



**STRIKING THE BALANCE  
BETWEEN QUALITY AND  
SUSTAINABILITY**



# The Infrastructure ENABLER

With best-in-class products, intuitive investments and crucial employee and community empowerment practices, LafargeHolcim's Bamburi Cement in Kenya is striking the perfect balance between quality and sustainability

Writer: Kunalan Doble | Project Manager: Josh Mann

“It is an industry that offers many opportunities for sustainable growth, but only if you have the right focus. The challenge is for organisations to pursue long term sustainability as opposed to short term targets. Ultimately, the winners will be the ones who get this right.”

Seddiq Hassani is referring to Africa's cement industry, a field that his company Bamburi Cement is thriving in.

Part of LafargeHolcim, a group

comprising an array of businesses that combined employ about 75,000 people across operating sites in 80 countries around the world, Bamburi is one of its operations in the Middle East and Africa (MEA) regarded as the leading cement manufacturing and marketing company in the East African region.

“We have operations in two countries – Kenya and Uganda,” explains Hassani, the company's Managing Director.

“In Uganda our cement subsidiary

company runs as Hima Cement Ltd. In Kenya, meanwhile, Bamburi Special Products Ltd is our subsidiary involved in the manufacture of high-quality pre-cast and ready-mix concrete products.

“Our corporate headquarters are in Nairobi and cement plants in Nairobi and Mombasa, and our environmental arm Lafarge Eco Systems is based in Mombasa, from where it champions restoration, environmental conservation, education and awareness. It is also responsible to rehabilitating all Bamburi's exhausted quarries.”



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Buzeki Enterprises Limited is the flagship company of Buzeki Group of Companies, a multi-faceted business group with interests and representation in various sectors of the economy. Incepted in 1999 under the ownership of local Kenyan entrepreneurs, Buzeki Enterprises is a fast-growing business conglomerate with a global vision & provides a wide range of transport services in Kenya as well as the larger East and Central Kenya regions.

In 2004, our transport division Buzeki Enterprises was founded to cater to the rapidly expanding regional markets of diverse industry verticals like Manufacturing, Distribution and Agriculture among others with quality transport services.



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We have over four hundred trucks and still growing in numbers which all are in a very good condition operated by qualified personnel which guarantees both the transport sector & distribution management smooth strategic plans and operations are implemented effectively and efficiently. We provide quality reasonable transport service packages in the major areas.



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Founder and Group Chairman  
Website: [www.bundotich.com](http://www.bundotich.com)

**Major clientele;** Bambui Cement, Hima Cement, Tororo Cement, National Cement, Spedag Interfreight, Grain Industries & Kobo360.



- We maintain a sufficient and efficiently operating fleet that may respond to any volume of customer needs at any given time.
- Voted and honoured with the Best Road Safety Transporter Award in transporters category in 2008 by Bamburi Cement Limited, Lafarge Group.
- Won Road Safety Awards in 2011 and 2012 for Best General Cartage position 1 and 3 respectively initiated by Association of Kenya Insurers. Professionalism in the transport operations, reinforcement of safety standards and the ability to maintain quality "as-scheduled" delivery.
- A member of Kenya Transport Association.
- We ensure all our fleets are well maintained, always conform to transport licensing (TLB) requirements and are operated by law-abiding workforce.
- As safety ambassadors, we adhere to all laid road safety guidelines and ensure all loading of our trucks are within the tolerable government load limits.

- All our trucks have GPS (Global Positioning Systems) enabled and can be tracked real time in any location at any time.
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- We have mining equipment and personnel suited for Limestone, Gypsum, and Kunkur mining.
- We also provide all safety equipment (PPE equipment) for all staff such as reflector jackets, helmets, safety goggles, safety boots and safety handbooks.

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So how has the Bamburi brand grown to become such a renowned player with a wide remit in the regional economy?

In the eyes of the MD, there is no simple answer to this question. Rather, it is owed to the company's inherent desire and ability to excel on four key fronts, the first of which is an unwavering focus on standards.

"Our emphasis on quality has seen the market associate us with the best products, and that trust is why we are positioned as Kenya's foremost manufacturer of cement and concrete," he reveals.

Further, this product portfolio is not just unrivalled in terms of quality, but also variety. With the largest selection of cement and concrete products of any regional supplier, Bamburi Cement is able to meet a diverse range of construction needs that span all segments, from individual home

builders to more complex infrastructure players.

This brings Hassani to the company's third point of differentiation – its sustained commitment to innovation and ever-growing capacity which ensure it is able to deliver on technical projects with ease by leveraging modern, first-class solutions.

"Our leading technology capabilities are the result of our membership within LafargeHolcim," the MD explains, reiterating the collective group's standing as one of the world's leading building materials and solutions providers.

"We benefit not only from its extensive expertise across numerous markets, but also from its research and development centre in Lyon, France. This facility is a first of its kind in the industry, and ensures we're able to stay abreast of industry best practices including innovative products,

**Sika Kenya Limited**

Sika Kenya is dedicated to providing and maintaining the highest standards with its products and services. An unwavering commitment to innovation enables Sika Kenya to not only satisfy current demands, but also anticipate future expectations.

All Sika products and system solutions are designed with customers' success in mind, and the ambition to build strong, long-lasting and mutually beneficial relationships rather than focus on short-term business. This is well demonstrated by the great business relationship the company has with Bamburi Cement.

Since 2016 Sika Kenya has been supporting Bamburi Special Products by developing a concrete admixture that is compatible with aggregates and cement used in concrete production. With the rising demand for watertight structures, Sika Kenya has been able to supply waterproofing admixtures to ensure the required specifications are met.

Towards the end of 2018, Bamburi Cement began using Sika grinding aids to increase production and efficiency at its plant on the Athi River.

Besides providing products, system solutions and technical support, Sika Kenya has partnered with Bamburi Cement to sponsor its Zawadi challenge, a loyalty programme to reward retailers and dealers who actively purchase cement from the company.

These events have created a great chance for Sika Kenya to grow its network and generate more business opportunities.



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“Great brands are not built overnight”, The most successful brands know that this is a myth that only works in fairy tales. The truth is that the best companies take time to build – any successful company requires a strong base on which to grow and develop.

Sika Kenya Limited, a subsidiary of Sika Group, was established in 2011 and the company has grown over the years and made a mark for itself in Kenyan and East African construction markets. Nowadays, the company has become the leading manufacturer and distributor of construction chemicals in the country and has the biggest market share across the region.

Sika's Target Markets are connected with various aspects in the construction industry. They involve: Concrete, Waterproofing, Roofing, Flooring, Sealing & Bonding, Engineered Refurbishment, Building Finishing and Industry.

Majority of Sika products are locally manufactured although some products are imported from sister companies in Africa, Europe, Middle East and Asia. Sika Kenya has a chain of distributors who sell Sika products and supply big projects directly as well.

Since 2011, the company has seen a tremendous growth which has led to supplying new markets. Sika Kenya is not only supplying the market in Kenya, but also in Uganda, Rwanda, South Sudan, eastern part of DRC, Burundi and partly Somalia. Each market comes with its own challenges and their aim is to ensure that Sika Kenya overcome all challenges that customers might face and provide best products and system solutions backed by strong technical support on site.

Sika Kenya business philosophy has led us to an unparalleled success and today is recognized as a global technology leader in many markets, with special focus in creating value for our customers. Sika Kenya has invested in technology center which take the lead in long-term research programs and the development of new innovative solutions to meet local markets' specific needs and requirements.

Sika Kenya has introduced Sika Academy in Africa concept where they train professionals in the construction industry to have top of mind product and application knowledge of their products. At the end of such trainings, the participants are usually awarded certificates and a few of them become certified Sika applicators after a vetting process.



Sika Kenya has taken part in various important projects such as, Entsam & UAP Towers in Kenya and Kerumo dam in Uganda just to mention a few. Currently, they are supplying products to affordable housing project along Park Road, wind park project in Kipetu, residential and commercial projects (IGTC for example) and several others.

**Why Choose Sika?**

The high-quality products and systems together with the technical support on site, which is provided for free, are the main reasons which put Sika Kenya to be the first choice when it comes to construction business.

At the same time improving existing products and systems and introduction of new products and systems in the market enable Sika Kenya's customers to move with the ever-changing trends in the construction industry safely. ■

## LEADERSHIP FOCUS:

## Seddiq Hassani, Managing Director

Hassani joined the LafargeHolcim Group in 2000 when he began working for Lafarge Morocco, holding several positions including Control Manager, CEO Lafarge Gypsum Morocco, Purchasing and Logistics Director, and Marketing and Strategy Director. Prior to this he worked as an auditor and strategy consultant with Arthur Andersen Casablanca.

In 2015 he then moved to work for LafargeHolcim as Head of Growth & Innovation for Middle East and Africa, before joining Bamburi Cement Ltd as Managing Director in February 2018.

"I had an interest in not only cement but the broader construction industry from early on in my career,"

Hassani reveals. "In the early 2000s Morocco had a lot of construction projects in the pipeline – houses, roads, highways, ports, airports, hotels and more.

"I wanted to be part of that exciting journey, and I am proud to say I have contributed to many major projects to date, including the construction of the Tanger-Med Port, which is among the largest in Africa and the Mediterranean Sea, high speed train lines travelling at speeds of 320 kilometres per hour, and highways stretching over 1,000 kilometres."

solutions and services as well as advanced manufacturing processes."

## PROJECTS WITH PURPOSE

By tapping into this network, Bamburi Cement has been successful in partnering with and contributing to some of the most iconic buildings and infrastructure projects across Kenya and beyond.

A mere glance at its portfolio provides the evidence, the company able to call upon a growing number of successfully completed projects. It has been involved in the construction of the Kenya's Standard Gauge Railway (SGR), for example – a monumental multi-phase track development that is set to transform Kenyan transport by connecting the country's major cities. "This is the largest transport

infrastructure project in Kenya since independence was achieved in 1963," Hassani affirms, "a project in which we were the local lead cement supplier, owing to our capacity and quality solutions."

The SGR aside, a second highlight in the form of the recently commissioned Lake Turkana Wind Power project is a similarly landmark development, soon to be the largest wind farm on the entire continent.

"Our joy is magnified by the impact of such projects and their ability to inject momentum into Kenya's dream of prosperity, playing a positive role in serving economic and social development," the MD adds.

Indeed, talk of sustainable energy prompts him to loop back to Bamburi Cement's fourth critical differentiator,

## G4S Kenya

G4S is a leading global integrated security company, specialising in the provision of security products and solutions and outsourced business processes where safety risks are considered to be a strategic threat.

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## Alloy Steel Castings Limited

Alloy Steel Castings Limited was established in 1990 and specialises in manufacturing carbon and alloy steels, as well as alloy iron castings to 37 different international specifications.

Catering largely to the cement, mining and sugar sectors within East and Central Africa, the company was the first engineering company in Kenya to attain ISO 9001:2015 Quality Assurance Certification.

Today the plant produces over 120 tonnes of various grades of castings per month and is well reputed in the region for its quality and timely delivery.

For more information, visit the Alloy Steel Castings website via the link below.

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## Manufacturers of Castings for Cement, Mining &amp; Construction Industries





Bamburi Cement is part of LafargeHolcim, which operates in 80 countries around the world

the company active in and Hassani himself particularly passionate about sustainable operations.

It is no secret that, around the world, the manufacturing industry is being placed under heightening pressure to make a fundamental shift towards environmental sustainability. Yet the Kenyan business and its parent company have not shied away from these demands, instead helping to set new standards in the cement sector with a can-do attitude.

"Our focus on sustainability is unmatched in the market," Hassani expresses, alluding to the recent introduction of LafargeHolcim's Chief Sustainability Officer position to its Executive Committee as a clear showcase of the company's environmental ambitions and Bamburi's own sustainability programmes.

"In our plants, waste materials are recycled and used to support production processes, and beyond that we

have dedicated extensive resources to environmental restoration, conservation, education and awareness – a discourse driven by our environmental arm and subsidiary Lafarge Eco Systems.

"We are particularly proud of Haller Park in Mombasa, a world-class example of environmental restoration where a barren landscape and disused quarry were systematically transformed into a diverse ecosystem of flora and fauna, now playing host to a wide range of animals, forests, grasslands and ponds."

#### CONTRIBUTING TO COMMUNITIES

Intuitive investment in responsible practices and meaningful products is a theme present throughout the firm's overall remit.

It is not just a cement producer but a company offering wholesale solutions. In dealing with homebuilders, for example, it not only offers its products,

but equally provides the opportunity to access construction funding through partner financial institutions, architectural drawings, bills of quantity, technical assistance and construction advice.

"These challenges excite me – we help people build their dream," comments the MD.

Meanwhile, its community investment initiatives are likewise both diversified and expansive, the Bamburi Cancer Center located in the Coast General Hospital in Mombasa standing as a different but similarly impactful undertaking.

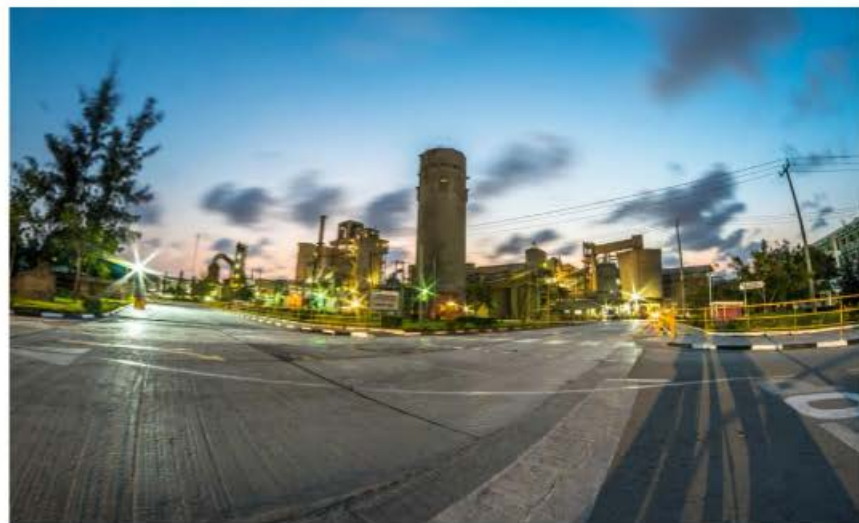
"A key element to cancer management is supportive care, crucial as it ensures that the quality of life of patients is at an optimal level to improve outcomes. Thus, having a fully-fledged cancer unit is at the core of ensuring patients receive good care."

Indeed, this is exactly what the Bamburi Cancer Center is delivering.

## Shapley Barret & Co.

Advocates, Lawyers & Commissioners For Oath & Notaries Public.

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Since opening in November 2017, the facility has been at the heart of the country's healthcare system and a best practice showcase. And, in the way of education, Bamburi's contributions are similarly significant.

Here, the company has for 15 years been running a social marketing programme named Builders Academy that offers tailored training for masons, foremen and small contractors across the country, imparting crucial construction skills in an effort to help tackle emerging industry issues, spur job creation and improve overall construction standards.

And Bamburi also invests in proactive and continuous education of communities on health and safety. Among its programmes is an annual road safety campaign where the company partners with county governments and other public and private partners, including transporters, to sensitise communities to road safety.

"This is concentrated in high risk road networks, and also include training activities for motorcycle riders (locally known as boda boda), school children road safety programs among others," says Hassani.

### EMBRACING KEY RELATIONSHIPS

Investment into the empowerment of people is not only focused on vulnerable groups. Likewise, Bamburi Cement's sizeable workforce benefits from the company's culture which is committed to delivering benefit to all stakeholders.

The broad reach of LafargeHolcim is one way in which this is delivered.

Alongside impeccable health and safety practices and general training, it is able to offer its employees enhanced learnings through exposure to the group's global operations that can range from best practice sharing across divisions and borders to receiving support from its flagship research centre in Lyon.

## THE GREEN INITIATIVE CHALLENGE

Since 2014, Bamburi Cement has partnered with KenGen Foundation and Better Globe Forestry to encourage and enable schools to participate in environmental activities by developing and sustainably managing small forests and woodlots within their compounds.

There are multiple benefits to this, including improved access to renewable sources of wood fuel that reduces pressures on surrounding forest resources, contributing to a reduction of greenhouse gases through carbon sequestration, and controlling soil erosion by reducing runoff and increasing topsoil infiltration.

"Our efforts in the area of CSR are well recognised within the LafargeHolcim Group," Hassani states. "One of our projects, a safe waste oil disposal initiative between ourselves and the Petroleum Institute of East Africa, recently won a silver award at the LafargeHolcim's MEA CSR Awards 2019 campaign."



"Once we recruit good people, we make sure we provide them with the space to deliver," states Hassani.

"We recognise that our people and their expertise are central to the solutions we deliver to our customers. They work hard to overcome barriers and solve customer challenges, and this requires both drive and knowhow. Indeed, the same can be said for

Bamburi Cement's suppliers and business partners that are likewise deemed crucial to the overall success of the company.

The MD affirms: "Reliability is key, and we continue to enhance our relationships with our partners and suppliers in order to operate efficiently and effectively while adhering to the highest standards of integrity."

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"Following our supplier code of conduct, we develop long-term relationships with those companies who are also committed to sustainable development. Such engagements are ongoing and in February we hosted our Supplier Week to firm up these partnerships."

**REALISING THE POTENTIAL**

Without question, maintaining fruitful relations with suppliers and employees alike will be crucial to Bamburi Cement's progression as it enters a new, ambitious chapter in its already illustrious history.

The company recently completed a major investment and capacity upgrade at its Athi River grinding plant, significantly increasing its cement production capacity. And Bamburi's aspirations extend far beyond this, with a number of similarly exciting developments in the pipeline moving forward.

Attentions are currently focused on building a new clinker line, improving the newly launched digital application – a platform that has transformed

customer journeys by enabling clientele to place orders, follow up on their status and check balances, payments and deliveries – and expanding its range of cement and concrete products to better meet the construction needs of the region.

"We will be more agile and prepared to adapt to new changes, which are emerging more rapidly today than they have done in previous years," says Hassani. "We aim to remain a reference point in our industry."

As talk turns to the future, the MD is also able to outline his optimistic view on the overriding prospects for Africa's construction sector.

The continent is home to some of the world's fastest growing economies that are poised for high-speed development – a trajectory underpinned by a thriving construction industry which Bamburi Cement is at the forefront of.

"The 2019 Economic Report on Africa by the United Nations Economic Commission for Africa ranks East Africa as the fastest growing sub-region on

the continent, with the trend being attributed to strong investment in infrastructure," Hassani states.

"In my view, Africa offers the greatest potential for cement industry. It has the lowest urbanisation rate of any continent in the world, and therefore, in keeping with global trends, the majority of African countries have shown commitment to change the status quo and invest in major infrastructure projects from roads, railways and stadiums to new cities, power projects and more.

"It will be interesting to see how this exciting landscape changes in the coming years – we're certainly looking forward to contributing to any transition."



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