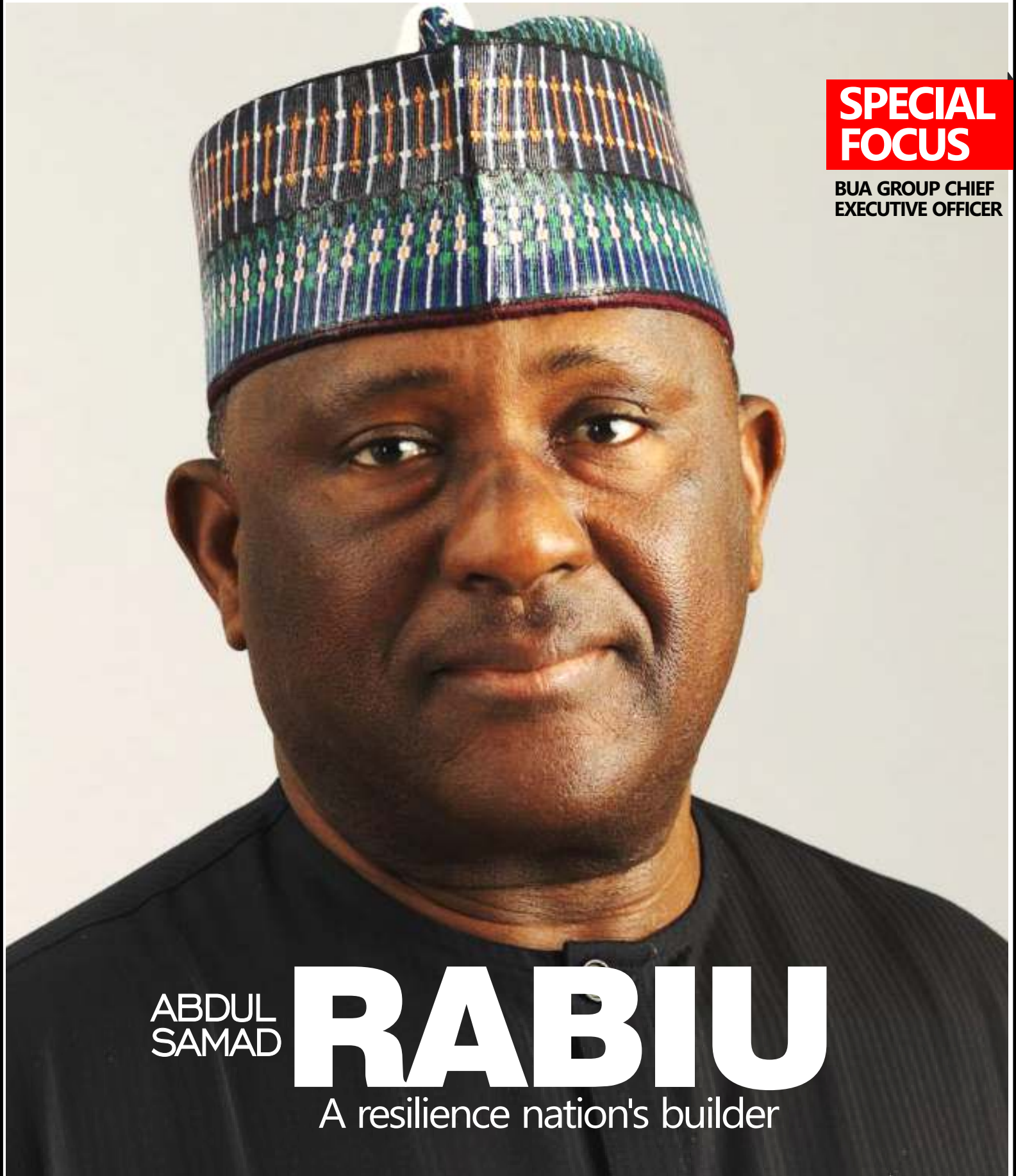




**SPECIAL  
FOCUS**

**BUA GROUP CHIEF  
EXECUTIVE OFFICER**



**ABDUL  
SAMAD**

**RABIU**

A resilience nation's builder

**P BUA GROUP CEO**

**BUA GROUP CEO P**

**I**n the dynamic landscape of global business, certain individuals stand out not only for their financial success but also for their exemplary leadership and commitment to making a positive impact on society. Abdul Samad Rabiu, the Chairman of the BUA Group, is undoubtedly one such luminary.

His journey to becoming a billionaire businessman is not only a testament to his entrepreneurial prowess but also an inspiration for aspiring leaders around the world. Born on August 4, 1960, in Kano, Nigeria, Rabiu hails from a family with a rich business heritage. His father, Isyaku Rabiu, was a prominent businessman, and from a young age, Abdul Samad was exposed to the intricacies of commerce and trade. This early exposure laid the foundation for his future endeavours and shaped his entrepreneurial spirit.

Rabiu's foray into the business world began with the establishment of the BUA Group in 1988. The conglomerate initially focused on the importation and marketing of rice, edible oils, and iron and steel. Under his astute leadership, the company diversified its portfolio, expanding into various sectors, including cement, real estate, infrastructure, and agriculture. This diversification strategy not only showcased his strategic vision but also positioned the BUA Group as a major player in the Nigerian economy.

One of Abdul Samad Rabiu's most notable achievements is his pivotal role in the transformation of the Nigerian cement industry. Recognizing the growing demand



for cement in the country, he spearheaded the establishment of the BUA Cement Company.

Through strategic investments and a commitment to excellence, BUA Cement rapidly emerged as a key player in the Nigerian cement market, contributing significantly to the nation's infrastructural development. His leadership style is characterised by a unique blend of innovation, and a keen understanding of market dynamics. He has consistently demonstrated the ability to navigate challenges, and turning obstacles into opportunities.

His strategic decisions and forward-thinking approach have not only propelled the BUA Group to new heights but have also contributed to the economic development of Nigeria.

Beyond his achievements in the business realm, Rabiu is widely admired for his philanthropic

endeavours. Committed to giving back to the community, he established the Abdul Samad Rabiu Initiative (ASR) as a platform to drive sustainable development initiatives. The ASR Initiative focuses on education, healthcare, and social development, with the aim of uplifting marginalised communities and creating a positive impact on the lives of Nigerians.

Rabiu's dedication to education is particularly commendable. Through the ASR Africa initiative, he has pledged a significant portion of his fortune to fund education and healthcare projects across the African continent. This philanthropic commitment reflects his belief in the transformative power of education and healthcare in fostering societal progress. In addition to his business acumen and philanthropic efforts, his personality is often described as humble, approachable, and grounded.

Despite his immense success, he remains connected to his roots and is actively involved in community development initiatives. His down-to-earth demeanour has endeared him to colleagues, employees, and the wider community, earning him respect and admiration beyond the business realm.

Rabiu's journey from a small trading business to the helm of a diversified conglomerate is a testament to the possibilities that exist for those with vision, determination, and a commitment to excellence. His rise to prominence serves as an inspiration, particularly for individuals from Northern Nigeria, showing that geographical or socio-economic factors need not be barriers to success.

**“ One of Abdul Samad Rabiu's most notable achievements is his pivotal role in the transformation of the Nigerian cement industry ”**

# RABIU

A resilience nation's builder



## **P** BUA GROUP CEO

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As a visionary leader, Abdul Samad Rabiu continues to shape the economic landscape of Nigeria and contribute to the continent's growth. His legacy extends beyond the boardroom, encompassing social responsibility and a genuine desire to uplift those in need.

In recognising his achievements, Rabiu not only a successful businessman but a compassionate and forward-thinking individual whose impact reaches far beyond the balance sheets of the companies he leads. He stands as a beacon of hope, demonstrating that through perseverance, integrity, and a commitment to making a positive impact, one can transcend limitations and build a legacy that inspires generations to

come.

The business mogul emerged winner of the 2023 Man of the year Leadership Excellence Awards.

In a seven-day Leadership Excellence Awards voting by Nigerians via online platforms, monitored by the News Agency of Nigeria (NAN), Mr Rabiu was voted ahead of three other nominees.

The BUA chairperson polled a total of 568,247 votes to defeat other nominees including Allen Onyema, chair of Air Peace; Auwalu Rano, CEO A.A Rano Nigeria Limited and Aloysius Ikegwuonu, founder, Ebubechukwuzo Foundation; who polled 478,117; 286,374; and 68,352 votes respectively.

Rabiu's heart of gold remains what many Nigerians could still enjoy as

time goes on, he had accused middlemen, or 'dealers,' of being the primary culprits behind the high cost of cement across the country. The Chairman of the Board of Directors, Rabiu, stated this at the company's 8th Annual General Meeting held in Abuja. He felt the pains of the poor and despite the company's efforts to ensure cement was sold at an affordable rate, these dealers have manipulated the market to their advantage.

Rabiu stated that BUA Cement had set the price of a 50kg bag of cement at N3,500, a move aimed at making the product more accessible to consumers. However, this price reduction did not reach the end users as intended. "We sold cement to the dealers at a price that would allow them to sell at

N3,500 per bag, but their desire for excessive profits led them to sell at N7,000 and above," Rabiu remarked, pointing to the greed of these intermediaries as the root cause of the inflated prices seen in the market.

For humanitarian gestures, BUA Group, an industrial conglomerate donated N2 billion to support victims of flooding in Maiduguri, Borno state. Rabiu's organisation said food items like flour, pasta, sugar, rice, and other essential goods will be distributed to the most affected areas to provide relief to the victims.

Rabiu said BUA will work with government agencies and stakeholders to ensure that necessary resources are available to assist the people of Maiduguri recover from the disaster.