



NEW WORLD ALLIANCES

DIPLOMATIC ASSIGNMENT



Date: 2025-01-09

Subject: Official Introduction of Mr. Masala Elie as Global Ambassador for Global Trade and Industry and Regional Development Ambassador for Africa.

To Whom It May Concern,

It is with great honor that I, Brendan Michael Merrick, CEO, and Head of Global Affairs for the New World Alliances (NWA), introduce Mr. Masala Elie as the officially nominated Global Ambassador for Global Trade and Industry and Regional Development Ambassador for Africa.



This appointment is made under my direct authorization, operating under my UN Entity Number [XW-06-61401399619], and reflects the high standards and expectations of our global organization.

It must be duly noted that all our Ambassadors serve mankind purely on a voluntary basis.

The New World Alliances (NWA) is a distinguished non-profit institution (NPA) registered and aligned with the following international bodies:

- UN Security Council
- World Health Organization (WHO)
- CENTCOM
- USACOM
- Southern Command
- European Union
- European Parliament
- African Union
- International Human Rights Organisation
- Global War Advisory Council
- Council of Foreign Relations
- Club of Rome
- Senatus Consultum





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Mr. Masala Elie is empowered and encouraged to engage with embassies, governments, United Nations agencies, and their affiliates worldwide in matters related to global trade and industry.

On the African Development front, he is entrusted to foster partnerships, advance sustainable development initiatives, and drive regional economic progress in alignment with NWA's mission and values.

Responsibilities and Authorization

Mr. Elie's primary responsibilities include but are not limited to:

Global Engagement: Negotiating and formalizing agreements on behalf of NWA with embassies, governmental institutions, and UN-related organizations to advance trade, industrial partnerships, and sustainable economic initiatives.

Regional Advocacy: Promoting development projects tailored to Africa's unique challenges and opportunities, including capacity building, infrastructure development, and fostering regional trade alliances.

Strategic Partnerships: Ensuring compliance with international standards and fostering relationships with key stakeholders to achieve tangible outcomes in trade, industry, and regional development.

Representation and Conduct

Mr. Elie will represent the New World Alliances with the highest level of professionalism, integrity, and commitment to our values.

His role is pivotal in extending our reach, fostering transformative collaborations, and creating lasting impact across the sectors he oversees.

About the New World Alliances (NWA)

The New World Alliances is a globally recognized network dedicated to safeguarding and promoting God-given, inalienable human rights, fostering sustainable development, and addressing socio-economic inequities. Our work spans various sectors, including trade, diplomacy, humanitarian aid, and environmental sustainability amongst others. With a presence in multiple regions and collaborations with key global organizations, we strive to champion transformative change for the betterment of humanity.

Closing Statement

We are confident that Mr. Masala Elie's expertise, dedication, and vision will significantly contribute to advancing NWA's mission. We urge all recipients of this letter to accord him the necessary cooperation, access, and support to fulfill his mandate effectively.

Should you require any further clarification or verification, please feel free to contact my office directly at ceo@newworldalliances.com or our Guardians Office valeta@newworldalliances.com.

Thank you for your attention and anticipated collaboration in supporting this important initiative.





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Yours faithfully,

Brendan Michael Merrick

UN. Entity No. XW-06-61401399619

CEO & Head of Global Affairs, New World Alliances (NWA)

Senior Advisor to Inter-Parliamentary Union

New World Alliances Executive Committee Member

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Approved by:

Sir Larry M Swart

Chairman, New World Alliances

