



COMPANY PROFILE 2025

Our commitment to quality, integrity, and customer satisfaction is evident in every aspect for operations.



**FOR MORE INFORMATION
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ABOUT US

DETS Trading PLC (Amigos Institute) is a sister company of Deneke Abebe Construction (DAC), a well-established construction firm that has been operating since 1996 G.C. DAC is a proud member of the Ethiopian Construction Contractors Association and the Ethiopian Construction Technology Management Association, widely recognized for its strong technical capacity, experienced management team, and comprehensive range of modern construction equipment and facilities.

Building on this solid foundation, DETS Trading PLC (Amigos Institute) was established in 2023 and operates through three interconnected divisions: Global Trade & Commerce, Strategic Business Consulting & Development, and Project Management & Specialized Solutions.

We provide a comprehensive range of consultancy and training services designed to strengthen organizations, businesses, and humanitarian programs. Our expertise spans strategic planning, risk management, regulatory compliance, institutional capacity building, and applied research. Whether facilitating interactive workshops, developing organizational strategies, or conducting sectoral assessments, we are dedicated to empowering our clients to achieve tangible and lasting impact.

At the heart of DETS Trading PLC (Amigos Institute) lies a vision of a nation where every individual can unlock their full potential and build a brighter future for themselves and their communities. Our mission is to empower individuals and organizations through transformative education and advisory services that foster innovation, problem-solving, and growth.

We go beyond delivering services; we build partnerships grounded in trust, collaboration, and shared purpose. By combining deep local insight with technical excellence and creative thinking, we deliver solutions that are effective, inclusive, and sustainable.

At DETS Trading PLC, we are passionate about making a difference through people, for communities, and with purpose.

MESSAGE FROM THE CEO

It is with great pride and purpose that I introduce DETS Trading PLC (Amigos Institute), a dynamic and forward-looking organization, legally established in 2023, built upon the rich legacy and technical excellence of our sister company, Deneke Abebe Construction (DAC), a firm that has been a cornerstone of Ethiopia's construction industry since 1996. DAC's longstanding reputation for quality, integrity, and innovation provides the strong foundation upon which DETS Trading PLC (Amigos Institute) continues to grow and diversify.



At DETS Trading PLC (Amigos Institute), we are guided by the belief that sustainable development begins with empowered people and resilient institutions. Our portfolio spans Global Business Facilitation, and Human & Organizational Capital Development. Specifically, the services include Construction and business consultancy, Overseas employment and manpower deployment services, professional training and short term TVET education, research and development, special event organization, property management, and real estate marketing. Each of these services is designed to enhance capacity, promote innovation, and deliver meaningful, lasting impact.

We take pride in supporting organizations, businesses, and humanitarian initiatives to achieve their goals through evidence-based strategies, professional excellence, and practical, locally grounded solutions. Whether facilitating strategic planning, delivering specialized training, or conducting applied research, we focus on generating outcomes that strengthen communities and transform lives.

Our mission is simple yet powerful to empower individuals and institutions to unlock their potential, solve problems creatively, and build a brighter future. We pursue this mission through partnerships founded on trust, collaboration, and shared purpose.

As we move forward, DETS Trading PLC (Amigos Institute) remains deeply committed to excellence, inclusion, and sustainability. We believe that by investing in people, fostering knowledge, and encouraging innovation, we can contribute to a stronger, more resilient, and prosperous Ethiopia and beyond.

Together, let us continue building through people, for communities, and with purpose.

Sophoniass Deneke, PMP, Eng.

Chief Executive Officer

Amigos Institute



Vision, Mission and Values

Vision Statement

To be the leading and diversified professional partner in Ethiopia, driving transformative growth through innovative consultancy, capacity development, and sustainable business solutions that contribute to national and global progress.

Mission Statement

- 1. Global Business Facilitation:** To create seamless and effective trade channels by providing optimal import and export solutions, facilitating ease of business between local and international partners, and delivering world-class products and machinery.
- 2. Human & Organizational Capital Development:** To empower companies and individuals by providing high-impact transformative training and consultancy, strategic business insights, and focused research/ assessments, enabling them to realize their full potential, solve problems and achieve their strategic goals.

Core Values

Our operations are guided by the unwavering principles of:



Integrity: Maintaining the highest ethical standards in all trade and consulting activities.



Quality: Committing to excellence in every product sourced and service delivered.



Innovation: Driving forward-thinking strategies and solutions to meet evolving market demands.



Collaboration – We build strong partnerships to create lasting, shared success.

How We Work

Services and Areas of Expertise

Through its three interconnected divisions, DETS Trading PLC (Amigos Institute) delivers integrated solutions that link global trade, business development, and project execution. As an authorized representative of leading international manufacturing and consulting firms, DETS Trading bridges global expertise with local opportunity.



1. Global Trade & Commerce

This division focuses on delivering robust and diversified import and export solutions that support national growth and economic development.

- **Core Activities:** General Trading, Import, and Export.
- **Product Scope:** Agricultural Commodities (Export), Construction Materials, Industrial Machinery, and Medical Equipment (Import).
- **Trading Mandate:** To secure and deliver the most reliable and competitive trading solutions aligned with the country's development priorities.

2. Strategic Business Consulting & Development

This pillar is dedicated to enhancing organizational capacity and market competitiveness through innovative and evidence-based approaches.

- **Services:** Strategic Business Consultancy, Market Research & Analysis, Innovation Support, real-estate marketing, WaSH System Strengthening Consultancy, and Business Liaison Services.
- **Deliverables:** Providing actionable business insights, conducting diagnostic assessments, developing institutional strengthening plans, and fostering long-term strategic partnerships.

3. Project Management & Specialized Solutions

This division focuses on comprehensive project execution and human capital deployment, addressing both local and international requirements.

- **Services:** Project Management (PM), Property Management, Special Event Hosting, and Overseas Employment and Manpower Deployment Services.
- **Goal:** To deliver end-to-end management solutions and reliable human resource outsourcing for complex projects and international operations.

OUR TEAM

Organizational chart and short profile of key personnel



DETS is led by an experienced and internationally-versed leadership team:

1. Sophoniass Deneke (PMP, Eng.) - CEO

A certified PMP (project management professional) with over 15 years of experience, he also serves on the board of directors for the Ethiopian Construction Contractors Association. He has international exposure, in Germany, the USA, UAE, Turkey, Djibouti, Tanzania and South Africa. Possessing strong insight in business development, consulting, and business restructuring, he is currently on the steering committee at MoLS/GIZ for their capacity building and sustainable education and training program. Furthermore, he is the CEO and shareholder.



2. Tesfahun Abayneh (BSC, MBA) – G/Manager

He is a young General Manager of DETS Trading (Amigos Institute) with extensive experience in training. He has undergone international Training of Trainers (TOT) in blended learning. He is developing a human-centric model training system at Amigos. He holds a VUCA Leadership certificate and an organizational project management maturity model certificate. He possesses a proactive and agile management style and is passionate about serving and achieving better results.



3. Prof. Dipl.-Ing. Karl-Heinz Noetel – Chief Training Officer (CTO)

He is the President of the global acting International Section of the ISSA and a Member of the ISSA Special Commission on Prevention. He is a lecturer at the University of Wuppertal and a Board member of the International Society for Fall Protection (ISFP). Until 2021 he has been Senior Consultant of DGUV-Germany, Director of BG BAU Germany Department DGUV Co-operations, and CEO of the international project Prevention Forum+.



4. Reinhardt Lohbauer – Chief Consultancy Officer (CCO) & PM

He has gained 25 years of experience in business consulting, having focused the last 15 years on continuous improvement strategies, business restructuring, and turnaround. He works with professionals from all industries to ensure the business owner and his team receives the best support possible. He is a Prince2, PMP, and Six Sigma Green Belt practitioner passionate about continuous improvement principles.



5. Selome Fantahun – Research and Development (R&D) Manager

She has 14+ years of experience in management roles at different institutes. She specializes in tailored training curricula, research, and assessments that are vital for institutes' capacity- building programs and business development.



6. Zewdu Seifu –Team Leader and WASH Specialist

He has 20+ years of experience in WASH, Education, System Strengthening Capacity Building, Micro and Small Enterprises (MSE) development and capacity building, Water Resource Management and Water supply service provision. Manage climate resilient water utilities system strengthening capacity building projects, and serves at different government institutions including Ethiopia Water Technology Institute. He specializes in Diagnostic / gap assessment, system strengthening planning, and delivery of tailored trainings.



Market Presence

DETS Trading PLC maintains a global outlook, actively engaging with both domestic and international partners.

- **Domestic Markets:** Active commercial engagement in Addis Ababa and Ethiopia's regional states.
- **International Network:** Established presence and active engagement in key global markets, including the UAE, Germany, Spain, South Africa, Kenya, Austria, USA, and China.





**DETD
TRADING PLC**

CONTACT US

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Thank you for reaching out to DETS Trading PLC.

