



HWAPAMA

Branding · Huambo, Angola

CLIENT	HWAPAMA
YEAR	2026
PROGRAMME	Branding
STATUS	Project

HWAPAMA is a company that distributes building materials and cement products, based in Huambo, Angola. The name comes from Umbundu, the language spoken in the region, and means “strength”. Since the company’s main business is selling cement, the name speaks directly to the quality that defines the product: strength, resistance and durability.



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PROJECT

