

## **The AMAN-International Foundation (FAI) alongside the merchants**

**The visitors of the 1st Ivorian Trade Fair (SICOM) showed a particular interest for the FAI stand**

**Abidjan (12.05.2007) - The AMAN-International Foundation took an active part in the 1st Salon Ivoirien des Commerçants de Côte d'Ivoire (SICOM) initiated by the Fédération Nationale des Commerçants de Côte d'Ivoire and which was held from April 26 to May 6 at the Palais de la Culture in Abidjan. The AMAN-International Foundation took the initiative to participate in order to communicate directly with the traders and other visitors in order to sensitize them on its various assistance programs and the possibilities to strengthen their capacities.**

After the opening ceremony itself placed under the patronage of the President of the Republic of Côte d'Ivoire, the ribbon cutting took place for the visit of the stands by officials. These solemn moments in which Marie Ginette AMANI, FAI's Founding President, took part, allowed her to welcome at FAI's stand the visit of officials among whom the Director of GS+, the representative of the Minister of Commerce, the Libyan Ambassador in Côte d'Ivoire, the President of FENACCI, company directors, etc., who had the opportunity to exchange with the Founding President, and to receive documentation about the organization.

The AMAN-International Foundation exhibited alongside important public institutions such as the Public Treasury of Côte d'Ivoire, the Autonomous Port of Abidjan, the Customs of Côte d'Ivoire and large private groups such as MTN, Côte d'Ivoire Telecom, AXA and SAFA insurance companies as well as micro-finance structures.

On April 28th, FAI's stand was particularly honored by a surprise visit from several personalities including

Mr. Youssouf SOUMAHORO, Minister of Commerce,

Mr. Hubert OULAÏ, Minister of Public Service,

Mr. Emmanuel MONNEY, Minister of Mines and Energy,

Mr. Alphonse DOUATI, Minister of Fishery Resources,

and on the other days, business leaders including the Director General of CNPS and the Deputy Director General of the Autonomous Port of Abidjan who all took a particular interest in the activities of FAI which they particularly encouraged before leaving with documentation on the AMAN-International Foundation.

SICOM 2007 was a very interesting platform for meetings and exchanges between different actors of the economy of Côte d'Ivoire through the exhibition stands, the daily thematic meetings in which FAI

took part but also the diversity of visitors (consumers, pupils and students, small and large traders, business leaders, etc.).

During these 11 days, the FAI stand was one of the most visited at the SICOM, with more than 95% of the visitors being introduced to the Caisse d'Assistance Privilège, whose social impact they quickly understood.

More than 1500 (one thousand five hundred) people gathered information at the FAI stand, 1000 (one thousand) of whom actually took part in the information and awareness sessions on the Foundation's programs.

As FAI's mission is to provide humanitarian aid on a daily basis, visitors were invited to participate in the charity raffle which resulted in several lucky winners who, for the most part, won 100% and 50% scholarships for the next academic year.

The opportunity was given to FAI's external information agents who remarkably participated in a very active way in the animation of the stand alongside the permanent agents.

The 1st edition of the Salon Ivoirien des Commerçants (SICOM) was closed by a gala dinner which took place at Hotel Ivoire on May 11th and was attended by Marie Ginette AMANI, Founding President of the Aman-International Foundation (FAI), who invited Béatrice GRANCOLAS, manager of the "Best of Africa" tourist complex. At this gala dinner, the best merchant for the year 2007 was awarded a villa worth 25,000,000 (twenty five million FCFA).