

BRSS 2011 MD Launch Message

17.02.2011

Statement by Hussein Mansi, Managing Director, Bamburi Cement

I warmly welcome you to the Bamburi Cement offices to witness and celebrate our sponsorship of Bamburi Rugby Super Series 2011 tournament. This is a tournament that Bamburi Cement is proud to sponsor for the eighth year in a row.

We believe that this tournament offers a valuable opportunity for the development of the rugby game in this country, and to complement the tournament, we have increased our level of sponsorship annually to raise each year's event to even higher standards.

Backed by our support, the skill of local players continues to develop as the tournament grows tougher each. Last year, we witnessed the end of the reign of the Rhinos when the Lions won the tournament for the first time ever.

We at Bamburi Cement have witnessed with pride, the visible growth of this tournament since our initial involvement in 2004. The Bamburi Rugby Super Series is now a regional tournament supported by various corporations operating here and we are honoured to have contributed to this growth.

As a regional manufacturing company, we are glad to be involved in the development of sports that bring East Africans together. Besides sponsoring Bamburi Rugby Super Series, we also sponsor the Hima

Impis rugby team in Uganda and the Annual Hima 10's Tournament that brings together teams from Kenya, Uganda and Rwanda for a premier ten-aside tournament.

At Bamburi Cement we consider it our mission to support initiatives that develop the youth and contribute directly to their cultural improvement in an educational and entertaining manner. We deliberately support initiatives that reinforce our brand attributes of Strength, Endurance and Resilience and Rugby is a sport that exhibits these attributes.

For this reason we are delighted to support the Bamburi Rugby Super Series tournament, which continues a successful relationship between Bamburi Cement and the Kenya Rugby Union (KRU) that was began eight years ago.

I take this opportunity to thank all those who have been involved in the tournament organization, the KRU officials, the sports media in the region, the corporate sponsors and all those rugby enthusiasts who have supported the tournament over the last seven years and have inspired us to sponsor this event again.

We look forward to seeing you all on the pitch.

Thank you.