



**Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition
Permanent 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”

Mahatma Gandhi

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Official Press Release

IIMSAM’s Goodwill Ambassador from the United Arab Emirates, Dr. Sulaiman Al-Fahim and supporters pledge their unstinted support and commitment for a world free of malnutrition through Spirulina and secure the UN MDG’s



(IIMSAM’s Director General **H.E. Ambassador Remigio Maradona** with Goodwill Ambassador **H.E. Dr. Sulaiman Al-Fahim**, **Amb. S. Rahimi**, **Amb. Manish Uprety**, **Mrs. Els Wijt Mulder**, IIMSAM Director-East & Central Africa, and **Dr. Charles Ochome**, Director **CAMP MARADONA®** & spokesperson for the OBAMA family in Kenya at the United Nations Headquarters in New York)

(United Nations Headquarters, NY, 9th March 2009) To realize its ambition of a world free of malnutrition by mainstreaming the use of Spirulina and a special priority for the developing and the least developed countries, IIMSAM organized an Official Event at the United Nations Headquarters on Wednesday, the 4th of March 2009.

The official event marked the recent appointment of IIMSAM Goodwill Ambassador, Dr. Sulaiman Al-Fahim from the United Arab Emirates who avowed his firm commitment to eradicate malnutrition by mainstreaming the use of Spirulina.

Among the presence of over fifty UN Member States from across the globe, international diplomatic community and media, Dr. Al-Fahim discussed his vision for IIMSAM and its affirmative action programme CAMP MARADONA® that uses football as a tool of holistic education and development.



(H.E. Dr. Sulaiman Al-Fahim at the United Nations Headquarters in New York, US)

Dr. Sulaiman Al-Fahim is a world renowned humanist and philanthropist who empathises with the tremendous agony suffered by the humankind especially in the developing and the least developing countries because of malnutrition. His diligent commitment towards the mandate of IIMSAM shall help the organization start various Spirulina Nutritional Initiatives in the year 2009. It has special significance as the world shall see over a billion people suffer because of the global food crisis coupled with global economic meltdown that shall leave many developing countries vulnerable to malnutrition.

The event also saw participation of IIMSAM's Director of East and Central Africa Mrs. Els Wijt Mulder and Dr. Charles Ochome, Official Spokesperson of the OBAMA family and the director of IIMSAM CAMP MARADONA® in the Republic of Kenya.

IIMSAM's Spirulina Nutritional Initiatives in Africa started from the Republic of Kenya last year and shall soon spread to whole of East and Central Africa.

Mrs. Els Wijt Mulder briefed the august gathering about the IIMSAM's programme in Kenya where Spirulina is being cultivated locally by the disabled people and is used to counter various pathologies associated with malnutrition



(H.E. Dr. Sulaiman Al-Fahim with the IIMSAM delegation at the United Nations Headquarters, New York, US)



(IIMSAM's Director- East and Central Africa, Mrs. Els Wijt Mulder and Dr. Charles Ochome, Official Spokesperson for the OBAMA family and Director of IIMSAM CAMP MARADONA® in the Republic of Kenya, addressing the Official Event)

amongst children, not to mention, its use with the patients suffering with HIV/AIDS. The programme also contributes towards local socio-economic empowerment by providing job opportunities in a region with very high unemployment rates.

Dr Charles Ochome, Official Spokesperson for the OBAMA family in the Republic of Kenya and also the Director of IIMSAM CAMP MARADONA® described the programme through a multi-media presentation and how it is being used to empower

children locally by using football- the most popular sport in the world.



(H.E. Amb. R. Maradona, DG-IIMSAM and H.E. Dr. Sulaiman Al-Fahim with Hon'ble Mr. Anthony Rodham, brother of the US Secretary of State, H.E. Mrs. Hillary Rodham Clinton)

Alongside the international diplomatic community, various UN Member States and international agencies; the event saw the participation of various eminent citizens that joined IIMSAM to express solidarity with the mandate of the organization and an urgent need to incorporate Spirulina as a tool of both policy and practical relevance to eradicate malnutrition and establish lasting capacities and capabilities at the local level.

Director General H.E. Ambassador Remigio Maradona appealed to the international diplomatic community and relief agencies to come forward and become a stakeholder in the Spirulina Nutritional Initiatives of IIMSAM in order to secure the United Nations Millennium Development Goals. In his speech he mentioned various initiatives and relief work that IIMSAM initiated in the past year

across the globe despite severe challenges and obstacles that are concomitant with a fledgling organization like IIMSAM. He also emphasized the need to develop symbiotic partnerships between with various international relief and development agencies so that an effective change towards the betterment can be initiated for the peoples of the world.

H.E. Ambassador Remigio Maradona also made the case for IIMSAM CAMP MARADONA®, a programme that shall use football as a medium to provide holistic education to children



(H.E.Amb. Remigio Maradona addressing the gathering at the IIMSAM Official Event at the UN Headquarters)



(IIMSAM's Goodwill Ambassador H.E. Dr. Sulaiman Al-Fahim sharing his vision for IIMSAM and CAMP MARADONA®)

across the world.

IIMSAM's Goodwill Ambassador H.E. Dr. Sulaiman Al-Fahim while speaking to the audience shared his vision for IIMSAM and the world that shall suffer no further because of malnutrition. He highlighted the importance of Spirulina that has a specific relevance for the developing countries not only to save innumerable lives that are lost to malnutrition but also to enrich them by establishing lasting capacities and capabilities. He also promised to take CAMP MARADONA® to each quarter of the world so that sport that is an essential pre-requisite for the

holistic development of one's personality can be delivered to the children of the world. He mentioned about the tremendous relevance and importance that football-a common man's sport- has to help children leave a life of streets and gangs for good, and incorporate education through football that shall turn them into not only an ideal citizen later on in their life but also a real champion in life.

Dr. Al-Fahim underlined the importance of latest scientific technologies that once incorporated shall make not only IIMSAM CAMP MARADONA® a potent vehicle to deliver and disseminate quality learning but also a catalyst towards sustainable development especially in the context of developing countries.

Also present at the event was IIMSAM's Goodwill Ambassador from the United Kingdom Mr. Perry Hughes who was instrumental to provide emergency and medical relief on behalf of IIMSAM to the victims of earthquake in the Sichuan province of the People's Republic of China last year along with IIMSAM's youth goodwill ambassador Ms. Lauren Irwin.



(H.E. Mr. Perry Hughes, IIMSAM's Goodwill Ambassador from the United Kingdom sharing his experiences of Sichuan Earthquake in China)

The government of the People's Republic of China while lauding the relief efforts of IIMSAM for the victims of the earthquake issued an official communication, and extended an official

invitation to IIMSAM to attend the Summer Olympics in Beijing.



(IIMSAM's Director General H.E. Amb. Remigio Maradona with Amb. Manish Uprety to announce the IIMSAM's Walk of Life)

While presenting official credentials to IIMSAM's Advisers Ms. Laura Cobbs from the United Kingdom and Mr. Noel Miller from Jamaica; and IIMSAM Goodwill Ambassador and noted Bollywood actor from India, Mr. Sanjay Dutt that was collected by Ambassador Manish Uprety on his behalf; the event also marked the announcement of IIMSAM's Walk of Life by the IIMSAM Director General H.E. Ambassador Remigio Maradona.

IIMSAM's Walk of Life is a walk undertaken by H.E. Ambassador Manish Uprety, IIMSAM's Special Envoy to South Asia that shall commence from the 10th of May 2009 from London, United Kingdom.

The cross-countries journey on foot of over a thousand miles that shall culminate in Rome Italy would take the message of the IIMSAM's Director General H.E. Amb. Remigio Maradona to the respective Director General's of FAO, WFOP and the international diplomatic community to incorporate

Spirulina that was declared by the United Nations World Food Conference of 1974 as possibly the best food for the future as a key-driver to eradicate malnutrition, achieve nutritional security and bridge the health divide.

IIMSAM's Walk of Life shall have a participation of IIMSAM's Goodwill Ambassadors and supporters from across the globe.

The IIMSAM Official Event which was a resounding success helped IIMSAM underline the important role that Spirulina can play in the sustainable development agenda and to realize the United Nations Millennium Development Goals.

