



**SISAY  
INVESTMENT  
GROUP.**

# **CORPORATE PROFILE**

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**2024**



**[WWW.SIG-ET.COM](http://WWW.SIG-ET.COM)**

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## SISAY INVESTMENT GROUP




### 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.

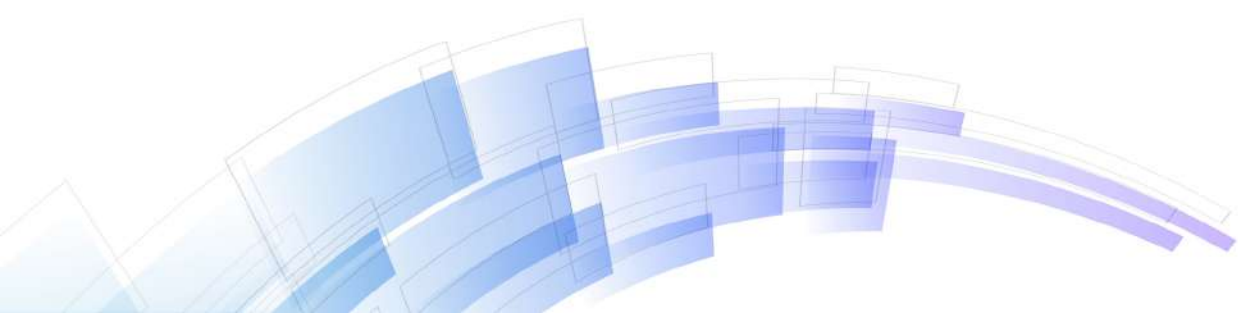
Sisay T. Bekele  
SIG, Founder and Group Chairman





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# **SISAY INVESTEMENT GROUP**

## **INTRODUCTION**

SISAY Investment Group (SIG) is well-decorated group of Industries for about 3 decades. SIG is one of the premier and giant business groups within Ethiopian territory pioneering in the manufacturing and engaging in coffee Export, Metal Engineering, Construction, Housing Development, Hotel Industry and Agro Industry. SIG Currently has 2000+ employees in its all subsidiary companies. SIG through its subsidiary group of companies enhance and advocate the overall economic development of the country through providing different kinds of signature products and services at most quality, beauty, Integrity, & durability, which qualify international standards, provided for all local and international community.

SIG's foreign trades particularly focusing on coffee export in Europe and United States of America and business expansion in African continent like invested in Rwanda towards the manufacturing sector and furthermore having a vision to expand its investment and experience throughout the world.

SIG's founder Mr. Sisay Bekele, the Ethiopian Industry Tycoon, Chairs the Group.

## **VISION**

To be a leading investment group in Africa.

## **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.



# SIG BUSINESS CONGLOMERATES

## MANUFACTURING

### BEST PLASTIC INDUTRSY



- Established in 1999
- Most Innovative in the plastic industry for 25+ Years
- 200 + house hold, furniture and paint buckets  
Products for the Ethiopian Market
- Environmental friendly manufacturing proceeings
- Future expansion producing Industrial Plastic  
Products such as TV Parts, Telecom accessories,  
Audio Visual Accessories, House hold product and  
plastic pipe





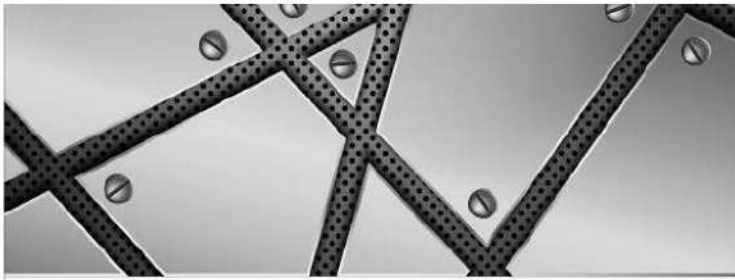


## WALIA STEEL INDUTRSY

- Established in 2006 at Alemgena town
- The first private steel industry
- Built on a total land area of 48,000 square meters.
- Engaged in Manufacturing & marketing of steel products
- Established with the view of alleviating the acute shortage of construction materials in Ethiopia
- Rapidly reshaped Ethiopia's Steel sector and taken initiatives that will expand its operation to the wider African market
- Imports raw materials (steel coils) from Ukraine, China, India, Russia, Taiwan, UAE and other countries
- Currently, one of the major suppliers of steel products to the domestic market, with a dominant market share.
- Equipped with state of the art machineries and producing more than 800,000 MT/Year!
- Three major product categories:
  - Hollow section products such as Circular, Rectangular and Square pipe
  - LTZ profiles
  - Sheet metals and Checkered plates







## PRODUCTS



## PRODUCTS

### SQUARE HOLLOW SECTION

**Size (mm):** 10 x 10 - 200 x 200  
**Wall Thickness:** 0.6 - 8.0mm  
**Length:** As Per Customer's Request



### RECTANGULAR HOLLOW SECTION

**Size (mm):** 20 x 10 - 180 x 200  
**Wall Thickness:** 0.6 - 8.0mm  
**Length:** As Per Customer's Request



### CIRCULAR HOLLOW SECTION

**Size (mm):** 18 - 200  
**Wall Thickness:** 0.5 - 4mm  
**Length:** As Per Customer's Request



### L - T - Z

**Size (mm):** 28, 38, 42, 48  
**Wall Thickness:** 0.6 - 8.0mm  
**Length:** As Per Customer's Request



### D - PIPE

**Size (mm):** 25 - 40mm  
**Wall Thickness:** 3 - 12mm  
**Length:** As Per Customer's Request



## PRODUCTS



### OVAL PIPE

**Size (mm):** 18 - 60mm  
**Wall Thickness:** 0.5 - 3mm  
**Length:** As Per Customer's Request



### CHECKERED SHEET METAL

**Size (mm):** As Per Request  
**Wall Thickness:** 1mm - 12mm  
**Length:** As Per Customer's Request



### SHEET METAL

**Size (mm):** As Per Request  
**Wall Thickness:** 0.5mm - 20mm  
**Length:** As Per Customer's Request



## BEST PAINT FACTORY



- Established in 2017 in Alemgena town
- Built on 4500 M2 land Area
- Producing various kinds of paints with diversified products range to satisfy the ever-growing demands of the booming construction business.
- As a backward linkage with the plastic industries that SIG has put in place, the paint industry has been proved a growing sector and a viable venture to focus on.





## SH STEEL MANUFACTURING



- Established in 2018 with an initial capital of more than Birr 487, million
- Placed in 100,000 meter square of land in Addis Ababa
- The plant can produce 100,000 Metric Tons annually with sizes ranging from 8mm to 24mm reinforcement bars, and 5.5mm to 12mm wire rods.
- Produces mainly reinforcement bars from 08-24 mm Dia, wire rods with 5.5 -12 mm Dia and Angle Irons



## ENGINEERING

### WALIA STEEL ENGINEERING AND MANUFACTURING



- Design and manufacturing of Medium and Heavy trucks trailer body parts, Fuel Tankers  
Manufacturing, Light and traffic poles production





# EXPORT

## WALIA COFFEE



- Established in May 2021.
- Engaged in processing and exporting high quality coffee beans for different parts of the world such as United States of American, Europe and other countries.
- Speciality Coffee “Washed” and Sundried/ Unwashed Coffees

### Coffee Processing Plant

Well equipped with modern coffee cleaning and storage plant in 5,000 sq. meter area.

Operational with two batch modern coffee processing intake, Pre-Cleaner, Distoner, Huller, Polisher, Grader, Gravity & Color Sorter Machine.

### Laboratory

Well organized laboratory that help to maintain quality control and grading and in addition to that it is well equipped. i.e.

Coffee Roasting Machine | Coffee Grinding Machine | Sensitive Balance Scale | Moisture Taster | Hulling Machine





## HOTEL AND TOURISM

### LE MERIDIEN HOTEL



- The 5 star Hotel is under construction in the heart of Addis Ababa; Kazanchis
- Will be managed by the international franchise Le Meridian
- With the capacity of 251+ Rooms



## CONSTRUCTION

### HORIZON GENERAL CONTRACTOR



- 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 plan to provide construction services to other external customers also.





# HOUSING DEVELOPMENT

## WALIA HOMES



- To Repeat the unwavering top notch customer service and quality delivery, SIG is making A bold move by launching UBUNTU Delux apartments and Ajamba Villas in the Ethiopian market.

- **UBUNTU Delux Apartments**

Located at the Family oriented neighborhood of Lancha- Beklobet with G+20 luxury units with a unique Features of

All 3 Bedroom Units with different sizes

Only 4 Units per floor in a very spacious location, 2 Elevators per floor.

Spacious Rooms, 270° View from each Home, State of the art Gym, Full Floor communal space, Kids Play Ground



- **AJAMBA Villas**

Under the mountains, of JEMO blend with the nature's most curing effect in the area with the fresh air and natural beauty.

A gated Community built on 90,000 Square Meter Land, with 300 & 500 M2 B+G+1 Villas and medium size apartments

The Future infrastructure will make the place a piece of heaven with its topography and connectivity with the major attractions of the City.





## OUR TEAM



### Sisay Tesfaye

Founder, Group Chairman and Managing Director

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. Mr Sisay, 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.



## Badege Kebede

Deputy CEO and General Manager WSI

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 **eleven** years through his strategic planning and development of new products, manufacturing process, materials handling, operations, marketing and financial management.



## Ashenafi Fantahun

Chief Operation Officer for Manufacturing and Service Sector

Ato Ashenafi is responsible for the research and development of marketing opportunities to all factors and business units. As the chief operations officer, he is also responsible for operation of the factories under SIG



## Girma W/Michael

Chief Operation Officer for Construction and Technique Sector

Ato Girma is a senior technical manager. As COO, he is managing all the construction works.



## Tizita Nigussie

Corporate Finance Manager

Combining education and experience, ambition, w/r/t Tizita is the backbone of the company. She is well organized, detail oriented and able to work independently.



## Mesfin Wolde

Corporate Production and Technical Manager

Ato Mesfin is a senior manager over 16 years of experience in production and technical management skills.



## Amanuel Mesele

Foreign Purchase Manager

Experienced in foreign purchase, purchase order management and customs related activities.



## Ayelech Hora

Procurement Manager

Effective manager specialized in material and product management for more than 10 years of proven experience.



## Ashebir Daba

Corporate ICT Service Head

With skill-set and competencies, Ato Ashebir is more than able to develop systems monitor security systems, and solve hardware and software problems.



## Fiseha Dire

Corporate Audit Manager

Fiseha's work is wide-ranging, from reporting and advising on risk management, analyzing internal control and assurance systems, establishing effective mitigating controls and process documentation, to leading incident investigations.



# CORPORATE RESPONSIBILITY

SIG has done many activities in social service. Some of these

- Constructed bridges, roads, shelters for displaced people and dug water wells for the society.

At national level, SIG participated:

- Gebeta Lehager
- Gebeta Lesheger
- Great Renaissance Dam



Constructed schools at different locations including:

- Sisay Tesfaye Preparatory and High School



- Ajamba Elementary
- Geda Faji kindergarten







# CORPORATE PROFILE

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Ethiopia



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