



Managing Director Eng. Oliver Kirubai (Left) and Kenya National Trade Corporation Managing Director Ms. Pamela Mutua display the agreement after signing it.

# PORTLAND NEWS DESK



Official Newsletter of the East African Portland Cement PLC

ISSUE 12, NOVEMBER 2022

## PORTLAND SEALS DISTRIBUTION DEAL WITH KENYA NATIONAL TRADE CORPORATION

BY KELVIN GITONGA, CORPORATE COMMUNICATIONS OFFICER

**LAST WEEK, THE COMPANY SIGNED A PARTNERSHIP** with the Kenya National Trade Corporation (KNTC) where KNTC will be part of EAPC-PLC's distributors for our products Green Triangle and Blue Triangle Cement. The partnership was sealed in a meeting held on 21<sup>st</sup> November 2022 in the M.D's. The meeting was attended by EAPC-PLC Managing Director Eng. Oliver Kirubai and his KNTC counterpart Ms. Pamela Mutua.

The signing was witnessed by KNTC's Senior Sales Officer Mr. Kinyua Mwangi, Business Development Officer Mr. N Robert Mpaka, Principal Business Development Officer Ms. Joyce Chepkemboi, and Sales Officers Mr. Wilfred Njoroge and Ms. Faith Sanga. The team from EAPC-PLC included the Head of Corporate Affairs and Strategy Mr. Gordon Mutugi, the Head of Human Resources

### FROM THE EDITOR

Indeed, better days are headed our way. After the recent launch of our new product Green Triangle Cement, there have been deliberate and aggressive efforts to ensure that EAPC-PLC's products are all over the market. The partnership signed between the company and Kenya National Trade Corporation will see Blue and Green Triangle Cement availed across the country through KNTC's depots.

To boost these efforts, the Corporate Affairs and Commercial Departments embarked on another Roadshow, this time covering the Nairobi Region. More on these stories is covered in this edition. Enjoy your read and as always, feel free to give us your feedback and contributions by writing to [kelvin.gitonga@eapcc.co.ke](mailto:kelvin.gitonga@eapcc.co.ke) or by calling extensions **5542/5142**.

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East African Portland Cement PLC

*Holding Life Together*

# EAPC-PLC and Kenya National Trade Corporation Seal Distribution Deal

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and Administration Mr. Joel Kemei, the Manager- Sales and Distribution Mr. David Kilonzo, the Manager – Financial Reporting Mr. Samuel Ngunjiri, Senior Legal Officer Ms. Roselyne Ominde, Public Relations Officer Ms. Pamela Muthui, Corporate Communications Officer Mr. Kelvin Gitonga among others.

EAPC-PLC and KNTC have agreed to strengthen trade ties through government-to-government partnerships.

**EAPC-PLC AND KNTC  
HAVE AGREED TO  
STRENGTHEN TRADE TIES  
THROUGH GOVERNMENT-  
TO-GOVERNMENT  
PARTNERSHIPS.**

KNTC has Distribution depots across the county and these will be part of our distribution channels that will help us avail our products timely and consistently to help us in achieving Market Centrim, one of the key pillars in our Five Year Strategic Plan. In line with H.E. the President Dr. William Ruto's agenda of achieving 30% tree cover by 2032 and Portland's ESG Agenda, the two Managing Directors also planted trees to mark the day.



*The caravan leaves the factory for Kitengela.*

BY KELVIN **GITONGA**, CORPORATE COMMUNICATIONS OFFICER

**THE COMPANY HAS CONTINUED ITS** nationwide campaign to popularize our newest product Green Triangle Cement. Over the weekend, the Corporate Affairs and Commercial Departments held a roadshow for the Nairobi region that covered Kimende, Uplands, Limuru, Rironi, Kimbaa, Zambezi, Kikuyu, and Thogoto on Friday, 25th November 2022.

On Saturday the 26th, the team visited Kitengela, Isinya, Kiserian and wound up with Ngong Town where people came out

in large numbers to hear about the new product. On Sunday, the team concluded the Roadshow with a Fundi Seminar at the Berra Hotel along Kibiko Forest in Ngong that was attended by over 200 Fundis from the region.

Speaking during the seminar, Manager – Sales and Distribution Mr. David Kilonzo appreciated the Fundis for the large turnout and promised them his full support.

“We are particularly interested in meeting you, the Fundis, and getting to interact with you because we know you have a lot of say when it comes to decision-making on what products are going to be used in the sites. We are requesting for your support”, said Mr. Kilonzo.

A lot of merchandise including t-shirts, caps and overalls was given on the road to various distributors and stockists as well as to the Fundis and other loyal customers to increase our brand visibility.

# Nairobi Region Roadshow in Pictures



Public Relations Officer Ms. Pamela Muthui distributes promotional materials to children who showed up for the roadshow in Isinya.



The roadshow MC entertains guests during a stop over in Isinya Town.



The roadshow caravan snakes through Kitengela.



Area Sales Assistant Mr. Roy Mwalili (Left) hands over promotional materials to one of his customers in Kikuyu.



From Left: Corporate Communications Officer Mr. Kelvin Gitonga, Portland Media Host Ms. Yasmin Haroub, and Kikuyu Pipes Sales Manager Mr. James Kamau when the roadshow caravan visited the shop.



From Left: Ms. Sabina Kunga, Ms. Rose Njuguna, Ms. Esther, a customer in Rironi, and Ms. Mercy Muturi.



Customers try to give away items issued by the team during the roadshow.



The dancers gave great entertainment.

# KNTC Visit in Pictures



Managing Director Eng. Oliver Kirubai (Left) and his Kenya National Trade Corporation counterpart Ms. Pamela Mutua (Right) are taken through the agreement between the two Parastatals by Senior Legal Officer Ms. Roselyne Ominde.



Part of the team that witnessed the signing of the agreement.



The two M.D.'s brief the team about the agreement before signing it.



The two Managing Directors pose for a group photo with the team that witnessed the signing.



Managing Director Eng. Oliver Kirubai (right) and Kenya National Trade Corporation Managing Director Ms. Pamela Mutua during a tree planting exercise after the signing ceremony.



Managing Director Eng. Oliver Kirubai (Left) presents gifts to his Kenya National Trade Corporation counterpart Ms. Pamela Mutua.

## Other Activities During the Week



Schneider Electric's Buildings and Contractors Segment Director Eng. Stanley Musau receives a Gift Hamper from Managing Director Eng. Oliver Kirubai and Head of Plant Operations Eng. Stanley Irungu after a courtesy call early last week.



Managing Director Eng. Oliver Kirubai (left) with Ms. Anna Badulina of Forbes Africa Magazine after an interview on the future of EAPC - PLC in his office last week.