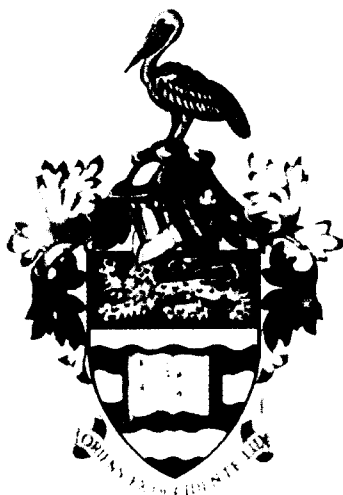


# THE UNIVERSITY OF THE WEST INDIES



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## Aleem Mohammed

*Chancellor, Dr. Aleem Mohammed is a pioneer in Caribbean manufacturing and a leader of marketing best practice. He is Executive Chairman of a company which exports soft drinks to over 40 countries across the globe.*

*Born in 1951, a Trinidadian, Aleem Mohammed was educated at ASJA Boys and then Naparima College, in San Fernando, continuing to The University of the West Indies, Jamaica, and eventually St Thomas's Hospital in London, where he continued his MBBS training. He practiced medicine in Trinidad for a short period.*

*But the time came when his grandfather could no longer continue the family business to which he had devoted his life since 1924. Aleem Mohammed gave up his practice to rescue this business. "I was always a risk taker," he has remarked, and the source of these genes is obvious – a mother who supported him by mortgaging her home and turning over her savings. In 1980 he came into the company as Chairman and within a year fulfilled his goal of becoming the top soft drink company, increasing production rate from 500 to*

15,000 cases per day within eighteen months, through aggressive marketing, heavy investment in technology, and successful innovation.

Aleem Mohammed pioneered a two-piece aluminum can with nitrogen, and produced major brands like Chubby, Busta, Fruta, Cole Cold, Jaliter, and VIVA, and he has subsidiaries in Barbados, St Lucia, Guyana, Jamaica and Haiti, as well as a licensing Agreement with the massive Cott Corporation which originates in Canada and the United States. Indeed, he has produced the first Caribbean Brand franchised by a local Company to a Northern Metropolitan Country. From his head office at Otaheite Industrial Estate, South Oropouche, Trinidad, Aleem Mohammed exports his products to forty five countries worldwide and employs thirteen hundred employees - spectacular progress which has included breakthroughs on the basis of extensive market research.

Directorships include S.M. Jaleel and Company Limited, Trinidad (and other Caribbean subsidiaries) TIDCO, Guardian Holdings Limited, Trinidad; Guardian Life Limited, Jamaica; Youth Business Trust Trinidad and Tobago; Caribbean Regional Research Agency; Haji Ruknudeen Institute of Islamic Studies; The University of the West Indies, Institute of Business.

Described as "a visionary leader with a sharp focus," Aleem Mohammed conceives of Trinidad and Tobago as a producer of global brands, and aims at attracting investment to create an enabling environment for business, at facilitating trade, and marketing Trinidad and Tobago itself as a tourist destination. In this sense, he prompts political stability, transparency, good corporate governance and sophisticated infrastructure, and promises the opening of new markets and increasing market access for manufacturers. His attitude reflects Benjamin Disraeli's delightful oxymoron: "Change is inevitable. In a progressive country, change is constant."

*Within the community, Aleem Mohammed has laboured without personal gain as a pillar of the Islamic community, especially in the area of education, in Trinidad and Tobago, in England and in Bangladesh. His own self-education never falters. He is an avid reader of management and marketing material and of Islamic literature.*

*Outside of his religion he demonstrates faith of another kind – faith in the country – its wealth of natural and human resources. He argues that, “the difference between success and failure lies in the way we think. Life today is competing for industrial foresight, it is getting to the future first, giving the customer what he has not dreamt about.”*

*Chancellor, I present Dr Aleem Mohammed and ask that by the authority vested in you by the Council and Senate of The University of the West Indies, you confer on him the degree of Doctor of Laws, *honoris causa*.*

*St. Augustine campus  
November 1, 2003*