



PRESS RELEASE

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ROGERS UNVEILS ITS AMBITION TO POSITION BEL OMBRE AS THE BENCHMARK FOR SUSTAINABLE LIVING BEL OMBRE - *LAMER, LATER, LAVI*

Bel Ombre, this May 18, 2022. Highlighting the authentic, the sustainable and the inclusive. To make Bel Ombre a territory where people and nature thrive; a resilient region that includes and values its community, but also a mecca for ecotourism, highlighting local know-how and protecting its ecosystem. This is the goal of the Rogers Group in launching the Bel Ombre Territorial Brand, a brand with the manifesto: **“Lamer. Later. Lavi”** on Wednesday, May 18, 2022. Through the launch of its territorial brand **“Bel Ombre - Lamer. Later. Lavi”**, [Rogers](#) aims to make [Bel Ombre](#) the reference in Mauritius for a Tropical and Sustainable Lifestyle.

Officially launched by the Rogers Group during a ceremony on May 18, the territorial brand “Bel Ombre. Lamer. Later. Lavi.” is a new and coherent step in the group’s journey to promote a Sustainable Tropical Art de Vivre in this region.

With the promise of a “Sustainable Tropical Art de Vivre”, Rogers displays its ambition to place the Bel Ombre region at the heart of its action in the fight against climate change.

During the event, which had as its guest of honor the Honorable Steven Obeegadoo, Deputy Prime Minister, Minister of Housing and Land Use Planning and Minister of Tourism of the Republic of Mauritius, the group shared its commitment to integrating green practices as a driver of its operations in the southwest region of the island.



With the territorial brand **“Bel Ombre. Lamer. Later. Lavi.”**, the Rogers Group unveils a new chapter in the history of Bel Ombre; a destiny that is born of the vision, determination and passion of its entities operating in this region. For several years now, the Rogers Group has been carrying out this project; that of making the Territory of Bel Ombre, an inclusive model where man and nature thrive. At the launch event, Rogers’ Chief Executive Officer, Philippe Espitalier-Noël, shared the group’s ambition to make Bel Ombre a benchmark for sustainable destinations, both in Mauritius and in the region. ***“More than the launch of a territorial brand, this is a commitment that reflects our ambition to make Bel Ombre the sustainable destination of reference in Mauritius and the Indian Ocean. Our ambition is immense, as is our conviction that there will be no tomorrow if we do not change our paradigms today,”*** he said.

Bel Ombre is an emblematic place, known not only for its particularly well-preserved territory and heritage, but also for its rich history dating back to the 19th century.

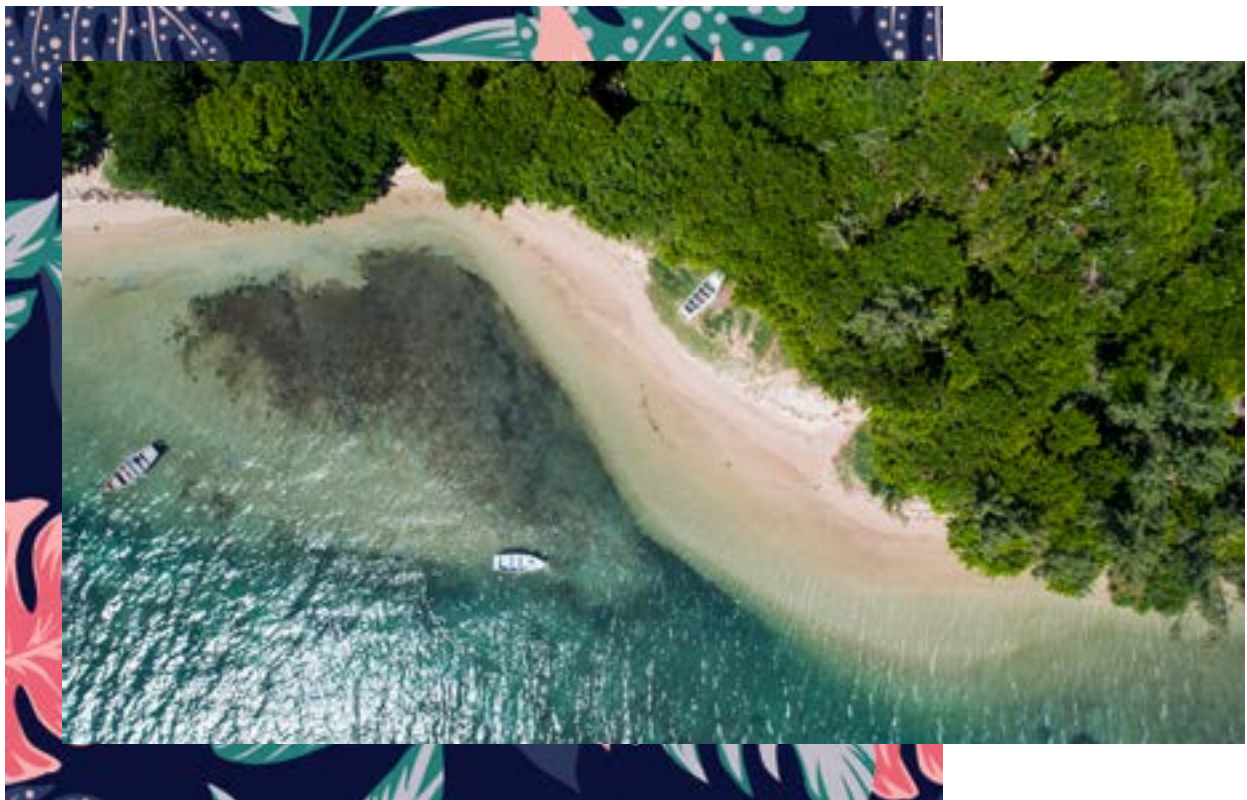
Through planned and harmonious development, Rogers and its partners have since developed the area with the same passion and commitment to preserving and enhancing the beauty of this unique region. Hotels, restaurants, golf courses and villas have since been carefully integrated into the landscape, coexisting with the omnipresent nature and sublimating the heritage of the former sugar estate.

A witness to the centuries that preceded us, Bel Ombre is a unique place steeped in history and culture that brings an extra dose of “extraordinary” to those who live and work there, as well as to visitors passing through. The Bel Ombre territory is based on an inclusive model that aims to pave the way for a circular economy, empowering the local community, creating jobs and building resilience. A community united to seize the opportunities of this reinventing world.

Thus, the new territorial brand carries a strengthened sense of place that prepares Bel Ombre to fully value the multiple dimensions of this territory, which aims to be a sanctuary serving to protect the many forms of life that thrive in complex terrestrial and marine ecosystems; a terroir that gives tropical products their unique flavor; a laboratory where sustainable practices are experimented with to meet tomorrow's challenges; a lush playground carrying a remarkable repertoire of experiences.

This is the fruit of a long-term vision that has already been present for several years in the Group, through its various subsidiaries present in Bel Ombre; such as Agria, which leads the development of Rogers' land and agricultural development in the region, based on the principle of "farm to fork", valuing local products and the circular economy. ***"To give shape to Rogers' vision for the region and the commitment we share with the authorities for a better future for our island, we believe that these issues require forward-thinking solutions. That is why we have been working for several months to develop a Sustainable Smart Village master plan for the long-term sustainable development of Bel Ombre,"*** said the CEO of Rogers in his speech before also mentioning the tourism activities carried out by Rogers Hospitality in the region. ***"Rogers is committed to participating in the transformation of the local tourism industry into an eco-industry, with Bel Ombre as a benchmark of the group's ambitions for the transformation of this sector into one that is more sustainable and more inclusive. At a time when foreign visitors are rediscovering our country's assets with new eyes, Bel Ombre has everything it takes to differentiate itself and position itself as a destination within the destination."***





A unique land based on a vibrant community, an exceptional natural, cultural and historical heritage, where you fall in love with the atmosphere and its species. Ideal in any season, offering an exceptional variety of activities and recreation to all visitors seeking a unique experience, Bel Ombre is the land of all possibilities, including a preserved setting of 1300 hectares. Endowed with an incredible biodiversity, the Bel Ombre Nature Reserve promotes and preserves the unique biodiversity of Mauritius in collaboration with the Mauritian Wildlife Foundation and the local authorities. Obtaining the Man and the Biosphere label from UNESCO makes the region shine more than ever thanks to nature activities designed to raise awareness among Mauritians and tourists on the preservation of our biodiversity.

The protected sanctuary thus makes the Bel Ombre Territory, in the wild south, a preserved and protected environment, offers a vast choice in terms of accommodation, gastronomic experiences and leisure activities, namely charming hotels with its Bed & Breakfast Kaz'Alala; luxury hotels with these Heritage Resorts establishments; leisure activities with the Bel Ombre Nature Reserve, the Heritage Golf Club, the Chamarel 7 Coloured Earth Geopark; 'edutainment' with the World of Seashells; wellness with the Seven Colours spas; gourmet restaurants such as Le Chamarel, Le Château de Bel Ombre and C Beach Club; the Villas Valriche real estate program; and the flavors of the terroir with Agria, all while staying true to its commitments on sustainability.

The Bel Ombre Territory also aims to create a diverse and inclusive community by providing sustainable workplaces. In the long term, this unique development project in Mauritius is committed to creating a green economy and promoting ecotourism. Thierry Montocchio, CEO of [Rogers Hospitality](#), shares the group's ambitions for the transformation of this region of the island, centered around sustainable development. ***"Already, the commitment is made with Heritage Resorts whose hotels are actively working to achieve carbon neutrality for which the Rogers Group is committed by 2050. A commitment that has already begun to materialize with Rogers Hospitality's [Now for Tomorrow](#) sustainability program, and which contributes to preserving the jewels that adorn Bel Ombre's crown."***

Agria is the entity that owns the land on which the group ambitions to transform the region into a reference in terms of development and sustainable practices, and which now leads the land and agricultural development of the region.

"We began the transformation of Bel Ombre decades ago with the Villas Valriche real estate program, the preservation of the estate's historical heritage and the agricultural development of our land. We are now working towards a coherent and harmonious development of this area over the long term, taking into account sustainability, resilience and the protection of our ecosystem and biodiversity. These are the values on which Agria is built. We want to put even more emphasis on inclusion, sustainability and ethical business practices throughout the value chain, while promoting climate-friendly practices in Bel Ombre," said Thierry Sauzier, CEO of Agria.

With 300 years of history, the Bel Ombre region has a rich human and cultural experience to share. Dedicated artisans tirelessly craft both the land and the stories that make the south a land of hospitality and communion. With this courageous commitment to sustainability across the entire value chain that makes up the Bel Ombre Territory, Rogers is demonstrating today that integrated solutions that mitigate climate change and avoid biodiversity loss can enable tomorrow's Mauritius to achieve green, low-carbon, competitive growth through resilient, inclusive, and livable projects.

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