



MEDIA RELEASE

CPL Group Partners with UN Women PNG to Uphold Women Empowerment Principles.

March 26th, 2024

CPL Group proudly announces its partnership with UN Women Papua New Guinea in committing to the Women Empowerment Principles (WEPs), joining a core group of companies across the world that encourage practices that advance the rights of women.

The official signing ceremony took place on Monday 25th March, with the UN Women Representative for PNG, Adekemi Ndieli, and CPL CEO, Navin Raju.

The Women Empowerment Principles, developed by UN Women and the United Nations Global Compact, serve as a guide for businesses to promote gender equality and women's empowerment in the workplace, marketplace, and community. By signing onto these principles, CPL demonstrates its unwavering dedication to fostering an inclusive and equitable environment where all women have equal opportunities to thrive and succeed.

In 2025, UN Women will carry out a global campaign to ring the bell for gender equality. UN Women Country Representative, Adekemi Ndieli, congratulated CPL for taking the lead and signing the WEPs a year before the start of the global campaign. She expressed her appreciation for CPL's commitment to advancing gender equality and emphasized the significance of such partnerships in driving positive change and creating opportunities for women to fully participate in all aspects of society. She further reaffirmed UN Women's support towards CPL's initiatives to support women, stating "We are aware that CPL has on its own, put in place several measures and actions to advance the rights of women across the country and we want to continue to support that so that it can foster better business practices that empower women".

Navin Raju, CEO of CPL Group, echoed similar sentiments, highlighting the company's belief in the transformative power of gender equality and the importance of businesses playing an active role in promoting women's empowerment. He went on to express that CPL's support towards women empowerment has existed within the company for a long time and further added, "this partnership marks a crucial stride towards creating a workplace where women are not only afforded equal opportunities, but they are encouraged to excel and lead. We believe that empowering women isn't just the right thing to do but it is essential for the success and sustainability of our company and the society." He reaffirmed CPL's dedication to continue to empower women and girls, through its Foundation, by providing access to literacy and education programs, enhancing healthcare services and economic empowerment opportunities.

With over 35 Years of trading in Papua New Guinea, CPL Group is PNG's leading retail Group, with brands such as Stop & Shop, City Pharmacy, Hardware Haus, Bon Café, Fresh Express, City Pharmacy Medical & Lab Supplies, Real Rewards Plus, Jacks of PNG, and Prouds (PNG).



CPL's decision to sign onto the Women Empowerment Principles underscores its commitment to corporate social responsibility and its recognition of the pivotal role that businesses can play in advancing gender equality.

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