



MINISTRY OF HEALTH

BIDCO AFRICA PARTNERS WITH HEALTH MINISTRY IN CHOLERA AWARENESS

Awareness campaign to eradicate the see spread of cholera.

Thika, 7 July 2015: Kenya’s leading edible oils and hygiene products manufacturer **Bidco Africa Limited** has entered into a partnership with the Ministry of Health to take on Cholera.

The campaign dubbed ‘*Kaa Rada: Break the outbreak*’ is a direct response to the cholera outbreak across the country that has seen 4,781 reported cases and 89 deaths as of the 24th June 2015 according to the Ministry of Health.

The Cholera outbreak has persisted since December 2014 and has been reported in 16 Counties to date.

“No one should be dying from Cholera in 2015. This is a disease we can –and must-beat. The answer is cleanliness, early detection and timely treatment. That is what we want to remind Kenyans,” Bidco Africa CEO Vimal Shah added.

The Ministry of Health has welcomed the partnership in the fight against the outbreak, which it attributed to scarcity of safe drinking water due to the floods that followed the prolonged dry spell.

“The Ministry of Health in collaboration with the County governments welcomes the new partnership with Bidco Africa that we have embarked on to contain Cholera through public health education and communication campaigns. I am confident that through Public-Private-Partnerships such as this, we shall continue to realize speedy, efficient and cost effective delivery of health services. We also hope to tap into private sector innovation and diversity in the provision of health promotion services for the public.” Cabinet Secretary for Health, James Macharia

“Health promotion is an important aspect of our job as a ministry. Keeping families healthy is more than drugs and hospitals. It means ensuring Kenyans have the required information to make the right decisions at the right time,” the Cabinet Secretary added.

While calling on Kenyans to take personal responsibility to stop the spread of Cholera, Bidco CEO has indicated that the company is keen on long-term partnerships to ensure a healthy, working Kenya.

“Cholera takes people away from work and school and makes the economy less productive. We can prevent this from happening. The interventions required to avoid Cholera are simple, cheap and practical,” Vimal continued.

Bidco Africa is the manufacturer of leading Hygiene Brands such as Gaea Family bath Soap, Germonil Toilet Cleaner and Msafi Bleach.



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About Bidco Africa.

Bidco Africa Ltd is the market leader in edible oils, fats, soaps, margarine and detergents in East and Central Africa and products marketed in 16 African countries.

Some of the world class Hygiene and Personal Care brands from the group include Gaea Family Bath soap, Msafi Bleach, Germonil Toilet Cleaner, Laundry soaps such White Star, Bidco Cream, Bidco Lemon Fresh and NURU premium soap, washing detergents such as Gental and Powerboy Pro-Activ Liquid detergent.

Kimbo, Elianto as well as other leading brands like Golden Fry, Sun Gold, Olive Gold Blend, Soya Gold, Chipsy Plus 3, Cowboy, Bidco's margarines including: Biddy's and Gold Band are also very popular alongside baking powder: Mariandazi.

For more information:

Ministry of Health

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