



COMPANY PROFILE
2019



Best Paints Industry



Best Plastic industry



Excel Export Enterprise

Content



01 | Message from the Founder and Group chairman

02 | What we do

03 | Vision and Mission

04 | Who we are

05 | SIG Team

06 | Core Values

07 | Corporate Philosophy

08 | Organizational Chart of Sisay Investment Group

09 | Walia Steel Industry

10 | Best Plastic Industry

11 | Best Paint industry

12 | Horizon General Contractor (HGC)

13 | S&H Industry Ltd (Rwanda)

14 | SIG Projects

15 | Corporate Social Responsibility

16 | Consumer Protection Measures -
Health, Safety and Environment (HSE)

17 | Partnership Intent

Design and Layout: Berhane Sisay

Zobel Multimedia Production

Email: zobelmp@gmail.com

bssinna@gmail.com

Phone: +251 918722510

+251 913506462

Message from the Founder and Group Chairman

Welcome to Sisay Investment Group (SIG). SIG is a big family of best performing individual companies which are in a continuous growth path. SIG is a highly diversified, multidisciplinary and an industry leader in steel manufacturing. SIG has earned its place in today's competitive market through a combination of our core believes and the consistent delivery of superior services and quality end products.

We build trust-based collaborative relationships with our clients and industry partners. This is what sets us apart and what helps us provide continuous customer satisfaction, win repeated business and establish long-term business connections. More specifically, fore fronting our customers' needs and fulfilling their expectations are our driving forces to win their confidence and at the same time to stand at higher ladder of achievement and success.

Over the years, we have contributed extensively to the development of industries and the creation of comfortable living spaces by supplying the market with various steel, plastic and paint products that meet the changing needs of the times. Moreover, we are also supporting the macro economy of the nation by engaging ourselves in hard currency earning export business. In the course of these long years in the manufacturing sector, we have progressively advanced our capabilities towards a full scope of diversified and specialized products with a strong commitment of employee's empowerment that helped us to develop skillful and experienced professionals.

SIG is aspiring to create a new era through the business of multifaceted industrial products and services. As a creative investment group, we at SIG keep on providing high-quality products and services backed by modern technologies and non-stop commitment to the attainment of our dreams.

We do what we love and attract exceptional people to share our vision. It is my pleasure to express my gratitude to our employees, customers, communities, and suppliers, who play a vital role in our growth. We would not be where we are without them.



*Sisay T. Bekele
Founder and Group Chairman*



OUR VISION

To be a leading investment group in Africa.



OUR MISSION

SIG aims to supply high quality products to satisfy its customers while utilizing innovative technologies within an environment of motivated employees focused on continuous improvement, highest business standards, work ethics and corporate citizenship leading to added value, shoulder economics and environmental responsibilities, and committed to integrity, honesty, and fairness in all dealings with stakeholders.



Core Values

Name of Company	Status Remark	Investment Capital (USD)
Walia steel industry	Operational	100,000,000
Best plastic industry	Operational	20,000,000
Best paint industry	Operational	20,000,000
SH steel Manufacturing	Under project phase/ Under Commissioning	100,000,000
Best Plastic Industry (expansion)	Under project phase /Design phase	40,000,000
Excel Export Enterprise	Operational	4,000,000
Walia Steel Tower G+7	Operational	4,000,000
Sisay Luxury Apartment	Under construction	20,000,000
Hill Side Real Estate	Under construction Waiting for permission	50,000,000
New way Shopping Mall	Project phase Design phase	50,000,000
Horizon General Construction	Operational	2,000,000
Advanced Construction Materials Rental	Operational	2,000,000
S&H industries ltd	Operational RWANDA	2,000,000
Total		414,000,000



Who we are



With over 20 years in the manufacturing sector, entrepreneur, Sisay T. Bekele envisioned the growing potential in the manufacturing sector and established a group of companies under the umbrella of **SIG**.

SIG is aspiring to undertake the expansion of its operations in different sectors. Capital will also be raised in order to implement the expansion plants: which is believed to bring in;

- o An increase in the capacity of existing machinery by purchasing additional similar but modern machines;
- o An increase in its technical capability through synergetic partnerships;
- o A market penetration so as to gain additional domestic market share and extend its reach to the export market.

Most of the machinery for the expansion project are now installed in their proper places at the site and some are in the final stage of the order process. This expansion is expected to create additional employment opportunity for citizens. Ultimately the envisaged project will enable the investment Group to attain its goal of becoming a leading supplier of steel products in the Ethiopian as well as the surrounding countries.

With the foregone premises, therefore, the individual plants are described here in the above table. The total investment capital of these industries exceeds USD 414 Million. The Group is expected to provide employment and skill development opportunity to more than 3,000 employees when the projects become fully operational as shown in the table **above**.

SIG is established as Investment Group comprised of subsidiary units operating in a varieties of economic sectors. This decentralized approach is a design for efficiency and growth in the group. Group companies under **SIG** are described in the above table.

SIG is one of the largest business conglomerates in Ethiopia and is engaged in various sectors such as:

- △ *Steel Industries*
- △ *Plastic and Paint Factories*
- △ *Real Estates*
- △ *Luxury Building and Apartments*
- △ *Export Businesses*
- △ *Shopping Malls*
- △ *Construction Materials and Machinery Rentals*



What we do



SIG





The Group created job opportunity to citizens, enabled skill transfer to the young generation through the employment of expatriate professionals, played important role in import substitution and contributed in the development of the construction sector in the country.

All individual plants under SIG are well armed with experienced and qualified personnel of various professions, organized into a matrix structure of functionally specialized departments and all the respective general managers' report to a Group Chief Executive Officer who is accountable to the Group Chairman.

Along generating income to the government in the form of profit tax, VAT, and employee income tax, it also contributes to the preservation of the environment through replacing the use of woods and timber in the construction sector.

SIG
LEADERSHIP

TEAM





Founder and Group Chairman



Mr. Sisay T. Bekele (MBA)

Mr. Sisay T. Bekele, is a well-known entrepreneur and an industrialist. He earned his MBA from Greenwich University, UK. [The private firm, where he had worked before, has helped him to](#) erudite leadership and come to discern the business lock, stock and barrel.

He established his first own industry called "Best Plastics Industry" in 1999. Mr. Sisay is a devoted, energetic and highly motivated professional with all-embracing experience in entrepreneurship, financial, operational and strategic business improvement and expansion. He has a proven reputation of lashing revenue, cutting cost and increasing bottom line through effective business strategies resulting in long-term sustainable growth. He has an exceptional commercial and business judgments, strong management handiness and is skillful in negotiating worthwhile contracts and deals.

Mr. Sisay is a natural leader with a strong interpersonal and communication skill with the talent to build positive working relationships with internal and external parties at all levels. He thrives in the most tense and challenging environments and is steadfast to unremitting improvements.

Currently Mr. Sisay runs loads of diverse industries and companies under the holding company called **SIG**, where Walia Steel Industry is its flagship! The scores of industries and companies include Steel Industries, Plastic and Paint Factories, Luxury Building and Apartments, Real Estates, Export Businesses, Shopping Malls, Construction & Construction Materials and Machinery Rentals.

There are also big firms under establishments, which are in the hospitality industry of a modern Five Star Hotel, with Aviation and Tourism. He also ventured the pre-feasibility studies of an Agro-Processing and Sugar Industries to mention few.

As part of giving back the lessons and expertise he enriched himself in life and business, Mr. Sisay served in various activities that contributes to sustainable development by delivering commercial, economic, social and environmental benefits for all stakeholders, as being

- A former President of the Ethiopian Basic Metal and Engineering Association;
- A Board member of the Ethiopian Plastic and Rubber Association;
- A Member of the Addis Ababa Chamber of Commerce, the Ethiopia Manufacturing Association.

Apart from overseeing these kinds of statesmanship activities, he also took part in the formation and ownerships of major shareholdings in mega investments like;

- Cooperative Bank of Oromia S.C
- Oromia Insurance Company S.C
- Raya Brewery S.C.
- Agar Micro Finance;

Mr. Sisay gets pleasure from the concepts of social and philanthropic activities through doing voluntary humanitarian activities and participates in discharging the duties and responsibilities of a conscientious corporate citizenry.



CEO SIG

Amb. Solomon Abebe Tessema

Ambassador Solomon Abebe got his Master Degree in Business Administration (MBA) from the Open University, UK in 2006. He has also a Bachelor Degree from Addis Ababa University in Foreign Languages and Literature.

Before assuming his current position as Chief Executive Officer (CEO) at **SIG**, Amb. Solomon, served the nation as Director General for African Affairs and as Director General of Press Information and Documentation in the Ministry of Foreign Affairs of Ethiopia. He served as Deputy Head Mission to Brussels, Belgium and South Africa. Ambassador Solomon has also served his country as Ambassador Extraordinary and Plenipotentiary to the Peoples' Democratic Republic of Algeria and to the Republic of Nigeria. Ambassador Solomon has exceptional skills in business diplomacy and performed excellent jobs in promoting Ethiopia in different countries.

In his earlier years of public services, Amb. Solomon had led successfully the office of Oromia Capacity Building Supreme office and, Addis Ababa City Administration Bureau of Culture and Information.



Mr. Badege Kebede (MBA)

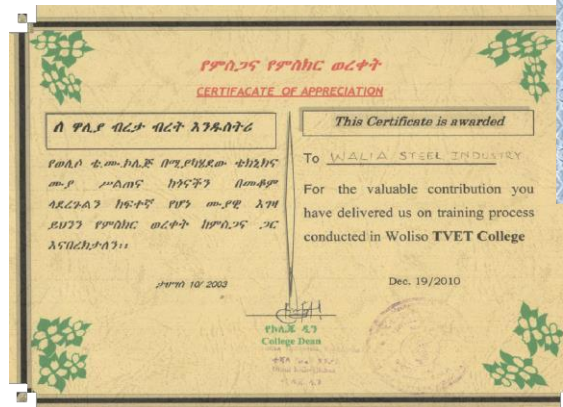
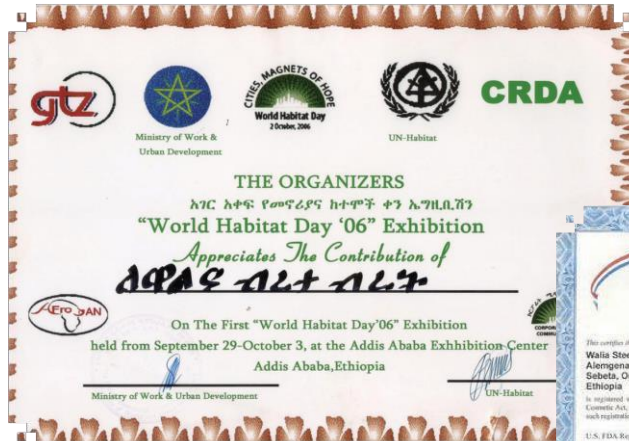
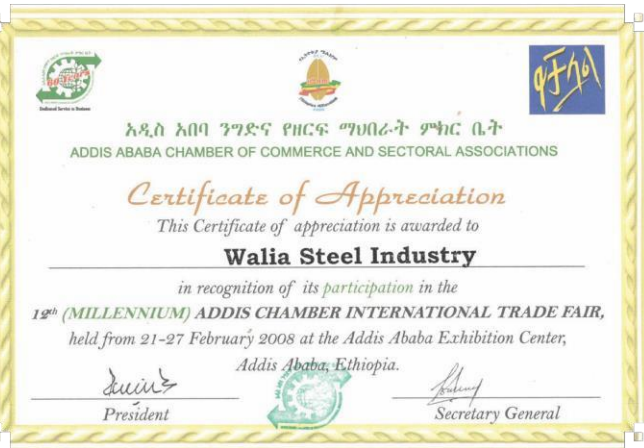
Mr. Badege Kebede, a Deputy CEO of **SIG** and General Manager of Walia Steel Industry (WSI), has more than a quarter of a century hands on business leadership experience. Mr. Badege is an MBA graduate of Rift Valley University and the holder Bachelor of Science Degree in Electrical Engineering from Addis Ababa University (AAU).

Mr. Badege, who is energetic and dynamic in his managerial decision makings, has served different public and private institutions at different managerial capacities. To mention some of his previous work experiences, he was the General Manager of Boku Electrical and Communications Engineering Plc, ICT Department Manager at Data Vision International, Senior Electrical Engineer at Ethiopian Electricity Agency,

Chief Information Officer in the former Ethiopian Telecommunications Corporation and as Computer and Data Processing Manager at the Ethiopian Privatization Agency at the time where such specialization was very rare and the ICT technology was a new phenomenon in the Ethiopian business settings.

Moreover, Mr. Badege has proven his managerial capability as tireless manager scoring continuous growth at WSI during the last six years through his strategic planning and development of new products, manufacturing process, materials handling, operations, marketing and financial management.

Some of SIG Credentials





WALIA
STEEL INDUSTRY

Your Partner in Construction



Walia Steel Industry (WSI) is a private limited company established in 2006 at Alemgena town of the Oromia Regional State, which is 20km away from Addis Ababa. It was established with an initial capital of Birr 200,000,000 (Two Hundred Million Birr) and, in the years to follow, has increased the capital. The company was established with the objective of manufacturing & marketing of steel products. The industry is built on a total land area of 53,000 square meters.

WSI was established with the view of alleviating the acute shortage of construction materials in Ethiopia and to support the national endeavor of achieving the economic development by contributing in the harnessing of social problems through job creation to our citizens.

When WSI was established, it was the first private Steel industry at that time. Being one of the steel industries in the country and having demonstrated impressively a swift growth, WSI has rapidly reshaped Ethiopia's Steel sector and taken initiatives that will expand its operation to the wider African market.

It is to our customers comfort, confidence and peace of mind to bring to their attention that WSI has been certified with the ISO 9001:2015 by an international certifying company which endorses its seal of approval for operation and product quality and reliability.



WSI believes that its human resource is the most critical and important of all the resources and thus the employee's morale and dedication are the competitive advantages of the company to excel with the existing and new entrants into the industry.

WSI is organized into four functional departments that are filled in by well trained and experienced employees who do possess at least diploma in their respective field of studies.

Raw Materials

WSI imports raw materials (steel coils) from Ukraine, China, India, Russia, Taiwan, UAE and other countries. The list of raw materials imported by WSI includes CRC, HRC, galvanized and color coated sheets. The total raw material required exceeds 800,000MT per annum.

Production

The Company is currently one of the major suppliers of steel products to the domestic market, with a dominant market share. WSI's product offerings can be classified into three major product categories:

- o Hollow section products
- o LTZ profiles,
- o Cut-to-length sheet metals

The products range also includes rectangular square and hollow sections, LTZ profiles and sheet metals.

WSI began its operation in the production of steel reinforcement bars and, in the years to follow, expanded its operation by investing in steel pipe making technologies and producing rectangular square and circular hollow sections, LTZ profiles and sheet metals of various sizes and thicknesses.



Facilities

WSI has well equipped facilities across a total land area of 53,000 m² which makes the regular loading and unloading processes is extremely convenient and which creates easy movement of heavy duty trucks and machinery.

The latest machinery installed and the state-of-the-art manufacturing facilities made it possible to produce large volume of products which successfully cater to bulk orders from customers.



Marketing and Sales

WSI has always placed greater emphasis on providing an effective and efficient sales and distribution network that cater to the changing needs of the market for its products and services all over the country. Combined with the success and consumer confidence built over years of experience in the steel industry, WSI has established a countrywide network of years of experience in the steel industry. WSI aims to continuously improve and build itself as a remarkable local and regional steel manufacturer.

It has become a trusted supplier to many of infrastructural projects under way by government agencies. WSI acts with the best interests of its domestic market achieving dominant market share and is also seeking to expand its operation to encompass neighboring African nations.

Few years after its establishment in 2006, WSI started manufacturing steel products as its flagship of the product line. Despite the fact that WSI was established to involve in many sectors, the main focus has been on the manufacturing of steel products for the last 12 years. For this reason, its focus of attention in recent years has been increasing with further product diversification to satisfy the ever escalating demands of its customers. It has been expanding its operation:

- * By increasing its production capacity for the existing products through adding additional manufacturing lines
- * Diversifying the product types towards wider RHS, thinner and thicker sheet metals, checkered plate, corrugated sheet and roofing profile.



Best Plastic Industry was established in 1999, with a capital of Birr 150 Million. Best Plastic Industry has been among the top innovative plastic manufacturers for over the past 20 years. Starting as a home based business, the company has grown from small beginnings to becoming one of the top plastic manufacturers in Ethiopia. At present, the factory can produce more than 100 different types of plastic products using plastic injection molds.

Best Plastic Industry has a plan to increase the product mix to variety of thousands through adopting new technology and increasing its capacity. The company is currently producing high quality plastic products such as chairs, tables, jerry cans, cosmetics containers, household plastics and spare parts, which can

be used in industrial and telecommunication sectors and industrial packing for paint industry.

It is envisaged to advance the production machineries and produce industrial plastic products which could be used as IT components, telecommunication apparatus and accessories, television parts, audio and video tapes, disposal syringes and parts in engineering industries.

Raw Material usage

As plastic made households are new and highly consumable in Ethiopia, the company is using raw materials & master batches from Abroad.



Best Plastic Industry





Best Paint Industry

World Best paints to Color Your Life

Paint is a generic term for a range of chemical substances that help protect surface and keep them looking good. Paint is defined as a group of emulsion, consisting of pigment suspended in a liquid medium, for use as decorative or protective coating. As a backward linkage with the plastic industries that SIG has put in place, the paint industry has been proved to be a growing sector and a viable venture to focus on.

Best Paint Industry is producing various kinds of paints with diversified products range to satisfy the ever growing demands of the booming construction business. It has created job opportunities for over 300 people where most of them are young Ethiopians including two foreigners.

HORIZON

General Contractor (HGC)

HGC was established in 2010 mainly in the view to do construction works planned by the other sister companies. It was established as a general contractor grade GC-5. It has completed many projects and is currently executing the expansion projects. Very soon, the company will secure GC-1 grade license and also plan to provide construction services to other external customers also.

The construction company owns the following heavy duty machineries:



• Track Pump



• Truck crane, 50 ton



• Batching plant



• Chain Excavators



• Track Mixer



• Back loaders



• Rollers



• Sino trucks



(Rwanda)



S &H industries Ltd. is a registered company in Rwanda which was founded in July 2013 to meet the meager demands of the roofing market.

S&H industries Ltd introduced a company brand called "Hippo" which has already made our company to be the first manufacturer of Premium stone coated steel roofing tiles in Rwanda and one of the few manufacturers in Sub-Saharan Africa. The company was formed in a joint venture between Sisay Investment Ltd, an Ethiopian company and a Rwandan company called Horizon group Ltd.

Our main stone coated tile products are "Hippo tile", "Hippo classic" and "Hippo Shingle". We also produce other types of pre-painted roofing tiles and sheets which are

- Gloss finish color coated Steel Roofing Tiles (HippoLife)
- Mat finish color Coated Steel Roofing Tiles, (Hippo Plus)
- Gloss finish color coated Steel Roofing box
- Stone Coated Steel Roofing Tiles (HippoShingle),
- Stone Coated Steel Roofing Tiles (HippoTile),
- Stone Coated Steel Roofing Tiles (HippoClassic),
- Aluminum (AZ) Sheets (Hippo AZ) and
- Galvanized (GI) Roofing Sheets (Hippo GI).

S&H Industries Ltd has a team of highly competent professionals who are able to take in a proper share of the high market potential that varies from household and individual clients (local and regional) and construction companies that cover 30% of the company production and all Government Institutions projects that cover the other 70% of the total production. Moreover, S&H industries has established bigger opportunities around the region and neighboring countries of D.R. Congo, Zambia and other African countries like Gabon, Congo Brazzaville, South Sudan and beyond.



Walia Steel Tower

The new G + 7 commercial building at the well-known market center at Merkato area is serving as sales office to corporate customers. It will also be used for displaying the different products that we avail to our customers.



As part of the export project, Excel Export Enterprise, has a strong vision to enable the company deliver quality coffee, oil seeds and pulses export and make the biggest and the most trustworthy exporting house in Ethiopia. We are on process of establishing coffee cleaning and processing machines and acquired land for this purpose from Sebeta Town some 30 km South of Addis Ababa. The installation of machines is scheduled in this fiscal year of 2019/20.



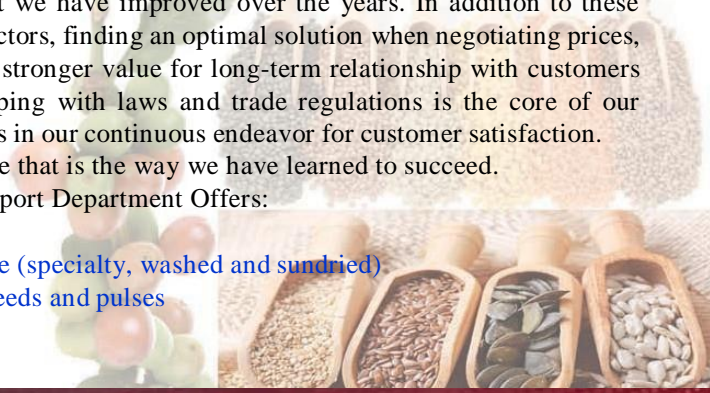
Our team of qualified and experienced managers, marketers, engineers and consultants are well-known in their areas of expertise. They have gained their experience through working in the public, private sectors as well as multinational companies across Ethiopia, regional and international.

Providing the right product at the right time and best price is a concept we have improved over the years. In addition to these vital factors, finding an optimal solution when negotiating prices, having stronger value for long-term relationship with customers and coping with laws and trade regulations is the core of our services in our continuous endeavor for customer satisfaction.

Because that is the way we have learned to succeed.

Our Export Department Offers:

- Coffee (specialty, washed and sundried)
- Oil seeds and pulses



To promote its real estate development, SIG has already acquired a 72,500 m2 land for the real-estate development project in the western part of Addis Ababa, at a locality called *Ajamba* where all the infrastructures are being realized.

Though the compound size and designs are subject to change, it has planned to build ninety five-500 m2 compound and one hundred 300m2 compound G+1 buildings.

We planned to build the houses in different phases and transfer them to the users after completing the construction fully. To that effect, construction of 31 of the houses has already been started and it is planned to complete them shortly.



SIG Projects



This mixed-use building, which is located in the center of the city around *“Lanchia - Beklo Bet”* is being constructed in time and with quality. This site has also acquired an additional adjacent plot of 1000 square meters of land for expansion. It is also creating job opportunity to over 300 citizens. It is twin tower.

SH Steel Manufacturing Plc. is a joint venture partnership between Walia Steel Industry Plc and Mr. Huang Huaxian, a Chinese entrepreneur. The company was established in 2018 with an initial capital of **more than** Birr 487, million placed in 100,000 meter square of land. The plant, located in Addis Ababa Nifas Silk Lafto Sub-city, Wereda 01, produces mainly reinforcement bars, wire rods and angle irons.

The plant can produce 800,000 Metric Tonne annually with sizes ranging from 8mm to 24mm reinforcement bars, and 5.5mm to 12mm wire rods.



SH Manufacturing / Expansion project





SIG is committed to contributing to the social and economic development of the society.

SIG created job opportunities and employed youths in the surrounding areas where its industries and projects are located. The Group has taken expertise and partnered with local stakeholders to build bridges, roads, and other facilities.. In fulfilling its social responsibility, SIG ensures ethical compliance with all regulatory and governing bodies while conducting its operations. The Group has finalized to roll various policies including "Code of Conduct", "Whistle Blowing Policy" and "Policy on Sexual Harassment".

Safe drinking water supply



In an attempt to fulfill this responsibility SIG has successfully initiated educational and social support projects.

To mention

- At Sodo Woreda, SNNPRS:

- constructed a full-fledge high school with its 300 chairs
- covered 80% the cost of constructing 1.8km gravel road

- Continuously donated more than USD 200,000 per annum to different local NGO's for development projects.

- Development of clean water for different localities

- Participated in "Sheger Dinner" event for the greenery project of Addis Ababa City Administration



High School at Sodo Woreda

Partnership Intent

OPEN LETTER OF INVITATION FOR A PARTNERSHIP INTENT

SIG is a conglomerate of companies which are engaged in the manufacturing of Steel, Plastic, Paint, Export Business, Luxury Apartments, Shopping Malls, Construction and Construction Machinery Rental and Real-Estate firms.

As a very reputable group in the overall business growth we ventured, we feel it is timely to work with a very good prospect for doing a partnership or joint venture of mutual profit and benefit to our customer base. We particularly think our potential partner to be a great addition in terms of technology and knowledge transfer to host our newest and un-parallel business modules of aspiring to become a new customer's choice.

SIG is especially interested to work with potential partners, either in a joint venture or partial acquisition to be further discussed, and set the way forward for a mutual and long-term;

- * Automotive industry
- * Telecom
- * Poultry and Dairy Farm,
- * Hotel,
- * Tourism and Aviation,
- * Edible Oil Factory,
- * Real Estate and Construction.
- * Beverage Industry,
- * Renewable Energy,
- * Agricultural Machinery,
- * Equity and Hedge Funds,
- * Import & Export Business,
- * Industrial Parking
- * Development, Others...

Please kindly review our web site at: www.waliasteel-et.com and once you have a better understanding of our products and services and the credibility we build to date, do fill out and send us the enclosed "Business Partnership Proposal Letter" format and email us back for further discussions.

Hoping that we will make a sound partnership for the good of tomorrow, we look forward for a thriving future.
Best Regards,

Sisay T. Bekele
Founder and Group Chairman



Business Partnership Proposal Letter

From:
Date:

To: Sisay Investment Group (SIG) Addis Ababa, Ethiopia

Subject: Business Partnership Proposal Dear SIG

As discussed over (phone/meeting), we are From Company ----- (write name of your company). We do -----
(write about the work you do, the business you are in).

We presume you require a business partner in the form of a Joint Venture/ Merger and Acquisition / Management contract -----
(write about the challenges faced by the potential partner company and how you can give your services to solve them)

Please find below the terms and conditions of the proposal ----- (write the terms and conditions of the proposal in
details)

Kindly get back to us with your opinion/suggestion. We are ready to further discussions.

Thank You,
Yourstruly,





Sheet Metals

SHS

CHS

RHS


L-T-Z Profile


D- Pipe

Our Brands

S Industries Ltd




 Excel Export Enterprise




BT Best Plastic Industry



HORIZON
General Contractor (HGC)



PLASTIC EMULSION  **GLOSS ENAMEL**

በስተ የቀከም ኢንዱስትሪ
BEST Paints Industry

Also available in Black & white and Alkyd Varnish
ANTI RUST RED ANTI RUST GREY

WALIA

WALIA STEEL TOWER



Contact

+251 911 547 456

info@waliasteel-et.com

solomon.a@waliasteel-et.com

habtamu.b@waliasteel-et.com

Tel: +251 113 870 845/ 47

Fax: +251 113 870 846

Website: www.waliasteel-et.com

Addis Ababa, Ethiopia