

## Press Release

Paris, December 21<sup>st</sup> 2010

### PlaNet Finance rewards 7 worldwide microentrepreneurs with the « 2010 International Microfinance Awards »

**PlaNet Finance Group aims to alleviate poverty worldwide through the development of microfinance in order for the poor populations to access to the banking services and thus to be able to take out a loan, save money or ensure.**

To reward the best microentrepreneurs of 2010, PlaNet Finance has celebrated the third edition of « **International Microfinance Awards** », a ceremony that rewards worldwide microentrepreneurs for their determination and their entrepreneurial spirit.

Eight awards have been attributed in the presence of the laureates on Thursday, December 16<sup>th</sup> in the Musée du Louvre, following these categories:

- In the category « **Agriculture** », the award was attributed to **Maria Celina Pina Horta** (Cape Verde), for her business of selling farm products, supported by the microfinance institution (MFI) ASDIS.
- In the category « **Education** », the award was attributed to **Faida Bakaji Tshuma** (Israel), for her project of nursery for African children refugee, supported by the program Microfy.
- In the category « **Environment** », the award was attributed to **Lireza Cardenas Chavez** (Perou), for her business of ecological agriculture and reforestation, supported by the MFI Movimiento Manuela Ramos-Unidad de microfinanzas « Credimujer ».
- In the category « **Social Impact** », the award was attributed to **Shu Lian Wang** (China), founder of a plaster factory and supported by the MFI Ningxia CEPa.
- In the category « **New Technology** », the award was attributed to **Rani Khairy Mohamed Amin** (Egypt), for his project of maintenance and his accessories shop both dedicated to computing supported by the MFI Alexandria Business Association.
- In the category « **Health** », the award was attributed to **Salimata Doumbia** (Mali), for her business of selling traditional medicine, supported by the MFI Miselini.
- The new award « **Entrepreneurship in France** », was attributed to **Stéphane Bonnet**, for his business specialized in plumbing, heating and ventilation, supported by FinanCités.

**Each laureate received a trophy such as an amount of 1000€ in order to help them to make a professional or a personal project come true. You will be able to discover their exemplary lives in the brochure attached.**

- At last but not least, a **Special Award** was attributed this year to a **student, Maria Christina de Lorenzo (Italia)**, for her thesis concerning microfinance investments, supported by the «University Meets Microfinance» programme from PlaNet Finance.

#### The key figures of microfinance

- 2,6 billion people live with less than 2 USD per day.
- More than the half of the mundial population doesn't have access to banking services.
- 155 million microentrepreneurs have access to microfinance.
- 79% are women.
- 106,6 million clients in microfinance make part of the poorest worldwide populations (living with less than 1 USD per day)

Sources : PlaNet Finance, CGAP, Mix Market

**About PlaNet Finance Group**

Created in 1998, PlaNet Finance Group aims to enable people excluded from mainstream financial services to save, borrow and gain access to insurance coverage so that they can create and develop income-generating activities and protected against everyday risks. PlaNet Finance group is active in almost 80 countries, working continuously to promote the growth and development of microfinance.  
**[www.planetfinancegroup.org](http://www.planetfinancegroup.org)**

**For any additional information or visual:**

Marlène Biard – 01 49 21 29 84 - [mbiard@planetfinance.org](mailto:mbiard@planetfinance.org)

**Press Contacts - Le Public Système:**

Emeline GUIRAUD – 01 70 94 65 53 – [equiraud@lepublicsysteme.fr](mailto:equiraud@lepublicsysteme.fr)

Lénaïck GUERIN – 01 41 34 22 86 – [lguerin@lepublicsysteme.fr](mailto:lguerin@lepublicsysteme.fr)