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Reflections is published by:

Land & Marine Publications Ltd

Email: publishing@landmarine.com www.landmarine.com

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© 2022 Land & Marine Publications Ltd ISSN: 1366-851x View this publication online: www.madahotels.com



Mada Hotels

REFLECTIONS CONTENTS

- 3 FOREWORD Expanding operations in East Africa
- 5 MADA NEWS
- 10 LESS PLASTIC Moving away from plastic
- 12 SCHOOLS AND CONSERVATION Mada supports schooling and conservation projects

14 TREE PLANTING Turning the tide on deforestation

- 16 SOLAR AFRICA The boundless potential of solar solutions in East Africa
- 18 MOTORBIKES Boda bodas – a business on two wheels
- 20 WRC KENYA Thrills and spills return to sports mad Kenya
- 22 10 OF THE BEST Rooms with a view
- 25 TICK BEHIND THE TOCK Meet the Mada team
- 30 THE MADA FAMILY
- 33 ADVENTURES ALOFT BALLOON SAFARIS A bird's-eye view of East Africa's parks

- 37 HOTEL LA MADA Peaceful property on the edge of Nairobi
- 41 THE OAKWOOD HOTEL Charming hotel offers comfort and central location
- 45 KILIFI BAY BEACH RESORT Beach resort boasts ocean views and fine dining
- 48 KAMPALA NILE RESORT Mada's latest offering in Kampala
- 50 BAOBAB SEA LODGE Boutique property on Kilifi's coast
- 54 BALLOON CAMP TARANGIRE A luxury camp in a unique setting
- 57 FIG TREE CAMP Masai Mara's iconic camp
- 61 KILIMA SAFARI CAMP Luxury camp boasts Kilimanjaro views
- 64 JINJA NILE RESORT Nile views and top-rate hospitality
- 67 HUNTERS LODGE Unique property blends traditional colonial style with modern features
- 70 WHAT'S COOKING? Give your taste buds a treat
- 72 MADA HOTEL CONTACTS

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FOREWORD



EXPANDING OPERATIONS IN EAST AFRICA

Welcome to the latest edition of Reflections – the in-room and corporate magazine of the Mada Group.

Mada Hotels is one of the largest hotel groups in East Africa with properties in Kenya, Uganda and Tanzania. These comprise a mix of hotels, beach resorts and safari camps. Also part of the group is Adventures Aloft – the region's largest hot-air balloon operator with bases in both Kenya and Tanzania.

For almost everyone in the region's tourism and hospitality sector the last two years have been difficult due to the Covid-19 pandemic. I can confirm that Mada made every effort to keep our guests and staff safe during this period. We made a top priority of vaccinating all our staff as quickly as possible and ensured that strict protocols were observed at all our properties.

International and local travel restrictions naturally meant a drop in guest numbers, but Mada's main aim during the pandemic was to keep all its staff (who are behind Mada's success) on board and I am delighted to say that by the turn of 2022, over 90% of all our employees were back at work.

During the pandemic we also sought to support the communities within the areas we operate. Many of these heavily rely on tourism for their livelihoods. During a period when Covid-19 was at its height, Mada extended a welcome helping hand to these communities.

At the same time, we maintained all our properties to a high standard. In fact, we made significant improvements to all, which our clients are now able to enjoy.

We are extremely proud that during the pandemic, HE Yoweri Kaguta Museveni Tibuhaburwa opened our new Kampala Nile Resort (this is our cover story, please turn to page 48). The Kampala Nile Resort is our second Ugandan property, after Jinja Nile Resort, and is in the fast-expanding Namanve Business Park.

A further addition to our property portfolio is in the pipeline as Mada Hotels is also busy with the completion of the Zanzibar Resort, which we expect to open in 2023. Elsewhere in Tanzania, Adventures Aloft is operating from bases in the central Serengeti and in the Ngorongoro Conservancy Areas. Following our success in Tarangire with our original Balloon Camp we are now looking at opportunities in the northern Serengeti, offering the public a similar kind of operation.

Protecting our environment and working in harmony with local communities has always been part of the Mada Hotels ethos and so this issue of Reflections contains some interesting features on making our environment a cleaner place and how conservation and local schooling can successfully work together.

Like so many things, the Internet has changed how we now book our holidays, but, in the end, hospitality is still very much a people industry and we take great pride in the members of our Mada Hotels team, who are the pillars of our success. The Tick Behind the Tock feature represents just some of the Mada Hotels family and the people behind our product.

Location, location, location were Howard Johnson's three most important factors when considering a new property. At Mada Hotels, our locations are one of our key selling points, allowing guests to have the best experience wherever they choose to stay. In the Room with a View feature, we share with you some of the spectacular vistas from guestrooms at our hotels, camps and resorts to give you a better feel of what Mada really has to offer.

In addition, our executive chef Somesh has included one of his signature dishes in this issue with an easy-to-follow recipe (page 70). Do try it and enjoy!

Thank you to our guests and agents who have always supported us and we look forward to offering the very best of the Mada Hotels hospitality.



Tinu Mhajan Chief Executive Mada Group





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LENDING A HELPING HAND

At the height of Covid-19 global pandemic and when many Kenyans saw their livelihoods threatened, Mada Hotels made it a top priority to help those in need – especially in rural areas.

In particular, the Maasai community in the Talek area were grateful recipients of food rations and water filters from Mada. Many of the Talek Maasai work at Fig Tree Camp.

PRESIDENT HE YOWERI KAGUTA MUSEVENI TIBUHABURWA OPENS NEW MADA KAMPALA NILE RESORT

Mada Hotels was proud to welcome in May 2021 Uganda president HE Yoweri Kaguta Museveni Tibuhaburwa to officially open its new Kampala Nile Resort. The 120-room property is in the fast-growing Namanwe Business Park.







CLASSIC CAR RALLY COMES TO KILIMA SAFARI CAMP

Mada's Kilima Safari Camp played host to drivers and officials taking part in the 2022 East Africa Classic Safari Rally.

Kilima Safari Camp was the halfway point base for the 2022 Rally. The iconic Rally attracted drivers and cars from all over the world and Kilima was designated as the Amboseli area base for the event.

First run in 2003, the legendary Rally is run over nine days covering up to 5,000 km across the region and is restricted to cars built before 1978.



ADVENTURES ALOFT EXPANDS TO BECOME EAST AFRICA'S LARGEST BALLOON SAFARI OPERATOR

With new bases acquired in the Serengeti and Ngorongoro, Adventures Aloft now flies from more locations in East Africa than any other balloon operator.

Adventures Aloft flies over East Africa's most renowned parks and game reserves including the Masai Mara, Tarangire National Park, Ngorongoro Conservation Area and Serengeti National Park.

ZANZIBAR BEACH RESORT TO OPEN

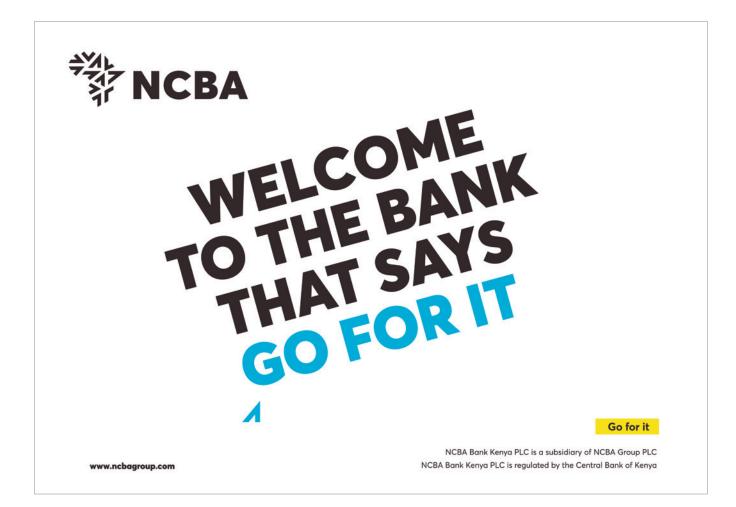
With the Kampala Nile Resort completed, all emphasis is now on the completion of the Mada Hotels Zanzibar Resort.

The Mada Hotels property in Michamvi is located on a beautiful sea facing property with 500 metres of beach frontage.

The property is designed to give all guest rooms sea facing views and spacious areas (each room approximately 50 square metres). Other facilities include specialty restaurants, spa and well-being facilities.









TURNING GREY WATER INTO GREEN GARDENS

Kampala Nile Resort starts operations with an eco-friendly sewage treatment plant which allows the property to convert all waste water into clean water suitable for garden use and approved by the local environmental regulators.

The resort has over three acres of gardens and is an ideal venue for outdoor functions and team building activities.



FROM PLASTIC TO CLASSY GLASS

One of East Africa's primary concerns is the litter caused by plastic drinking bottles across the countryside.

Mada Hotels is now changing by offering clients complimentary water in guest rooms in recycled glass bottles (and glasses) instead of the traditional single-use plastic. Guests are also encouraged to refill their own reusable water bottle instead of purchasing new plastic water bottles.





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MOVING AWAY FROM PLASTIC

Countries across East Africa are paving the way in the no plastics movement that's sweeping across the world thanks to the likes of advocates Sir David Attenborough and Greta Thunberg.

In 2017, the Kenyan government announced it was putting a strict ban on the use of plastic bags and anyone found manufacturing, importing or selling plastic carrier bags could be fined up to USD 40,000 or face a prison sentence of up to four years. Similarly, and two years later, Tanzania banned the same item in efforts to tackle pollution.

EFFECTIVE BAN

And the ban has been somewhat effective in the region. Previously, plastic bags polluted the environment by clogging up drainage systems and which contributed to floods during rainy seasons. Additionally, there was a real problem with animals consuming these types of plastics, and this is an issue worldwide, particularly in countries that don't have well-organised waste collection and recycling programmes in place.

Since the ban, the government in Kenya says 80% of the population have stopped using plastic carrier bags. However, there



is still work to be done as some alternatives have also been found to be environmentally challenging.

But the Kenyan government have gone a step further by recently announcing a full ban of polyethylene terephthalate (PET) water bottles (the most common single use plastic water bottle) in all national parks, beaches, forests and conservation areas. The ban also includes plastic cutlery, plates, cups and more. This movement hopes to help the surrounding wildlife by preventing them digesting the objects and causing injury.

However Kenya is not alone in this initiative and Rwanda has since followed in the same path. After banning non-biodegradable plastic bags back in 2008, the country now schedules a once-a-month clean-up day when all citizens of the country are involved in cleaning the city. This is called 'Umuganda' and happens on the last Saturday of every month. Police monitor the streets and are able to stop Rwandans on the spot and fine them if they aren't actively participating in the clean up. The name of the event is a Kinyarwanda word that translates as 'coming together.'

WHAT WE ARE DOING

Mada Hotels understands that PET water bottles are a major problem across the globe and so we have plans to invest in using filtration plants at our properties. This means guests will have access to filtered drinking water and ensure easy refills without the need to purchase PET water bottles.

In addition, Mada Hotels is now offering guests complimentary water in recycled glass bottles in guestrooms instead of the usual single use plastic bottles. Guests are also encouraged to refill these glass bottles and their own reusable water bottles instead of purchasing new, single-use plastic ones.







SCHOOLS AND CONSERVATION

MADA SUPPORTS SCHOOLING AND CONSERVATION PROJECTS

If you are reading this and you hail from, say, Europe or North America, you may be astonished to learn that Kenya only introduced free universal education in 2008. Prior to this date, Kenyan parents had to privately fund their child's education. And, of course, many of those with big families were unable to do so.

Even when President Mwai Kibaki's government finally offered free education it was only available for children attending primary school. It was not until January 2018 that Kenyan children got to enjoy four years of free secondary education. Before this change, only around 75% of children transitioned from primary to secondary education and this figure was no doubt lower in rural areas.

But the welcome launch of free statebacked secondary education is only half the story. Sadly, some poorer students still cannot fully benefit from its introduction as they are forced to drop out from school early when their parents cannot afford obligatory uniforms or to pay for lunches.

EDUCATION BUDGET

Encouragingly, there are moves to increase the national education budget (maybe with help from international donor funds) to ensure that all children are kitted out with uniforms and are served a free lunch – an especially welcome meal if, as a child, you have walked many kilometres to school.

Unfortunately, the estimated cost of free uniforms and lunches is put at around KES 100 bn a year and that's a lot of money for any African government to find. But maybe money well spent if it keeps children in school and they leave properly educated.

In the past, a lack of a formal education held back many talented pupils who were, in effect, unable to fulfil their potential. As a consequence, they had little option but to emulate the life of their parents and grandparents; cultivating land or herding cattle. Being a farmer or a pastoralist is, of course, a worthy occupation, but many would agree that these vocations should to be undertaken out of choice rather than necessity.

OPPORTUNITIES

Limited educational opportunities for young people also have consequences for Kenya's long-term economic development and in maintaining its position as a leading tourism and safari destination. It's only through education, it seems, that pastoralist and other rural communities can appreciate the importance and benefits of conservation, and more widely of tourism, on their lives and futures.

In the past this has been a very real challenge with the regular encroachment of protected areas for cattle grazing, illegal land occupation and the often unintentional degradation of fragile eco-systems by those seemingly unaware that their traditional lifestyle was negatively impacting others – and in particular wildlife.

Improving this situation can only be achieved through better education and it's why Mada Hotels has been supporting the construction of schools and supplying







Mada Hotels has been supporting the construction of schools and supplying much-needed educational materials in areas where human and wildlife conflict is at its highest.



much-needed educational materials in areas where human and wildlife conflict is at its highest.

Says long-time environmentalist and Mada Hotels CEO Tinu Mhajan: "There is a need for populations living in these areas to have access to decent education for their families. Easy access to education allows the entire community to benefit and in return appreciate and eventually become the pillars for future conservation efforts. There are several schools now built throughout East Africa, and in around our conservation areas, which have shown that both conservation efforts and education can succeed side by side.

Mr Mhajan adds: "With the support of many conservation groups, tourism bodies and general well-wishers, many new schools continue to prosper and develop. Mada has actively been involved in supporting community efforts of this kind in both the Mara and Amboseli".





TURNING THE TIDE ON DEFORESTATION

At the time of independence in 1963, it was estimated that around 10% of Kenya's total land area was forest. Some 50 years later this figure was down to just 6% and by 2020 it had fallen still further.

It's easy to understand the reasons for the disappearance of ancient woodland areas as during the last 60 years or so the population has burgeoned from around nine million to over 50 million. And with it has come pressure for more housing, a need for greater amounts of firewood (for cooking) and the cultivation of more farmland.

But what has been more troubling is that many gazetted forest areas have been cleared and then illegally occupied by otherwise landless people. The Kenyan government has made several and sometimes controversial attempts to clear these unlawful forest dwellers and help reverse the decline in the nation's woodland. A range of measures have been adopted. Mada Hotels now has a tree-planting initiative at Fig Tree Camp, which is located on the banks of the Mara River.

Not all have been successful and others have met strong opposition from powerful politicians who have sided with those earmarked for eviction.

CONFLICT

This human-forest conflict is not dissimilar to the better-known human-wildlife conflict, which has negatively impacted large parts of East Africa and beyond. This battle between what are very poor and often severely disadvantaged people and those wishing to preserve or restore Kenya's natural environment can be controversial. It is, perhaps, best illustrated by the long-running Mau forest stand off, which has rumbled on for nearly 15 years and without even being fully resolved. However, further evictions of settlements took place in 2019 and more are planned in 2020 in order to finally clear the area and to ensure it returns to its former glory.

On one side of the argument, deforestation has been one of the greatest environmental challenges facing many East Africa states. And Kenya has made bold moves in attempting to clear the Mau area's informal settlements in order to revive the forest. On the other, people are being forcibly dispossessed of their mostly make-shift (and, of course, illegally constructed) homes and sometimes losing their livelihoods as a consequence.

So, this is not just a good-versus-evil conflict – even if it looks like one from the outside. Sure, it's about reforestation and working to maintain and enhance Kenya's long-term environment but it's also about treating desperate people with dignity and it is sometimes a difficult balance to strike.

MAU FOREST

What's more, the Mau forest is not just woodland, but the vital catchment area for the Mara River, which flows through the Masai Mara National Reserve and eventually drains into Lake Victoria. The well-being of the Masai Mara and the adjoining Serengeti, across the border in Tanzania, depends on seasonal rainfall over the Mau escarpment and there is already plenty of evidence that the illegal settlements have had a detrimental effect on both the volume and the regularity of water in the Mara River.

Given its well-known concern for the environmental and its longstanding presence in



the Mara, Mada Hotels, too, is playing its part in ensuring that Kenya plants as many indigenous trees as possible. This aim is being achieved with the involvement and support of guests. In fact, many tourists often ask how they can help offset their carbon footprints, and Mada Hotels now has a tree-planting initiative at Fig Tree Camp, which is located on the banks of the Mara River.

But tree planting is not confined to Fig Tree. Planting is also offered to guests staying at the Jinja Nile Resort and Kilima Safari Camp in Amboseli. And with 90 acres at Fig Tree, 60 acres at Jinja and 40 acres more at Kilima there's no shortage of land to be forested. In all locations, Mada keeps a log of all trees planted and records their progress.

OPPORTUNITY

As Mada chief executive Tinu Mhajan explains: "Although this opportunity to plant trees for guests is new, it's something we have been doing as a group for a while and today we can see the results in all locations."

So, if you are a guest staying at Fig Tree Camp (or elsewhere) please ask Mada staff how you can plant a tree and thereby leave a legacy of your visit. You will be glad you did so.

Tree planting at Kilima







THE BOUNDLESS POTENTIAL OF SOLAR SOLUTIONS IN EAST AFRICA

They say the sun shines on the righteous. And so it is that large parts of East Africa are blessed with over 3,000 hours of sunshine each year. Even Nairobi, which can be drearily overcast for days on end during July and August, claims nearly 2,500 hours a year – broadly similar to somewhere like Barcelona.

Unsurprisingly, the potential for solar power generation is East Africa is almost limitless. And this boundless potential is now being tapped thanks to a combination of strong government support and the lavish direct foreign investment pouring in to vast new photovoltaic (PV) farms springing up in the sunniest parts of the region.

BIG PROJECTS

The first of these large-scale projects, and the largest so far, became operational in late 2019 and is located in sun-kissed Garissa (an area with over 3,100 hours a year of sunshine). Slightly smaller but similarly bold schemes have been erected in Eldoret, and in Nandi County in western Kenya.

With its 10 MW Soroti power station, Uganda has also been an early solar pioneer. But this project is being dwarfed by much grander schemes such as the 50MW Nkonge power station – part of a series of five such mega-schemes. Tanzania, too, is also planning a string of PV farms totalling 150 MW.

For its part and with the help of solar power, Kenya aims to generate 100 % of its energy from renewables in the very near future. And it's a similar picture in Uganda and Tanzania. What's more, all three nations are equally committed to wind power. On balance wind is probably less reliable than solar in East Africa, although major wind farms are being built in breezy locations such as Lake Turkana. Geothermal is yet another renewable energy source and in which Kenya is among the world's leaders.

On a much smaller scale, many East Africans and, in fact, many East African businesses are installing solar panels. But those who are benefitting most are people



in rural areas and who previously had no access to the grid – not only for their homes but for their schools and clinics.

Not only has solar power improved access in rural areas it is also much more reliable for everyone. It's fair to say that in the past, the intermittent nature of grid power has not always been the best and many affluent East Africans (and most businesses) have long relied on back-up generators to ensure the lights stayed on during all-tofrequent black-outs.

Added to which, solar is also proving to be a much cheaper, quieter and cleaner alter-

The switch over or installation of solar power has been one of several environmental initiatives spearheaded by the Mada Group.



native to the once ubiquitous generator – and it's why this form of energy-fromthe-sun option is now so popular.

Yet long before solar power became trendily commonplace in urban areas or was taken up by villagers, many of East Africa's camps and lodges were using this form of low-impact energy. Often remotely located, camps and lodges were quick to seize the advantages of solar power.

And it's easy to see why. There was almost no likelihood of these camps and lodges connecting to grid power and a diesel generator was expensive, noisy and dirty and created logistical headaches when it came to fuelling. What's more, their guests weren't too keen on generators either – and for obvious reasons.

GO-TO POWER SOURCE

Moreover, many of these properties (especially the camps) trade on their environmental credentials so solar power was a natural go-to power source. In the early days, energy storage in the form of battery back-up could sometimes be a problem and guests were often restricted to a few hours a day of electricity use. But better quality and longer-lasting batteries seem to have more or less resolved this issue. And today almost all safari camps and many lodges are exclusively solar powered.

And Mada Hotels is no exception. In fact, the group has been at the very forefront of this switchover from diesel to solar power and, in particular, for its remotely located properties such as Fig Tree Camp, Kilima Safari Camp and Balloon Camp. The switch over or installation of solar power has been one of several environmental initiatives spearheaded by the Mada Group. And the company aims to continue this worthy policy as it seeks to maintain and enhance the natural beauty in and around the truly special locations in which it operates.



BODA BODAS – A BUSINESS ON TWO WHEELS

One of the first words or phrases an overseas visitor to East Africa learns is boda boda. For those not already familiar, the ubiquitous boda boda is a motorcycle taxi.

Like many modern-day Kiswahili words, its roots may actually lay in the English language. Perhaps apocryphally, boda boda is believed to be a mispronunciation of "border border" and referred to motorbikes, which ferried people across the Kenya-Uganda border without the need for paperwork. But on the other hand, maybe not.

Anyway, there are estimated to be around 1.2 million boda boda riders in Kenya (that's riders not bikes), a million more in Uganda and, perhaps, a similar number in Tanzania. Quite clearly, this is a big business.

Sadly, boda bodas and their riders and passengers have had a notoriously bad track record when it comes to accidents and serious injuries and as a walk around many an East African hospital wards will no doubt testify.

CHANGING TIMES

Fortunately, things are changing. Maybe inspired by the tough regime introduced some time back in Rwanda and more recently by bodies such as the Bodaboda Safety Association of Kenya, better regulation, educational programmes and improved safety has finally come to the sector, and not before time.

Despite these efforts, though, the dangers are still there. A recent study showed that for every kilometre travelled in East Africa, motorcycle riders were 20 times more likely to die or get seriously injured in a crash than other road users.

Clearly, it's a tough and precarious way to make a living. Nevertheless, for many young East Africans, operating a for-hire motorbike is a first opportunity to earn a living and also for them to be their own boss – and all without a major up-front capital outlay as there are many lenders willing to give these riders credit.

EARNING A LIVING

They certainly work hard to repay these loans. Studies reveal that many boda boda riders work over 80 hours per week. Some of this time, is, of course, spent just hanging around joshing with friends while waiting for a customer, but it still means long days, evenings and late nights.

And with this explosion in the boda boda sector, motorbike sales (and also more expensive tuk tuks) are on the rise. In fact, motorcycle sales were up 26 per cent in 2019 over the previous year when over 200,000 motorbikes and tuk tuks were imported into Kenya.

The boda boda sector is not the only driver of sales in East Africa as the motorbike has long been favoured by certain workers such as askaris (watchmen/security guards) who often work unsociable hours when public transport can be an issue.

But a new crop of more affluent Kenyans is eager to own a motorcycle and with it an opportunity to display their individuality in gleaming chrome. So, far from being used as a means of commute these bikes are an indulgence, a status symbol and, for the most part, a hobby.



These weekend leisure bikers tend to opt for much bigger and much more powerful machines and in contrast to the 125cc models operated by boda boda riders. Led by national organisations such as the Motorcycle Sports Federation of Kenya, the Kenya Bikers' Club and the Superbike Association, motorbike riding is now taken very seriously.

For the super keen, there are regular race meetings for bikes ranging from 50cc right up to 1,000cc and the Whistling Morans circuit at Athi River (which is also used for kart and car racing) is Kenya's premier venues for such bike meetings.

But for many Sunday café racers, the weekends are a time to just go out on the







TIP

If you ever get lost and want to know directions to your intended destination, ask boda boda riders. There's usually more than one of them on any street corner and they are font of knowledge when it comes to street names and the like.



highway in Nairobi with friends and enjoy the companionship of fellow bike enthusiasts – and, of course, enjoy that obligatory half way stop for an unhurried cappuccino or a latte. And as any boda boda rider will no doubt confirm, sipping leisurely coffee sure beats waiting about on a dimly litstreet corner for an elusive paying fare.

THE KIBO

The Kibo K150 and Kibo 250 motorbikes are being manufactured by Kibo Africa; a start-up company founded by Dutch economist Huib van de Grijspaard. Kibo has started with the two models but will eventually stock a series of different machines, including an all-electric motorbike.

While the two bikes have been conceived in Amsterdam, the design process included several trips to Kenya over a two-year period to speak with motorcycle users – including boda boda riders.

THRILLS AND SPILLS RETURN TO SPORTS MAD KENYA

Kenya is fast gaining a reputation as a major sports event destination as it seeks to enhance its global image and attract a broader range of tourists.

Led in part by the dynamism and promotional prowess of tourism minister, Hon. Najib Balala, Kenya played host in 2019 to a series of worldclass events – some for the first time, others after a long absence. And an even more exciting programme is promised in 2020.

GLOBAL-SCALE EVENTS

Clearly, hosting global-scale events doesn't come cheap, but Kenya seems increasingly prepared to bolster its marketing budget in order to attract top names and across a spectrum of sports.

Chief among these is the Magical Kenya Open golf tournament. Played in 2019 at the prestigious Karen Country Club, the event saw Kenya return to the big money European Golf Tour and for the first time since 1990. For almost 20 years, the Kenya Open only formed part of the second level Challenge Tour. So, this is a big step up.

Then later the same year, the Baobab Course at Vipingo Ridge, hosted the Magical Kenya ladies golf event. This was the first time the European Ladies Golf Tour had been to Kenya. Despite being a late, year-end addition to the calendar, the event still managed to attract some big names from the world of ladies' golf including Tiger Woods' niece Cheyenne.

ICONIC RALLY

Now and to further rachet up the sporting razzamatazz, Kenya has agreed to bring back in 2020 the iconic WRC Kenya Safari Rally and for the first time since it departed the calendar in 2002.

First held in 1953 and to commemorate the coronation of the UK's Queen Elizabeth, the event is set for mid-July and will see a welcome return to Kenya's preeminent position in the sport it once held in the 1960s and 1970s.

The Kenya Safari Rally is expected to be the toughest and longest of the 14 events that make up the WRC schedule and, for the winner, it's one of the sport's most coveted prizes. Kenya is not alone in re-welcoming the WRC as events in Japan and New Zealand are also returning to the roster in 2020 and after long breaks.



It also means that WRC events will take place across six continents for the very first time.

The rally will be centred on Nairobi, but there are service parks located, and stages based, in Naivasha and Lake Elementaita. These out-of-town stops are a great opportunity for local fans to get up close with the cars and the drivers.

The Kenya event is renowned for its openroad gravel tracks, unpredictable weather and a route three times longer than other rallies and for its unforeseen hazards that are almost unmatched elsewhere. So, there is bound to be plenty of thrills and spills and, as in the past, the attrition rate among the competitors is set to agonisingly high as both cars and drivers succumb to the tricky road conditions and the notorious dry-season dust.

CLASSIC RALLY

For nearly 20 years, Kenyan rally aficionados have had to enjoy the somewhat less glamorous but no less exciting, East African Classic Safari Rally. This event is restricted to two-wheel-drive cars built before 1978 – and driven, curiously, by many of the same drivers who took part when the WRC was behind the event all those years ago.

For some, the Classic Safari Rally is arguably the more interesting form of rallying as the older-style cars (and their aging drivers) take on Kenya's difficult terrain without the factory-sponsored back-up enjoyed by their younger WRC counterparts.

As such, the purists will be pleased to learn that the Classic Rally will still continue in its present form and despite the now returning and no doubt headlinegrabbing WRC event. The Kenya event is renown for its open-road gravel tracks, unpredictable weather and a route three times longer than other rallies



ROOMS WITH A VIEW

ROOM NO.1 KILIFI BAY BEACH RESORT

The sea-facing rooms at Kilifi Bay directly overlook the sandy beach of Kilifi and the Indian Ocean. All rooms at Kilifi Bay have a private balcony.



VIEW FROM T.11 FIG TREE CAMP

All tents at Fig Tree Camp are located on the banks of the Talek River with views into the Maasai Mara Game Reserve.

BAOBAB SEA LODGE

Overlooking the Indian Ocean with a picturesque beach, Baobab Sea Lodge is perfect for those looking for privacy and an intimate holiday.





VIEW FROM NO.207 KAMPALA NILE RESORT

It's hard to believe this resort is located in Namanve Business Park of Kampala only 8 km from the CBD and yet feels like an exclusive tropical island.



VIEW FROM D.6 HUNTERS LODGE

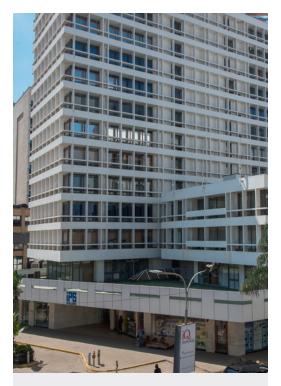
All rooms have been built around the Kiboko Springs. The lodge is a perfect oasis for those wishing to break the journey and is home to a great variety of birdlife.





VIEW FROM T.18 KILIMA SAFARI CAMP

All tents at Kilima Safari Camp have been designed to give guests Mount Kilimanjaro views. A waterhole in front of the property is a frequent assembly point for the famous elephants Amboseli is famous for.



ROOM NO.203 OAKWOOD HOTEL

Located in the heart of Nairobi, Oakwood Hotel is the perfect venue for those looking at absorbing the feeling of Africa's most vibrant city.

VIEW FROM C.15 JINJA NILE RESORT

With 1.5 km frontage on the River Nile, guests enjoy the spectacular view of Africa's longest river, superb location for birdlife and natural scenery.

ROOM F.42 HOTEL LA MADA

Located on the edge of Karura Forest, La Mada is set on lush gardens with plenty of birdlife and Sykes' monkeys.

MEET THE MADA FAMILY



TITUS OLWENY GENERAL MANAGER AT KAMPALA NILE RESORT, UGANDA

Titus joined Mada Hotels in 2019 as General Manager at Jinja Nile Resort then transferred to Kampala Nile Resort as the pre-opening General Manager. He oversees the entire hotel operations to improve the guest experience during their stay, training staff members and driving hotel revenue to achieve the property's objectives.

He enjoys networking with both the hotel guests and entire staffing team and creating a memorable experience with each guest that visit Jinja Nile Resort. He sometimes finds that not being able to deliver the ultimate experience as per individual expectations is a struggle.

On his days off, Titus likes to go fishing in his boat with his wife, daughter and three sons.

JONAH ROSANA JUMA SOUS-CHEF AT HUNTERS LODGE

Jonah's role at Mada is to lead the kitchen team in the chef's absence and provide guidance to junior kitchen staff members. He has worked for Mada for six years and his main responsibilities and duties include planning and directing food preparation in the kitchen and keeping an eye out for any problems that arise.

Preparing and cooking the dishes is the highlight of his job, but he finds it challenging when he has to deal with health problems and injuries that happen in the kitchen.

Jonah is married and has three children.





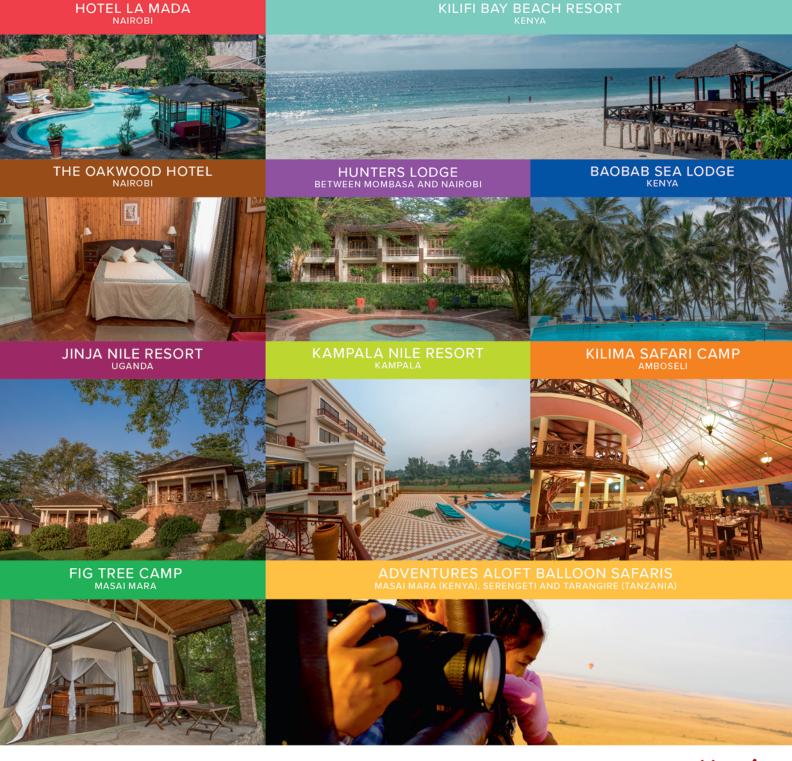
DAPASH DOMINIC NTALAMIA HOTEL MANAGER AT HUNTERS LODGE KIBOKO, KENYA

Dapash joined Mada Hotels in 2019 as Hotel Manager at Oakwood Hotel then transferred to Hunters Lodge Kiboko as Hotel Manager overseeing all unit functions, from daily operations to maintenance. He handles customer complaints, plans maintenance work, events and room bookings, deals with promoting and marketing the business and ensures the property complies with health and safety legislation and licensing laws.

Dapash enjoys facing dynamic challenges and belief they have helped him build his resilience, but finds it challenging when clients sometimes leave unsatisfied. He is a family man who is married, and away from work enjoys visiting Maasai cultural arenas.

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TICK BEHIND THE TOCK



KANYOLO MUMANGI CHEF AT LA MADA HOTEL

Kanyolo has been working as a chef at La Mada Hotel for 13 years. His responsibilities include providing the restaurant with new recipes and cooking delicious food for guests. He enjoys creating new dishes and receiving compliments from guests, as well as socialising with fellow workers and guests at Hotel La Mada thanks to its friendly and enjoyable environment. Challenges he faces at work include missing important ingredients and having to come up with a quick solution to provide guests with the specific dish they have requested.

Kanyolo is married with a son and has a second child on the way. His hobbies include reading cooking books, watching football and making new friends.

JONATHAN S. KORONKORO DRIVER GUIDE AT FIG TREE CAMP

For 13 years, Jonathan has been the head driver at Fig Tree Camp spending his days ensuring other drivers are doing their duties to the best of their ability and making sure that the vehicles are clean and ready for a safari, as well as dropping off and picking up passengers from balloon rides.

He enjoys meeting new clients from different nationalities but finds it a bit difficult if they cannot understand English very well.

Jonathan is married with four children and enjoys viewing wildlife, making new friends and having fun times with his family.





ERNEST KAMAU RESTAURANT SUPERVISOR AT KILIMA SAFARI CAMP

Ernest has been working for Mada for nine months as the restaurant supervisor at Kilima Safari Camp. He is responsible for ensuring guests enjoy Mada's hospitality while in the restaurant by making sure meals and drinks are served as per required standards to ensure guests' satisfaction. He enjoys meeting new people every day and getting to socialise and learn about them during their stay. He finds the lack of communication due to a language barrier can pose a challenge.

Ernest is married with two beautiful daughters who are aged six and three years old. When he's not working, he enjoys visiting various outlets for drinks with friends and taking his daughters swimming.

TICK BEHIND THE TOCK



PAUL M. KITANGA EXECUTIVE HOUSEKEEPER AT LA MADA HOTEL

Paul's role at La Mada Hotel is to ensure the property maintains an excellent standard of cleanliness and has worked as part of the team for a year. He oversees general operation in the housekeeping department and reports any maintenance issues and follow ups to relevant technicians. Paul conducts orientation to clients who come to the premises to see the photo session ground and rooms as well as conference halls and is in charge of processing employee holiday and leave. Paul enjoys contacting training to staff and providing customers with high quality service. He finds his role difficult sometimes when maintenance issues take a long time to get resolved main rooms have to be shut off to public use.

Paul is married with two children and has three younger sisters. On his days away from working hard at the hotel, he loves to watch football and travel and also enjoys reading and watching nature documentaries.

MARY NAMWANJE HEAD OF STORE AT KAMPALA NILE RESORT

Mary has worked for Mada since 2015. Her role is to make sure the store runs smoothly, to monitor inventory levels and to manage the store and its employees. She makes sure all materials needed are fully stocked, is in regular contact with suppliers, responsible for all the construction around the store and makes sure employees are happy.

She likes being able to provide solutions to different challenging situations that evolve and meeting a number of people from across the world. She has new duties each day and always handles them the best she can but finds that, sometimes, it can be hard to try and do the right thing by everyone she meets.

Mary has a lovely family with six siblings and is enjoying being single. She likes to read and visit friends when she's not hard at work.





BRIAN GARTH BALLOON PILOT AT ADVENTURES ALOFT

Brian Garth is from Australia and has worked eight seasons for Adventures Aloft in Kenya. His role is to conduct daily passenger balloon flights over the magnificent Masai Mara plains. His main responsibilities include conducting safe and rewarding flights for all passengers and providing them with a commentary regarding the animals they encounter during the flight and a little about how hot-air balloons fly.

He sometimes finds the early morning starts challenging but he loves how unique each flight is. One of the best parts about his role is inflating the balloons and watching them come to life.

Back in Australia, Brian has two sons who work outdoors and spend their weekends exploring the Australian bush in their 4x4 vehicles or on their motorbikes. When he isn't working, Brian loves to travel with his wife, ride horses, go fishing and being outdoors working on his rural property. He has been piloting hot air balloons for 23 years and has logged over 4,000 flights in Australia, Myanmar and Kenya.

ABU HAJJI ASSISTANT CHIEF CREW AT ADVENTURES ALOFT

Abu is part of the chief crew and head of maintenance at Adventures Aloft. He has worked for Mada Hotels for 12 years and is responsible for making sure the hot-air balloons are up and running safely for passengers. He makes sure that after every flight, the balloons are filled with butane and pressured with CO², ready for its next flight, and ensures the baskets are clean and polished to the highest standard.

He enjoys learning new things everyday but finds that sometimes the pressure from both the pilot and crew can be challenging, especially in the wet season.

Abu is married with three children. His hobbies include making new friends, travelling and playing football. He is a die-hard Manchester United football fan. When he's not at work, he enjoys spending time with his family.



THE MADA FAMILY



KILIFI BAY BEACH RESORT | KILIFI

BAOBAB SEA LODGE | KILIFI



The Mada Hotels group comprises 10 properties – seven in Kenya, two in Uganda and one in Tanzania. Another property is currently under construction in Zanzibar. In addition, the group operates balloon flights from locations in both Kenya and Tanzania.

The current Mada properties consist of tented camps in the Masai Mara, Amboseli and Tarangire; a pair of oceanfront hotels in Kilifi; two city hotels in Nairobi; a resort in Jinja and Kampala; and a lodge located just off the Nairobi-Mombasa highway.

For more information visit **www.madahotels.com**

MAP LOCATIONS KEY

- 1. KILIFI BAY BEACH RESORT | KILIFI
- 2. BAOBAB SEA LODGE | KILIFI
- 3. KILIMA SAFARI CAMP | AMBOSELI
- 4. THE OAKWOOD HOTEL | NAIROBI
- 5. HOTEL LA MADA | NAIROBI
- 6. FIG TREE CAMP | MASAI MARA
- 7. JINJA NILE RESORT | JINJA
- 8. KAMPALA NILE RESORT | KAMPALA
- 9. ADVENTURES ALOFT | MASAI MARA
- 10. ADVENTURES ALOFT | SERENGETI
- 11. ADVENTURES ALOFT | TARANGIRE
- 12. BALLOON CAMP | TARANGIRE
- 13. HUNTERS LODGE | KIBOKO

KILIMA SAFARI CAMP | AMBOSELI THE OAKWOOD HOTEL | NAIROBI 41 HOTEL LA MADA | NAIROBI FIG TREE CAMP | MASAI 57 I 100 JINJA NILE RESORT | JINJA **BALLOON CAMP | TARANGIRE**

67

HUNTERS LODGE | KIBOKO



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ADVENTURES ALOFT BALLOON SAFARIS



A BIRD'S-EYE VIEW OF EAST AFRICA'S PARKS

Viewing wildlife from an aerial perspective



ADVENTURES ALOFT BALLOON SAFARIS



Guests can enjoy the sights and sounds as Africa awakes. Once back on the ground, a champagne-style breakfast is served, with an open bar and attentive butler service

With over 25 years' experience operating hot-air balloons, Adventures Aloft provides clients with memorable experiences and an opportunity to have a bird's-eye view of East Africa's world-famous parks.

Pilots are extremely experienced, with over 1,000 hours of flying time, and ensure flights always take off and land safely, running smoothly from beginning to end. Each flight takes off at 06.30 each morning and lasts for around an hour. This is when wildlife is at its most active, and guests can enjoy the sights and sounds as Africa awakes. Once back on the ground, a champagne-style breakfast is served, with an open bar and attentive butler service.

The company has a safe record, which means quests can have peace of mind when they choose to experience a balloon safari. Adventures Aloft aims to be as eco-friendly as possible and all operations are carried out with minimal impact on wildlife and the wider local environment and the company

asks for passengers to adhere to a similar conduct wherever possible.

Adventures Aloft operates from four bases across Tanzania and Kenya: the Masai Mara, Tarangire and three bases in the Serengeti. These top locations provide outstanding opportunities to witness a range of spectacular sights.

TARANGIRE

Operations in Tarangire began ten years ago using a 12-passenger capacity A-315 Cameroon balloon.

Guests are picked up from their accommodation within the park and driven to the launch site by company staff. All balloon routes tend to follow the meandering Tarangire River enabling guests to view animals moving around either side of the water.

After landing, a delicious breakfast is served on the riverbank in the shade of baobab trees. Guests are taken back to their camp or lodge with a further chance to view wildlife en-route.

Tarangire Balloon flights are extremely popular and daily capacity is limited. Bookings can be made through Adventures Aloft directly or via a tour operator or staff at your own camp.

SERENGETI

Operating three 16-passenger capacity A-415 Cameron balloons, Adventures Aloft has three different bases in the Serengeti: at Togoro, a wide open plain, in the central area and at Kogatende, close to the Mara River and the Tanzania-Kenya border. The Serengeti is an ideal place to view the Big Five and is a top safari destination.

MASAI MARA

Adventures Aloft has operated in the Masai Mara National Reserve for over 20 years. The location is great for guests wanting an



Scan with your mobile device to watch the experience



aerial perspective of the annual wildebeest and zebra migration, and is deemed one of the seven wonders of the modern world.

Flights commence at 06.30 each day from Mada's Fig Tree Camp, with transfers available from most of the camps and lodges in the area.

NGORONGORO

Adventures Aloft fly three balloons over the Ngorongoro, each with a capacity of 16 pax. Flights commence at 06.00 everyday and transfers are available from camps and lodges around the area. The Ngorongoro Conservation Area is home to the Big Five and at times, guests can spot the annual migration of millions of wildebeests and zebras traverse its plains. In addition, Ngorongoro features the world famous Ngorongoro Crater and Olduvai Gorge, an archaeological site.



FACT FILE

LOCATIONS: Masai Mara, Tarangire, Serengeti, Ngorongoro (2019)

FLEET: Nine 16 person capacity Cameron A-415 balloons, two 12 capacity Cameron A-315 balloons

DEPARTS: 06.30

FLIGHT DURATION: About 1 hour

ADDITIONAL SERVICES: Breakfast on landing, transfers to and from accommodation in national parks and reserves.



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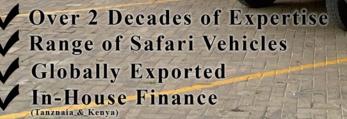
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HOTEL LA MADA

》▓▓《



Nairobi | next to Karura Forest



A coffee shop and pool bar are on site providing guests with refreshments in a beautiful woodland setting

Hotel La Mada, located adjacent to Karura Forest in Kenya's capital, has 35 spacious and luxurious en-suite guest rooms – 25 double rooms, six twin rooms and four executive rooms. All rooms are furnished with classic-style wooden beds and crisp white linens. The boutique property is four-star with contemporary ambience and modern style.

Guests can choose from the hotel's two dining options: the à la carte restaurant serves fine food in an elegant setting while the Lion's Den restaurant serves delicious cold and barbecued lunches in a more relaxed and casual environment. A coffee shop and pool bar are on site providing guests with refreshments in a beautiful woodland setting.

Hotel La Mada's swimming pool is the ideal place to unwind in a shady environment and guests can take advantage of free Wi-Fi and an airport shuttle service.



IDEAL BASE

The property is an ideal base for business guests wanting to stay out of town for meetings, seminars and conferences. La Mada has well-equipped facilities comprising four conference halls and an executive boardroom with LCD projectors, computers and a secretarial and photocopying service. The Lion's Den can be used to host events with cocktails and live entertainment.





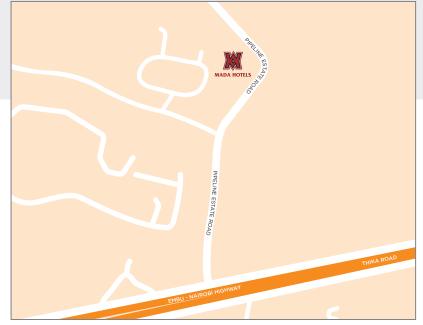




GPS: Latitude: 1° 14′ 42.2″ (1.2451)° South Longitude: 36° 51′ 31.9″ (36.8589)° East

DISTANCE | ESTIMATED TIME: CITY CENTRE: 10 km | 15 to 20 mins JKIA: 25 km | 20 to 40 mins

WILSON AIRPORT: 18 km | 25 to 35 mins.



FACT FILE

STAR RATING: * * * * LOCATION: Thika Road, Nairobi NUMBER OF ROOMS: 35 LEISURE: Swimming pool DINING: Two restaurants BARS: Main bar, Pool bar POWER SUPPLY: 220V **CONFERENCING:** Four halls for 10 to 380 people; meeting room and boardroom; PA systems and LCD projectors

ENTERTAINMENT: Live bands

NEARBY ATTRACTIONS: Karura Forest

OTHER FACILITIES: Airport shuttle service, business centre, Wi-Fi, curio shop.

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THE OAKWOOD HOTEL

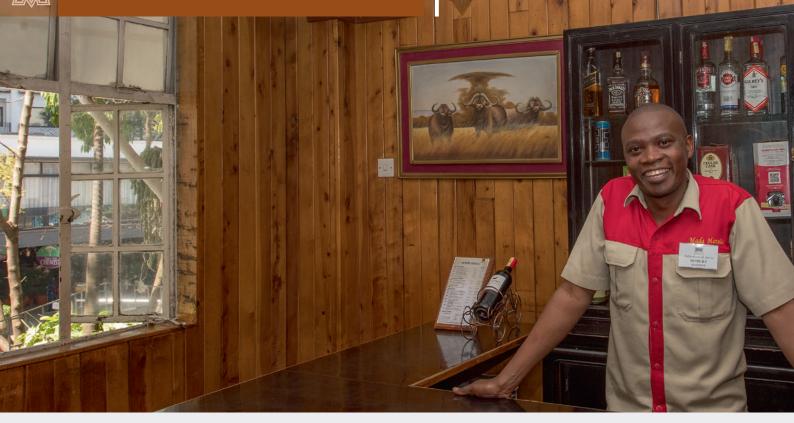


CHARMING HOTEL OFFERS COMFORT AND CENTRAL LOCATION Central business district | Nairobi

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akwood

OAKWOOD HOTEL



The hotel's name originates from the traditional oak wood panelling that makes this property so delightful and adds to its character

In the heart of the capital's Central Business District is the Oakwood Hotel – an ideal location for visitors wanting to experience a charming old-world property in a convenient setting. An eclectic choice of bars and restaurants are in the surrounding area.

The hotel is located in the Elite House building, formerly known as Livingstone House, and dates back to the colonial 1950s. The building has retained its original architecture but has undergone a recent and more modern refurbishment to add to the appeal and comfort of the Oakwood. The hotel's name originates from the traditional oak wood panelling that makes this property so delightful and adds to its character. The Oakwood has 19 self-contained bedrooms, all equipped with a phone, TV, in-house video, mini fridge and tea and coffee making facilities.

A business centre is on the property's site, including a meeting hall equipped with Wi-Fi and free parking. The on-site restaurant serves dishes à la carte style and a traditional and hearty full English breakfast is included in the room rate. Additionally, the property's bar serves refreshments with its popular balcony overlooking busy Kimathi Street below.

Close by is the railway station, giving ready access to other towns and cities in Kenya including Mombasa and Naivasha, thanks to the high-speed SGR line.











GPS: Latitude: 1.2921° North Longitude: 36.8219° South
DISTANCE | ESTIMATED TIME:
CITY CENTRE: No distance
JKIA: 12 km | 20 to 30 mins
WILSON AIRPORT: 8 km | 20 mins.

FACT FILE

STAR RATING: * * * LOCATION: Kimathi Street, Nairobi NUMBER OF ROOMS: 19 DINING: One retaurant BARS: One bar POWER SUPPLY: 220V OTHER FACILITIES: Wi-Fi, Business Centre, Meeting Hall



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KILIFI BAY BEACH RESORT



Kilifi I Just north of Mombasa



The resort offers 180-degree views of the ocean and is set amid lush gardens, dotted with palm trees

Kilifi boasts two properties along its entire length of spectacular beach: Baobab Sea Lodge and Kilifi Bay Beach Resort. Both are owned by Mada Hotels.

Surrounded by white sand and 26,000 square metres of tropical gardens, Kilifi Bay Beach Resort offers guests complete relaxation at the edge of one of the Indian Ocean's finest shorelines. The resort offers 180-degree views of the ocean and is set amid lush gardens, dotted with palm trees. The fourstar property has a laid-back atmosphere and personalised service to leave guests worryfree during their beach escape.

There are 49 rooms for guests to choose from, all with private balconies and ocean views and equipped with a TV, phone and free Wi-Fi. A free massage service is available to all guests and there is a choice of two swimming pools.

The exclusive resort's restaurant serves buffet breakfasts, light lunches and tasty evening meals. The dinner menu features international cuisine, and theme nights are scheduled throughout the week as well as barbecues. The Teppanyaki Restaurant serves elegant Japanese cuisine and fresh seafood while poolside, the Coconut Bar offers a selection of drinks and snacks during the day. There are an additional two bar areas: one is located in the lounge area, ideal for a pre-dinner cocktail, and one is at the pool, where guests can relax with a refreshing drink.

The Resort's well-developed conference centre has trained staff on hand to cater for large groups of delegates. A range of activities are available for conference attendees including beach dinners, day trips to Malindi and beach cocktail parties.

Guests can take advantage of the hotel's own boat, which departs throughout the day on scenic excursions into nearby Kilifi Creek. On-board, guests can enjoy soft drinks and snacks. A wide range of water sports including snorkelling, diving and canoeing can be enjoyed from the beach.









GPS: Latitude: 3°36′20.1″ (3.6056)° South Longitude: 3°52′59.6″ (39.8832)° East **DISTANCE | ESTIMATED TIME: MOMBASA AIRPORT:** 64 km | 1 hr 20 mins **MOMBASA RAILWAY STATION:** 58 km | 1 hr 15 mins **MOMBASA TOWN:** 56 km | 1 hr 15 mins **MALINDI TOWN:** 55 km | 1 hr 15 mins **MALINDI AIRPORT:** 50 km | 1 hr

FACT FILI

STAR RATING: ★ ★ ★ ★ LOCATION: Kilifi

NUMBER OF ROOMS: 49

LEISURE: Two swimming pools, snorkelling, windsurfing, scuba diving, glass-bottomed boat, deep sea fishing, creek cruises, Table Tennis

DINING: Two restaurants **BARS:** Three bars

CONFERENCING: Facilities for 10 to 100 delegates. PA systems and LCD projectors

ENTERTAINMENT: Acrobatic shows, discos, live music and traditional African shows

NEARBY ATTRACTIONS: Kilifi Harbour and Creek

OTHER FACILITIES: Massage service, Wi-Fi, Curio Shop

MADA'S LATEST OFFERING IN KAMPALA

I

Kampala | Namanve Business Park





All 125 luxury guest rooms are elegantly appointed, drawing inspiration from Uganda's vibrant natural beauty and quality finishes

Mada Hotels has opened the brand-new prestigious Kampala Nile Resort as a response to the demand for more property in the Namanve Business Park, conveniently located between Kampala Central Business District and Mukono District. By road, Kampala Nile Resort is located 14 km from the city centre (along Jinja highway) and 55 km from Entebbe International Airport.

The four-star resort is spread over six acres of lush gardens with a fresh water spring running through the property. Kampala Nile Resort offers world-class hospitality to international and national guests alike to enhance their experience. All 125 luxury guest rooms are elegantly appointed, drawing inspiration from Uganda's vibrant natural beauty and quality finishes. There are all the amenities that any world-class traveller would expect including high-speed Wi-Fi, air conditioning, a 43-inch smart TV with DStv, hair dryer and laundry service. Rooms range from standard twin rooms to presidential suites and penthouses.

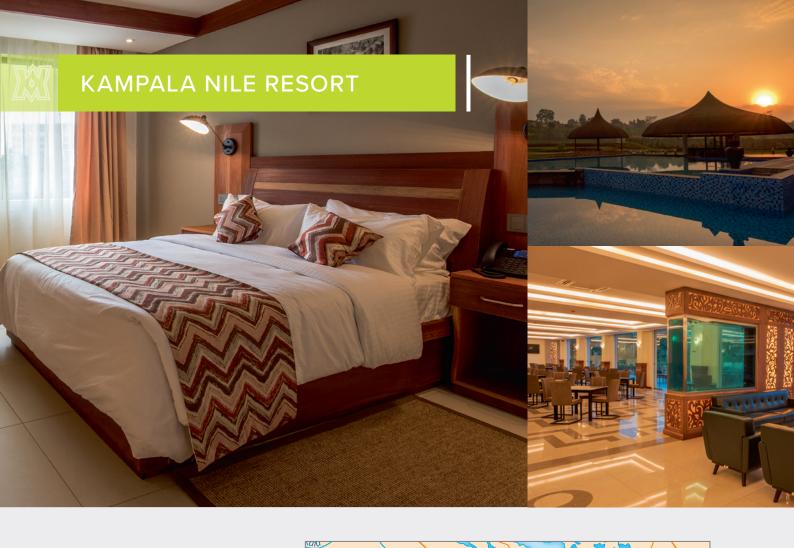
Guests can choose from a variety of bars and dining facilities when staying at the Kampala Nile Resort. Pick from four all-day restaurants serving local and international cuisine including oriental dishes. 24-hour room service is available for ultimate convenience. The property is also home to three stylish bars that provide the perfect place for pre-dinner cocktails or a relaxed business meeting. The coffee shop serves freshly brewed coffee and is open 24-hours.

CONFERENCE CENTRE

To cater for business clientele, Mada has built an on-site conference centre comprising five conference halls, three meeting rooms, a banquet room and a boardroom. The centre is kitted out with the latest technology, Wi-Fi and air conditioning.



For those who want to unwind, the property has a spa complete with a sauna, Jacuzzi, steam bath and massage services. There is also a gym, outdoor swimming pool and aerobic classes, as well as tennis courts and a football pitch. The gardens are an ideal setting for a wedding reception and other celebrations.





GPS: Latitude: 0°21′39.553″ (0.360987)° North Longitude: 32°41′53.339″ (32.698150)° East

DISTANCE | ESTIMATED TIME:

CITY CENTRE: 14 km | 40 mins

ENTEBBE AIRPORT: 55 km | 1 hr 40 mins



FACT FILE

STAR RATING: ★★★★

LOCATION: Namanve Business Park NUMBER OF ROOMS: 125 LEISURE: Swimming pool, spa and gym DINING: Four restaurants BARS: Four bars CONFERENCING: Five conference halls, three meeting rooms, a banquet room and

a board room

ENTERTAINMENT: Live bands, traditional dances, in-house disco system

Nearby attractions: Independent Monument, Mandela National Museum, Garden City

OTHER FACILITIES: Concierge service, luggage storage, lockers, tour desk, currency exchange



BOUTIQUE PROPERTY ON KILIFI'S COAST





The Baobab Sea Lodge is close to the delightful coastal town of Kilifi, located halfway between Mombasa and Malindi

The three-star Baobab Sea Lodge is a budget-friendly hideaway located on Kilifi Bay beach and set in seven acres of gardens with a full 60 metres of fabulous ocean frontage. It's a hidden gem.

Like its sister property just up the coast, the Kilifi Bay Beach Resort, the Baobab Sea Lodge is close to the delightful coastal town of Kilifi, located halfway between Mombasa and Malindi. Kilifi may be a small town, but it has a good selection of small shops, two banks, a post office, a pharmacy and even a hospital. Kilifi also possesses what is possibly Kenya's finest and most visually appealing creek.

TASTEFUL DECOR

The lodge has 30 tastefully appointed guest rooms in a contemporary Swahili style. Guests can opt for different meal plans, from all-inclusive to simply just bed and breakfast. The bed and breakfast option gives guests the ability to either eat at nearby restaurants or sample some of the delicious and fresh seafood served at the lodge.

The lodge hosts themed nights including acrobatics, discos, live music and traditional dancers. For those who would prefer a more tranquil atmosphere, there are two bars for a quiet cocktail, plus a TV lounge.

WATER SPORTS

Guests have access to a massage service included in the price of their stay. There's a wide choice of water sports including snorkelling, deep-sea fishing, windsurfing, scuba diving and canoeing, as well as trips out on a glass-bottomed boat. Mada's own boat is available for excursions around sheltered Kilifi Creek.

Baobab Sea Lodge is an important conference venue with a theatre-style room which can accommodate up to 200 people. Banquets can also be arranged.









GPS: Latitude: 3°37′20.1″ (3.6056)° South Longitude: 35°52′59.6″ (39.8832)° East **MOMBASA AIRPORT:** 63 km | 1 hr 20 mins **MSA RAILWAY STATION:** 55 km | 1 hr 15 mins **MOMBASA TOWN:** 53 km | 1 hr 15 mins **MALINDI TOWN:** 52 km | 1 hr 15 mins **MALINDI AIRPORT:** 47 km | 1 hr

FACT FILE

STAR RATING: ★★★

LOCATION: Kilifi

NUMBER OF ROOMS: 30

LEISURE: Two swimming pools (one for children), tennis, snorkelling, windsurfing, scuba diving, glass-bottomed boat, deep sea fishing and creek cruises

DINING: One restaurant, banquets on request

BARS: Two bars and a swim-up pool bar **CONFERENCING:** Room for 10 to 60 delegates, PA systems, LCD projector and computers

ENTERTAINMENT: Live music, themed nights and traditional African shows

NEARBY ATTRACTIONS: Kilifi Harbour, Kilifi Creek, fruit markets

OTHER FACILITIES: Wi-Fi

BALLOON CAMP TARANGIRE

A LUXURY CAMP IN A UNIQUE SETTING

Tarangire | National Park



Guests can look forward to a fabulous evening meal and drinks in the lounge bar

Perched on Boundary Hill in Tanzania's breath-taking Tarangire National Park, Balloon Camp is a place of extraordinary vistas created by a baobab-dotted horizon.

As its name suggests, Balloon Camp is the base for flights provided by sister company Adventures Aloft. At 0630 each morning and depending on the weather, a balloon takes off from the Camp. On landing, about an hour later, passengers are treated to a full English breakfast in the bush, complete with champagne on an impromptu site alongside the Tarangire River.

SAFARI TENTS

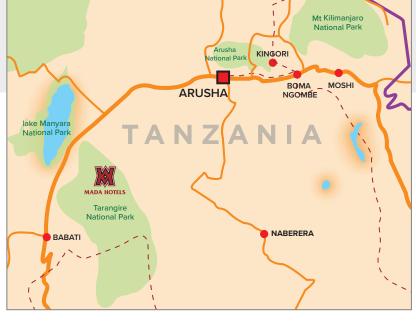
The Camp itself is made up of ten grand safari tents and all come complete with sturdy four-poster beds and spacious and beautifully appointed bathrooms. Each tent stands on its own platform, raised on stilts and with a broad veranda for those welcome sundowners and, maybe, a chance to read a book. Game drives throughout the underrated national park are undertaken with an experienced guide and in one of the Camp's fleet of 4x4s. After an absorbing day enjoying the very best that wildliferich Tarangire has to offer then head home and take an exhilarating dip in the Camp's unusual pool. After which, guests can look forward to a fabulous evening meal and drinks in the lounge bar.











GPS: Latitiude: 3°52′48″ (3.88°) South Longitude: 35°58′42″ (35.9783°) East

DISTANCE | ESTIMATED TIME:

ARUSHA: 115 km | 2 hrs

KURO AIRSTRIP: 15 km | 30 mins

FACT FILE

LOCATION: Tarangire

NUMBER OF TENTS: 16

LEISURE: Balloon safaris, nature walks, bush dinners

DINING: Restaurant, champagne breakfast in park

POWER SUPPLY: 220V

FACILITIES: Swimming pool, Wi-Fi



MASAI MARA'S ICONIC CAMP

Masai Mara | National Reserve



Conference facilities are available at Fig Tree Camp, offering the chance to organise special get-togethers in a unique bush setting

The deluxe Fig Tree Camp in the Masai Mara National Reserve is situated on the banks and the Talek River, offering guests a luxury stay in a top location.

The classic-style camp comprises 38 traditional safari tents as well as 10 superior Ngamboli tents, with either single or double beds and a secluded private patio overlooking the river with its pods of hippo. In addition, there are 32 delightful garden chalets, each with a private balcony.

Breakfast, lunch and dinner are included in the room rate at the camp, with all meals served in the main dining area. In the evenings after dinner, Maasai perform for guests, and for a truly memorable experience, guests can opt for a moonlit champagne bush dinner.

Conference facilities are available at Fig Tree Camp, offering the chance to organise special get-togethers in a unique bush setting. Equipment available includes LCD projectors, computers and a secretarial service. Guests can take game drives in the Mara accompanied by informative guides, listen to lectures by naturalists or take a game walk led by a knowledgeable Maasai moran. For a truly memorable experience, Fig Tree Camp is a base for the ballooning operations of Adventures Aloft.











GPS: LATITUDE: 1°25′53.1″ (1.4314)° South Longitude: 35° 18′ 46.6″ (35.3129)° East

DISTANCE | ESTIMATED TIME: NAIROBI: 240 km | 5 hrs

NAROK: 110 km | 2 hrs

KEEKOROK AIRSTRIP: 24 km | 40 mins

OL KIOMBO AIRSTRIP: 14 km| 30 mins



FACT FILE

LOCATION: Masai Mara National Reserve

NUMBER OF ROOMS: 80

LEISURE: Balloon safaris, game drives, nature walks, massage service, swimming pool

DINING: Buffet-style restaurant, bush dinners

BARS: Two bars and a tree-house coffee deck

CONFERENCING: Two rooms for 10 to 100 delegates. PA systems and LCD projectors

ENTERTAINMENT: Champagne bush dinners, guest lectures, Wi-Fi available

ACCESS: Guests can fly in from either Nairobi Wilson or Mombasa



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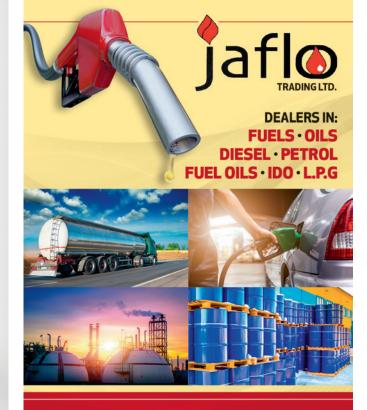
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KILIMA SAFARI CAMP



204 / A 1988



12 luxury lodge rooms. Each is positioned to capture the imposing presence of the continent's highest mountain

Set in 360 acres in Amboseli National Park and with truly spectacular views of Mount Kilimanjaro, Kilima Safari Camp is among the best in Kenya in terms of its location.

The camp offers 50 tastefully appointed safari tents in a classic style, 10 spacious superior tents and an additional 12 luxury lodge rooms. Each is positioned to capture the imposing presence of the continent's highest mountain.

WATERHOLE

Directly adjacent to the property is a waterhole, where a variety of wildlife come to drink each day. For a close-up view, guests can go on game drives in one of the camps' own 4x4 vehicles to gaze upon Amboseli's vast herds of elephant, which total around 1,500. Mada guides, with their comprehensive knowledge, ensure clients are able to get the most from their safari to this breath-taking corner of Kenya. In addition to game drives, the Maasai morans can take guests on guided game walks, while local naturalists provide insights about the environment. For those wanting to unwind, a massage room is available as well as a swimming pool, ideal for a refreshing dip after an exhilarating day spent on a game drive.

DINING

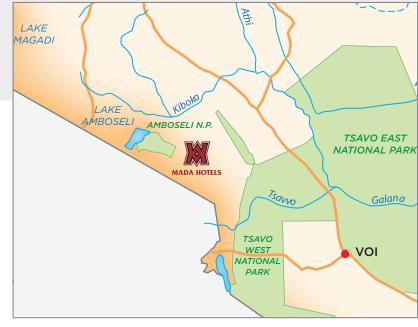
Guests can dine under the stars for a romantic evening, or head to the fine restaurant serving Mada breakfasts, healthy buffet lunches and delicious evening meals.

Unique to the camp is the three-storey Kibo Lounge – a look-out tower offering superb views of the mountain and the waterhole.

Kilima Safari Camp features a conference hall, making it an ideal venue for retreats and seminars.











GPS: Latitude: 2°42′21.4″ (2.7226)° South Longitude: 37°22′51.2″ (37.3809)° East

DISTANCE | ESTIMATED TIME:

NAIROBI: 235 km | 4 hrs

NAMANGA: 80 km | 2 hrs

AMBOSELI AIRSTRIP: 12 km | 20 mins

FACT FILE

LOCATION: Amboseli National Park

NUMBER OF ROOMS: 72

LEISURE: Game drives, swimming and nature walks

DINING: Restaurant and bush dinners

CONFERENCING: Hall for 10 to 300 delegates; meeting room and boardroom; PA systems and LCD projectors

ENTERTAINMENT: Guest lectures

NEARBY ATTRACTIONS: Mount Kilimanjaro

OTHER FACILITIES: Resident nurse, curio shop, massage, excursions, Wi-Fi

NILE VIEWS AND TOP-RATE HOSPITALITY

Jinja | River Nile





The resort covers around 75 acres of tropical gardens with manicured lawns and swaying palm trees

Jinja Nile Resort is consistently voted as one of Uganda's top getaway hotels, and is located on one of the nation's key spots overlooking the waters of the River Nile.

The property is ideal for all occasions and is suitable for both business travellers and tourists alike. It is the perfect out-of-town destination for those seeking to host seminars or conferences, yet it's also popular with business visitors to Jinja and with tourists seeking the thrills and excitement in Uganda's adventure capital.

TROPICAL GARDENS

The resort, which covers around 75 acres of tropical gardens with manicured lawns and swaying palm trees, has been constructed in a colonial style and all guest rooms are designed to offer spectacular views of the river. There are presidential and honeymoon suites available for an extra special stay. The elegant main Nile palace restaurant can seat up to 150 guests and has a terrace overlooking the Nile. Set on a 20-metre cliff and offering exquisite food, the on-site eatery is a favourite venue for special events.

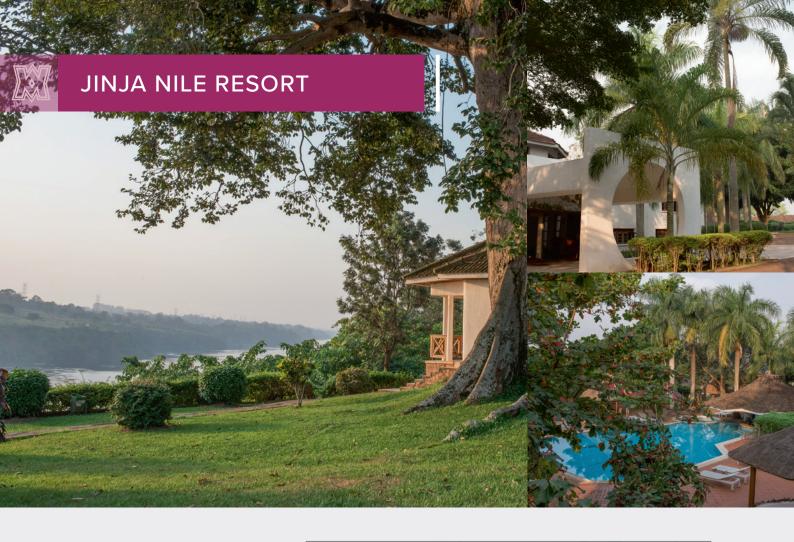
DINING ROOMS

A spacious and well-equipped conference dining room is located near meeting halls allowing food to be served easily to attendees. There is also an independent bar serving refreshments.

To relax and unwind, guests can enjoy the health club, which features Technogym equipment, a sauna and a steam bath as well as a massage room.

For business guests, there are three conference halls and three meeting rooms as well as a board room. For large events and outdoor concerts, the resort boasts a river-facing amphitheatre that accommodates up to 3,000 people.







GPS: Latitude: 0°25'39.252" North Longitude: 33°12'18.612" South

DISTANCE | ESTIMATED TIME:

ENTEBBE AIRPORT: 120 km | 2 hrs KAMPALA: 80 km | 1 hr 30 mins JINJA TOWN: 4 km | 15 mins

MALABA: 135 km | 2 hrs



FACT FILE

STAR RATING: ★★★★★

LOCATION: 4 km from Jinja

NUMBER OF ROOMS: 140

LEISURE: Gym, health club, swimming pool, badminton, three pool tables, squash **ENTERTAINMENT:** Weekend discos court, sauna, steam bath, massage service and tennis court

DINING: Four restaurants plus two private dining rooms

BARS: Five bars

CONFERENCING: Three halls for up to 500 delegates, three meeting rooms and a boardroom. PA systems and LCD projectors

NEARBY ATTRACTIONS: Nine-hole golf course (Jinja GC)

OTHER FACILITIES: Children's park, nanny service, gift shop, WiFi available

HUNTERS LODGE

UNIQUE PROPERTY BLENDS TRADITIONAL COLONIAL STYLE WITH MODERN FEATURES

Between Nairobi and Mombasa





Hunters Lodge offers attractive business and lunch menus and provides a range of amenities and facilities for those taking the long drive between the capital and the coast

Hunters lodge was originally built in 1958 by J.A. Hunter and is located halfway between Nairobi and Mombasa. It has since been fully restored by Mada Hotels and fuses traditional colonial styles with modern features to create a unique property ideal for conferences and as a convenient stopping point for those driving to and from the coast.

In previous years, Hunters Lodge offered modest accommodation and basic camping facilities for travellers, but Mada has fully upgraded the property and pitched Hunters Lodge at a different market. The renovations took the property from just 12 rooms to 50 and included the addition of a conference centre for Nairobi-based companies looking for an out-of-town location.

The lodge is located in Kiboko Springs which is 160 km away from Nairobi. Set in 25 acres of lush gardens and surrounded by countryside, Hunters Lodge provides the ideal place to relax. There's also over 100 bird species in the area for guests to catch sight of.

J.A. HUNTER

J.A. Hunter, who built the lodge, was widely regarded as one of the most prolific game hunters in the 1950s, but he turned to wildlife conservation, writing about his adventures, and the hospitality sector. After his death, his wife and their sons ran the lodge. After the lodge sadly saw a slow decline, Mada revitalised the landmark property and won back visitors to the lodge.

Hunters Lodge offers attractive business and lunch menus and provides a range of amenities and facilities for those taking the long drive between the capital and the coast. As a result, Hunters Lodge has once again become the obvious stopover choice for travellers.









GPS: Latitude: 3°52′48″ (3.88)° South Longitude: 35°58′ 42″ (35.9783)° East

DISTANCE | ESTIMATED TIME:

NAIROBI: 160 km | 2 hrs 15 mins

MOMBASA: 340 km | 5 hrs



FACT FILE

STAR RATING: ****

LOCATION: 160 km from Nairobi, 340 km from Mombasa

NUMBER OF ROOMS: 50

LEISURE: Birdwatching, boating at Kiboko Springs

DINING: Restaurant and coffee shop

BARS: One bar

CONFERENCE: Rooms for up to 200 people. PA systems and LCD projectors

NEARBY ATTRACTIONS: Trips to lava caves and Chyulu Hills National Park

OTHER FACILITIES: Swimming pool, Wi-Fi

POWER SUPPLY: 220v with backup generator

WHAT'S COOKING

GRILLED LAMB CHOPS WITH ZUCCHINI AND PEPPER CAPONATA

INGREDIENTS

2 lamb chops 1-2 sprig fresh thyme ¼ teaspoon chopped rosemary 2 leaves basil, shredded 2 medium cloves garlic A pinch of cracked black pepper Salt to taste Oil for margination Butter for finishing

INGREDIENTS (ZUCCHINI AND PEPPER CAPONATA)

- 5 tablespoons EV olive oil ¹/₂ cup eggplants, unpeeled, cut into small cubes ¹/₄ cup medium onion, cubed ¹/₂ cup cubed zucchini ¹/₂ cup cubed mixed bell peppers 1 large garlic cloves, chopped ¹/₂ diced tomatoes without seed
- 2 tablespoons red wine vinegar ¼ tablespoon capers ½ tablespoon chopped olive (black & green) 3 chopped fresh basil ¼ teaspoon dried oregano 1 teaspoon roasted pine seed Salt & black pepper to taste

DIRECTIONS

- 1. Remove the fat from the bones.
- 2. Place the chops on the paper towel and pat them dry.
- Season well with salt and pepper and flavour the lamb chops with all the herbs.
- 4. Drizzle oil on the meat and keep aside.
- 5. Heat the grilling pan over a medium high heat. In the pan, place the chops narrow fat side down. You probably will need to use tongs to keep them balanced and to press the chops down

so that the fat renders. It will take almost 5 minutes.

- 6. Once the fat has melted into the pan, lay the chops flat on their sides. Cook for another 3 minutes, until browned, then turn and cook on the other side.
- Turn the heat to medium-low. Using a spoon, pour off most of the lamb fat and then add 2 tablespoons of butter, garlic and thyme.
- **8.** Stir well until the butter is foaming and spoon the butter over the lamb

for a minute. Place lamb chops on a serving plate and serve with selfbutter jus and zucchini and pepper caponata.

ZUCCHINI AND PEPPER CAPONATA

- **9.** Heat oil in heavy bottomed pan over medium heat.
- **10.** Add onion and garlic and sauté until soft.
- **11.** Add eggplant and cook until soft.



- **12.** Now mix zucchini, bell peppers and cook for about 8 minutes.
- **13.** Add diced tomatoes, then red wine vinegar, chopped olive and capers.
- **14.** Cover and simmer until eggplant and onion are very tender, stirring occasionally for about 12 minutes.
- 15. Season caponata with salt and pepper
- **16.** Flavour with fresh basil and dried oregano, mix roasted pine seed and finish with extra virgin olive oil.

INGREDIENTS

75 ml freshly pressed apple juice 70 ml freshly squeezed passion fruit juice 5 frozen & minced strawberries 20 ml cinnamon & basil syrup 1 teaspoon lime juice 1 basil sprig 1 mint sprig

GARNISH

Fresh basil and sweetened lime crisp

DIRECTIONS

- 1. Combine all ingredients except the strawberries in a cocktail shaker with ice and shake well.
- 2. Wipe the glass with clapped mint, add minced strawberries in the glass and pour the strained mocktail, stir with bar spoon and garnish with basil and lime crisp.

MADA CONTACTS

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