Physical Health  
Playbook**

The key to a healthy life is having a healthy mind

AMFCE

The complex block is a promotional poster for an event. It features a teal header with the AMFCE logo. The main text is in a mix of bold sans-serif and elegant script fonts. An illustration of a woman with multiple arms juggling various items (clock, laptop, briefcase, etc.) is positioned on the left. The bottom of the poster has a teal banner with the event title and date.



# The Session

Back at Eureka House, we gathered for an engaging session on women's health led by Dr. Asha Deelchand. She emphasized the importance of prioritizing health and well-being, and the interactive Q&A session that followed saw active participation from all attendees. Our President, Mrs. Shabnam, expressed our gratitude by presenting Dr. Deelchand with a token of appreciation.

Next, we had the pleasure of listening to our very dynamic member, Sathya Pillay Samoo, a psychologist who discussed “Mental Health for Boss Lady” in the context of current mental health challenges. It was an interactive session, where members crafted stress balls using balloons and flour—a creative and therapeutic activity! Sathya also facilitated a brainstorming session on ways to create a stress-free work environment. Our President once again showed her appreciation by presenting Sathya with a token of gratitude.

Following this, Pooja Maulloo led an indoor yoga session focused on more intense stretching exercises. The energy in the room was palpable, and it left everyone feeling invigorated. A token of thanks was also presented to Pooja by our President.

The event concluded with a light finger buffet and networking session. Members exchanged business cards and enjoyed delicious snacks, including sandwiches, croissants, and the ever-popular gateaux piments. It was a delightful end to a day filled with meaningful connections and shared moments.

# Tranquility and Peaceful Atmosphere

To sum it up, everyone truly had their 'Eureka Moment' at Eureka House!

For those unfamiliar, Eureka House is a historical gem built in 1836 with classic Creole architecture. It is a place where the charm of antique furniture and colonial-era photographs transports you back in time. Surrounded by waterfalls and lush greenery, it offers a tranquil and peaceful atmosphere perfect for relaxation.





# Eureka Moment at Eureka House



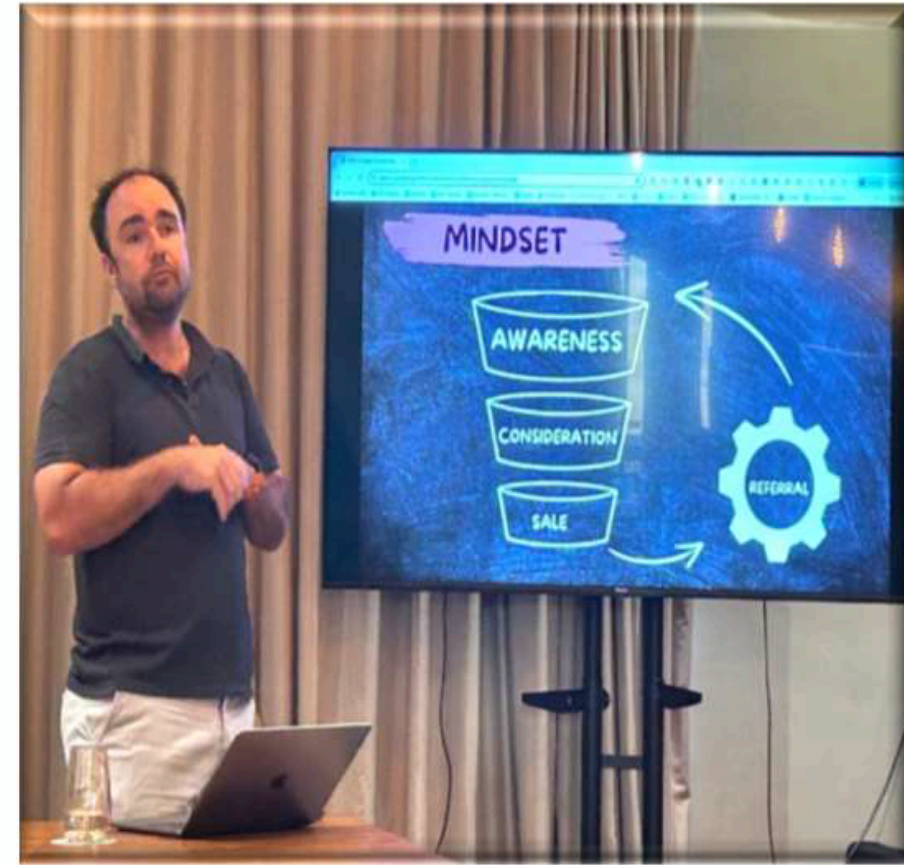
# Digital marketing, AI, and content creation

## EVENT HIGHLIGHTS WITH MR OLIVIER MAMET - DIGITAL MARKETING EXPERT & AI CONSULTANT AND MS EMMANUELLE THERESE - CONTENT CREATION SPECIALIST & ENTREPRENEUR

On 28th August 2024, AMFCE hosted a special event featuring two exceptional speakers, Olivier Mamet and Emmanuelle Therese, who shared their expertise on digital marketing, AI, and content creation at Rooftop Ébène. This event provided members with valuable insights into leveraging technology and creative strategies for business growth.

Olivier Mamet, founder of Chat Whisperer, delivered a compelling session on how businesses can utilize digital marketing and AI solutions to optimize operations and enhance customer engagement. With his extensive experience in the digital landscape, Olivier shared innovative marketing strategies and showcased AI-driven solutions that businesses can implement to streamline processes and boost efficiency. His expertise left the audience with practical tools to navigate the ever-evolving world of digital marketing.

# Event Highlights



# Captivating Audience

Emmanuelle Therese captivated the audience with her 45-minute masterclass on how content creation can scale small businesses. She presented compelling case studies of women entrepreneurs, including her own success stories, who have effectively used content strategies and social media to expand their businesses. Emmanuelle's session offered practical advice and inspiration, equipping attendees with actionable insights to enhance their content creation efforts and drive business growth.

The event was a resounding success, with attendees leaving inspired and equipped with the knowledge to harness digital marketing, AI, and content creation for their own ventures. We are thrilled to see our members empowered by the insights shared and look forward to witnessing the impact of these new strategies in their businesses.



# Digital Marketing and Content Creation

Following the insightful event on digital marketing and content creation held on 28th August 2024, the Special General Meeting (SGM) took place at Rooftop, Ébène. Members gathered to discuss and vote on the proposed amendments to the association's operational guidelines.

The main agenda item was the approval of the Extensions to the Sub-Rules, which build upon the existing 7 clauses to better align with the evolving needs of AMFCE. These extensions were proposed at the request of the Commissioners and Past Presidents, aiming to enhance the structure and effectiveness of the Association in addressing current challenges.

# Highlights

## HIGHLIGHTS OF THE SGM AGENDA:

- **Approval of amendments to 31 December 2023 accounts:** The prior year adjustments on the accounts were approved.
- **Review and Approval of "Extensions to the Sub-Rules":** The extensions, starting from Clause 8, were thoroughly reviewed, and members were invited to provide feedback ahead of the meeting. The amendments included the officialization of key support roles, definition of Active Past Presidents, and guidelines on confidentiality and professionalism within the Executive Committee.
- **Member Participation:** The meeting saw active participation, with discussions focused on how these changes will positively impact the functioning and governance of AMFCE. The extensions were successfully approved, reflecting the collective commitment of the Association to adapt and improve.

# Networking Session

The event concluded with a cocktail networking session, where members continued to engage in meaningful discussions, further strengthening the community spirit of AMFCE.



# 71st FCEM International Congress 2024

AMFCE was proudly represented by President Shabnam Esmael and Past President Rima Ramsaran at the 71st FCEM World Congress, held in Sydney in October 2024 and themed “Connecting the dots: Women Leading Globally”. Shabnam participated in the FCEM World Presidents meeting on the 23rd October 2023, to present AMFCE’s achievements during her Presidency.





# **FCEM Highlights**

The Congress started with a symbolic event hosted by Her Excellency, the Honorable Margaret Beazly AC, AK, Governor of New South Wales at the historic Government House on the 22nd October 2024. This was followed by 3-days of intensive workshops and panel discussions, interspersed with cultural visits; a moment of great international connection and sisterhood. The Congress closed with the usual Gala dinner on the 25th October 2024.

# FCEM Highlights



# FCEM Highlights

## Panel Discussion with Past President Rima Ramsaran

Rima was a panelist in the session: ‘connecting the dots through FCEM’ to showcase AMFCE’s flagship project Business Without Borders.



# AMFCE End Of Year Party

## EOY Party at Villas Caroline

The AMFCE closed the year in style with a Tropical Glam-themed party at Villas Caroline.

About 30 members gathered for an unforgettable evening on the west coast of the island. Members were welcomed on the beach with bubbles, enjoying a relaxed setup with their feet in the sand. The lovely weather and stunning sunset provided the perfect atmosphere for networking and photos!

An excellent buffet dinner followed, and our lively crowd lit up the dance floor, making for a joyous celebration. This end-of-year party was memorable, embodying women's solidarity, camaraderie and fun! It was simply an amazing way to wrap up the year!

## EOY Party at Villas Caroline

# AMFCE End Of Year Party





**Alone We Are Invisible, Together We Are Invincible**