

Antananarivo, 03 October 2023



Pan-African conglomerate AXIAN Group is pleased to announce the appointment of Amélie Yan-Gouiffes as Impact & Sustainability Group Director. In her new role, Amélie will be responsible for devising and implementing the Group's impact and sustainability strategy, championing its numerous achievements and showcasing its ambitious vision. She will enable the Group's various business clusters - Energy, Financial Services, Open Innovation & Fintech, Real Estate, Telecom - to identify and accelerate their contribution to the achievement of Sustainable Development Goals, particularly in the African continent. She will report directly to AXIAN Group CEO, Hassanein Hiridjee.

Amélie Yan-Gouiffes has been working for 26 years in the service of sustainable development for countries and individuals, aiming to help them navigate through crisis and positively shape their future. She has carried out her mission with various governments and international organizations, most notably the United Nations and the European Union. As an entrepreneur and author, Amélie has had the opportunity to collaborate in 45 countries and has lived in 13 across Latin America and the Caribbean, the Asia-Pacific region, Europe, the Middle East, Africa, and the Indian Ocean. A firm believer that the private sector plays a crucial role in achieving the Sustainable Development Goals, she is committed to being part of AXIAN Group's journey.

// Since 2019, our Impact Directorship has been tasked with supporting AXIAN Group and its entities in their positive impact initiative. The appointment of Amélie Yan-Gouiffes as its head will strengthen our vision and commitment to sustainable development. As pioneers in this field in Africa, we must continue and further convince the various stakeholders in our ecosystem that together we will achieve the Sustainable Development Goals. I wish Amélie great success in her new role and welcome her to our teams. **//**

Hassanein Hiridjee, AXIAN Group CEO.

// I am delighted to join AXIAN as the Impact & Sustainability Group Director. I am proud to be a part of a Malagasy and pan-African group that excels in five key sectors for the continent's development and places positive impact and sustainability at the core of its business strategy. With a realistic and inspiring vision for Africa, together with the existing teams, we will work towards turning the Sustainable Development Goals into a reality. // **Amélie Yan-Gouiffes, AXIAN Impact & Sustainability Group Director.**

FOCUS ON AXIAN'S POSITIVE IMPACT STRATEGY

As a founding member of the United Nations' Global Compact initiative in the Indian Ocean region, AXIAN incorporates these fundamental principles into its strategies, culture, and daily operations. The pan-African group has been publishing its annual impact report for the past three years, highlighting its concrete projects and achievements in support of a more inclusive and innovative digital, financial, and energy ecosystem in Africa.

More than just a philosophy, the Impact vision is an integral part of AXIAN's business model. It is driven by an innovative growth model based on inclusion, partnerships, and the sharing of expertise to generate positive effects and ensure opportunities for all Africans. While the impact measurement initiative began in Madagascar in 2019, it is gradually expanding to different sectors and countries of operation.

ABOUT AXIAN GROUP

AXIAN Group is a pan-African group that operates in 10 countries and specialises in five industries with high growth potential: namely telecoms, financial services, real estate, energy, and open innovation. AXIAN is a committed and active partner in supporting the socio-economic growth of the countries it operates in. With over 6,900 daring and passionate staff, the group systematically ensures that its products and services have a positive and sustainable impact on the day-to-day lives of millions of Africans.

Find out more about AXIAN : www.axian-group.com

Read the AXIAN Impact report [here](#)

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