



**ASSOCIATION MAURICIENNE  
DES FEMMES CHEFS D'ENTREPRISES**  
*Affiliated to the Femmes Chefs d'Entreprises Mondiales (FCEM)*

# **GROW. TOGETHER.**

**NEWSLETTER 7 | March 2022**



## President's Message

Yet

another

milestone...

Just like any other organization or association, AMFCE has been navigating through thick and thin during the difficult Covid-circumstances of the past two years. However, difficult times also bring people together in solidarity and unity, and this has proved to be so true: the bonding feels so strong, the sisterhood so palpable, the happiness of meeting up so obvious, that it gives AMFCE the

strength and the motivation to move forward, stronger than ever, despite all odds.

The Covid-period has seen the realization of two very important projects for AMFCE: Business Without Borders (BWB) and Academy for Women Entrepreneurs (AWE). And as we gradually step out of Covid, AMFCE has taken on the challenge of organizing the “Femmes Chefs d’Entreprises Mondiales” (FCEM) World Conference in May 2022. Challenge indeed, as flights are scarce, travel times much longer, spending power much less, fear of travelling still lingering.... And the list goes on....

But amidst this harsh reality, AMFCE’s strength lies in its members. This international conference is seeing the alignment of the old and the new, as both blend together in the drive for excellence and nationalism. FCEM 2022 will be an important milestone for AMFCE and for Mauritius, as we prepare ourselves to showcase, not only Mauritius, but the region as well; not only our local women entrepreneurs but also the women entrepreneurs from the Indian Ocean islands and from eastern and southern African countries. And the collaboration of each and every member counts. Each contribution, each action, each initiative is meaningful. So let’s brace ourselves to embrace this event with open arms, and together let’s proudly make of this international conference in Mauritius a reference for FCEM and for the world...

Together, we can!

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

**Rima Ramsaran**  
**President 2020-2022**

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## **UPCOMING PROJECT**

**FCEM 2022 INTERNATIONAL CONFERENCE**



FCEM International Conference 2022 will be held in Mauritius from the 25<sup>th</sup> to the 27<sup>th</sup> May 2022, around the theme: The Circular economy: Women Entrepreneurs as the Driving Force of Change. The program for the event is as follows:

**Day 1 – 25<sup>th</sup> May 2022:** Closed meeting for FCEM’s Steering Committee / Commissioners

**Day 2 – 26<sup>th</sup> May 2022:** Launching of the FCEM International Conference and signature of an MoU between COMFWB and FCEM, via AMFCE. The launching will be followed by:

- Keynote Address on the Circular Economy and the importance of this concept for women entrepreneurs worldwide
- Panel discussion 1: Sustainability
- Panel discussion 2: Recycling and waste reduction
- Showcasing Circular Economy best practices from around the world

**Day 3 – 27<sup>th</sup> May 2022:** Launching of the Digital Marketplace, followed by

- Interactive B2B sessions
- Planting of a tree by all country Presidents

Beyond the formal sessions, fun-time is also in store, through the themed dinners:

Day 1: “**Sega by the Beach**” at Ile des Deux Cocos

Dress-code: Beach-formal / Mauritian sega outfit with flat shoes / sandals

Day 2: “**African Tribe**” at Heritage Awali, Gold & Wellness Resort in Bel Ombre

Dress code: African safari / coloured floral dress / festive dress code

Day 3: “**The Mauritian Multi-Cultural Diversity**”, Gala Dinner at Le Chateau de

Bel Ombre

Dress code: Creative black tie

Registration is now on for the local participants.

A Mobile application is in the process of being developed to provide on-time information during the FCEM event and to facilitate both the Q&A during the panel discussion on the 26<sup>th</sup> and the B2B session on the 27<sup>th</sup>, a first amidst FCEM!

## PROJECTS UPDATE

### BUSINESS WITHOUT BORDERS (BWB) - RECRUITMENT BATCH 2

With the resounding success of BWB 1, we are happy to announce that the BWB Batch 2 is on. MCB will be our sponsor again and will be covering the digital platform: Talent Learning Management System, the administration part of the project as well as the graduation ceremony. We are targeting 60 mentees and 60 accompanying mentors compared to 50 in previous batch. The recruitment of the 60 mentees is more or less completed; we are currently in the process of recruiting the 60 mentors. Any interest should be communicated to [secretary@amfce.com](mailto:secretary@amfce.com)

BWB 2 is scheduled to start in June 2022, just after the FCEM conference in Mauritius.



# BUSINESS WITHOUT BORDERS

Mauritius | Comoros | Madagascar | Seychelles



## Academy for Women Entrepreneurs (AWE) – Update

The AWE program – batch 1, is coming to an end in May – June 2022. The capacity-building aspect is completed, most handholdees have already received their DreamBuilder Certificates, the contextualization part is also over; the 4 workshops have been successfully carried out. The handholdees are now busy with the operationalization of their Business Plan, with the help of their handholders, and this is maybe the most important aspect of the program. Going forward, a last session will probably be organized with a representative of FCEM from America, to close the program and award the DreamBuilder and the AMFCE Certificate, in a traditional Graduation ceremony. AMFCE is already working on the second batch of AWE, which subject to funding being approved, is scheduled to start in June – July 2022.

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## AMFCE EVENTS





Covid-oblige, AMFCE has not been able to host its annual End-of-year event in 2021... But it's only been postponed and ... remodeled. Indeed, to palliate for this lapse, AMFCE has hosted a beginning-of-year dinner instead. Rather than bid the past year goodbye, we have welcomed the new year on a merry and festive note, at Ocean V, Pereybere on Saturday 5<sup>th</sup> February. It was so good to meet up again after nearly 2 months....

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## **CELEBRATION OF INTERNATIONAL WOMEN'S DAY**

In the context of the International Women's Day, celebrated on the 8th March, AMFCE has tried once again to promote its members. This time, the focus was mostly on the enterprises and their respective products, compiled through a

small video that can still be viewed on:

<https://www.youtube.com/watch?v=qBEEMAIk38>

Here's to strong women.... May we know them... May we be them...

## AGM

Our Annual General Meeting has been held on 9th March 2022 at Hennessy Park Hotel, within the difficult Covid-restrictions, but in very positive ambiance. After the generic and procedural matters, including the Approval of last year's Notes of Meetings, the President's Report, the Accounts for 2021 the Budget for 2022 and the re-appointment of the Auditor, the new Executive team was elected and a special badge ceremony was held, to recognize members who have financially supported AMFCE throughout the projects in 2021 and to welcome new members in the AMFCE family.

### ***The newly elected Executive Committee for the year 2022/23:***

- *Rima RAMSARAN – Elected as President for the year 2022/ 2023*
- *Trinida CHETTY- Vice President*
- *Pooja LUCHMUN MAULLOO- Treasurer*
- *Sita Saminaden -Secretary*
- *Shabnam Esmael -Asst Secretary*
- *Reena DHANJEE -Asst Treasurer*
- *Abdoolakhan Shahannah- Member*
- *Mareachealee Singh Priya Luxmi- Member*
- *Nadine Pierre- Member (EFOI)*

***The Recognition 2021 badge:***

A Recognition Badge 2021 was given to members who have financially supported the association with an amount of Rs 198,500.00 in cash and Rs 35,000 in kind having been given to AMFCE. We thank them for their kind gesture of giving back to the association.

**Recognition for BWB 1 module content creators + speakers:**



- Shabnam Esmael & Vimi Appadoo

**Recognition for AWE:**

- Admin: Sita Saminaden
- Project Management: Rima Ramsaran

**Speakers on workshops:**

- Reena Dhanjee, Pooja Luchmun Maulloo, Bilkiss Jownally & Veena Molye

***Welcoming the new members***

23 new members joined AMFCE in 2021; they were welcomed and presented with their respective members-badges through their sponsors. It is worthy to note that AMFCE proudly counts 80 members as at today.





## PREPARATION OF FCEM 2022

Now that the FCEM 2022 event is well under way, a working session was organised on the 30<sup>th</sup> March 2022 with the members of AMFCE, to harness all the positive energies and get members on-board in the organisation of the event. After a presentation of the program of activities, different working groups have been created to assist in different aspects of the event, securing members' involvement throughout. Thank you to all those who were able to make it at the

event.

A glimpse of our Digital Market place decor:

## ZONE DEVELOPMENT



In the stand for culture category, there will be artworks in displays such as tropical plants to represent nature of Mauritius, montages of different objects such as 'tante bazaar' and 'ravanne' to represent the culture of Mauritius. All of these items and artworks will be manufactured using recycled materials and used objects.



The stand for Art category will have a wall decoras shown in the picture. This artwork will be achieved by reusing empty paint buckets that are left to discard and transforming them into a wall decor as in the picture.

Further decor items in the art section will be different sizes of paint brushes fabricated by recycling used items such as old outdoor brooms, leftover plywoods and pvc sheets.



# ZONE DEVELOPMENT



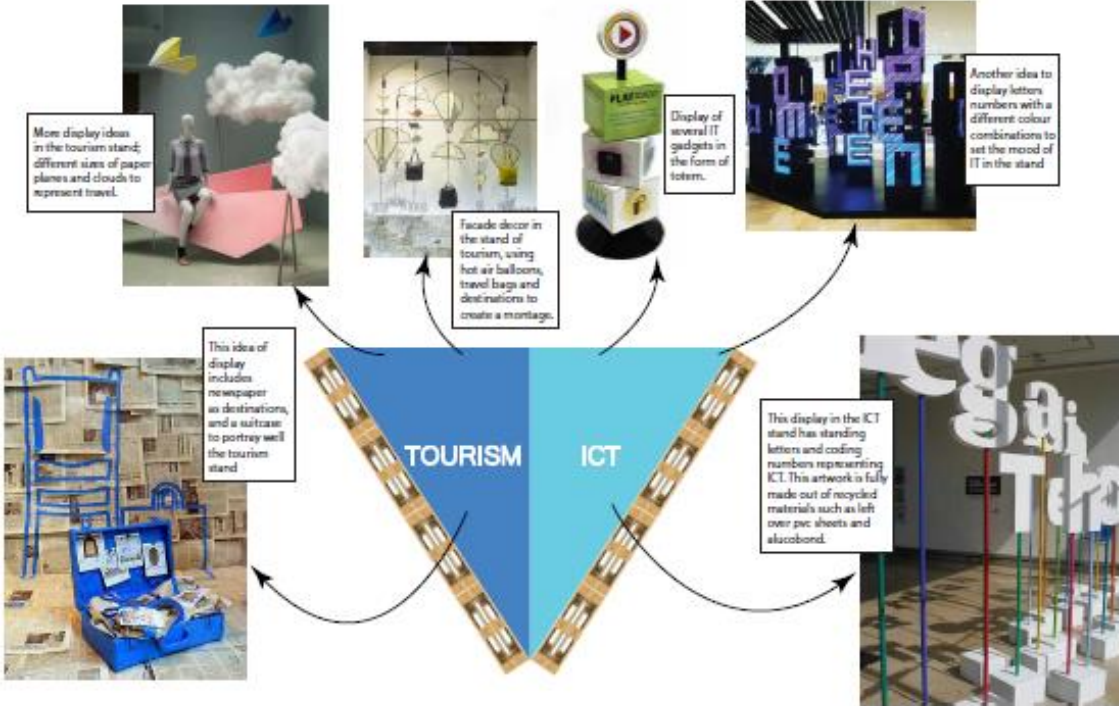
In the stand for services, there will be artworks such as signs and illustrations concerning the types of services that will be exhibited. Colour combinations are used to set the mood of each element.



In the stand of education category there will be displays using old unused books, bulb shapes and unused pencils to represent education



# ZONE DEVELOPMENT



## ZONE DEVELOPMENT



## CONCLUDING NOTE

Whilst we cannot deny the importance of the FCEM 2022 International Conference for AMFCE, this event is today taking shape in a format where the B2B prospects, market penetration and openings, is occupying a major importance in the chain of events. And this is where the event becomes relevant for you, AMFCE members. FCEM 2022 will be a time of learning, of becoming aware of strategies to increase the efficiency and effectiveness of our respective enterprises, but also of networking, of increasing avenues for market development, and of promoting regional and international trade. This is your event, for each and every one of you, and together, we can make it a success not only for AMFCE, but also for our self-development and business-

growth. Looking forward to welcome you in great numbers in FCEM 2022...



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