

PRESS RELEASE: Sakib Awan highlights the migrant experience and entrepreneurship in 'A Strong Heart'

Sakib Awan, the founder and Chairman of East Timor Trading Group, celebrates his life story and entrepreneurship in his autobiography, *A Strong Heart - An Autobiography in Progress*. Named for the tenacity with which he grasps life, the book charts Awan's rise to success.

Setting out as a small start-up funded by a few credit cards and eventually building a multinational company, Awan has seen both the highest of highs and the lowest moments, having lost everything in the Asian Financial Crisis. With a strong will, determination, and grit, he rebuilt his business in Timor-Leste to the benefit of the nation and its economic development.

A Strong Heart delves into Awan's upbringing in Pakistan and follows as he builds international experiences and learnings - including his time in Montreal, Dubai, Islamabad, Darwin and Dili. As an autobiography and entrepreneurial guidebook, the pages reflect Awan's joy for life and offers morsels of encouragement and advice.

"It is my firm belief that ambition and a shrewd business sense can go hand in hand and are indeed strengthened by the humanistic qualities of empathy, philanthropy, and ethics," states Awan.

"Material gain will only take you so far; what keeps me going is seeing my staff excel in life and better their lives, which has tangible benefits for the whole community."

These lessons and leadership were recognised in January 2022, when Awan was awarded the Gold Cross of Merit of the President of the Republic of Poland, recognising his former role as Polish Honorary Consul General to Timor-Leste.

With an intended audience that spans nations and status - including migrants, the successful business owner, and the budding entrepreneur - *A Strong Heart* captivates and offers a refreshing take on the ordinary prosperity tale. The importance of family, building global connections and navigating cultural differences are topics addressed with joyful anecdotes and Awan's signature quick-wittedness.

The book is now available from Booktopia, Amazon and good book stores.

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