



**THE EAST AFRICA BEST EMPLOYER BRAND AWARD 2019/2020**

SBI International Holdings AG Uganda scooped the East Africa Best Employer Brand Award for 2019/2020.

The coveted award ceremony was the first of its kind in the region and it was held on June 19, 2019 at White Sands Beach Resort in Dar-es-Salaam, Tanzania.

The Employer Branding Institute, along with the World HRD Congress run the Employer Brand Awards program, in fifteen (15) Countries across the globe. The major purpose of the awards is to identify talent and people, which they say helps the organization to perform and take the business to the next level.

The award-winning company has also participated in the development of the Hoima International Airport in Hoima District.

The other prominent companies that participated in the East Africa Best Employer Brand Awards 2019 include:

- Motisun Group Tanzania
- Vodacom Tanzania
- Barclays Bank Uganda
- Radisson Blu Hotel & Convention Centre
- Epic Group
- RAMADA Resort by Wyndham Dar
- HOLTAN EAST AFRICA LIMITED
- GTBank Kenya Ltd
- Toyota Tanzania Ltd
- Lexo Energy Ltd.
- Airtel Tanzania
- Elgon Kenya Limited
- Relief International and many other corporations were in attendance on that eventful night.

The Employer Branding Institute is a virtual organization where senior leaders in Human Resource connect with each other in the cyberspace to share the best practices in Employer Branding and outstanding professionals in several countries.

The EB Institute’s mission is to contribute to “Talent Management, talent development and talent innovation.” The institute has a global presence in other continents like Asia and does similar work in several Asian countries.

With over 14 years of existence, the network of Employee Branding Institute is increasing in size and stature with several H.R leaders from over 36 Countries, recommended individuals and organizations that are doing exemplary work.

