



# Media Release

## TRADE MINISTER CELEBRATES EXCELLENCE AT THE HERBARIUM LTD. STAFF AWARDS CEREMONY

**April 03, 2017:-** *'Strong leadership, vision and pertinacity'*, were the words used by Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry to describe Ms. Cheryl Bowles, Founder and Managing Director of The Herbarium Limited (THL) during the company's staff Long Service and Top Achievers 2016 Awards Ceremony on Wednesday 29 March, 2017. In addressing the award recipients, Minister Gopee-Scoon defined Ms. Bowles as *'an exceptional role model for all entrepreneurs who are seeking to carve out their niche in this dynamic business atmosphere'*.

Minister Gopee-Scoon commended the company on its global reach; she said *'based on the company's Seven Year International Strategy, the Herbarium Limited was also able to achieve its goal of going global by 2017. With the increased interconnectedness of the global community, THL has not limited itself to the local market but has increased its competitiveness and expanded beyond the shores of Trinidad and Tobago. THL's investment in research and development ensures that the company's cosmetic products meet the standards and requirements of target markets such as Canada, the United Kingdom, and the United States of America. This adherence to international standards and commitment to innovation are worthy of emulation by other local manufacturers as we seek to strengthen our country's overall competitiveness.'*

Minister Gopee-Scoon also commended the staff for their commitment and drive in sharing the organisation's vision. She said *'the staff at THL represent the most important business resource. It is the staff who promote the products and interact face-to-face with the public. The quality service which you provide is a significant asset'*. She gave the commitment of the Ministry of Trade and Industry (MTI) to continue to create an enabling environment to encourage entrepreneurial efforts for the benefit of all industries including micro, small and medium enterprises (MSMEs).

Ms. Cheryl Bowles, Managing Director, The Herbarium Limited in her Address said '***we are happy to celebrate our employees' achievement - most of whom are young females, responsible and committed to their job, always ensuring that the customer has a wonderful experience at Cher-Mere!***' Despite the economic challenges, Ms. Bowles is positive that the company will continue to be successful. She indicated that '***over the last 3 years with the contraction of the economy we have seen some slowdown in retail and wholesale activity. The road has been challenging but we have persevered due to family support, staff and customers. This new dispensation provides us with an opportunity to be more innovative; empower our staff and deepen our succession planning!***'

Present to assist in the distribution of Awards was the Honourable Esmond Forde, Member of Parliament for Tunapuna and Deputy Speaker of the House of Representatives.