



# Media Release

## TRADE MINISTER VISITS MANUFACTURING FAMILY BUSINESS

**19 February, 2021:** Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry, visited the manufacturing and warehousing facilities of Joseph J Sabeeney Ltd. on Friday 19th February 2021. The team met with the family-run business Directors led by Anne Sabeeney and her children Alan and Sarah Sabeeney. The business has been in existence since 1988 and over time has consolidated to distribute and manufacture a number of household and cleaning supplies.

During her visit, Minister Gopee-Scoon was introduced to the range of products, which include toilet bowl deodorizers, naphthalene balls (known as moth balls), camphor blocks, reusable and disposable cleaning cloths, sponges and scouring pads and mops. A large portion of the company's sales are local, however, 10 % of total sales are exported regionally to countries such as Barbados, Jamaica, St. Lucia, St. Kitts and Nevis, Guyana and Grenada.

The Minister was very pleased with the success of the firm, and in particular with efforts to invest in new, safe and more user friendly packaging and products. Commending Alan Sabeeney on the organization's progress and development over the years, she said, ***"This is a perfect example of a multi-generational SME family business that continues to pivot, evolve and grow. These are the types of firms and entrepreneurs that we must target to transform Trinidad and Tobago"***.

Currently Joseph J Sabeeney Ltd. has a moderate operation of thirteen (13) employees. Going forward they are focused on maximizing their capacity by expanding into existing and entering new regional and extra-regional markets. In this regard, Minister Gopee-Scoon urged them to collaborate and utilize the services provided by exporTT Ltd and the Ministry of Trade and Industry.

---

END