



**INTERGOVERNMENTAL INSTITUTION FOR THE USE OF MICRO-ALGAE SPIRULINA AGAINST MALNUTRITION**  
**INTERGOVERNMENTAL OBSERVER TO THE UNITED NATIONS ECONOMIC AND SOCIAL COUNCIL**

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**“There are people in the world so hungry that God cannot appear to them except in the form of bread”**  
**Il y a des gens dans le monde qui sont si affamés que Dieu ne peut leur apparaître que sous la forme d'un pain.”**  
**Mahatma Gandhi**

## **IIMSAM OFFICIAL NEWS CIRCULAR DECEMBER 2011**

*For Immediate Release*

**IIMSAM’S SENIOR DELEGATION IS GREETED WARMLY BY PRESIDENT MICHEL JOSEPH MARTELLY OF THE REPUBLIC OF HAITI AS IT JOINS THE IIMSAM FAMILY OF MEMBER STATES IN THE FIGHT AGAINST SEVERE HUNGER, ACUTE POVERTY AND MALNUTRITION.**



Official IIMSAM Pictures/First-Row Left to Rt: **President Martelly** with IIMSAM Senior Delegation Member: **Head of Delegation. Amb. Shariar G. Rahimi**, Chief of Protocol. **Mrs. Emma Hallberg Jebara**, Senior Field Programme Director. **Mr. Harald Schlegel** (3<sup>rd</sup> pict on rt in background) Senior Adviser of the IIMSAM S.G. for Strategic Partnerships. (On the left) **Mr. Ernest Jean Baptiste**, IIMSAM Sp. Envoy to the Office of the President. **Mr. Achim Senft**, ASG CEO, IIMSAM Strategic Partner.



IIMSAM Official Pictures 2<sup>nd</sup> Row from Left to Rt: **President Martelly** with **Mrs. Emma H. Jebara**, IIMSAM’s Senior Field Programme Director. Middle Pict: **Mr. Harald Schlegel**, IIMSAM’s Senior Sp. Adviser on Strategic Partnerships. UNDPs Representatives: **Ugo.blanco**, **Ahmad.Kassem**. IIMSAM’s Amb. Chief of Protocol and Head of Sr. Delegation to Haiti, **Shariar G. Rahimi**, **Mrs. E.H. Jebara Sr.** Field Director, **Mr. Noel Miller** Sp. Adviser of SG on Campmaradona/IIMSAM. **Mr. Achim Senft**, ASG Strategic Partner of IIMSAM. 3<sup>rd</sup> pict: IIMSAM Delegation during press conference.



IIMSAM’s Official Pictures: Left. **Amb. S. Rahimi** with future **CAMPMARADONA Kids**. M.P. IIMSAM Official Sr. Delegation/Rt: with future **CAMPMARADONA Kids**.

**(IIMSAM HEADQUARTERS, NEW YORK., N.Y. 10017)**

IIMSAM realising its commitments to the peoples of the world especially the ones in emergency situations has been playing a proactive role to provide humanitarian relief. The Secretary General of IIMSAM Senior Delegation to the Republic of Haiti led by **H.E. Amb. Shariar Rahimi, Chief of Protocol and Administrative Affairs, Sr. Field Programme Director Mrs. Emma Hallberg Jebara, Sr. Special Adviser for Strategic Partnerships Mr. Harald Schlegel and Sr. Special Adviser Mr. Noel Miller** visited the Honourable President of Haiti Michel Joseph Martelly who greeted the IIMSAM Senior Delegation very warmly. President Martelly was honoured to received our delegation and was very eager to continue to assist IIMSAM Institutional Development in Haiti and in particular the distribution of Spirulina Nutritional Supplement to the needy population of Haiti the children, the physically disabled, the earthquake victims and the acute malnourished. **H.E. Amb Rahimi** delivered the best regards on behalf of the Secretary General of IIMSAM **H.E. Remigio Maradona** and congratulated the President for his recent victory as Haiti's new President. The S.G. of IIMSAM sent him a letter shedding light on the humanitarian efforts of IIMSAM and also explained the importance of Spirulina as a food and the mandate of IIMSAM to make the Spirulina as a key-driver to eradicate severe malnutrition. The President welcomed and invited IIMSAM to establish an office in Haiti and to have a permanent presence there, and he mentioned that his administration will cooperate fully in supports all the efforts of fighting against malnutrition by IIMSAM in Haiti.

**Head of the IIMSAM Senior Delegation Amb. Rahimi** handed the President over the treaty and the draft of the Diplomatic Adhesion letter to establish logistical support to carry out a ***Modus Operandi*** that would allow IIMSAM to set its footprints in Haiti which shall play a crucial role to mitigate the sufferings of the earthquake victims, the disabled, the sick, women and children; and would play a significant role to provide the Spirulina for the whole island. **Amb. Rahimi** also presented President Martelly on behalf of the Secretary General of IIMSAM **Amb. Maradona** and IIMSAM's Goodwill Ambassador **Diego Maradona** an *Autographed Argentina Football Jersey* as a small token of appreciation since the President is a great football fan.



**IIMSAM's Secretary General H.E. Remigio Maradona, stated-** *"On behalf of IIMSAM, I take this opportunity to extend my gratitude to the President of the Republic of Haiti H.E. Martelly and its Cabinet Members for their warm welcome they extended to our senior delegation and their amasing willingness to cooperate in support of IIMSAM's Mandate...and for giving IIMSAM an opportunity to help the Haitian People by allowing us to provide Spirulina to the needed and the malnourished...IIMSAM is ready to provide the necessary humanitarian support and I will do everything in our powers to seek alternative funding sources for a massive spirulina distribution programme similar to what we have done in Chiapas Mexico providing spirulina to **300,000 monthly recipients** which has reduced the malnutrition indexes in the State of Chiapas by **2.8% of the local population**...IIMSAM's relief efforts whether in **Sichuan Province of China, Kisumu in Kenya, Aguascalientes, Chiapas, Mexico, Somalia, Gaza, India, Haiti-2010** and now hopefully a permanent programme in Haiti are a proof of our unstinted commitment to serve the humankind...It is also an opportunity for the international development community to learn from the experiences of IIMSAM so that world can be made a better place for all by sheer goodwill. Without beaurocratic mayhem that has held Haiti's Nation Building to be stifled for months while the people suffer...**I will move heaven and earth to find alternative financial and logistical resources for Haiti that will delivered concrete deeds to the people of Haiti with the support of its visionary leader and a man of the people President Martelly**" together we shall make the children of Haiti happy aqain allowing them to enjoy their childhood as most of us did!"*

**IIMSAM EMERGENCY RELIEF & TRAJECTORY IN HAITI 2010:**



IIMSAM's Goodwill Ambassador Diego Maradona at the time National Team Coach organises friendly benefit game; despite Argentina's win 4-0 over Haiti 5<sup>th</sup> May 2010 in Argentina. IIMSAM's Secretary-General Remigio Maradona Commented: **"there are no winners and losers in the iimsam family. the Haitian peoples are the only winners."** A Percentage of game revenues were giving to the Haitian Fund.

See pictures below: IIMSAM-IMAP moved immediately to help the victims of the earthquake which struck Haiti by adopting a fast-track ***"primary emergency Team of Medical Experts"*** for immediate relief activities which are

working with partner hospitals and are doing an outstanding job in treating patients, providing medical equipment, medicines, water etc.



See Pictures below: IIMSAM Secretary General's Official Fact-Finding Mission October 2010  
Led by Mrs. Emma Hallberg Jebara, Senior Field Programme Director.



Official IIMSAM Photos: From Lt to Rt: IIMSAM Official delegation Sp. Adviser N. Miller, French Youth Delegate Ms. A. Bonvalot together with Camp General Manager Mr. Luckner and IIMSAM's Director of field operations Ms. Emma Hallberg. Ms. Bonvalot together with Mr. Luckner and Mr. Courtland Reeves.



People lining up outside the Camp Clinic to be received by the Camp's only nurse. Bottom right: IIMSAM delegation Camp nurse trying to accommodate pregnant mothers and children. Until recently, the Non-Governmental organization "World Vision" *has been providing high protein supplements, however today this program has stopped due to lack of funds*. Ms. Bonvalot together with Mr. Miller, Mr. Reeves while visiting the school (OPEPB). Bottom right: Some school buildings are still in place and will be used.



Official visit to Camp Delmas 33 Cineas. Bottom right: IIMSAM Official delegation together with Camp General Manager Mr. Luckner. From the left: IIMSAM Adviser Mr. Noel Miller, Mr. Bobby Duval, IIMSAM Director of Field Operations Ms. Emma Hallberg, IIMSAM Youth Delegate Ms. Alexandra Bonvalot. IIMSAM delegation meeting with Ralph Lapointe of the city of Ganthier (second to the left)



## IIMSAM AT A GLANCE:

Accredited as an **Inter-governmental Observer** to the United Nations Economic and Social Council (**Under ECOSOC Resolution 212/2003 5th of March 2003**). IIMSAM is an **Autonomous Inter-Governmental Treaty Organisation** mandated by an International Convention Agreement to disseminate Spirulina as an instrument in fighting severe malnutrition worldwide. IIMSAM is registered under the **United Nations Treaty Series No. 37542-37543, dated 12th**

**June 2001; in accordance with the Article 102 of the Charter of the United Nations.** IIMSAM has Regional Hub Offices: In Mexico, Uruguay, UAE and maintains its Headquarters in New York, U.S.A.

IIMSAM is also an ***Intergovernmental Treaty Organisation Observer*** in MERCOSUR/Mercosul (Spanish: *Mercado Común del Sur*, Portuguese: *Mercado Comum do Sul*, Guarani: *Ñemby Ñemuha*, English: *Common Southern Market*) is an economic and political agreement among **Argentina, Brazil, Paraguay and Uruguay, Venezuela.**

Currently the following countries have associate member status: **Bolivia, Chile, Colombia, Ecuador and Peru**  
Founded in 1991 by the Treaty of Asunción, which was later amended and updated by the 1994 Treaty of Ouro Preto. Its purpose is to promote free trade and the fluid movement of goods, people, and currency. The official languages are Portuguese, Guaraní and Spanish.

**OVER 1.5 MILLION BENEFICIARIES HAVE BEEN SERVED UNDER THE IIMSAM SPIRULINA DISTRIBUTION PROGRAMMES ACROSS THE WORLD IN THE FIGHT AGAINST ACUTE MALNUTRITION AND HUNGER: U.N.-MDGs #1**

IIMSAM recognizes that hunger and malnutrition are a major impediment to sustainable development, and reaffirming that reducing hunger is a **primary target** of the **United Nations Millennium Development Goals #1.**

IIMSAM also takes part in **Emergency Relief Efforts Worldwide** and has "***His Royal Highness Sheikh Zayed Bin Sultan Al Nahyan Spirulina Feeding Centre***" in Kisumu, Kenya which has **saved thousands of deprived lives** suffering from malnutrition and other illnesses since its inception in 2009.

IIMSAM and its **Strategic Partner the Government of the State of Chiapas, Mexico** have implemented a first of its kind **Statewide Official Spirulina Food Fortifying Nutritional Programme** with a monthly outreach of almost **300,000 deprived persons** who benefit from ***Spirulina*** nutritional values since May 2011.

**IIMSAM has conducted Emergency Rescue Missions with its Strategic-Partners:** In **(2011 Somalia), (2010-Haiti) (2008-China).**

IIMSAM also conducted **Heath Spirulina Clinics Awareness Seminars:** In **2009-10-11 (Kenya) (2011-India,) (2010-11/Mexico,) (2008 U.N. Headquarters in N.Y. USA. (Sponsored by the Permanent Mission of Argentina to the United Nations.)**

**IIMSAM Has its Principal Extraordinaire Goodwill Ambassadors** (*Ruling Royal Families Members in GCC Region*): H.R.H. ***Shaikha Roda Bint Zayed Al Nahyan,*** (U.A.E.) H.R.H. ***Princess Basma Bint Talal*** (Jordan) & H.R.H. ***Sheikha Fariha Al-Ahmed Al-Jaber Al-Sabah*** (Kuwait).

**Selected Goodwill Ambassadors across the world:** ***Mama Sara Obama & Saidi Obama*** in the Republic of Kenya Respective Grandmother and Uncle of U.S. President ***Barack Obama,*** Football Legend from Argentina ***Diego Armando Maradona,*** Presently Head Coach of Al Wals F.C. (Dubai), ***Carolina Herrera*** Iconic Fashion Designer U.S./Venezuela, Singing GCC Icon, ***Hussain Al Jassmi, Ahmed Al Rayaysa*** Emerati/GCC Icon Fashion Designer, ***Elissa*** Lebanon, Singing Icon, ***Monica Seles,*** U.S./Serbia Int'l-Tennis Icon, ***Emmanuel*** Legendary Singing Icon from Mexico.

**Prominent VIP Personalities:** Such as ***Dr. Adolfo Pérez Esquivel,***(Argentina) Nobel Peace Prize Recipient 1980, ***Mr. Tushar Gandhi,*** (India) Peace Activist (*Great-Grandson of the Legendary Mahatma Gandhi*) and others from all walks of life who have contributed in the Institutional Development of IIMSAM.

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***Support IIMSAM Support LIFE!***  
***Soutenez IIMSAM Soutenez LA VIE!***

***¡Apoya IIMSAM Apoya Vida!***  
***أدعم مركز IIMSAM أدمع الحياة***

[www.iimsam.org](http://www.iimsam.org)