



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

Intergovernmental Treaty Organisation (I.T.O.)

IIMSAM APPOINTS ONE OF THE WORLD'S LEADING SPIRULINA EXPERT CONSIDER BY MANY IN THE PEOPLES REPUBLIC OF CHINA THE SPIRULINA FATHER PROFESSOR YUNMING LU AS ITS SPECIAL ADVISER/EXPERT OF THE SECRETARY GENERAL IN THE P.R.C. & A MEMBER OF THE IIMSAM SPIRULINA INTERNATIONAL PANEL OF EXPERTS.



Official IIMSAM Photos From left to right: Amb. W. Mandil and Secretary General of IIMSAM Amb. R. Maradona holding the Appointment Certificate of Professor Yunming Lu of the PRC. IIMSAM's Special Advisers: Mr. H. Schlegel, Mr. Tore Nyvoll, Mr. Oliver Haist, Professor Yunming Lu, AND Mrs. Joan Huang CEO of Magicline Industry, (HK)Ltd.

(IIMSAM- HEADQUARTERS IN NEW YORK., N.Y. 19-20 December 2011) IIMSAM realising its commitments to the peoples of the world especially a world free of malnutrition and hunger (UN-MDG #1) through Spirulina that 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. IIMSAM's Secretary General **H.E. Remigio Maradona** met with Professor **Yunming Lu** of the P.R.C. to discuss his role as a Special-Adviser/Expert of the Secretary General in the P.R.C. **Professor Lu** will be hosting IIMSAM's Bi-Annual Conference in the P.R.C. in the Shenzhen, Province about an hour drive from Honk Kong.

The date of the 3 day conference is tentatively set for the month of June exact date to be determined. **Professor Yunming Lu** is also the President of the government owned **ShenZhen Ludebao Health Food CO, LTD.** **The largest Spirulina producer in China.**

Professor Lu will assist IIMSAM to initiate **“IIMSAM Operation Spirulina 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 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 **Professor Lu** of Shenzhen Ludebao Health Food CO, LTD., the largest Spirulina producer in China and in the world & IIMSAM`s official working partner **“MAGIC-LINE-INDUSTRY of Germany”** will be working in a similar massive effort for which IIMSAM`s, resources will be stretched to the maximum in a **massive feeding spirulina efforts in Somalia and Haiti** tentively scheduled for 2012-13 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 since May of 2011. Thus, lowering the malnutrition index in that State by 2.8%.**



S.G. Amb. R. Maradona commented:

*“First of all I want give my congratulation to our new Special-Adviser and Member of our Spirulina Experts International Panel Professor **Yunming Lu** who will bring with him a wealth of scientific knowledge on Spirulina cutting-edge technology on cultivation methods and other areas...his willingness to support our Mandate and to assist us in our efforts with Spirulina Humanitarian Distribution wherever is needed across the globe...with Professor Lu expertise and the government owned Shenzhen Ludebao Health Food CO,. LTD. Through our Strategic Partner Magic line of Germany we will be able to do massive efforts thus, creating a big impact against severe/acute malnutrition particularly in Somalia and Haiti”*

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

**¡Apoya IIMSAM Apoya Vida!
زكرم معداداً! IIMSAM ذاي حل معداداً**

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 TWO 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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Soutenez IIMSAM Soutenez LA VIE!

¡Apoya IIMSAM Apoya Vida!

أدعم مركز IIMSAM! أدعم الحياة