



**RWANDA**

# STANDARDS JOURNAL

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# RSB CERTIFICATION STRENGTHENS QUALITY AND SAFETY OF PRODUCTS AND SERVICES

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To the majority of Rwandans, the Rwanda Standards Board is known only as a regulator in charge of ensuring that goods and services provided in Rwanda meet specific Standards of safety and quality. However, **Raymond MURENZI**, the Director General at RSB says there is a lot more to the organisation. In this interview, he discusses the mandate of the organisation, and the contribution that it makes to the economy.

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## What is Rwanda Standards Board, and what is its major mandate?

RSB is primarily a service provider offering a range of services including Standards development, testing and metrology services as well as certification, which is our best-known service.

We also represent Rwanda in international Standardizations activities and provide regulatory services which are implemented through our Quality Assurance unit to make certain that the goods and services being provided are safe and of good quality.

## What is a Standard?

A Standard is a document that describes the quality and safety of a product or service.

## What Standards are currently available in Rwanda?

Over 15 years of its existence, RSB has developed more than 2000 Standards in different categories: food and Agriculture; Engineering (building materials, electronics, electrical, IT, textile engineering etc); Services (hospitality, education, etc) and Chemistry (this includes consumer products).

## What procedure is followed in developing Standards?

Ordinarily, we develop Standards on request either from the central government, SMEs or national policies that require Standards to be developed for a specific sector. However, developing a Standard is not an easy process. It is costly, requires a lot of technical input and takes time. On average, product Standards development takes between 6-9 months, but it can extend to a year depending on the technicality and uniqueness of the product. Thus, we have to prioritise what Standards we can develop at a particular time.

We have a committee that assesses the relevance and feasibility of developing a particular Standard based

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on the needs of Rwanda's economy and national priorities.

Once the request has been approved, Standards are then developed by a technical committee of experts from RSB, the private sector, government institutions, regulators, researchers and Civil Society.

Next, the draft Standards are put up for Public Review for two months and valid feedback is added to them. Finally, the Standards are approved by the Board of Directors of RSB, then published, gazetted and certified.

Does the applicant for certification bear any cost for developing a Standard? Actually, when a Standard has been requested, it is government's responsibility to develop it. However, at Publication stage you need to buy it; although often at a fraction of the cost it took to develop it.

### **What role does RSB play in the ongoing "Made in Rwanda" campaign to boost domestic consumption of Rwandan goods and increase their reach on the international market?**

RSB testifies to the quality and safety of a product or service through certification, making them more competitive. To date, we have certified over 400 Rwanda-made products in

different categories.

RSB also offers certification for Food Safety Management systems, Quality Management systems and Environmental Management systems.

### **Do you have any testimonies of companies increasing their market share as a result of certification?**

As a service provider, it may not be my place to discuss this, but I can tell you that a couple of businesses we have worked with have had a tremendous increase in turnover as a direct result of certification.

One example is in the dairy sector, while the other is in construction. The former witnessed turnover of over 100% and is even constructing a new factory to increase capacity, while the latter saw a 30% increase in sales in just three months because of new markets opened up by certification.

### **Let us turn to construction, a critical sector given the potential dangers posed to hundreds in case of substandard products and processes here. What are the major Standards related to construction?**

Of the 2000 Standards RSB has so far developed, a big number are Engineering Standards, with specific focus on products widely used in Rwanda like cement, steel bars, wood poles, timber and timber

products. All cement products in Rwanda are certified, for instance CIMERWA has two products, both certified. We have two steel manufacturers in Rwanda, and almost 100 of their products are certified. Most Sheets on the market are certified, as are Roofing tiles. In fact, for Ruliba Clays Ltd, a leading local manufacturer of construction materials, not just their products are certified, but their system was awarded the Quality Management System certification.

### **How do you mobilize people to have their products certified? Is there any enforcement mechanism in place when this fails?**

Ordinarily, to avoid conflicts of interest, a service provider should not be a regulator. Certification should be a voluntary service that a client gets when they need it. However, a regulator should come in and confirm that your service or product is indeed good and safe and complies with existing Standards. This is why Rwanda is now in a transition to differentiate between the service provision and regulation.



**What is the relationship between RSB and government agencies and professional bodies? What is their contribution to Standards development and enforcement in Rwanda?**

Obviously, we work closely with other government on a number of fronts. They are involved in technical committees that develop Standards, and we outsource experts from them in our certification process. Same with the professional bodies. Moreover, with others like the Institute of Engineers Rwanda, we often conduct inspections of sites together.

We also have MoUs with a number of major professional bodies and CSOs to assist us in promoting Standards.

**What are RSB's major achievements over 15 years of existence?**

First, from a staff of between 10 and 20 at the start, RSB now employs about 160 people and aims to have around 230 staff by 2018.

Then, we have been able to set up 16 well-stocked testing labs, and 8 in metrology, and in June this year we intend to launch one of only a few pharmaceutical laboratories in the region, It will initially be capable of testing 34 drugs. RSB has mobilized close to 600 experts who are helping us develop national Standards and participate in

international Standardization activities where Rwanda now participates in 20 technical committees.

We are proud of our growth in certification. In 2010, Rwanda had only one local product certified. Now, they are 400, and we plan to have 700 by 2020.

Finally, as an institution, we were certified in Quality Management Systems last December and are in the process of having our services accredited. We hope by end of year to be accredited for metrology and testing services.

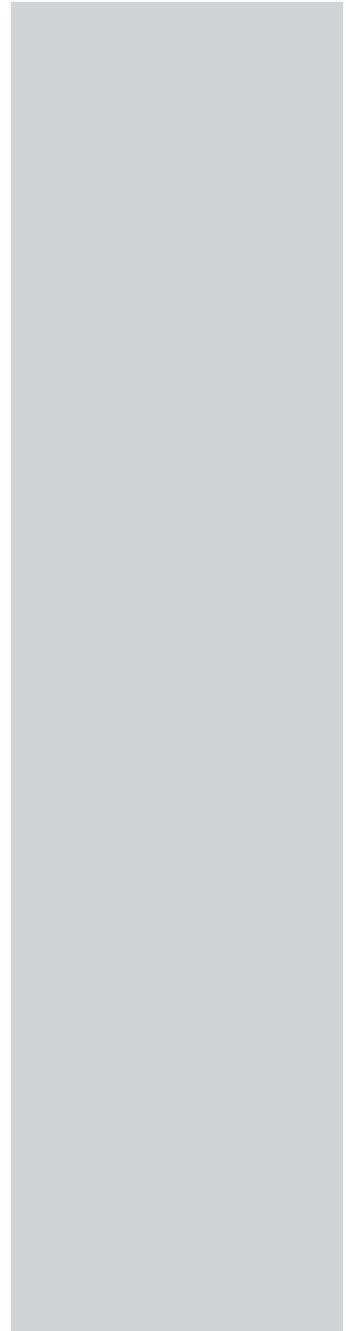
**And the biggest challenges?**

Until now, our processes have been mostly manual. We intend to change that by providing most of our services online.

Other challenges are staff retention as a result of private sector poaching our highly trained people and resource limitations.

**Where do you see RSB in five years?**

Priority number one is to have our services internationally accredited so that an SME, industry or manufacturer here will not need someone from outside coming to certify their products in case they need to export to a particular market.









# FOCUS ON LUBRICANTS

# WHY IT'S IMPORTANT TO ENSURE SAFE USE OF LUBRICANTS

The use of Lubricants well is key in automotives; that's why every effort must be made to ensure stakeholders comply with standards to deter catastrophic consequences that may result from non-compliance, this is why stakeholders, including importers and dealers in lubricants must adhere to sector standards and guidelines:

It is therefore important to understand the importance of using lubricants that meet standards and guidelines. That's why it's vital for RSB and other regulators to ensure that stakeholders conform to standards. Any laxity could have dire consequences on the lives of Rwandans. To be able to control the sector, RSB developed standards that can be accessed by stakeholders any time because they were widely publicized, RSB and stakeholders dealing in Lubricants use these same standards to monitor quality, volumes,

temperature, and density of lubricants. With the support of government, RSB has upgraded laboratory equipment, it is now able to test oil products and provide results within a very short time.

## Non compliance

There are penalties for those who contravene standards. Unlike in the past, when the penalty was light, there are stringent administrative and criminal penalties in place which may include closure of business.

There is also an issue of economic loss by consumers, dealers and the Government as a result of non compliance, In the event that oil products are not traded in a way that conforms to international standards, it puts public safety at risk. Consumers are therefore encouraged to always look out for RSB certification marks before buying these products.





# KEY STANDARDS FOR PETROLEUM PRODUCTS

Petroleum industry is one of the major sectors that drive the country's development; but also a major source of pollutants that have negative effects on our health and the environment unless they are properly controlled. This specifically concerns the quality of fuel and lubricants being imported, construction standards for fuel stations and fuel storage facilities.

To avoid associated dangers, RSB has developed standards to prevent wrong practices in the petroleum industry. This is why for example the standards

body discourages construction of gas stations in residential areas, near banks or close to the roads.

There are quite a number standards governing the sector, including RS EAS 158 for gasoline (petrol) unleaded specification, RS EAS 177 for automotive Diesel Specification, RS 141-1 for downstream petroleum industry on the installations, modification and decommissioning of underground storage tanks, pumps/dispensers, pipe work at service stations and consumer installations.

Others are RS 141-2 concerning downstream petroleum industry on storage and distribution of petroleum products in bulk installations above the ground, RS 141-3 is on downstream petroleum industry, electrical and other installations at service stations and consumer facilities.

RSB has invested in the capacity to enable them analyse different petroleum products for example automotive gasoline, automotive diesel, engine oil, kerosene and aviation turbine fuels to mention a few.

## GUIDELINES FOR PETROLEUM PRODUCTS

Parameter	Unit	Requirement	
		Minimum	Maximum
<b>Gasoline : Premier Motor Spirit (Standard: EAS 158: 2012 specifications for gasoline)</b>			
Research octane number, RON a	number	91	
Motor octane number, MON b	number	81	-
Lead content	mg/L	-	-
Benzene content	% v/v		13
Density at 15°C	kg/ m3 720	780	
<b>Automotive diesel (Standard: EAS 177: 2012 specifications for diesel)</b>			
Cetane number c	number	51	-
Cetane index d	number	48	-
Density at 15°C	kg/ m3 820	870	-
Flash point	°C	66	-
<b>Diesel Engine oil (Standard : EAS 159: 2000)</b>			
Viscosity index	-	90	-

# Engen Dieselube700 Super.

## The perfect oil for your engine

Choosing the right engine oil for your car can be a bit overwhelming, yet it is highly important. Using the correct oil keeps an engine running smoothly, whereas the wrong one could lead to costly damage, increase fuel use and emissions, and even invalidate a car's warranty.

Oil specifications define what type of engine a particular oil is suitable for, and its performance against a range of criteria such as cleanliness, heat resistance, wear protection, or strength.

This is why Engen ensures to always sell you the best engine oils that notably include the Engen Dieselube 700 Super Advanced High Performance 15W-40 Diesel Oil, an advanced high performance SAE 15W-40 petrol and diesel multi-grade oil (HPDO) designed to meet the unique requirements of the Southern African market.

In Rwanda, the petrol and diesel engine market consists of advanced American, European, and Japanese engines burning high or low sulphur fuel, depending on the area of operation. The Engen Dieselube 700 Super meets and exceeds the highest practical performance level requirements of these engines under these conditions. It ensures excellent control over soot-induced wear, high-temperature piston deposits, corrosion, foaming, and oxidation stability.

It provides excellent resistance to bore polishing, a high level of wear protection and ensures superior engine cleanliness at extended drain intervals. It is also Allison C-4 approved.

Engen Dieselube 700 Super is recommended for use in heavy duty four-stroke turbo charged and naturally aspirated engines, both on and off highway, burning high or low sulphur fuel.

Other benefits include: exceeding all major American, European, and Japanese Original Equipment Manufacturers (OEMs) and Industry specifications, excellent performance with extended oil drain intervals on low emission engines, exceptional soot dispersancy, preventing deposits on critical engine components, reduced evaporative loss of lubricant due to the selected high-quality

base oils, excellent TBN retention effectively neutralizing the acidic by-products of combustion and superior desecration and anti-foam characteristics for accurate operation of hydraulically actuated fuel injection systems.

The engine oil is available in drums of 210 litres, five-litre jerrycans and half-a-litre cans at the Engen Rwanda Head office, retail stores and spare part shops across the country.

Buy the Engen Dieselube 700 Super today and drive your car forever.

### About Engen

Engen has a 118 year history in the region, dating from its establishment as vacuum in Cape Town in 1897, the first oil Company in South Africa. The company has defined a clear corporate mission to set and maintain new standards of professionalism, progressive management, customer service, technical innovation and environmental responsibility.

Engen Brand name is the purchaser's guarantee of known and accepted top quality and service. The service is backed by personnel whose recommendations, laboratory service, worldwide contacts with original equipment manufacturers, etc. are aimed at complete customer satisfaction. In Rwanda, Engen sets an example of what quality and standard is. It has been the destination of the customers who were previously frustrated with not dealing with real experts in as far as lubrication of Engines, Machines and Equipment is concerned.

Engen has a big range of lubricants ranging from Automotive/Crankcase lubricants, Greases to complex Industrial lubricants and you can get any lubricants from Engen Head offices at Poids lourds from Monday to Friday but you can also obtain Engen lubricants from its retail sites/Petrol stations in Kigali at SOPETRADE, KANOGO, FREEZONE, GIKONDO, SONATUBE, KIMIRONKO, NY-ABUGOGO, GITIKINYONI and KACYIRU. Don't hesitate also to find your correct quality Engen lubricants at its sites in Butare, Gitarama, Rusizi, Rubengera, Ruhengeri, Gisenyi, Byumba, Kayonza Ngoma and Nyagatare

# Best ingredients. Best protection.

Engen Dieselube 700 Super is recommended for use in heavy duty four-stroke turbo charged and naturally aspirated engines, both on and off highway, burning high or low sulphur fuel.



## Engen Dieselube 700

Super Advanced High Performance 15W-40 Diesel Oil.

- Advanced high performance diesel oil
- Keeps your car engine cleaner

With us you are Number One







A construction site at sunset. The sky is filled with soft, colorful clouds in shades of blue, orange, and yellow. In the foreground, the dark silhouette of a worker is visible on the left, standing on a structure. The rest of the scene is dominated by a complex network of black metal scaffolding or rebar, creating a grid-like pattern against the bright sky. A semi-transparent grey rectangle is overlaid on the middle of the image, containing the text.

# FOCUS ON CONSTRUCTION MATERIALS



# IMPORTANCE OF CERTIFYING CONSTRUCTION MATERIALS



The Rwanda construction industry is growing at a rapid rate, with many modern storied buildings being built all over the country. In every construction project, from a single-storey structure to the most complex buildings, bridges and roads, standards play a vital role in helping to address important issues, including safety, reliability, durability and economy. Certification plays a key role in ensuring that products are safe, of high quality and meet the standards specific

requirements.

Many people pay little attention to the importance of standards in construction works for buildings and other structures. They overlook the fact that these structures are laid down and constructed one small piece at a time. It is actually these small solid pieces that make up structures ranging from simple buildings to mega structures. The common belief “cheaper is always better” is flawed when it comes to building materials.

That’s why they have to be certified by RBS to ensure they meet standards. Because these raw materials are the ‘bread and butter’ of building your desired structure, choosing an appropriate supplier is one of the most important decisions you would have to make. The problem is that people are willing to ignore quality to save costs. However, working with a good supplier can help you get deals at reasonable prices. The suppliers have the best perception on the quality of the materials since they are the distributors.

Choose a reliable and trustworthy supplier who will ensure that you get quality materials at affordable prices. Remember, the quality of building materials cannot be overlooked if you want to construct a physically and technically safe and sound structure. Poorly designed structures and use of low quality materials are the primary reasons contributing to the collapse of buildings, roads, bridges, etc, resulting in widespread damage and loss of lives.

Construction materials require ascertainment or product certification to ensure they meet quality. Product certification provides quality assurance and safety to the contractors and society. Manufacturers benefit from having certified building materials as this builds their



reputation, credibility and customer confidence of their brands, increase of market access and gives them a competitive edge.

RBS certifies different products including construction materials such as cement, steel bars, wires, pipes, blocks and bricks, roofing sheets, tiles, among others, based on the compliance with the standards

requirements, which are auditable.

When construction materials are certified, the user will not be worried about liability aspects during the service time of the material. Thus, certification gives both suppliers and consumers certainty about the quality of the material. This is why RBS introduced certification for

building materials to improve effectiveness and efficiency of the structure.

Currently, some construction materials manufactured in Rwanda have been certified by RBS such as cements, reinforcement steel bars and roofing sheets. Any construction material can be certified.

### Standards of some of the construction materials

No.	Product (Construction Materials)	Applicable standards
1	Cement	RS EAS 18-1:2004 <b>Cements Part 1:</b> Composition, specification and conformity criteria for common cements, RS EAS 18-2:2004 <b>Cements Part 2:</b> Conformity evaluation
2	Steel bars	RS ISO 6935-1: 2005 Steel for reinforcement of concrete <b>Part1:</b> Plain bars, RS ISO 6935-2:2005 Steel for reinforcement of concrete <b>Part2:</b> Ribbed bars
3	Burnt clay Blocks	RS EAS 94: Burnt Clay Building. Blocks-Specification
4	Burnt clay Bricks	RS EAS 54: Burnt Building, Bricks-Specification
5	Cement blocks and bricks	RS 568: Cement Blocks and, Bricks-Specification
6	Roofing sheets	RS 91:2005 Specification for galvanized and corrugated steel sheets, EAS 468:2008, Pre-painted metal coated steel sheets and coils — Specification EAS 410:2005, Hot-dip aluminum-zinc coated plain and corrugated steel sheets - Specification
7	Tiles	RS 261:2009 Ceramic tiles - Definitions, Classification, Characteristics and marking
8	Precast Concrete paving Blocks	RS EAS 179: Precast Concrete paving, Blocks
9	Burnt clay roofing tiles	RS 358:2009 EAS 71:2000 Burnt clay roofing tiles - Specification
10	Electrical wiring of premises	RS 116-1:2011 Electrical wiring of premises part one: Low voltage installation

# YOUR HOME OF QUALITY

Some of  
our Products



Some of our Clients



ISCO Building



Sainte-Famille Hotel



Muhima Investment Company

If Ruliba Clays Ltd could be described in one word, that word would be "Quality". The company, which is Rwanda's leading manufacturer of clay-based construction materials, has distinguished itself for its top quality systems, procedures, processes, services and products.

The company offers a wide range of quality products for all stages of construction from walling, to roofing and flooring and other accessories like ventilators, among others. Among Ruliba's product offerings are bricks, blocks, partitioning, facing slips, and coping blocks; Mangalore tiles, Portuguese tiles and Roman flat tiles as well as pavers, floor tiles and Maxpans.

All Ruliba Clays products meet the highest quality requirements and bear the "S" Mark, an international assurance of quality and safety.

Ruliba Clays was the first Rwandan clay materials company to be QMS-certified by the Rwanda Standards Board, while all its production procedures are ISO 9001 Certified.

According to Michel Kayihura Makolo, Ruliba Clays Ltd in collaboration with RSB and Uganda National Bureau of standards, the plant was awarded quality certification for some products that were new on the Rwandan market." This created trust among clients as well as enabling the company to export in the EA regional market

Quality assurance of Ruliba products starts from inside the plant; the quality management ensures compliance with ISO 9001 processes of standards right from production. We are aware that we are a quality company, therefore we should be strict mostly on quality checks, and we monitor every detail so that nothing goes out with poor quality. However in case such errors happen we do recycle the products before they are taken to the market. We have a department that ensures quality check of every product.

Ruliba Clays Ltd is proud to boost growth of the Rwandan economy; we are a green company, all our products are made out of 100% local raw materials and employ 100% local labor.









Last but not the least, quality is a gradual process, therefore to maintain the good service to our clients, we work closely with our clients so that we get to know their needs. This enables us to come up with new innovations and ensure continued client satisfaction" Makolo concludes.





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# CIMERWA

## QUALITY RULES OUR WORLD



"It is not the beauty of a building you should look at; it's the construction of foundation that will stand the time" American Singer David Allan Coe once said.

For CIMERWA, to make dreams of builders come true by constructing houses with strong foundation and durable materials, the plant chose to manufacture two types of quality and standard cement. They produce 32.5 General Purpose Cement, 42.5 Premium Cement and have of recent introduced 42.5R to the market.

RS EAS 18-1: composition and specs, RS EAS 18-2: conformity evaluation, RS EAS 148-1 up to 8 for Test Methods. According to Mr. Eric Gisore the production manager at CIMERWA, during the production, the plant normally has standards set by Rwanda Standards Board (RSB) and that of East Africa Regional Block it should follow.

"Mainly, those are standards that we comply with, and we are at the final stage of being certified on QMS ISO 9001:2015," he explained. To ensure that we achieve these standards, CIMERWA has procedures that are followed in the whole production process, lab tests within which Laboratory procedures are followed during the mixing of raw materials to produce cement. By default, we make sure that the standards are met.

John Jovith Maridadi the Sales and Distribution Manager (Designate) adds that the plant has skilled employees and machines capable of producing good quality cement. "Our cement is well guaranteed as we cannot produce products which are sub-standard to go to the market yet we have a set of standards to follow" he emphasizes.

He further notes that CIMERWA wouldn't have been allowed to start production without the capacity to meet the standards. Twice every year CIMERWA gets product certification audits from RSB.

### Auditing

Most of the time, RSB carries out audits about standards of production at least twice every year, CIMERWA is in the final stages of getting the QMS ISO 9001: 2015 and EMS ISO 14001:2015 certification. There is an audit team which not only looks at the production process, but all daily business of the plant including how customers are handled. The quality of cement supersedes the customers' needs and ensures availability of the cement on the market that satisfies all the demand.

"We have never had any complaints about the quality of our products" Maridadi notes.

The demand is increasing, and in most cases we do customer satisfaction surveys and there has not been any issue about our SIMA NYARWANDA, our clients are simply satisfied, they are contented.

### About CIMERWA

CIMERWA is Rwanda's only integrated cement producer. Established 30 years ago, the firm's production plant is located in Bugarama, Rusizi District in South Province.

This is the only cement company in Rwanda that mines the raw materials, produces the clinker concentrate, packs and sells cement for general and civil construction. Some of its products are exported to the DRC and Burundi. CIMERWA has invested USD 170 million in a new modern dry process production plant at its head office in Bugarama with a capacity to turn out 600,000 tons of cement per year. The plant was commissioned in August 2015.

CIMERWA is 51 per cent owned by PPC Ltd, Southern Africa's largest cement producer. PPC Ltd has been in the cement business for more than 100 years and is a public company listed on the Johannesburg Stock Exchange. CIMERWA is committed to building strong partnerships with leaders and members of the local community.

In the process, the firm has helped set up a number of initiatives geared at improving the livelihoods of the people. These include a nursery and primary school, medical clinic, an ambulance and providing them with clean, piped water. The firm has also helped enterprising people set up a carpentry workshop, knitting and tailoring outfits.

CIMERWA is committed to be the leading producer and supplier of quality cement and related products as well as solutions in the Great Lakes region while maximising stakeholder value.

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# CROWN PAINTS INTRODUCES ECO-FRIENDLY ZERO VOC PAINTS TO MEET THE DEMAND FOR GREEN CONSTRUCTION MATERIALS



Vipul Kapur, Crown Paints Rwanda Country Head at their new Factory at the Special Economic Zone

Crown Paints' technological innovation has moved a notch higher with the introduction of eco-friendly zero VOC paints as a market response to the increased use of green and sustainable construction materials. Many developers in the region are now following the global trend of constructing buildings using materials that have the least impact on the environment.

The NSE-listed paint manufacturer has been producing low VOC paint ranges for some time but after years of intensive research, it is now the first company in the region to go a step further and manufacture and offer zero VOC paints in the market. According to the company's Chief Executive Officer, Rakesh Rao, opting for zero VOC paints will help create more environmentally friendly and healthier interior and exterior spaces after paint work.

VOC's (Volatile Organic Compounds) are solids and liquids found in ordinary paints that convert easily to gas or vapour at room temperature which, when exposed to the environment and humans, can have harmful effects.

The Crown Paints zero VOC paints contain special colourants sourced from Lorama, Canada which qualify the zero VOC requirements as per the highest global standard, which is ASTM D6886 (ASTM – American Standards & Testing Methods). The finished product ranges are tested in an accredited analytical laboratory, TUV Singapore, for zero VOC contents as per the British Standard (BS) method - BS EN ISO 11890-2:2006.

These paints have a non-threatening environmental impact due to negligible volatile chemical presence and are also ideal for people who are particularly sensitive to paint fumes. They have no toxic emissions and are a value addition to the product range with no extra cost. These paints are odorless making them perfect for schools, hospitals and of course, homes.

The CEO says the demand for architectural paint is growing rapidly due to the robust construction industry worldwide. Globally, many government agencies are now enforcing zero VOC paint production and Crown Paints is pioneering the process in the region.

## ADVANTAGES

- i. Same great quality paint that comes in many beautiful colour shades, whilst adding value by producing no toxic emissions and thus, making them safe for you and the environment.
- ii. They are odorless and have less impact on air quality which makes them perfect for homes, schools and hospitals.
- iii. Products that fall under the zero VOC range will not have any additional costs.

Products that will be offered in the zero VOC range of paints include:

- Crown Silk Vinyl Zero VOC emulsion
- Crown Luxury Matt Zero VOC emulsion
- Crown Permaplast Zero VOC exterior paint
- Crown Teflon™ Matt Zero VOC emulsion
- Crown Teflon™ Permacote Exterior Matt Zero VOC emulsion

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# SPERANZA GROUP LTD

## Towards excellent beverage production



Steven Muvunyi

Speranza Group Ltd is one of the leading companies in beverage production mainly liquors. Established in 2012, Speranza produces and distributes its products in Rwanda and southern Uganda and it is increasingly becoming an emerging producer of brands that are penetrating regional markets.

Speranza was established to satisfy the local and regional market with excellent and affordable products, according to Andrew Ssenabulya, production and quality assurance manager at Speranza.

“We have given Rwandans a choice, giving them access to quality and affordable products. We are dedicated to quality. Before we produce, we think about what is acceptable in the country and the world at large,” notes Ssenabulya.

Speranza produces seven alcoholic brands namely; Millennium Hills Whisky, Blue Hills Vodka, Super Gin Ordinary, Super Gin No. 1, Speranza Coffee Rum, Speranza Waragi and Golden Sherry.

Liquors are made from juniper and other most approved raw materials from countries like Brazil, Switzerland and India.

“When you source the best raw material, the final product will certainly be nice,” said Ssenabulya.

### Standards

For only five years of existence, Speranza has already gained ground on the local market, producing unmatched beverage products most of which were imported. At Speranza, products quality is well maintained. In order to produce first rate products that meet both local and international standards, safety must be assured. The production process safety is safeguarded to protect it from

physical, chemical and biological contamination based on HACCP principles.

From manufacturing and packaging and distribution, the production system is closed and thorough monitoring is conducted to ensure products are safe prior to the distribution. In case of poisoning in the process, the monitor shuts off immediately. There are also sophisticated filters that can detect and remove any poison in the process.

Human safety is met at over 80 per cent. All workers have glasses, gloves, coats and other protective equipment against possible accidents.

Apart from the aforementioned measures, Speranza





maintains close and constant communication with customers to ensure satisfaction and reliability towards the products while encouraging responsible consumption.

With the use of advanced technologies, skilled workforce and operations aligned with local and international standards, Speranza products are unique.

In order to abide by the directives of Rwanda Standards Board, brands are bottled in glass while products packaged in PET or plastic are exported to Uganda.

Despite the fact that its products already meet standards, Speranza will not relent unless it reaches the most competitive standards in production. In this regard, Speranza is in the final process to get the Standardization Mark (S Mark). The first audit has been completed and

the recommendations were implemented. After the final audit which has already been paid, it is expected that Speranza will be the first liquor company to have the S-mark in Rwanda by end of May.

Speranza plans to acquire the HACCP Mark, Food and Safety Mark in the near future.

### Supporting Made in Rwanda

As the government works on promoting Made in Rwanda, Speranza presence reflects the importance of this program. Speranza Group contributes to the reduction of unemployment in the country, employing over 90 people mostly the youth who were idle and prone to engage in criminal acts. The number is slated to grow to 200 or 300 employees within few years. As employees hail the program, consumers are also witnesses of the importance of homemade products.

### Projects in the offing

Expanding its portfolio and becoming the leading beverage manufacturer in the region and the rest of the continent and improving Rwanda's image in the world of alcohol production is the ultimate aim of Speranza.

There are many expansion programs in the pipeline. Speranza will soon introduce soft drinks, water and fermented drinks and more new products. It

is worth noting that the launch of the water brand, Speranza mineral water is only 4 months away.

The company also looks to introducing carbonated soda, juice from natural concentrates, bakery products such as bread, cakes, biscuits and pizzas anytime soon while production of fermented banana and Tangawizi extracts is in trial phase and the products have received positive evaluation from consumers.

Apart from adding more products, Speranza also plans to expand market penetration starting from Rwanda.

According to Ssenabulya, the company must first satisfy the local before expanding on the international market.

"You cannot go and satisfy people outside your home when you have not yet fully served family members. If Rwanda feels we are among the best and that we can be her ambassador outside, we will eagerly take our products there and we expect a positive response given what we got from Uganda," he said.

He stressed that expansion efforts will be guided by the spirit to deliver the top most standard products as well as value for the workforce.



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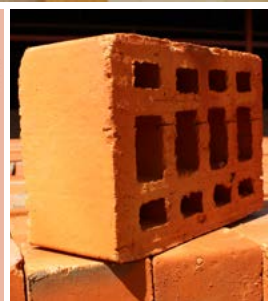
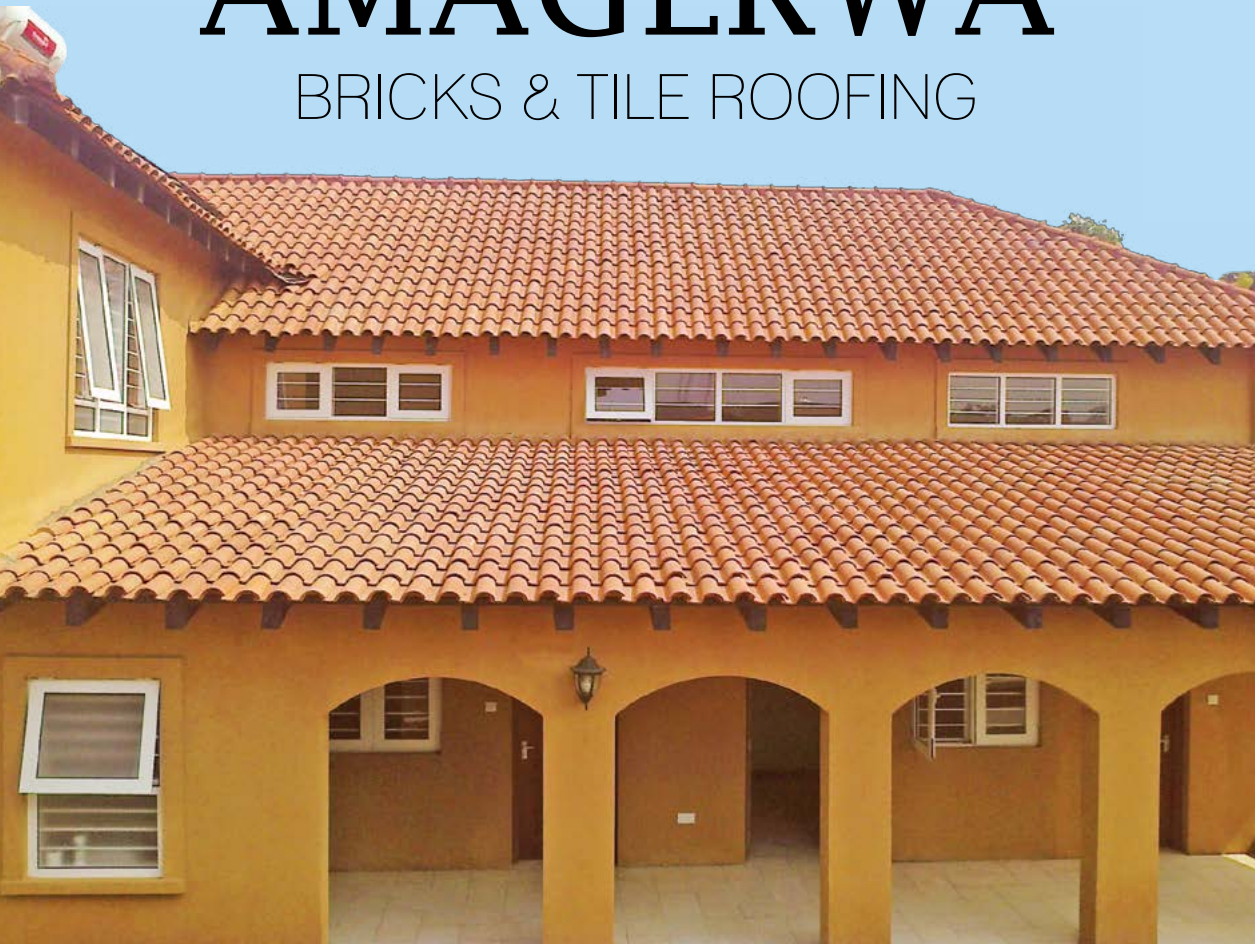
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