



# PORTLAND NewsDesk

OFFICIAL NEWSLETTER OF THE EAST AFRICAN PORTLAND CEMENT PLC

## Blue Triangle Cement in the Mountain Region

**O**ur journey to the Mountain Region began with one clear purpose to engage and appreciate our Blue Triangle Cement customers who continue to stand with us as key partners in the growth of East African Portland Cement PLC.

The visit formed part of our ongoing commitment to deepen relationships, understand customer needs, and reinforce our presence in one of the country's most dynamic construction markets. Led by the Chief Operations Officer, Mr. Haron Kisemei, and the Head of Marketing, Corporate Affairs & Strategy, Mr. David Kilonzo, the EAPC delegation embarked on this important mission with a shared intention: to listen, to connect, and to appreciate.

The Mountain Region remains a strategic market for EAPC, and the leadership's presence underscored the company's dedication to strengthening existing partnerships and unlocking new opportunities. As we visited Embu, Chuka, Meru, and surrounding areas, our team engaged distributors, hardware owners, contractors, and transporters — individuals whose daily work ensures Blue Triangle Cement reaches projects across the region.



*Mr. Haron Kisemei - Chief Operations Officer, Roy Mwalili - Area Sales Manager, Mt.Kenya South Region and Mr. David Kilonzo - Head of Marketing, Corporate Affairs & Strategy giving a gift hamper and certificate of appreciation to a customer.*

These interactions were rich with feedback, insights on product performance, discussions on delivery efficiency, and reflections on market trends. Every conversation reinforced the essential role our customers play as partners in our continued success.

The highlight of the Mountain Region tour was the hosting of our first-ever Customer Dinner in Embu, a milestone achievement that showcased EAPC's renewed commitment to customer engagement. Held in a warm and beautifully curated setting,

the dinner brought together customers from across the region, creating an atmosphere where business relationships naturally evolved into deeper personal connections. The event was graced by senior leadership, including COO Mr. Haron Kisemei and Head of Marketing, Corporate Affairs & Strategy Mr. David Kilonzo, who engaged customers in open, meaningful dialogue. Their presence was a strong reassurance of EAPC's commitment to service excellence and customer-centricity.

The evening featured a blend of glamorous ambience, heartfelt appreciation, and candid conversations. Customers expressed their experiences, raised questions, and received clarity on operational processes and future plans directly from the leadership team. The Embu Customer Dinner went far beyond the traditional idea of a corporate event. It was a carefully designed engagement moment that delivered value to both customers and the company.

The dinner served as a powerful gesture of gratitude to customers whose loyalty continues to drive the success of the Blue Triangle brand, strengthening emotional connection and long-term loyalty. Unlike routine sales calls, the event offered an intimate and relaxed environment where customers and the leadership team could bond, share experiences, and deepen trust. Customers had the rare opportunity to speak directly with the COO and senior management, sharing concerns, suggestions, and expectations — honest dialogue that will help shape future improvements and customer support strategies.

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## Blue Triangle Cement in the Mountain Region

By hosting such a well-organized dinner, EAPC demonstrated stability, commitment, and readiness to serve the Mountain Region even more effectively, thereby strengthening customer confidence in a competitive market.

The evening concluded with Certificate Awards, recognizing customers who have demonstrated exceptional dedication, impressive sales, and outstanding partnership, boosting morale and encouraging continued collaboration.

As the evening wrapped up, it was clear that the Embu



*The Customer Dinner in Mt. Kenya Region*

Customer Dinner had left a lasting impression on everyone present. Customers appreciated the recognition and valued the opportunity to engage directly with top leadership an experience

many described as unprecedented in the region. For EAPC, the event reaffirmed our commitment to using customer feedback and engagement as the foundation for sustainable growth.

The Mountain Region tour and the Embu dinner represented more than a visit; they marked the beginning of deeper, more meaningful relationships and a renewed promise to serve our customers with dedication and excellence.

With strengthened bonds and shared optimism, the Blue Triangle family moves forward with confidence, ready to build even greater heights together.

*By  
Yasmin Hamdan - SCCAO*

## EAPC PLC Champions Local Manufacturing at the 8th Changamka Shopping Festival



*Lee Kinyanjui- Cabinet Secretary, Ministry of Investments Trade and Industry engaging in an interactive session with our PR and Marketing team at the Changamka Festival 2025.*

East African Portland Cement PLC proudly stood among the key sponsors of this year's 8th Edition of the Changamka Shopping Festival, held at the Kenyatta International Convention Centre (KICC) from November 4th to 8th. The event brought together Kenya's leading manufacturers, innovators, and consumers in a vibrant celebration of locally made products.

Organized by the Kenya Association of Manufacturers (KAM) in collaboration with the Ministry of Trade, the festival plays a pivotal role in advancing the "Made in Kenya" narrative while strengthening local industries and SMEs. By offering high-quality products at factory and discounted prices, the festival encourages Kenyans to Buy Kenya, Build Kenya, thus driving employment, economic resilience, and

sustainable industrial growth.

At our exhibition booth, EAPC PLC made a strong impression by actively engaging customers, industry professionals, and key stakeholders with detailed product information and expert guidance. We showcased our cement products while highlighting the advantages of our production processes and demonstrating how EAPC solutions support stronger infrastructure and sustainable construction. In addition, we reinforced our position as a trusted partner in national development by promoting our CSR and ESG initiatives, distributing branded materials, and gathering valuable customer insights to ensure continuous improvement in service delivery. This dynamic engagement helped elevate our brand visibility, foster meaningful connections, and open new

avenues for partnership and market growth.

The Changamka Shopping Festival provides a unique platform for local businesses to network with investors, distributors, and policymakers, unlocking opportunities for growth and collaboration. This year's edition featured over 300 exhibitors and attracted more than 20,000 visitors throughout the five-day event. The program also included live product demonstrations, youth innovation zones, and mentorship sessions tailored to SMEs, each designed to inspire creativity, fuel entrepreneurship, and strengthen Kenya's manufacturing ecosystem.

Together, we continue to build Kenya; one innovation, one industry, and one community at a time.

*By Grace Muna Mwakiaro  
- Public Relations Officer*

# East African Portland Cement PLC Showcases Products and Commitment to Sustainability at the Maa Cultural and Tourism Festival 3rd Edition

**E**ast African Portland Cement PLC (EAPC) is proud to have participated in the 3rd edition of the Maa Cultural and Tourism Festival, held at Amboseli National Park's Kimana Gate in Kajiado County from 4th November to 9th November. This significant event brought together stakeholders from various sectors to celebrate the rich cultural heritage of the Maasai community and promote tourism and economic development in the region.

During the festival, EAPC showcased its range of cement products and demonstrated its expertise in the construction industry. Our participation allowed us to engage with local stakeholders, understand their needs, and explore ways to contribute to the development of the region. We are committed to providing high-quality products and services that meet the needs of our customers while promoting sustainable development.

The festival was attended by several high-profile dignitaries, including His Excellency President William Ruto, Prime Cabinet Secretary Hon. Musalia Mudavadi, Cabinet Secretary for Health Hon. Aden Duale, Cabinet Secretary for Tourism Eng. Rebecca Miano, Cabinet Secretary for Defense Hon. Soipan Tuyaa, Governor Joseph Ole Lenku, Governor Patrick Ole Ntutu, and Governor Lorit Lelt Kuol for Samburu County, among others. Also in attendance



*Simon Pasua- Community Liaison Officer, engages with customers at the booth during the Maa Cultural Festival 2025.*

was East African Portland Cement PLC Board of Directors member, Professor Sarone Ole Sena, who delivered a thought-provoking speech on the importance of education to the Maasai community and the younger generation in our Nation.

Our Community Liaison Officer, Simon Pasua, played a key role in representing the company

at the festival. He engaged other stakeholders present at the event, explaining the Blue Triangle Cement manufacturing process, its usage in the construction industry, and positioning the Company's brand. Through his efforts, we were able to effectively communicate the value proposition of our products and reinforce our commitment to meeting the needs of our customers.

By participating in the 3rd edition of the Maa Cultural and Tourism Festival, EAPC reinforced its position as a responsible corporate citizen and a leader in Kenya's construction industry. We look forward to continuing our engagement with local communities and contributing to the growth and development of the regions in which we operate.

At EAPC, we are guided by our core values of integrity, stakeholder focus, and innovation. Our vision is to be a leading producer of premier cement and related products sustainably. We promise to hold life together, building strong foundations for our customers, communities, and the nation.



*Visitors at the exhibition stand looking on as they learn about the cement making process*

**Article prepared by: Simon Kidemi Pasua - Community Liaison Officer - Bissil.**

# In Pictures



**Mr. Haron Kisemei - Chief Operations Officer, Mr. David Kilonzo - Head of Marketing, Corporate Affairs & Strategy, Roy Mwalili-Area Sales Manager, Mt. Kenya South Region giving one of our main distributors the Blue Triangle Cement dustcoats.**



**Leon Waiganjo - Marketing Assistant, engages Customers who visited our booth at the Changamka Festival, KICC.**



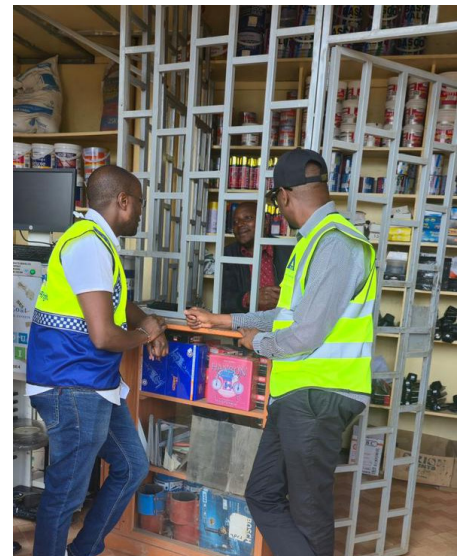
**Customers engage with each other at the Dinner.**



**Mr. Haron Kisemei - Chief Operations Officer and Mr. David Kilonzo - Head of Marketing, Corporate Affairs & Strategy during the Mt. Kenya Region Customer Visit.**



**Simon Pasua - Community Liaison Officer taking Customers through our Cement making process during the Maa Cultural Festival in Amboseli.**



**Mr. David Kilonzo - Head of Marketing, Corporate Affairs & Strategy with Mr. Haron Kisemei - Chief Operations Officer engage with one of our main distributors in Mt. Kenya Region**



**Mr. Haron Kisemei - Chief Operations Officer and Mr. David Kilonzo- Head of Marketing, Corporate Affairs & Strategy appreciating customers during the Customer Dinner.**



**Grace Muna - Public Relations Officer, taking enquiries from visitors at our booth during the Changamka Festival at KICC.**



**Grace Muna- Public Relations Officer, Leon Waiganjo- Marketing Assistant and Nelson Kendagor- Acting Area Sales Manager Nairobi North Region engage with customers during the Changamka Festival 2025 at KICC.**