

# Partner Profile



## Urwibutso Enterprise

Urwibutso Enterprise was started in 1983 by a young and dynamic Mr. SINA Gérard with a single employee. Today the local food processing company employs 421 people and maintains contracts with 3,000 farmers and is one of the biggest business in its industry in Rwanda. The business started as a small mandazi (“donut”) shop located halfway between Kigali and Musanze. In 1993, the business expanded to begin production of a diversity of products. Today, it processes fruit juices, bread, yoghurt, grape and banana wines, flour, biscuits and highly recognized “akabanga” hot chilli for local distribution and export to surrounding countries. Mr. SINA Gérard maintains high standards for the production of quality products.



Urwibutso is also a social enterprise, investing in the Niyangarama community.

Mr. SINA Gérard has established a primary and secondary school for 800 children of contracted farmers, has overseen the development of eco-tourism programs to attract tourists, provided savings programs and initiated a program to supply his farmers with livestock, free of cost. Urwibutso also employs 5 full-time agronomists to provide technical assistance on effective farming techniques.

### What is Urwibutso’s role in the SASHA project?

The Rwanda Super Foods Proof-of-Concept has benefited from the expertise and reputation of Urwibutso’s reach in the Rwandan food processing industry, and popularity amongst consumers in the region. Urwibutso’s owner, Mr. SINA Gérard, has been excited to bring a new product to the market, and expand traditional conceptions of sweetpotato’s utility and diversibility. Urwibutso has been involved in encouraging its contracted farmers to begin farming orange-fleshed sweetpotato and in purchasing sweetpotatoes farmed by Imbaraga farmer groups involved in the project, thereby creating a sustainable demand for sweetpotato products to replace a volatile price market.

At the Urwibutso factories in Niyangarama, technicians have been able to develop processes for large-scale manufacturing of sweetpotato biscuits. To guarantee the highest quality products possible in year 2 of the project, Urwibutso enterprises will receive state-of-the-art assembly line machinery to begin biscuit production.

Website: [www.sinarwanda.com](http://www.sinarwanda.com)





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## Mr. SINA Gérard

Owner, Urwibutso Enterprises

Mr. SINA Gérard is a Rwandan social entrepreneur, specializing in food processing. He started Urwibutso Enterprises in 1983 and has since grown the company more than ten-fold. His success has been recognized globally, most recently in 2006 at a business conference in Frankfurt, Germany and with the visit of former Prime Minister Tony Blair. Mr. SINA is committed to local development and has provided social programs such as microcredit, education and agronomic training programs for the farmers contracted in the region.



## Mr. Constantin Uwitonze

Agronomist, Urwibutso Enterprises

Mr. Constantin Uwitonze is an agronomist with Urwibutso enterprises. Urwibutso Enterprises engage 3,000 contracted farmers annually, and Mr. Uwitonze is one of a team of 5 to help train the farmers in agronomic practices. His background in agronomy and food science have given him the expertise to both maintain the high quality of Urwibutso products, and the capacity to plan for new products to bring to the Rwandan market.