

SBI International Holdings AG (U)

SBI INTERNATIONAL



**BUSINESS  
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Magazine



# The Right Priorities

SBI International Holdings AG is an international construction and development group with a portfolio that covers hundreds of landmark projects around Africa, and the Ugandan branch of the group is one of the jewels in their crown.

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Aerial view of Kabale - Kisoro Road

**“SBI INTERNATIONAL HOLDINGS AG, IS AN INTERNATIONAL GLOBAL CONSTRUCTION AND DEVELOPMENT COMPANY THAT’S BEEN ACTIVE FOR THE LAST 70 YEARS IN EAST AND WEST AFRICA, SOUTH AMERICA, AND EASTERN EUROPE,” EXPLAINS YARON DUNSKY, MANAGING DIRECTOR OF SBI’S UGANDAN BRANCH.**

“While working mostly in developing countries over the past years, we’ve helped to develop their economies, and we are also expanding into developed countries in Europe and America in the recent years.”

The group itself first came into being in 1958. From there it has gained a reputation in all areas of civil engineering, infrastructure development and construction. The Ugandan branch of the group form a solid financial base to the business, and is able to put into action turnkey projects, EPC contracts, standard procurement projects and ambitious joint ventures, thanks to its innovative capabilities and access to some of the most advanced construction technologies available in the industry.

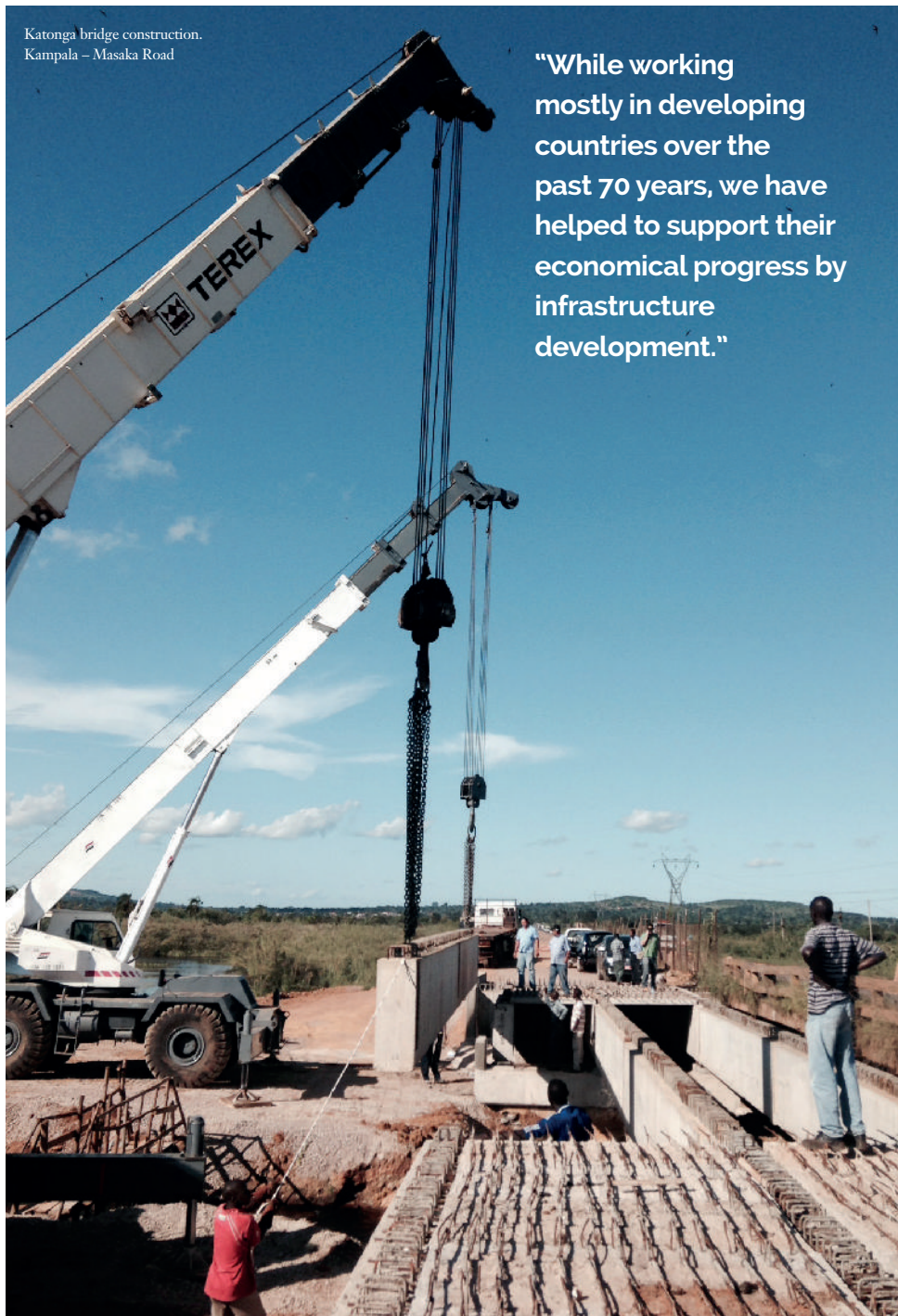
This is combined with an absolute adherence to the timeline and budget of their clients, an attitude which has earned them the gratitude and high regard of clients from government projects to the private sector.

SBI have the drive, the experience and the resources to be creative when it comes to financial solutions, driving costs down and raising efficiency, while performing the works to the highest standards of quality.



Katonga bridge construction.  
Kampala – Masaka Road

“While working mostly in developing countries over the past 70 years, we have helped to support their economical progress by infrastructure development.”



This degree of creativity and flexibility have become key parts of the company's identity, and SBI Uganda is seen in the industry as a dynamic, forward facing competitor and market leader, that is quick to respond to new challenges and opportunities. This is especially true when it comes to cross-border contracts backed by institutes such as the African Development Bank, the World Bank or European Development Banks.

SBI Uganda is recognised as having a leading edge when it comes to these projects. Most recently, that recognition has come in the form a series of awards, including the Golden Mark Certificate 2015 for its Quality Management System.

SBI now boast certifications that include ISO 9001, OHSAS 18001, EMS 14001 and IQNet.

#### THE RIGHT PRIORITIES

Dunskey believes the key of SBI's success is the company's performance and successful track record of completed projects over the years. “When we're developing a project we make sure that we are focusing on the right priorities,” he says. “We are operating for the long run. Which means the quality of our work is a top priority. We offer levels of quality performance that are always to the satisfaction of our clients.”

This sense of remembering what's important goes deeper than simply providing quality service however. It can also be seen in SBI Uganda's attitude to the communities it works within.

“We place a heavy emphasis on implementing our Corporate Social Responsibility policies,” Dunskey says. “We make sure we're helping the community. This includes supporting and giving back to the local communities around the areas of our projects.”

It's an aspect of the business that is set to expand as the company grows.

“It gives us great pleasure and satisfaction to give back to the community,” enthuses Dunskey. “For examples of things we've been doing, we've provided sponsorship to teams of medical doctors that serve and assist in hospitals in remote areas. We are supporting schools and NGO's in Kampala and elsewhere. Our next social project is to help build an interactive science museum that will be donated for the children Kampala.”

“We are focusing on raising the continual delivery of the services we are providing,” says Dunskey. “We're also looking to diversify into the energy sector- mainly into hydro and electricity, and the real estate development sector. We're also looking at growth opportunities in

Excavation works.  
Kabale – Katuna Road





neighbouring countries in East Africa.” This all gives the company more leverage to improve and expand its operations.

#### RIISING TO THE CHALLENGE

But making a difference is never easy, and SBI Uganda's journey hasn't always been plane sailing. In a developing economy and a changing marketplace, the company is facing new challenges all the time.

“The challenges we're facing include increased competition and adapting to new models of doing business that are starting to be introduced in East Africa where we operate,” says Dunsky.

“In order to meet the rising competition we're emphasising the quality of our work and our added value to the economy and to society in general, as well as our achievements in building capacity in the local construction industry. We are focusing on new technology like recycling which saves a lot of natural resources and protects the environment.”

Where necessary SBI Uganda recognises it can't go it alone, and the company's strong relationships have enabled it to collaborate usefully to face new market conditions.

“With the newly emerging models of doing business, such as BOT and PPP, we have adapted by joining forces with our parent company Shikun & Binui in Israel to deal with these contract modalities,” Dunsky says. “We are looking forward to upcoming projects under this model in Uganda.”

#### THE PEOPLE MAKE THE DIFFERENCE

Of course, the one crucial element that has allowed SBI to achieve everything that they have is the people behind the company. SBI Uganda has a nose for talent, but it's search falls in line with the business's overall corporate social responsibility policy, with SBI looking at the very communities it works in to find local, indigenous talent to drive forward the company's future.

“Our policy is to look for talent within the local workforce to help improve the community and ensure we're getting the people we need,” Dunsky says. Once those people are part of the team, they become an ongoing investment.

Dunsky says, “We're investing on a continual basis in training, in workshops for our people, across all disciplines from logistics to technology, engineering, contract management, accounting and IT.”

SBI Uganda's policy for its people is much the same as its approach to the projects it takes on, the communities it works in and the industry as whole. They focus on getting their priorities straight and putting the effort in where it matters. ◀

H.E. President Yoweri K. Museveni, Political Leaders & MD Yaron Dunsky on site visit to Mbarara – Katuna Road.



Kabale – Kisoro Road



Katonga Bridge, Kampala – Masaka Road





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Plot 88, Luthuli Avenue Bugolobi  
P.O.Box 11713, Kampala ,Uganda  
T 256-31-2500500  
[sbi@sbi.co.ug](mailto:sbi@sbi.co.ug)  
[www.sbi.co.ug](http://www.sbi.co.ug)



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