

Asaad Fadel: Manco CEO, A Champion on and off the Court

In the bustling heart of Liberia, where resilience and passion fuel every endeavor, Asaad Fadel has emerged as a beacon of leadership and community impact. Known today as the CEO of Manco Manufacturing, Asaad's journey is as compelling as it is inspiring—a blend of athletic excellence and transformative business leadership.



Asaad's story began on the basketball courts of Lebanon, where he played under the guidance of renowned coach Fouad Abu Shakra during the 1994-1995 season at Al-Jumhour Club. Under the leadership of the late Michel Tannous, a beloved basketball visionary, and alongside Abu Shakra, Asaad helped secure the Lebanese Second Division Championship, earning promotion to the First Division. The team's success marked the birth of Bluestars, a club that would go on to produce exceptional talent and achieve remarkable milestones. This experience laid the foundation for Asaad's approach to teamwork, strategy, and resilience—qualities he carried into his professional life.



Fast forward 30 years, and Asaad found himself reunited with his former coach during a friendly match between Liberia's Mighty Barrolle and Libya's Al-Ahly Tripoli Club. As the head coach of Mighty Barrolle, Asaad had led the Liberian team to three consecutive championships,

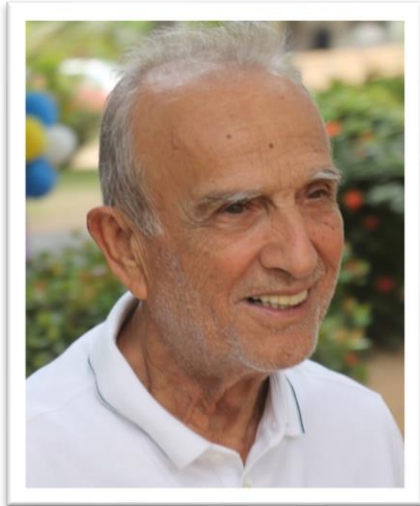
showcasing his ability to inspire excellence both on and off the court. The

emotional reunion with his former mentor highlighted the deep connections forged through sports and the enduring impact of mentorship.

Carry on the legacy of his father Raef Fadel, as the CEO of Manco Manufacturing, Asaad channels his passion for teamwork and leadership into driving one of Liberia's most impactful companies. Beyond the factory walls, his commitment to community outreach echoes the same values that guided his basketball career. Under his leadership, Manco has supported numerous initiatives, including sponsoring educational scholarships, aiding infrastructure development, and contributing essential products during health crises such as the Ebola outbreak.

One of Manco's most heartwarming projects under Asaad's guidance was its involvement in local sports development. Recognizing the unifying power of sports, Manco has supported youth leagues and community tournaments, fostering talent and providing young athletes with opportunities to excel. Asaad sees sports as a tool for empowerment, teaching discipline, perseverance, and community values—principles he learned firsthand as an athlete.

Whether on the court or in the boardroom, Asaad Fadel's legacy is one of dedication, excellence, and service. His journey from a rising basketball star in Lebanon to a transformative leader in Liberia is a testament to the enduring power of passion, teamwork, and community. Through Manco's operations and outreach, Asaad continues to inspire a new generation, proving that true leadership extends far beyond personal success—it's about lifting others and creating opportunities for all to thrive.



In 1969, Raef Fadel founded the Liberia Bleach & Chemicals Company, marking the beginning of a remarkable journey in Liberia's industrial landscape. With a vision to produce high-quality household health and cleaning products, Raef introduced CLORA™ Super Bleach, which quickly became a household staple across the nation.

In 1981, the company rebranded as Manco Manufacturing Company, reflecting its expansion and diversification. Under Raef's leadership, Manco broadened its product line to include over 60 health and household items, such as WaterGuard, Sur Eau, POP Detergent Powder, and MANOLINE Hair Pomade. This growth not only showcased Raef's entrepreneurial spirit but also his unwavering commitment to improving public health and hygiene in Liberia.

Throughout periods of political instability and economic challenges, Raef's steadfast dedication ensured that Manco remained operational, providing essential products to the Liberian people. His resilience and commitment to the community were further demonstrated during the Ebola outbreak, where Manco partnered with the Government of Liberia and international organizations to supply desperately needed products to combat the crisis.

Raef Fadel's legacy continues to inspire, with three generations of the Fadel family now involved in the business. His visionary leadership and deep-rooted commitment to Liberia's well-being have solidified Manco Manufacturing Company's position as a cornerstone of the Caldwell community and a beacon of industrial excellence in West Africa.

Note: This narrative is based on information available on Manco Manufacturing Company's official website.