

## President Message

### *'Change is hard at first, messy in the middle & gorgeous at the end'* by Robin Sharma Unlocking Women Entrepreneurs' potential through Digitalisation

Dear Members,

*A very warm welcome to all women as we enter this new chapter of AMFCE!*

*I would like to extend my gratitude to all AMFCE members for your support & trust in the newly elected executive team who is ready to serve the cause of women entrepreneurs.*

*This year, I would like to explore how women can upscale their businesses by becoming digitally versed.*

*The digital revolution has opened up new opportunities for women entrepreneurs, enabling them to overcome traditional barriers and expand their businesses.*

*Digital tools and platforms can help women pass social barriers and increase access to markets they could not reach physically while having flexible working hours.*

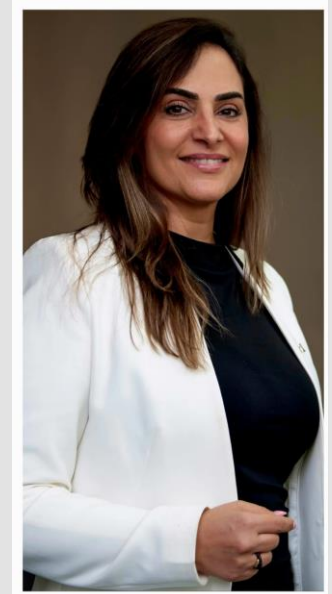
*It can give access to a database, connect with new markets, comply with regulatory requirements, and access to finances and training.*

*AMFCE is taking the leap of faith by re organising its own administration and migrating to the cloud so as to centralise and protect its database.*

*Challenging and tedious task but aligning with the objective of sustainability & contributing to saving the planet one step at a time.*

*Also, our growing association is now composed of much younger women, tech savvy and living a digital life, that in itself is a beautiful opportunity for us all to learn from this new generation as much as we can bring our experience to them.*

*Let's embark together in the women entrepreneur 2.0 area!*



**Shabnam Esmael,  
President AMFCE  
2024-2025**

# What we've done... AMFCE's events

## INSIGHT INTO SME-MAURITIUS'S SCHEMES

2024 started on a very positive note as AMFCE hosted its first event with the SME-Mauritius on the 31st January 2024, at Gold Crest Hotel. Through the SME-Mauritius, the state has provided various schemes for entrepreneurs, directed at business growth. From time to time, AMFCE brings these initiatives to its members, as refreshers....

The informative session on SME support provided valuable insights into the diverse array of opportunities accessible to entrepreneurs and business owners. The session deepened understanding of resources tailored to foster and expedite development, while also showcasing the dynamic ecosystem facilitating business growth. It sparked enthusiasm for potential innovation and expansion within the SME landscape, fostering a desire to delve deeper into these prospects. Members are now invited to register directly with the said institution for assistance.

# Insights into SME- Mauritius's Schemes



# What we've done... AMFCE's events

## ARTIFICIAL INTELLIGENCE (AI), THE CRY OF THE DAY...

As the world embarks on such a prominent breakthrough, which has the power to completely transform and revitalise the economic and financial landscape, businesses have to keep abreast of its revolutionary potential!

Hence on the 28th February 2024, AMFCE held an informative session at Gold Crest hotel, on the essential aspects of AI and its profound impact in shaping the future of business, facilitated by Mr. Julien Guillot-Sestier and Mrs. Jenny Korten. As we probed into the myriad of opportunities, ranging from Chat GPT to virtual and augmented realities, a glimpse of the basics has only triggered our curiosity and thirst for more. And this was just a teaser... AI has indeed opened a Pandora's box, with endless possibilities.

# Artificial Intelligence(AI)



# Pre-Budget Consultations 2024

## PRE-BUDGET CONSULTATIONS 2024

Once again, AMFCE fulfilled its mission in the furtherance of the women's economic empowerment cause, as it sent out its proposals for inclusion in the National Budget exercise. Entrepreneurial constraints faced by women entrepreneurs were brought to attention, and the necessity of re-evaluating access to finance was underlined. Two proposals were highlighted amidst the array of recommendations, namely the importance of workplace equality (in relation to gender screening being faced during employment) and streamlining the process under the foreign labour importation scheme.



# Punch Coffee Club

## PUNCH COFFE CLUB

As the MCB harnesses platforms and avenues to further business networking and growth, AMFCE's long standing collaboration with the most prominent bank on the island yields better and better opportunities... It is amidst that spirit that the MCB hosted the "Punch Coffee Club" on the 25th March 2024 at the MCB Club in Curepipe, bringing together entrepreneurs and business people from different wakes of life to share experiences and connect.

Such gatherings become even more meaningful as our members interact with prospective collaborators beyond the realm of AMFCE, widening up perspectives, which can only enhance our entrepreneurial experience.



# AMFCE AGM 2024

## AMFCE's ANNUAL GENERAL MEETING

The Annual General Meeting was held on the 27<sup>th</sup> March 2024 at the Gold Crest Hotel, followed by a networking cocktail and dinner. The outgoing President Trinida Chetty highlighted the achievements under her mandate and the Treasurer Simi Bhowon presented the financials as well as the budget for 2024. Beyond the customary and formal process, AMFCE thanks the Executive team 2023 for their commitment to the association during the past year as the AGM 2024 saw the election of a new Executive team, constituted as follows:

- **President: Mrs Shabnam Esmael**
- **Vice President: Mrs Pooja Luchmun Maulloo**
- **Secretary: Mrs Prishni Ghoorbin Soodhoo**
- **Treasurer: Mrs Sharda Bhunjun**
- **Assistant Secretary/social media co-ordinator: Mrs Sathya Pillay Samoo**
- **Assistant Treasurer/website & mobile app co-ordinator: Mrs Roomila Roothoorodoo**
- **Events co-ordinator: Mrs Natacha Mudhoo**
- **Newsletter co-ordinator: Mrs Reena Dhanjee**
- **EFOI representative: Mrs Nadine Pierre**
- **Auditor: Mr Jean Max Appanah**



# AMFCE AGM 2024

AMFCE wishes the very best to the newly elected team, and expresses its gratitude to Mr Jean Max Appanah for his unconditional support, spanning over several years now. A few recommendations were also adopted during the AGM, namely:

- the creation of subcommittees to involve more members in the management of AMFCE (although the Executive remains the overarching body),
- the need for a proper follow-up and handing-over process,
- the allocation of members under the different Executives to breed closeness and fluidity of communication, amongst others...



# AMFCE AGM 2024



# MCCI Elections 2024

## MCCI ELECTIONS 2024

AMFCE is proud to share that it has secured its seat on the Board of the MCCI for the next two years. This is a very important avenue for AMFCE to keep abreast of the developments in the business eco-system, and to ensure that AMFCE maintains its lobby and advocacy stance. Heartiest congratulations to AMFCE, thanks to the outgoing President Trinida Chetty and all the best to president Shabnam Esmael for her mandate at the MCCI.



## Networking: SEDA from South Africa

### NETWORKING WITH SEDA FROM SOUTH AFRICA

Building on the Punch Coffee Club experience, AMFCE collaborated with the South African Embassy on a networking session with women business leaders from South Africa, on the 28th March 2024 at Gold Crest Hotel.

Networking is essential for our business growth and expansion as it opens doors to new opportunities, collaborations, and partnerships. And Africa is the burgeoning continent, which holds the promise for economic growth and expansion. Our Mauritian market is small and can be a severe hindrance for business expansion, but Africa opens up a market with unprecedented boundaries for our local entrepreneurs. As such it holds a significant importance in our entrepreneurship journey.

# Networking: SEDA from South Africa



# AMFCE's Projects

## What we've achieved... AMFCE's projects

### Business Without Borders (BWB)

Good news: BWB 3 has been approved by the sponsor, the Mauritius Commercial Bank, and is deemed to kick-start in May / June 2024, spanning over 18 months. The program will see the participation (capacity-building and mentoring) of 60 mentees spread over the Indian Ocean islands, namely Mauritius, Rodrigues, Comoros, Seychelles and Madagascar, as well as an additional component on this third cohort, namely the enterprise diagnosis, directed towards business growth. Call for applications will soon be out and members will be invited to join in, either as recipients – mentees, mentors or consultants.

### Academy for Women Entrepreneurs (AWE)

AMFCE is currently awaiting the confirmation for AWE 3 from the US-Embassy, mainly in relation to the source of funding. For info, AMFCE had tendered for and been awarded the AWE program in 2021 and since then, 2 cohorts have been successfully completed in 2021 and 2022 respectively. AMFCE is the only bidder for AWE 3, which will be initiated once funding is secured.

# Upcoming events

What lies ahead... upcoming events

## AMFCE 2024 INDUCTION

The Induction of the New Executive Committee will take place on Saturday 20<sup>th</sup> April 2024. The members will be updated on Constitution and Subrules of the Association.



*Alone We Are Invisible, Together We Are Invincible*