



**STRONG FROM THE BEGINNING >
STRONGER ONWARD>**

**ADDRESS DELIVERED BY
SABRE NG'S PRESIDENT/CEO – ELDER G.O OLOWO
AT 10 YEAR ANNIVERSARY CELEBRATION**

WEDNESDAY APRIL 05, 2017

Let me welcome everyone to this special occasion and thank God most sincerely for his benevolence over me and the entire team. Reflecting on the past 10 years journey left me with no choice to say ' Emmanuel" for He has been with us till now. Indeed we went through thick and thin, His grace was and is still sufficient for us. Haleluya!

Thanks to Directors & others...

Ladies and gentlemen, the celebration of today is for all of us especially the pioneer agents who believed in us that we could do it! Worthy to be specially mentioned is Dean Bibb – the visioner who birthed Sabre NG/GH, the seed you planted 10 years ago has grown to be celebrated today. How will I appreciate the pioneer Directors especially those who trusted the brand called SABRE and committed their resources and business success upon the new entrant 10 years ago! The Touchdown Travel ably led by Dayo Adeola, Emmanuella Travels that is being championed by my twin sister, Modupe Lawale and Imomot of Rewards Travel. You have all made me proud today that International brand can be localized and deliver international standard and qualitative service at all times. I must congratulate all the Directors under the leadership of Professor Anthony Kila. I cannot thank you enough. Thank you and thank you very much indeed.

When we were entrusted with the franchise by Sabre International to market the products in Nigeria, the terrain was no doubt muddy, despite that, we changed the landscape of doing the business by putting you (our agents) first in the delivery of qualitative and prompt service leveraging our state of art technology.

No wonder in a short while we were reckoned with in the market , made name for ourselves and the business of GDS changed in the market. We all are witnesses of this laudable landmark today.

Today looking back at the first 10 years of our existence in Nigeria;

- I cannot but imagine how we were able to build agent base from zero to about 2 300 today!
- I cannot but imagine a company like us with zero segment now giving others race to survive.
- I cannot but imagine a company with just about nine (9) staff now impacting the nation's economy with over 200 employees today.
- I cannot but imagine how our products and technology changed the focus of GDS operation to customer- centric service delivery in Nigeria today.

Tonight's event will therefore not be completed without recognizing few among those who contributed immensely to the success story by giving them AWARD as token appreciation.

Our resolve to come out stronger in the next 10 years informed our choosing the topic for today's anniversary lecture to be delivered by renowned experts because the future of the World and not only Aviation is **Technology**.

Tonight is going to be fun packed, rewarding and educative especially for all those who want to be stronger from now.

Sequel to the theme of this my address - **STRONG FROM THE BEGINNING > STRONGER ONWARD**, I am proud to reaffirm our commitment to ensuring we put all our stakeholders first in what we do in the next 10 years because we have been repositioned for this new task and we will be stronger onward so as to consolidate the current annual booking level and achieve our strategic goal of having a minimum of 35% market share by year 2020. Once again thank you very much indeed for coming and being part of our history.

Thank You