



Press release

November 2009

Creation of the Endowment Fund SEED Foundation – Sow & Encourage Economic Development

*Pierson Export Group announces the creation of SEED Foundation,
a “multi-corporate” Endowment Fund in charge of combating hunger and poverty in Africa
by supporting the agricultural development.*

The creation of SEED Foundation, a multi-corporate, intercompany and international initiative
Active in Africa for more than 80 years, Pierson Export Group has always been concerned about Africa’s problems and the urgency for local relief. After having supported different actions, Pierson Export wishes to become more fully involved by creating an Endowment Fund in charge of supporting development projects in Africa.

Seven partners of Pierson Export Group wished to get involved in this project : five companies - Centro Esportazioni Conservati (Italy), Lana (Republic of Congo), Le Comptoir d’Export (France), Supermarket (Republic of Congo), Vincent Gandia (Spain) - and two individuals are taking part in the setting of SEED Foundation – Sow & Encourage Economic Development with Pierson Export and its subsidiary Interepco.

Nine partners strongly engaged in the fight against hunger

265 million people are suffering from hunger in Africa, so approximately 30% of the total population (+ 12% from 2008 until 2009).

Alarmed by this dramatic situation and persuaded that hunger in Africa is not a fatality, the nine Founders of SEED Foundation have decided to combine their means and expertise in order to participate in the fight against hunger and poverty on the African continent.

Support the agricultural development in order to reinforce the food security and reduce poverty

The agriculture represents an excellent growth engine to reduce hunger and poverty in Africa. This is why SEED Foundation has been charged of striving for food security in Africa by supporting actions for agricultural development.

SEED Foundation, in association with French and international NGO, will support development projects to put in place long lasting agricultural and farm-produce activities.

An innovative approach

Created the 7th of November 2009, SEED Foundation is an innovative approach :

- SEED Foundation takes the form of an Endowment Fund : a new non profit making organization (*see below*) ;
- On the initiative of Pierson Export, it has been created by companies as well as individuals which decided to act together ;

- These companies are commercial partners of different nationalities which are aware that “unity means strength” and wished to give a new dimension to their relations by taking part together in this ambitious and meaningful project ;
- Last but not least, **SEED Foundation** brings together companies from north and south which are all motivated by the same desire to get involved in the combat against hunger and poverty in Africa.

A Endowment Fund

This structure was instituted by a recent French law inspired by the American Endowment Fund. It's an innovative tool which enables to collect funds, to manage and allocate them to non profit making projects.

Pierson Export Group and its partners have chosen to use this new tool which is an adapted structure to conduct their sponsorship project.

Endowed for its creation with 300 000 euros, **SEED Foundation** has as objective to mobilize donators, individuals and companies around its action in favour of the agricultural development and the fight against hunger and poverty.

A website dedicated to **SEED Foundation** is accessible : www.seed-foundation.org



SEED Foundation contact:

Mathilde Bois - T. +33 (0)1 47 57 97 48 - mathilde.bois@seed-foundation.org



Concerning PIERSON EXPORT Group :

PIERSON EXPORT is an international Brand Representative company specialized in export of food products for Africa and the French overseas territories. Active on these specific territories for more than 80 years, Pierson Export disposes today of a great network of suppliers and clients.

INTEREPCO, subsidiary of the Pierson Export Group, is a Brand Representative company specialized in export of industrial supplies (tooling, welding), personal protective equipment and hardware products. 25 years of activity in Africa and the French overseas territories have enabled Interepco to gain a recognized experience.