

Newsletter – Sept 2021 Eds

AGENDA:

1. PRESIDENT'S MESSAGE

2. AMFCE PROJECT – Where we are...

- BUSINESS WITHOUT BORDERS (BWB)
- ACADEMY FOR WOMEN ENTREPRENEURS (AWE)

3. AMFCE EVENTS – What we've done...

4. AMFCE Foothold – What's coming up...

- AMFCE PROMOS
- THE AMFCE-PUSH

5. SAVE-THE-DATE

1. PRESIDENT'S MESSAGE

The re-opening of our frontiers – A harbinger of hope and a promise for a better future...

After being cut-off from the world for more than 18 months, with dramatic consequences on our tourism industry and our economy in general, Mauritius is back... Back to welcoming tourists, to hotels burgeoning with life, to its beaches being inundated with joyful people. Even though the threat of the Covid still looms dangerously in the backdrop, renewed hope and the promise of a better future fuels all our positive energy into re-construction and new beginnings...

AMFCE follows suit.... The last few months have focused a lot on "Induction",

- Of the new Executive team into the fundamentals of good governance and guiding principles that makes AMFCE what it is today
- Of 'freshers' into the activities, mission and values of AMFCE
- Of a new team of 'start-ups in their first steps into entrepreneurship (through AWE)...

Through such an extensive induction process, AMFCE has set very strong foundations for both its projects and its members to flourish and grow to attain greater heights. And the coming months will only ensure that the strong foothold yields very positive results. So watch-out for an interesting upcoming events, informative sessions and activities for a social cause, to further bond our members in the spirit of sisterhood that we are so proud of...

And as we close the 1st cohort of the BWB program, after an incredible year filled with amazing experiences, it's not only time for self-assessment and evaluation but also for celebrating success and closure. But, as in life, when one door closes, another one opens.... AMFCE is also actively preparing itself to launch the Academy for Women Entrepreneurs as well as the 2nd batch of Business Without Borders. This sets the scene for a beautiful future as AMFCE affirms itself, not only for its members (through its events and subcommittees), but also for the Mauritian economy (by fostering a culture of entrepreneurship through AWE) and for the region (empowerment of women entrepreneurs in the Indian Ocean through BWB), with the promise of being a role model for FCEM, by exposing and possibly, spreading its projects to the world...

2. AMFCE PROJECTS - UPDATE

BUSINESS WITHOUT BORDERS (BWB)

AMFCE has reached the end of its first cohort of BWB and is actively preparing itself for the Graduation, tentatively scheduled for end of November 2021. Amidst the gloomy Covid background and the closure of our frontiers, the BWB project, which has a regional and global outreach, has been able to overcome stumbling blocks by embracing new opportunities and avenues (mainly through digitalisation), and proudly ends with a resounding success rate of 70%. Unfortunately, there has been some dropouts and some business closures, but amidst amazing resilience and growth for the majority of mentees.

And it is with a lot of enthusiasm and buzz that AMFCE closes BWB 2020-21 program through a series of Webinars, designed to reinforce and spread the knowledge gained, to entrepreneurs looking for tips to grow their business, refine their strategic thinking and strengthen leadership skills.

The 1st Webinar was held on Thursday 26 August 2021 with the theme:

« Maîtriser la gestion financière pour créer une entreprise solide ». Rima Ramsaran, President of AMFCE acted as moderator. And joining her were:

- **Joanna Curpanen**, Director of Furniture Elegancy & Interior Design Ltd
- **Reena Dhanjee**, Partner in Dhanjee & Associates
- **Harry Coolen**, Director, SME Banking - MCB Ltd

WEBINAIRE : 26.08.21 @ 3.00 PM - 4.00 PM

**ENTREPRENEURIAT FÉMININ
MAÎTRISER LA GESTION FINANCIÈRE
POUR CRÉER UNE ENTREPRISE SOLIDE**

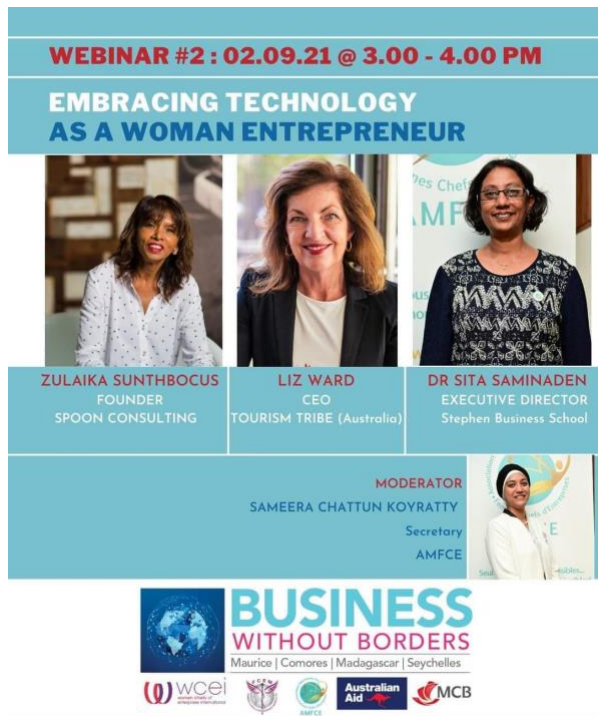
 JOANNA CURPANEN Directrice générale Furniture Elegancy & Interior Design Ltd	 REENA DHANJEE Directrice générale Dhanjee Associates Ltd	 HARRY COOLEN Directeur SME Banking - MCB Ltd
MODÉRATRICE RIMA RAMASARAN Présidente AMFCE		

BUSINESS WITHOUT BORDERS
Maurice | Comores | Madagascar | Seychelles

WCEI | AMFCE | Australian Aid | MCB

The 2nd Webinar was scheduled on Thursday 02 September 2021 and focused on: “Embracing Technology as a Woman Entrepreneur”. This Webinar was moderated by Sameera Chattun, Secretary of AMFCE, accompanied by

- **Zulaika Sunthbocus**, Founder of Spoon Consulting
- **Liz Ward**, CEO of Tourism Tribe (Australia)
- **Dr Sita Saminaden**, Executive Director of Stephen Business School.



WEBINAR #2 : 02.09.21 @ 3.00 - 4.00 PM

**EMBRACING TECHNOLOGY
AS A WOMAN ENTREPRENEUR**

ZULAIKA SUNTHBOCUS
FOUNDER
SPOON CONSULTING

LIZ WARD
CEO
TOURISM TRIBE (Australia)

DR SITA SAMINADEN
EXECUTIVE DIRECTOR
Stephen Business School

MODERATOR
SAMEERA CHATTUN KOYRATTY
Secretary
AMFCE

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wcei **AMFCE** **Australian Aid** **MCB**

The 3rd Webinar on Thursday 09 September 2021, was entitled “Leadership for a Purpose”, with Karen Yvon, member of the AMFCE Executive Committee as Moderator and

- **Lillka Cuttaree**, MPA Harvard, Sciences Po, Director of KIP Center for Leadership
- **H.E. Dr Kate O’Shaughnessy**, High Commissioner of Australia to Mauritius
- **Pooja Luchmun Maulloo**, Barrister-At-Law

WEBINAR #3 : 09.09.21 @ 3.00 - 4.00 PM

**LEADERSHIP AS A PURPOSE
A PRACTICAL APPROACH**



**LILLKA
CUTTAREE**
DIRECTOR
Kip Center for Leadership



**Her Excellency
DR K. O'SHAUGHNESSY**
HIGH COMMISSIONER
of Australia to Mauritius



**POOJA
LUCHMUN MAULLOO**
BARRISTER-AT-LAW

MODERATOR

KAREN YVON

Executive Committee Member
AMFCE



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The 4th and last Webinar, held on Thursday 23 September 2021 was themed “La réflexion stratégique, ce levier si essentiel dans la croissance de nos entreprises ». Aline Wong, Commissioner for Femmes Chefs d’Entreprises Mondiales (FCEM) and Past President of AMFCE chaired this webinar and brought together a high-calibre panel, including:

- **Bertrand Lazare**, program mentor and Director of Operation (France), strategic executive coach,
- **Marie-Christine Oghly**, President of the FCEM, &
- **Stéphanie Ng Tseung**, Head of Cards at MCB.

RÉFLEXION STRATÉGIQUE : UN LEVIER ESSENTIEL POUR RÉUSSIR



**BERTRAND
LAZARE**
PRÉSIDENT
Opération
(France)



**MARIE-CHRISTINE
OGHLY**
PRÉSIDENTE
Femmes Chefs d'Entreprises
Mondiales (France)



**STEPHANIE
NG TSEUNG**
HEAD OF CARDS
MCB
(Ile Maurice)

MODÉRATRICE

ALINE WONG

Commissaire

FEMMES CHEFS D'ENTREPRISES MONDIALES



BUSINESS
WITHOUT BORDERS

The series of Webinars ended with an Exposé of the outcome and experiences from BWB 1, by the AMFCE President 2020-2021 Rima Ramsaran. The concrete results achieved, facts and data were shared, reinforced with “témoignages” from Diane Tompson, the Regional Commissioner for FCEM and main collaborator on BWB and Hilde Haneuse, one of the drivers of the team of international mentors, amongst others...

Coming up, is a series of podcasts and the Graduation of BWB Batch 1, 2020-2021. This will be followed by a new intake of BWB 2 -2022

ACADEMY FOR WOMEN ENTREPRENEURS (AWE)

In addition to BWB, AMFCE is bracing itself for its second flagship project: The Academy for Women Entrepreneurs. As we complete the Induction sessions of both handholders and handholdees on the program, we are now getting ready for the official launching on the 28th October 2021.

Handholdees Induction held on the 23rd September 2021:

Apprising handholdees to the requirements of the program, sharing tips about the digital platform, inspiring the start-ups to take the leap, these were some of the main lines along which the Induction of the handholdees / start-ups was oriented, very pertinent to pave the way forward....



Handholders Induction was carried out on the 1st October 2021:

Aligning expectations and ensuring that the handholders are clear about the purpose and direction of the program, was the main locus of the Handholders Induction. Interestingly, a lot of suggestions and proposals were made to further improve on the program, most of which will be definitely taken on board.



Save-the-date for the launching ceremony scheduled for the 28th October 2021 from 09:00-12:00 at the Caudan Arts Centre

3. Stepping out of the lockdown mode 2.0: Events held

27 July 2021 - SGM and AGM

After a long wait, we were finally able to carry out our Special General Meeting (SGM) and Annual General Meeting (AGM) on the 27th July 2021 at Ebony 1, Henessy Park Hotel.

The SGM was held to adopt the Constitutional Amendments and the Sub-Rules 2021, to guide the day-to-day running of AMFCE. Commissioner Aline Wong also took the floor to explain the challenges of the previous 'replacement' year 2020.

After having ascertained that the required quorum was present from 36 present, 4 proxies and 2 on Zoom out of 57 members, the AGM was declared open at 17.30. The President Rima Ramsaran welcomed the members and presented her report, highlighting the progress on the current projects at hand (BWB & AWE), the concrete achievements, the strategies to increase membership, boost up members involvements, and increase visibility.

All matters pertaining to the agenda of the day were successfully carried out.

The candidates for the 2021/2022 Executive Committee were elected under the presidency of Rima Ramsaran. The committee was made up as follows:

Rima Ramsaran	- President
Trinida Chetty	- Vice President
Pooja Luchmun Maulloo	- Treasurer
Sameera Koyratty	- Secretary
Sita Saminaden	- Assistant Secretary
Reena Dhanjee	- Assistant Treasurer
Zulaika Sunthbocus	- Member
Karen Yvon	- Member
EFOI - Rosy Felix	- Member

MD Jean Max Appanah was re-elected as auditor for the forthcoming year.

The AGM ended with the Badge Ceremony, spearheading an era of increased belongingness and sisterhood, as members proudly wore their badges during the traditional cocktail / dinner. Badges were awarded to

- New members, by their respective sponsors
- Existing members, by the Past Presidents present
- Past Presidents, by their respective Immediate Past Presidents
- Executive members, specifying the post held, which would be passed on to the new generation of Executive Committee Members as and when required.

The AGM ended with the Annual Dinner, held in a most cordial and friendly atmosphere.



14 August 2021 - INDUCTION SESSION FOR NEWLY ELECTED EXECUTIVE COMMITTEE

2021-2022 promises to be a year filled with events and projects. In order to be on the same wavelength, an Induction of the new Executive was carried out, to assign roles and responsibilities and ensure that expectations are clear. Past Presidents, as guardians of AMFCE, played a very active role in this Induction to ensure that they are passing on the torch to a responsible and responsabilised team...



24 August 2021 - INDUCTION SESSION FOR NEW MEMBERS

When the old and the new converge... &
when past presidents and existing members welcome the freshers with open arms!

This long-awaited initiative of AMFCE sets the tone for the proper integration of new members to the ins-and-outs, principles and values of the Association. This first induction also served as a 'refresher' for existing members to align / re-align themselves with the general direction and orientation of AMFCE.

The President Rima Ramsaran welcomed the new members and gave them the opportunity to introduce themselves and their respective businesses. At the same time, the 'freshers' were able to voice out their expectations whilst joining the association. Past President Vimi Appadoo and past Executive member Shabnam Esmael gave an interesting insight into the Dos and Don'ts of AMFCE, whilst Past President / Commissioner Patricia Day-Hookoomsing laid a lot of emphasis on the Rules and SubRules, highlighting the importance of adhering to them to the letter.

Far from being shy or quiet, the 'army' of new members pledged to contribute to bring AMFCE to much greater height.... Promising days ahead, indeed!!!

Join us through these pictures commemorating this event...



A big thank you to the subcommittee who worked on the Induction Pack, including Past President Leckrani Soobagrah, Patricia Day-Hookoomsing, Vimi Appadoo and Marie France Chamary-Samy, as well as Past Executive member Shabnam Esmael, and chaired by President Rima Ramsaran.

18 September 2021 - PAMPER OURSELVES WITH SWAROVSKI

Back with a boom, AMFCE is always finding innovative ways to entertain its members. Post Covid-19 has brought a notable change in the mindset of people, such as “live one day at a time” and “make the most of your time”. And it is in such a mood that this event was especially organized to “pamper ourselves” in the true spirit of the “Work hard, Play hard” motto.

As pockets were being dried-up and spouses’ credit cards were crying for help, the pampering ended up with a small networking / **Food Tasting at (Café) Paul.**



4. AMFCE FOOTHOLD – watch out for this new space...

In its endeavor to better support its members, especially in this era of growth and reconstruction, AMFCE is forever trying to find innovative ways and means to add value and boost up the entrepreneurship spirit....

THE AMFCE PROMOS

To improve on the visibility of its members and their businesses / products, AMFCE will be launching a social media promotional campaign on LinkedIn and Facebook. The sub-committee for "**AMFCE Promos**", chaired by Sameera Koyratty, has therefore been set-up to work on the modalities of this initiative and make this a reality for AMFCE.

THE AMFCE PUSH

Working with institutions always has its bureaucratic constraints and red-tapeism. The AMFCE-Push therefore comes as a breather, to try to expedite matters and reduce dead-ends. Dedicated liaison officers, under the chairmanship of Rima Ramsaran, will be earmarked within AMFCE to assist members whenever they are facing deadlocks with respect to identified institutions.

Upcoming events / activities:

Save-the-date:

- **"Contribution Sociale Generalisee – The Challenges Ahead"** on the 19th October 2021: better understanding this new policy is a must for us, entrepreneurs
- **Launching of AWE** on the 28th October 2021, setting the foundation stone of a year-long project for AMFCE, and for which, AMFCE need the maximum contribution of members
- **Margaret Fund Raising** – November 2021, to honour the memory of our dear Past President Margaret Pan Sin
- **Graduation of BWB – Batch 1** – November 2021, to celebrate the achievement of an important milestone for AMFCE
- **End-of-year party** – December 2021, our traditional 'letting-our-hair-down' moment....



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