

# Lafarge Africa showcases industry-leading innovations at the Big 5 Construct Nigeria 2024

by **Kehinde Akinseinde-Jayeoba** — October 21, 2024 in **CAPITAL MARKET** Reading Time: 2 mins read

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Lafarge Africa Plc, a member of the Holcim Group, reaffirmed its leadership in building solutions at the recently concluded Big 5 Construct Nigeria 2024, held at the Landmark Centre, Lagos.

The leading building solutions company showcased its cutting-edge products and solutions to thousands of industry stakeholders, drawing attention to its pivotal role in shaping the future of construction in Nigeria.

Throughout the event, Lafarge Africa's booth attracted significant footfall as customers, partners and industry professionals engaged with the company's broad portfolio of solutions. Attendees were introduced to innovative products such as Watershield Cement, Nigeria's first waterproof cement and Unicem EcoPlanet, Nigeria's first low-carbon cement.

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Representing Lafarge Africa as a key speaker, Emmanuel Ilaboya, Head of Innovation and New Product Development, delivered a presentation titled, 'Leadership in Sustainable Construction Solutions.'

He provided an overview of the company's mission and industry leadership, stating: "Lafarge Africa is not just a cement manufacturer. We are a complete building solutions company, driving sustainability and operational excellence through continuous innovation."

He emphasised that Lafarge Africa operates with a larger purpose, leading the charge toward a greener planet and sustainable construction practices.

Ilaboya highlighted Lafarge Africa's four major business segments: Cement, ReadyMix, Aggregates and Products and Solutions, which deliver high-performance solutions across the country.

"Wherever your project is in Nigeria, Lafarge is there to support you," he added, referring to the company's extensive geographic footprint and the availability of products such as Elephant Classic, Unicem EcoPlanet and AshakaCem in different regions.

A central theme was Lafarge's commitment to sustainability. Ilaboya acknowledged that cement manufacturing is a major contributor to CO2 emissions but emphasised Lafarge Africa's proactive measures to reduce its carbon footprint.

He highlighted the company's Geocycle initiative, which focuses on waste management and environmental preservation through the co-processing of waste into alternative fuels. Additionally, he discussed the company's energy efficiency programmes, use of alternative energy sources like biomass and its pioneering adoption of electric trucks to reduce emissions.

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