



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”

"Hay personas en el mundo tan hambrientas que Dios no puede parecerles a ellos, salvo en la forma de pan"

“Gandhi una volta disse: ci sono persone nel mondo così affamate che Dio può apparire a loro solo in forma di pane “

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."

"هناك كثير من البشر يتضورون جوعا في العالم، حتى إن رحمة الله لا يمكن أن تظهر لهم إلا في شكل خبز"

Mahatma Gandhi

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ON UNITED NATIONS WORLD FOOD & U.N. DAY, UNDP/UN DEVELOPMENT PROGRAMME RESIDENT REPRESENTATIVE IN MEXICO, **MR. MAGDY MARTINEZ-SOLIMAN**, PRAISES THE IIMSAM SPIRULINA PROGRAMME DURING HIS OFFICIAL VISIT TO SEE THE IIMSAM-SPIRULINA MIRACLE OF CHIAPAS WITH IIMSAM DELEGATION, THE GOVERNOR & THE FIRST LADY OF THE STATE OF CHIAPAS, MS. ISABEL AGUILERA DE SABINES.



IIMSAM FIRST ROW: Photo Left to Right: Mr. Magdy Martinez Soliman, UNDP-R.R./Mexico. FAO-Officials & IIMSAM Delegation: GWA Emmanuel, Ms. Geraldina de la Serna, Director of the IIMSAM-Regional Office for Mexico and Central-America. Dr. Solomon Shamosh Halabe, Spirulina Expert. **IIMSAM Picture on Rt:** Mr. Magdy Martinez Soliman UNDP-R-R in Mexico holding in his hand a IIMSAM-Spirulina Nutritional Fortifier Cookie with IIMSAM's Goodwill Ambassador Mexican Iconic Legendary Pop-Singer Emmanuel, The First Lady of Chiapas, Isabel Aguilera de Sabines, lic. Elizabeth Astorga. Directora DIF-Chiapas, Mexico during UNDP's Official visit to Tuxtla, GTZ-Chiapas, Mexico. **IIMSAM-Picture Below:**

UNDP/RESIDENT-REPRESENTATIVE: MR. MAGDY MARTINEZ SOLIMAN & THE FIRST LADY OF CHIAPAS, MS. ISABEL AGUILERA DE SABINES, WITH THE IIMSAM KIDS WHO HAVE BENEFITTED FROM THE IIMSAM SPIRULINA FOOD FORTIFYING NUTRITIONAL PROGRAMME REPRESENTING 7% OF THE ENTIRE STATE POPULATION WITH A MONTHLY OUTREACH OF ALMOST 300,000 DEPRIVED PERSONS WHO HAVE BENEFITTED FROM SPIRULINA'S NUTRITIONAL VALUE SINCE MAY 2011. CONSEQUENTLY THE STATE'S MALNUTRITION INDEX HAS DROPPED 2.8%.



IIMSAM Official Photo 16 October 2011 UN/WFD

On United Nations Food/U.N. Day & United Nations World Day (16/24 October): IIMSAM was praised by UNDP's Resident Representative in Mexico, the Honorable **Mr. Magdy Martinez Soliman**, who witnessed first-hand the *IIMSAM Spirulina Miracle in Chiapas* during his official visit to the Mexican State. He witnessed the Renaissance of the ***Ancient Mexican Origin food nutritional fortifier Spirulina Platenses*** as it was given to thousands of Chiapas citizens. ***A monthly outreach to 300,000 has occurred since May 2011.*** IIMSAM continues its commitment to the peoples of the world for a world free of malnutrition and hunger (***U.N. MDG #1***) through Spirulina, which was declared by the ***United Nations World Food Conference of 1974 as the best food for the future.*** Malnutrition is by far the most important single cause of illness and death globally, with severe negative impacts on the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States. **The Secretary General of IIMSAM, Remigio Maradona** conveys an open and profound gratitude of thanks for the people in the States of **Chiapas**, and **Aguascalientes** where our **Regional Office for Mexico and Central America** is located. These are the Heroes who made the emergence of IIMSAM and its worldwide *Spirulina Revolution* set a firm footprint in Mexico with concrete deeds.



Secretary General of IIMSAM Remigio Maradona Commented:

*"I further take this opportunity to congratulate an outstanding job well done by our regional office director for Mexico and Central America, Ms. Geraldina De La Serna Hernandez, for achieving an **unprecedented scale** of Spirulina distribution in the State of Chiapas, Mexico, where almost **300,000 monthly recipients** are receiving Spirulina to combat malnutrition through an official Spirulina food fortification programme; the first of its kind to be implemented on a massive scale to benefit the deprived citizens of Chiapas... **As a consequence the malnutrition index has dropped 2.8% in the State of Chiapas...** My profound gratitude to the Honorable Mr. Magdy Martinez Soliman, Resident-Representative of UNDP/Mexico for his willingness to honour us with his presence and his staunch support for our initiative in Mexico, other UN Officials and Specialised Agencies should emulate the visionary leadership of Mr. Soliman of UNDP Mexico which has recognized the potential of Spirulina Platenses as a vehicle to combat various forms and degrees of malnutrition...*

*"My gratitude also to the Governor of Chiapas the Honorable **Juan Sabines Guerrero** for his visionary leadership and the pivotal support we have received from his government in all aspects. My gratitude also for the **First Lady of Chiapas Ms. Isabel Aguilera de Sabines** for her willingness to support the IIMSAM Mandate in the field of Social and Humanitarian Affairs and for providing the **Modus Operandi** with the Federal Agency D.I.F. led by Ms. **Elizabeth Astorga**, Director of the **Chiapas-D.I.F.Chapter (Integral Development of Families Dept.-Agency)** that has worked with our IIMSAM Mexican team in a synergy of imperative goodwill in reaching out to the deprived masses of Chiapas in the last six months since the programme's inception and the organization's ambition of making **Spirulina a key-driver** to eradicate malnutrition, achieve food security, and bridge the health divide. The need for goodwill global partnership for development is expressed manifestly as an aspiration of the United Nations Millennium Development Goals...and last but not least, the IIMSAM Team led by our outstanding and incomparable **Goodwill Ambassador Emmanuel** whose tireless efforts and advocacy on behalf of IIMSAM helped forged this alliance of goodwill and working partnership between the State Government of Chiapas and IIMSAM. Also our **Spirulina Expert and facilitator DR. Salomon Shamosh Halabe** for his persistency over the years to advocate for Spirulina usage which now seemed all the worthwhile.... My heart goes out to all the others who have volunteered their time and those who are making this programme a resounding success for the world to see what can be achieved with pure goodwill and determination to make this beautiful planet of ours a better place by doing concrete deeds for the less fortunate ones!"*

PROGRAMME STATS ON THE DISTRIBUTION METHODOLOGY (In-Spanish)

Programa	Beneficiarios	Pasta para sopa con spirulina	Mazapán con concentrado proteínico y spirulina	Áreas de atención
Desayunos Escolares	197,717	180,302	3,837,831	28 MMIDH
Cocinas Comunitarias	1,425	172,043	0	Cobertura Estatal
Adultos Mayores	3,769	38,430	0	Cobertura Estatal
CENAC	440	444	0	9 CENAC
Fortalecimiento Nutricional	52,395	838,644	195,928	Cobertura Estatal
CAIC	1,743	0	5,229	Cobertura Estatal
Un Kilo de Ayuda	15,310	0	551,160	17 MMIDH
Centros Asistenciales	8,452	130,554	65,292	
Maternidad Segura	17,248	242,212	0	Cobertura Estatal
Total General	298,499	1,602,629	4,655,440	

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*) and has 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, Guarani 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 representing 7% of the entire state population** with a monthly outreach of almost **300,000 deprived persons** who benefit from **Spirulina** nutritional values since May 2011. **As a consequence the malnutrition index has dropped 2.8% in the State of Chiapas.**

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 other VIPs 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 أدعم الحياة***