

THE AMCHAM POST

A joint initiative of the American Chamber of Commerce in Madagascar and L'Express

Saturday, October 5, 2019

n°.0329

es@amcham-madagascar.org

4 pages every Saturday

SPECIAL EDITION

AMCHAM MADAGASCAR GALA 2019

Happy birthday Amcham Madagascar

On Friday, 27 September 2019, the AmCham family and friends gathered at The Station Analakely to celebrate an important milestone. This year, AmCham Madagascar celebrates its 10th year of activity, 10 years of promoting commercial ties between the United States and Madagascar, 10 years of promoting the highest standards of commercial practice, 10 years of supporting the expansion of an English-speaking business community in Madagascar.

The event featured His Excellency Mr. Richard Randriamandrato, Minister of Economy and Finance as Guest of Honour. The AmCham welcomed H.E. Ambassador Michael Pelletier as one of the key speakers as well and recognized the U.S. Embassy in Madagascar as AmCham's exceptional partner.



P.26

AMCHAM

Warm Thanks to all the Sponsors and Partners who supported the AmCham Madagascar Gala 2019



Page 28

AMCHAM

AmCham's English Discussion new term starts November 5th. Register now!

Page 28



EDG
ENGLISH DISCUSSION GROUP

ANNOUNCEMENT

AmCham Madagascar is launching AmCham Youth. Youth organizations are invited to apply.

Page 28

HAPPY ANNIVERSARY AMCHAM

Friday, 27 September : Celebrating AmCham's first decade



Russell Joseph Kelly, AmCham President, giving his welcoming remarks at the AmCham Gala.

Welcoming remarks and thanking words from Mr. Russell Joseph Kelly, AmCham President

"As AmCham celebrates its 10th Anniversary, we are honored to have you all in attendance at this Gala event.

In particular, we have His Excellency Richard Randriamandrato, Minister of Economy and Finance of Madagascar as our Guest Speaker and His Excellency Micheal Pelletier, Ambassador of the United States of America, who will also provide us with words of wisdom.

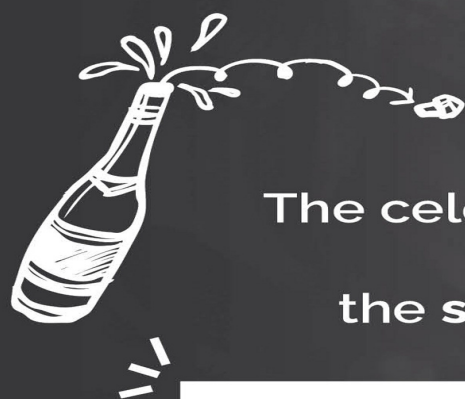
We give thanks to the following companies for their continued support of AmCham throughout the years:

- ViMa as Charter and Sponsoring Member;
- Madagascar Oil as Sponsoring Member;
- Groupe Filatex as Premium Sponsor of this event; and
- Henri Fraise Fils&Cie as Premium Sponsor of this event.

We also give thanks to our partners:

- Ford-Materauto;
- Pharmacie Métropole;
- Société Générale Madagasikara;
- COEF Ressources for the musical performance by Andy Razafindrazaka Quartet;
- Air France for the return ticket Tana to Paris;
- Nicolas and Vingt sur Vins SOREDIM for the drinks, who are opening a new Wine Cellar SOREDIM;
- Height Ladies for the decorations;
- Unik Bags for the Anniversary Cake; and
- Dzama for the door prize.

Finally, we recognise Lalaina for her devotion to AmCham with her 5 years of service to AmCham."



The celebration of **AmCham's 10th Anniversary** was made possible thanks to the **support of the following companies:**

CHARTER AND SPONSORING MEMBER



SPONSORING MEMBER



PREMIUM SPONSORS

Groupe filatex

**HENRI FRAISE
FILS & Cie**



PARTNERS



Warm thanks to all AmCham's sponsors and partners.
Long live AmCham Madagascar!

AMCHAM MADAGASCAR GALA 2019 IN PICTURES



H.E. Ambassador Michael P. Pelletier gave few words to AmCham members. The U.S. Embassy in Madagascar was actually supporting AmCham since its creation in 2008 and was recognized as AmCham's Exceptional Partner during the gala event.



H.E. Mr. Richard Randriamandrato, Minister of Economy and Finance, was AmCham's Guest of Honour at the annual gala. He ended his speech by requesting Malagasy people's patience and trust in the current government.



From left to right: Mr Zouzar Bouka, Minister Randriamandrato and AmCham President Russell J. Kelly on the red carpet



Mr. Zouzar Bouka, Chairman at Vision Madagascar (ViMa), founder member and 2nd President of AmCham shared his experience with AmCham and gave words of encouragement to AmCham for the next 10 years. ViMa was recognized as AmCham's Charter and Sponsoring Member at the Gala.



Mr. Marcellin Andrianarivelo-Razafy, General Manager at Henri Fraise Fils & Cie was among the founder members of AmCham in 2008. Later at the event, the company was also recognized as one of the Premium Sponsors of the gala.



Mr. Mamy Rabe, Chairman at Moneytech, was one of AmCham's founder members. During his speech, he gave a brief history of the creation of AmCham.



AmCham Gala's guests have been entertained by Andy Razafindrazaka Quartet



Lalaina Rakotoarison, AmCham's Executive Secretary was recognized for her devotion to AmCham with her 5 years of service to the association.



The AmCham Madagasca Gala 2019 was more than AmCham's annual gathering, it was more a "family" event.



Mr. Henri Théodore Rakotoniaina, from Mioty Voajanahary, won a return flight to Paris from the gala's partner Air France



Materauto offered 3 gift cards of MGA 200,000 each and 3 Ford miniature card models to 3 lucky attendees.



Two gift baskets were offered to two lucky AmCham members by Dzama, one of the partners of the event.



ANNOUNCEMENT

AmCham English Discussion Seminars

The American Chamber of Commerce (AmCham) is pleased to announce the opening of the

4th term of its Tuesday - Thursday sessions, which will start on Tuesday, November 5th, 2019.

If you want to improve your English skills, come join the AmCham's English discussion seminars, consisting of 100% practice in a friendly and welcoming learning environment.

Class descriptions:

- Each class is limited to 10 participants to give you the best possible opportunity to learn quickly and accurately.
- Sessions are led by fluent English speakers having extensive experience in teaching the English language.
- Each session focuses on a variety of topic of interest to the participants.

Calendar & Venue:

Seminars are held at the AmCham Office, Bâtiment C1, Explorer Business Park, Ankondrano - **all at the same time: 12:15pm-1:45pm.**

Participation fee is **100,000 Ariary** per person for all 10 sessions

(10,000 Ariary per session), or 15,000 Ariary per session for those attending "a la carte".

Anyone with basic conversational English is eligible to attend. However, preference will be given to individuals registering for the full 10 session block, and within this group, AmCham members.

Registration: Class size is limited to 10 participants, so to secure your spot, please submit payment to the AmCham office by

> Monday, November 4th, 2019

Special formula: Companies may have the English discussion seminars held at their offices on one condition: the client has to provide 10 participants for each class.

Another possible option under this special formula: Companies that cannot gather 10 participants but located in the same area (e.g. downtown) can make a joint session at an agreed location (e.g. in the premises of one of the participating companies). Interested parties are invited to contact AmCham in the below contact details. Registration deadline for this special formula is open-ended.

For further information, contact AmCham at es@amcham-madagascar.org / info@amcham-madagascar.org or at 020 26 410 34..

MANAGEMENT CORNER

Family Businesses Have to Define What Success Looks Like

Privately held family businesses have a lot of freedom to define success. Yet many founders and owners aren't clear about exactly what they want their company to achieve, which leads to conflicting priorities and unclear decision making. Ask yourself whether you are most interested in growth (maximizing the financial value of the business), liquidity (generating cash flow for use outside of the business), or control (retaining decision-making authority). Achieving all three goals is difficult, if not impossible, so you're better off focusing on one or two. Think carefully about why you started the company and which of the three goals are most aligned with your objectives. And don't forget to revisit your choices as things change, whether they're external factors like the economy or internal factors like a shift in senior management. What worked well in one environment can be a disaster in another.

This tip is adapted from "Every Business Owner Should Define What Success Looks Like," by Josh Baron and Vlad Barbieri

ANNOUNCEMENT

As a reminder, the American Chamber of Commerce is non-profit organization based in Madagascar and dedicated to both US and Madagascan businesses. AmCham started working in November 2008 and was officially recognized by the Government of Madagascar in February 2010.

AmCham's missions are to:

- Strengthen trade relations between United States and Madagascar
- Support the establishment of high-quality standards of commercial practice
- Support the expansion of an English-speaking, Anglophone business community in Madagascar

The American Chamber of Commerce in Madagascar is pleased to welcome in 2019 YOUTH INITIATIVES among its members.

As an AmCham Youth member, your organization will have the opportunity to:

- Develop a high level network
- Reinforce your credibility as an organization
- Upgrade your international visibility
- Receive technical support from the AmCham team

Ready to apply? Please verify that your organization:

- Supports at least one SDG goal
- Is led by (a) young person/people aged between 18 and 35 years old
- For startups, is less than 5 years of fiscal activities.

The membership fee is **100 000 Ariary per year**

No individual application allowed

For further information, contact AmCham at info@amcham-madagascar.org or at 020 26 410 34.

THE AMCHAM POST

A joint initiative of the American Chamber of Commerce in Madagascar and L'Express

A joint initiative of the American Chamber of Commerce in Madagascar

Executive Director:

Scott A. Reid

Executive Secretary:

Lalaina Rakotoarison

Publication Manager:

AMCHAM

Editors:

AMCHAM

Kenny Raharison

Elodie Rabenivo

Hassan Alwalid

Advertising:

publicite@lexpressmada.com

info@amcham-madagascar.org

Phone:

+261 20 26 410 34

WEBSITE:

www.amcham-madagascar.org

L'Express
DE MADAGASCAR

Editorial Director:

Sylvain Ranjalahy

Editor in Chief:

Sylvain Ranjalahy

Advertising Manager:

Haingo Ramahatra

Production Manager:

Christian Rija Rafidison

WEBSITE:

www.lexpressmada.com

Ankondrano

BP3893 - 101 Antananarivo

Phone: +261 20 22 219 34

Fax: +261 20 22 628 94

Telex: +261 20 22 222 87

E-mail: lexpress@malagasy.com