



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 Díos no puede a parecerles a ellos, salvo en la forma de pan"

“Gandi una volta disse: ci sono persone nel mondo cosi' affamate che Dio puo' 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

IIMSAM OFFICIAL PRESS RELEASE

For Immediate Release

IIMSAM AND MAGIC-LINE-INDUSTRY/GmbH ITS STRATEGIC PARTNERS FOR SPIRULINA HUMANITARIAN DISTRIBUTION WORLDWIDE TO DISTRIBUTE A STATE OF THE ART HIGHLY CONCENTRATED AND MAXIMUM ABSORTIONS SPIRULINA SHOWN BELOW TO MILLIONS WORLDWIDE WHO ARE SUFFERING FROM ACUTE/SEVERE MALNUTRITION ON A PRO BONO BASIS BY IIMSAM'S HUMANITARIAN EFFORTS WORLD WIDE. IIMSAM WILL ALSO GET 5% CONTRIBUTION OF ALL SALES WORLDWIDE FOR PROGRAMME SUSTAINABILITY.



Official IIMSAM Photos from Left to Rt: Mr. Wilfried Sauer Sp. Adviser on Sports for the SG/IIMSAM, Mr. Oliver Haist, Sp. Adviser on Worldwide Spirulina Humanitarian Distribution, Amb. Wassim Mandil Official Spokesperson of IIMSAM Through the region, GWA Said Obama, Kenya, Sp. Adviser to Scandanavian Countries & the P.R.C. Mr. Tore Nyvoll & Dr. Sandy Rupert IIMSAM, Amb in Washington, D.C.



IIMSAM 8-9 DECEMBER 20011, NEW YORK, N.Y. HEADQUARTERS :

To realize its ambition of a world free of malnutrition and hunger, IIMSAM's Official Strategic Working Partner Magic-Line, GmbH shall help the organization carry and secure its mandate Worldwide. **Spirulina that was declared as the best food for the future by the United Nations World Food Conference in the year 1974** holds tremendous potential to eradicate malnutrition, achieve food security and bridge health divide. IIMSAM in conformity and working within the spirit of **UN GA Resolution 62/211** in promoting and in support of UN Global Partnerships particularly with the private sector to create an environment, at the national and global levels alike, that is conducive to sustainable economic growth, poverty alleviation and sustainable development worldwide reaffirming the UN MDGs.

IIMSAM has signed an MOU with its Official Strategic Working Partner of **Magic Line Industry (HK) Ltd.** to initiate **“IIMSAM Operation Lifeline”** a global effort and campaign to lay the framework for a groundbreaking, exclusive and first of its kind campaign that will contribute with **concrete deeds** greatly towards meeting the mandate and objectives of IIMSAM worldwide by using a **state of the art MAGIC-LINE-INDUSTRY Spirulina customized and maximized of its proteins and absorption into the body for greater results in the battle against acute/severe malnutrition in developing countries.** IIMSAM together with its official working partner “MAGIC-LINE-INDUSTRY” has taken the first step towards this global effort, for which IIMSAM’s, resources will be stretched to the maximum in massive feeding spirulina efforts in **Somalia and Haiti** using IIMSAM’s model in Mexico the so called **“IIMSAM’s Spirulina Miracle of Chiapas”** whereby a synergy between IIMSAM and the local government are distributing Spirulina to some **300,000 recipients monthly.** **Thus lowering the malnutrition index in that State by 2.8%.** A similar massive effort is in the works for the offing in Somalia and Haiti. **Mr. Tore Nyvoll, (Picture below on Right with IIMSAM’s Secretary General H.E. R. Maradona) President Founder of Magic Line Industry (HK) Ltd. Commented:**



*“First of all I want give congratulation to the Secretary-General of IIMSAM Mr. Maradona for the designation of Mr. Oliver Haist (First-Picture on left: Depicted on the picture with S.G. of IIMSAM H.E. R. Maradona.) as a special adviser of IIMSAM’s Spirulina Programme Humanitarian Distribution. I think this is a very strategic appointment made by the General Secretary of IIMSAM. We know that the Germans stay for effective, organization and German Pünktlichkeit! I know for more than 20 years of experience with Mr. Oliver Haist , that his personality, character and Style will get a lot of support to carry out IIMSAM’s mission. Mr. Oliver Haist was responsible in L’Oreal, Estee Lauder and Philips as a General Manager for 26 Countries. With his experiences, he will with enthusiasm and respect for those he will cooperate with carry out this important mission. The General Secretary have dedicated his live for his vision and mission to combat malnutrition in this world. We are very proud to help him to reach his target...Magic Line is a strategic Partner of IIMSAM and with our cooperation with the biggest agriculture scientific company in the world, we are able to deliver more than 2.000 tons of the highest quality Spirulina next year. Together with **Mr. Yunming Lu, IIMSAM’s Principle Spirulina Expert in the P.R.C.** and President of Shenzhen Ludebao Health Food Co., Ltd. Mr. Lu is consider by many to be the Spirulina’s Father in China, we will be very powerful in our cooperation. Our target is with Original Spirulina Product Line to create a stable economical fundamental environment for IIMSAM to do its work...on our cooperation with IIMSAM, we will promote the health benefits of using selling Spirulina in the rich counties to gather the funding necessary to subsidized the humanitarian IIMSAM Initiative, sort of like a Robin Hood taking from the rich and giving it to the poor and vulnerable. “*

IIMSAM’s Secretary General Amb. Remigio Maradona(See Rt Picture above.) Stated:

“The synergy and Strategic Partnership between us and MagicLine will allow IIMSAM to distribute State of the Art Spirulina cultivated and made specifically to meet the demands of IIMSAM’s served populations worldwide in the fight against severe malnutrition... it will also give IIMSAM an opportunity to distribute Spirulina on a Massive scale to create a significant impact on the battle against malnutrition... it will also allow IIMSAM to get to the next level in feeding the most vulnerable populations throughout the globe... This effort will provide greater force not only in terms of reaching out to each corner of the world but will also give it a new height by involvement of all. By making it readily available worldwide and push it aggressively to make it a part of the food chain in order to eradicate malnutrition.”

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*, Guaraní: *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 أدعم الحياة