

BOLLORE TRANSPORT & LOGISTICS SUPPORTS VULNERABLE WOMEN AGAINST BREAST CANCER

In favour of the global initiative “Pink October”, Bolloré Transport & Logistics, on 28 October 2020 in Côte d’Ivoire, donated equipment and medical inputs for the detection of breast and cervical cancer to Echos Media, an NGO that promotes media events contributing to the fight against breast cancer.

The company is thus enabling 500 women from disadvantaged areas of Abidjan to benefit from a diagnosis, and at the same time boosting awareness and prevention among the population.

This socially-minded approach reflects the commitment of the women employees of Bolloré Transport & Logistics to contribute to fighting breast cancer, with some 1,223 women dying from the latter every year in Côte d’Ivoire out of 2,248 women diagnosed with the disease.

“Bolloré Transport & Logistics, through its women employees, has for several years been committed to initiatives on the fight against breast cancer, which is the deadliest cancer in Côte d’Ivoire. Consistent with the Group’s policy, we want to contribute to halting the advance of the disease through prevention and awareness-raising. Because where it is diagnosed at an early stage, breast cancer is easier to heal,” said Yaraye Tchinah, Human Resources Director at Bolloré Transport & Logistics Côte d’Ivoire.

Through its actions in favour of the fight against breast cancer, Bolloré Transport & Logistics is reasserting its commitment in favour of the health and well-being of the population in Côte d’Ivoire.

About Bolloré Transport & Logistics in Côte d’Ivoire

Present in Côte d’Ivoire in transport, logistics and stevedoring, Bolloré Transport & Logistics currently has over 8,000 Ivorian employees, working notably at its agencies in Abidjan, San Pedro, Bouaké, Noé, Ferkessédougou and Ouangolodougou. The company contributes actively to the development of Côte d’Ivoire, invests in the upskilling of its employees. It trains its workforce through the Pan-African Port Training Centre (CFPP) and is forging partnerships with higher-education institutions, including Institut National Polytechnique Félix Houphouët-Boigny (INP-HB). Bolloré Transport & Logistics also leads initiatives for the local population in partnership with organisations, assisting young people in their education and social reintegration and working to raise their awareness of environmental protection and health.

www.bolloré-transport-logistics.com

PRESS CONTACT:

Arsène Yapi - Head of Media and Content - Bolloré Transport & Logistics Côte d’Ivoire
T +225 21 22 04 01 / +225 07 19 49 67 – arsene.yapi@bolloré.com