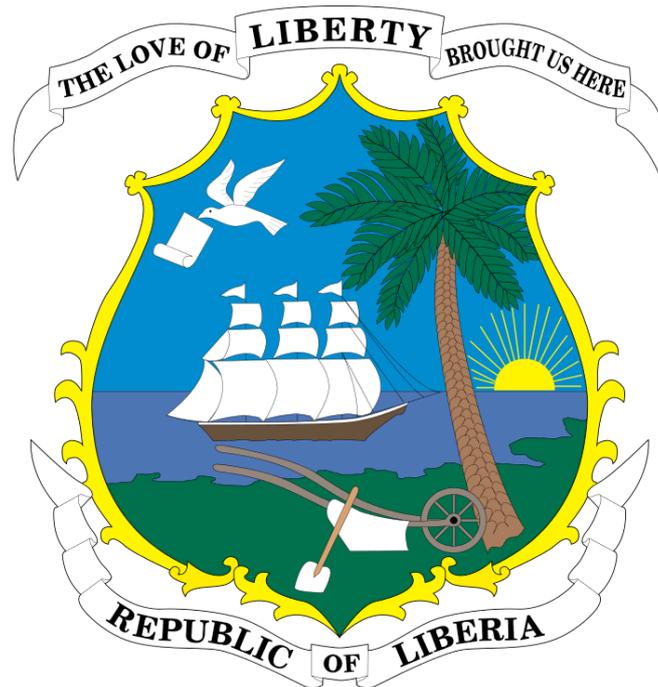

30TH ANNIVERSARY OF AMINATA & SONS



CELEBRATING LIBERIANS SUCCESSES IN BUSINESS

REMARKS

DELIVERED BY

H.E. AXEL M. ADDY
MINISTER

30TH ANNIVERSARY CELEBRATION OF AMINATA & SONS

PAYNESVILLE TOWN HALL

6:00PM, DECEMBER 29, 2015



The CEO, Management and Staff of Aminata & Sons

Distinguished Members of Government Present

Members of the Private Sector,

Members of the Press,

Ladies and Gentlemen.

Good evening.

Introduction

1. Today we are gathered here to celebrate a **Liberian success story in Aminata and Sons**, and once again, I am proud to say, **a story of transformation that I am most proud of.**
2. Will the **Aminata and Sons family** please stand. Ladies and gentlemen please join me in a round of **applause in celebration of this family, this Liberian family success.** *[Please sit]*
3. We all must learn to **celebrate our successes and respect our failures.** But most importantly, most importantly, we must learn to **celebrate each other's successes.** Today I am **proud of Mr. Siaka Toure** and his team who have withstood the test of time while transforming his company into a national brand that I am most proud of, despite the challenges.
4. Ladies and gentlemen, **30 years of business is 30 times the average survival rate of business start-ups.** It means not only have Aminata **transcended the odds**, but have matured into a full fledged operation providing service to the public while **creating and securing jobs for our people.** This is commendable.

The Aminata Story

5. Fellow Liberians, today we celebrate a **Liberian company**, a simple SME that have graduated to now serve as an **inspiration for other SMEs.** Today after 30 years of operations, **Aminata impact expands several other Liberian owned companies:**
6. From the **construction** of its various newly **rebranded stations by Tumarsi Real Estate** and the **Integrated Group of Companies;**



7. To the distribution of its products using **trucking fleets operated by Liberians**, and implementation of its franchise programs for Liberians;
8. Its **minimart tenants** including one of my favorite places, **Peace Café Yehbo**, to **One Source Pharmacy**;
9. Its work with **Liberian tailors** to make its **uniforms**;
10. Its marketing and promotion campaigns by **GIVE Inc** and **The Media Store**
11. **Aminata and Sons is helping other entrepreneurs, Liberian entrepreneurs, to also write their transformation stories.** This is the business we are proud to support.

The Aminata I know and Work With

12. Ladies and gentlemen, I too remember the Aminata **I came across some ten years ago**. I too remember the **Aminata I came across two and a half years ago**.
13. Today, I too am proud to say **I know of the new brand Aminata, the Big Red and Yellow A** bracing our streets in **Liberian pride**. To you the Aminata family that big Red and Yellow A has come to symbolize:
14. **A quality Liberian brand committed to serving the Liberian public while transforming the lives of Liberian entrepreneurs. It is the brand story worth telling.**
15. While our approach to **rebranding Commerce for the petroleum sector left me quite unpopular in our new pump calibration exercise**, I can say today, that **this Brand was among the few that were recognize for delivering to the consumer what they paid for or quickly responding to our inspection findings to address any issues derived from those pump inspection exercise.**
16. This brand in 2014 was call upon to join the fight against the deadly virus by doing **two things**. First insure that our fuel supply was adequately available, and second **respond in kind to the collective effort to rid Liberia of this menace.**
17. Today, I can proudly stand here and say thanks to the **Big Yellow and Red A – the Aminata brand. A partner we can count on as a positive and constructive contributor to a forever transforming Liberia that we all dream to live in.**
18. Today, I am also proud to say that **this brand is taking advantage of a law, the Small Business Empowerment Act**, by undergoing the necessary vetting requirements with PPCC to be able to compete for public procurement opportunities under the new law.



19. I pray that everyone here today learn about the process and the benefit of your participation in this worthy program and that this brand can mentor the many entrepreneurs that benefit from your operation through the process.
20. **This is a law I truly believe** will lay the groundwork for other dynamic entrepreneurs to one day also tell their **transformation story**.
21. Ladies and gentlemen, we **at the Ministry of Commerce and Industry**, despite the challenges, **remain committed to transforming the business climate for the growth of the private sector. We believe that real transformation that is inclusive and equitable can only be realized with the private sector in the driver's seat.**
22. To this end, we continue to **pursue policy objectives that will transform the business climate to a more predictable and transparent climate.** In so doing, we recently reached a critical milestone in the pursuit of this agenda, when we recently acceded to the **World Trade Organization after a seven years pursuit.** Liberia became the **last of member of ECOWAS to join the rules based multilateral trading system.**
23. **For us the WTO, what it means is how we chose to interpret our accession. For us it means domestic reforms that will modernize our systems, rationalize and harmonize our policies so that we have a more transparent and predictable business climate. Because those are the lubricants to economic transformation.**
24. **Businesses thrive best, when the rules are clear and predictable. When we do this, we, like others before us, will see steady growth of our businesses which means more job creation, more new ventures in non-traditional areas, more resilience to crisis.**

The Liberia We Want

25. Fellow Liberians, today I am honored to serve as your guest speaker in **celebration of the success of a fellow Liberian**, one who's hard work, and dedication, despite the odds, has led to the success we celebrate here today, **CEO Siaka Toure and the Aminata family.**
26. **Ladies and gentlemen, the Liberia we want must start with us, by what we think, say or do in the interest of our country. In the Liberia we want, we must strive to celebrate our successes, appreciate our differences, respect and honor our diversity and remain committed to the Liberia our children and their children deserve.**
27. **To achieve this we must embrace a culture of positive re-enforcement, a culture of tolerance, a culture of patriotic, nationalistic, and constructive engagement in our**



homes, our communities, and our work place, if we are to realize the Liberia we want.

28. So I let me end with these parting words for the Aminata family.
29. **Thirty (30) years of hard work, dedication, and commitment, despite the odds, has brought you this far. It is not only the vision and will of the CEO that will carry you further, but rather, the steadfast commitment, dedication and respect for the brand, Aminata, that comes from the man at the pump, the cleaner, the station manager, the sweeper, the family members, the partners, the will, commitment and hard work of all of you here today, that will take you to 50 and beyond.**
30. **Today, thanks to all of your efforts, I can proudly say, you now are a member of the exclusive 10, the top ten importers in our country, your are a major brand and you are truly Liberian. I look forward to working with you to ensure other Liberians make that list.**
31. **Congratulations on your thirtieth, and Gods willing see you at 50.**
32. **Thank you.**