



PRESS RELEASE

EIPA facilitates Kellogg Tolaram and Triomf site visits

Mbabane, 28 October 2020 –The Eswatini Investment Promotion Authority (EIPA) today facilitated site visits to the Kellogg Tolaram and Triomf factory shells. The entry of both companies into Eswatini was facilitated by EIPA and is expected to result in job creation and increased export flow from The Kingdom. The construction of both factory shells has been managed by EIPA who will also continue to maintain the structures as part of its Facilitation and Aftercare programme.

Speaking at the site visits EIPA CEO, Mr Sibani Mngomezulu gave context on the need for factory space in relation to inviting investors into Eswatini; “The availability of factory shells in the country has a direct impact on attracting FDI into the Kingdom. If we create spaces for industries to set up operations within our borders, we are enabling an environment that is attractive to further opportunities for growth. Eswatini is strategically positioned for ease of market access to the rest of the continent and the world. We have close proximity to ports and well developed road networks. We are also a member of various trade agreements which provide added convenience to the process of moving goods in and out of our borders. The entry of both Triomf and Kellogg Tolaram into Eswatini will contribute to the economic growth we seek in Eswatini, assisting in supporting the growth and economic recovery plans recently released by Government. Both companies will also export what they produce here, increasing the country’s export activity.”

Kellogg Tolaram which recently announced its entry into Eswatini will make an investment of roughly E100m into the country's economy while also creating good quality jobs for locals with the appropriate skills. Its investment in the noodles production facility, will allow Kellogg better market access and accelerate noodles market penetration into the African continent. Eswatini's membership of SACU, SADC and COMESA trading zones has put Eswatini in a strategic position for this expansion.

Triomf has made an estimated investment of E131 million in Eswatini which will be done in two phases. The first phase of expansion will focus on development, installation and testing of the fertilizer blending plant. Phase 2 will involve capacity building in line with the company's strategic objectives. The fertilizer that will be produced by Triomf will allow farmers the opportunity to expand their yield potential and profitability at a commercial scale.

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About Kellogg Sub Saharan Africa Company

Kellogg is the world's leading food company. At Kellogg, we are driven to enrich and delight the world through foods and brands that matter. Our brands portfolio includes – In South Africa Kellogg's®, Corn Flakes, All-Bran®, Special K®, Rice Krispies®, Coco Pops®, Frosties®, Strawberry Pops®, Granola, Pringles® Cereal Bars and Instant Noodles. In Nigeria - Kellogg's®, Corn Flakes, Fruit 'n Fibre®, Rice Krispies®, Coco Pops® and Much-It® snacks. In Egypt Kellogg's®, Instant Noodles.

About Triomf

Triomf Swaziland (Pty) Ltd are manufactures of fertilizer including sales and distribution thereof as well as the sale and distribution of farming equipment and other agricultural inputs. Originally a South African company, Triomf will supply fertilizer to farmers in Eswatini and the SADC region. The plant has capacity to produce 60 tons of blended fertilizer per hour and the soil laboratory is state of the art; one of the most advanced in the region. The operation as established gives Triomf Swaziland the ability to conduct quick and accurate soil analysis which means that the company can recommend and produce fertilizer to supplement soil needs for any farmer or company to assure maximum crop yield.