

Press Release

Paris, November 21st, 2011

PlaNNet Finance Groups organizes the 4th edition of the « International Microfinance Awards », on December 5th, 2011 at the Musée du Louvre

PlaNNet Finance Group organizes the fourth (consecutive) edition of the *International Microfinance Awards* on December 5th at the Musée du Louvre in Paris. Every year, this ceremony rewards outstanding microentrepreneurs with impressive destinies all round the world.

This edition will undoubtedly be exceptional with prizewinners coming from **France**, but also from **Egypt, Palestine, Niger** and **Vietnam**

Eight awards will be given in the following categories:

- In the **Arts and Crafts** category, the award will be given to two laureates (equal first): *Mrs. Ahlam Al Yateem* (Palestinian Territories) who makes seashell oriental ornaments manufacturing and *Mrs. Thi Tuyet Duong* (Vietnam) who makes copper traditional manufacturing.
- In the **Education** category, the award will be given to *Mr. Munib Yai'sh* (Palestinian Territories) who manages a training and orientation center dedicated to the young people of his area employed to produce innovative educational supports and methods.
- In the **Environment** category, the award will be given to *Mrs. Rabi Hinsa* (Niger), who makes soap based on recycled components.
- In the **Innovation** category, the award will be given to *Hamid El Khater* (Egypt), who produces in his mechanic workshop an economic and ecologic model of harvester developed based on recycled tractor motors.
- In the **Health** category, the award will be given to *Mr. Abdulaziz El Gafawari* (Egypt), who created a clinic in his governorate where he treats sick people at reasonable prices.
- In the category **Entrepreneurship in France**, the award will be given to *Mrs. Céline Robert* (Le Mans) for her hat design and manufacturing company.

More information on their portraits in the enclosed brochure

- A **Student** prize will reward a student from the University Meets Microfinance (UMM) for his or her research project related to microfinance.

For the very first time this year, the users of MicroWorld platform and 20 Minutes readers will reward the **Microentrepreneur of the Year** among the 7 laureates with the MicroWorld and 20 Minutes General Public Award on www.microworld.org.

The vote for the **Microentrepreneur of the Year** will be open from **November 18th** on

www.microworld.org



MicroShow Amadou and Mariam

Seduced by the MicroWorld project, Amadou and Mariam decided to get involved for solidarity and accepted to give an acoustic show to end the International Microfinance Awards ceremony.

The International Microfinance Awards Partners:

The ceremony is only possible thanks to the support of PlaNet Finance Group official partners:

- **Sogeti**, a leading provider of professional technology services.
- **Total Foundation**, supporting initiatives in community support, health, environment culture
- **Altavia**, an independent group specialized in marketing communications for network companies.
- **Pernod Ricard**, the world's co-leader in wines and spirits

PlaNet Finance Groups is also very grateful to the 2011 Awards partners: GDF-Suez Foundation, Orange Foundation, Sanofi, Microsoft and Business Immo

as well as to the media partners of the event: 20 Minutes et France 24

About PlaNet Finance Group

PlaNet Finance Group's mission is to bring about a sustainable increase in the living standards of the world's most impoverished groups by improving their access to financial services. It does this through developing microfinance products and services tailored to the needs of those living in greatest poverty.

PlaNet Finance Group's international activities extend to 80 countries and it is now recognized as a key player in tackling global poverty.

www.planetfinancegroup.org

About MicroWorld

MicroWorld is an internet platform that allows individuals, foundations and businesses to finance the projects of micro-entrepreneurs around the world by making online loans. MicroWorld is a subsidiary of the non-governmental organisation (NGO) PlaNet Finance and is financed by Groupe Allard and international investors.

www.microworld.org

For any additional information or visual (pictures or videos) please contact:

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