



Groupe SABC

**AWARD LABOUR MEDALS CEREMONY
SABC GROUP - SOUTH WEST REGION,
Buea, July 6, 2018**

Speech by the Managing Director of SABC Group

His Excellency, The Minister of Labour and Social Security,

The Governor of the South West Region,

Traditional Authorities,

Distinguished guests,

Members of the Management Committee of SABC Group,

Dear medal awardees,

Dear SABC Group collaborators,

Ladies and Gentlemen,

I am very pleased and proud to welcome you under these exceptional circumstances during which we are going to award the labour medal of honour to our most loyal and devoted collaborators of the South West Region.

I would like to start by thanking political, military, civil, and traditional authorities who are present today. By honouring our invitation, you have honoured SABC, a modern and dynamic seventy-year old lady as well as all her collaborators who work on a daily basis to develop their company and our entire country Cameroon, from North to South, from West to East.

Whether it is friendship that links our company to most of you or just the interest that you show to life or to the development of our company, rest assured that we really value your presence today.

I would equally like to thank the staff, the members of the management committee, staff representatives who are here today.

May I also welcome all spouses, children and relatives of medal awardees that we have invited, after all without them this ceremony would not have had the family touch that our great company takes pride in.

The key to success for every company, as we know, has to do with collaborators loyalty and professionalism. Without these components, no development, no longevity, no successful social and economic story is possible.

Our primary duty today is to honour the memory of those who came before us and to remember our roots as far back as the Drinks and Store Coolers of Indochina in 1948 then Castle Group in 1992 and finally who we are today, a Cameroonian group made up of SEMC, SOCAVER and SABC.

We absolutely have to be aware that we are the fruit of a long tradition of hard working men and women who have toiled to build this wonderful Group.

We have the collective obligation as a team to be up to the heritage that was handed to us and we must make sure we also pass on this heritage which was founded by our founding fathers 70 years ago to the next generation; I must point out that the heritage has seriously bore fruits.

With 6,500 of direct jobs spread across 9 plants and 42 branches linked by 1,000 vehicles which carry 3 million bottles per day that 600 times the distance of the earth per year, 100,000 indirect jobs and a turnover of

650 billion FCFA, SABC – which has 15% of shares in Cameroon is to the best of my knowledge, the most important agro-industrial group in Cameroon and in Central Africa.

It is an example of integration and partnership with 6,000 farmers who supply locally and annually 30,000 tons of sugar and 10,000 tons of maize without forgetting our 2,900 local sub-contractors for 6 billion of annual purchasing. We can be proud of this exceptional agro-industrial anchor, which makes our company an industrial flagship for this country.

**His Excellency The Minister ,
The Governor ,
Ladies and Gentlemen ,**

I am saying it aloud : for 70 years, each product of SABC Group has been a commitment to the development of Cameroon so we are therefore more than the « Made in Cameroun » label that many claim... !

But all this would not have been achieved without the able men and women who have worked all these years for SABC and whom we want to honour today.

You are the brave ambassadors of our founding fathers and it is with great emotion and pride that I want to follow the steps of my 8 predecessors, along with the authorities of this country, carry out the labour medals of honour ceremony in the tradition of loyalty and respect of the values shared by SABC, founded 70 years ago.

Dear Awardees,

We have all come to congratulate you because your distinctions are great achievements and deserve pride.

They reward your loyalty and active participation to the development of SABC and Cameroon for several years.

Today, there 19 of you who are being rewarded with 31 medals as follows:

- 01 gold medal
- 13 vermeil medals
- 17 silver medals

These distinctions are the result of your hard work, devotion to the company, perseverance and constant improvement in your work.

Those are our traditional values that you have epitomized and you are examples to look up to by others.

Dear awardees,

On behalf of SABC Group and our founding fathers, on behalf of Castle, I congratulate you and thank you for devoting an important part of your life to our company.

Long live the awardees !

Long live SABC !

Long live Cameroon !

Thank you

Emmanuel DE TAILLY
SABC Group Managing Director