



Media Release

OH SNACKS! MINISTER OF TRADE AND INDUSTRY TOURS ASA ENTERPRISES LIMITED

June 15, 2023:- On Wednesday, 14 June, 2023, Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry was welcomed by Mr. Arfan Khan, Chief Executive Officer, his son, Mr. Aadil Khan, Director, and their team from ASA Enterprises Limited, as she shared in the company's celebration of its milestone export to Jamaica. This shipment marks the company's highest in terms of export value thus far, and solidifies its penetration of yet another CARICOM market.

During his welcome remarks, Mr. Arfan Khan explained that the company is dedicated to becoming export-oriented. He recalled that his family business began operations 23 years ago in a one-room labour intensive facility. Today, it has grown significantly into a fully factory-level operation, with burgeoning demand for its products in the domestic, regional and international markets. Mr. Khan added that ASA Enterprises has always been able to increase production capacity and fulfil export demand. He indicated that he was delighted that the Minister of Trade and Industry was present for the commemorative event.

The Minister extended her congratulations to the company and its staff, on their fortitude and devotion to not only growing the family business but propelling its exports of local non-energy manufactured goods. She noted that achievements like these signal both the vitality and resilience of Trinidad and Tobago's entrepreneurial spirit and the inherent commitment to contributing to the local manufacturing sector. She added that she is always heartened to witness the tangible growth and success of private sector companies.

The Honourable Minister toured the company's manufacturing and processing operations for various snack products branded under "Oh Snacks". She applauded the company on its recent product development, a new line of chewy granola bars, stating that the product was comparable to imported products on the market, therefore she anticipates that the company would realize import substitution benefits given the quality of what is being produced. Minister Gopee-Scoon also commended the Executives for establishing linkages with local businesses to source materials and integrate local inputs into its final products. Specific reference was made to the company's use of Trinidad and Tobago's very own Trinitario cocoa, and locally grown coconuts from the Coconut Growers Association (CGA).

The Minister elaborated on support mechanisms in place which are available to all manufacturers to boost their expansionary operations as well as assist with entry into new markets. These include initiatives such as the Grant Fund Facility, Import Duty Concessions, the Research and Development Facility and the SME Loan facility. She also underscored the availability of facilitative services from the Ministry's key Agencies in providing assistance to local manufacturers where needed. Minister Gopee-Scoon implored the company to continue collaborating with the relevant Ministries and Agencies to foster growth.

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