

When Eulade Bayingana first began working in Kirehe District more than two decades ago, transport was scarce, roads were quiet, and missing the last vehicle in Kigali often meant sleeping away from Kirehe. Today, Bayingana's portfolio is growing with transport, hospitality and fuel businesses whose trajectory mirrors the region's own transformation.

Bayingana is the CEO of Matunda Express, Matunda Resort Hotel, and the soon-to-be-launched Matunda Cargo. He is also completing construction of Matunda Petrol Station and Services, all strategically based in Kirehe District in Rwanda's Eastern Province.



Between 2000 and 2001, while living in what is now Ngoma District, Bayingana worked as a taxi conductor and later driver. At the time, transport services were unreliable and limited, yet he saw opportunity where others saw inconvenience. "Kirehe was not as developed as it is today," he recalls. "But I could already see potential."

Before entering business, Bayingana served as a soldier and upon retirement, he joined the transport sector. As a conductor he earned his driving licence and started building experience from the ground up. His commitment and integrity earned him trust from business leaders and transport operators, leading to his involvement with ATRACO Express, then a major public transport company.

With ATRACO, Bayingana managed taxi parks in Kabarondo (Kayonza), Rwamagana, and Kiramuruzi (Gatsibo), before rising to become regional manager for the Eastern Province. During this period, he introduced some of the first coaster buses serving Kirehe, improving reliability for traders, students and travelers and strengthening the district's link to Kigali.

In 2004, after years of employment, he bought his first vehicle through savings and installment payments. A later loan from Bank allowed him to expand his fleet and open underserved but profitable routes such as Kigali-Kiramuruzi. "That vehicle earned far more than others on crowded routes," he says, underscoring the value of understanding local demand.



When ATRACO ceased operations around 2010 following regulatory challenges,

Bayingana seized the moment. Armed with experience, licenses from the Rwanda Utilities Regulatory Authority (RURA), and an initial fleet of eight vehicles, he launched Matunda Express. The name “Matunda” comes from Matunda ya kusali “fruits of prayers” reflecting his Christian faith and belief in patience, discipline and long-term vision.

As competition intensified on major corridors, Bayingana deliberately shifted focus to Kirehe, where express transport services were still limited.

The improved connectivity supported broader economic activity, from small businesses and other services to increased movement linked to cross-border trade and the Mahama refugee camp.

His expansion into hospitality came during the COVID-19 period, when district leaders highlighted the shortage of quality accommodation despite Kirehe’s proximity to the Rwanda-Tanzania border. Built on land originally intended for staff housing, Matunda Resort Hotel now offers 20 rooms, a gym and a sauna, with plans to expand further to serve travelers, truck drivers and business clients.



Bayingana expresses his appreciation to the Kirehe District authorities for granting him the necessary licenses and permits to construct the hotel and petrol station.

The entrepreneur is also diversifying into logistics through Matunda Cargo, currently operating three trucks, while the upcoming petrol station is expected to support both company vehicles and the wider community.

Bayingana credits Kirehe’s progress to government investment, development partners, improved infrastructure and growing regional trade. He believes sustained private investment will further cement the district’s role as a transport and commercial hub linking Rwanda to regional markets.

He also acknowledges the role played by Kirehe District authorities in supporting Matunda’s growth, noting that a business-friendly environment, constructive engagement with local leaders and access to serviced land and permits enabled his investments to take root. According to Bayingana, the district’s openness to private investors and its emphasis on public-private collaboration have created conditions in which local enterprises can grow alongside the community.



Looking ahead, Bayingana plans to transform Matunda Express into a fleet operating exclusively new vehicles while expanding the Matunda brand into cargo transport, a clearing and forwarding agency, hospitality, and education. These investments will culminate in 2029, marking the completion of a phased growth journey that began with a single driver's determination and has grown into a diversified enterprise rooted in Kirehe's development.

His message to young people is direct and practical: "Jobs exist. Never undermine any form of work. What matters is creativity, hard work and consistency. Don't wait to be employed—start where you are and grow with your community."