

In a special ceremony ... The Government of Japan award Sardar Al Bebany with the Certificate of Commendation

In keeping with its habit of sponsoring creativity and honoring symbols of excellence, the Government of Japan took the initiative to award a certificate of commendation to Chairman of the Board of Directors of Sardar Group - President of Toyota Iraq - Mr. Sardar Al-Bebany -, in recognition of his pioneering role in strengthening Iraqi-Japanese economic and cultural relations, and His distinguished initiatives in contributing to the achievement of human development in Iraq, this initiative was taken during a ceremony held by H. E. Ambassador of Japan in Iraq, in the presence of representatives of the Kurdistan Region and Central & South Governments, as well as well-known Iraqi Businessmen, on Sunday, 21st of August 2022, at Rotana Hotel / Erbil. Despite the symbolic significance of the ceremony for Mr. Sardar Al-Bebany as a result of his pioneering career in the Iraqi business sector, no one can miss the strategic dimension of the initiative, which is embodied in Japan's interest in the Iraqi market and the serious commitment the Japanese companies to invest in it, in addition to the rapidly growing space that can be occupied by the private sector which will become a bigger part of the national economy, especially through access to factories and global markets in order to regulate the trade with Iraq in a way that ensures the achievement of national development, and this comes at a time when the public sector no longer has complete control on the market, especially once we realize that private sector companies are the most capable of identifying professional work environments and abiding by the regulations of international factories, which qualifies them to seize opportunities that build productive partnerships with those factories that can secure the necessary flow of goods and merchandise with a factory guarantee according to the need of the local market, with continuity of the flow of global experiences that contribute to building and strengthening the capabilities of local workers.

It is worth mentioning that Sardar Group has directly contributed to breaking the commercial limits imposed on Iraq by political and economic conditions for over sixty years, as the group has achieved the formal and objective conditions for working in accordance with international factory standards, based on that, the companies of Sardar Group have signed multiple agreements, such as, the agreement with British companies Jaguar Land Rover, the Japanese Toyota Lexus, Hino, as well as TOTO, with the American brand Polaris, with the main goal to secure the Iraqi market's need for those companies' products which were made specially for use in Iraq, with a manufacturer's guarantee, as well as building a knowledge bridge with every global factory that ensures the flow of global expertise to national workers, in order to enhance their professional skills, which has always been one of the most reliable indicators of the success of the experience of representing global factories, therefore, this initiative of the Government of Japan which is dedicated to praising Mr. Sardar Al-Bebany, is considered as a motivational factor to encourage everyone to support and sponsor excellence as a role in reviving the business sector, striving to achieve effective partnership with the public sector in terms of growth and development, the priority remains to establish a modern legal structure to ensure the achievement of balanced partnerships with international companies and the investment of national capital in the Iraqi market to serve the economic development, In any case, the career of Mr. Sardar Al-Bebany remains a representation of a promising experience from which lessons can be drawn, based on the same premise that was built on the basis of its performance which is:

The Will – The Plan – The Management