

Sudan Business

UK pledges \$55 million in aid during
Dominic Raab visit to Sudan

International Khartoum Fair opens
Sudan for business

Omdurman National Bank achieves
high profits for investment deposits

TRANSFORMING INSURANCE

Tarig Khalil Osman, Chairman of
United Insurance explains



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Walla Elsheikh



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COVERING SPECTRUMS

Sesame Seeds



IHS Market analysts, claimed **Sudan's** sesame price peaked at USD1,650 per tonne fob for 99.1% cleaned product in the last week of January, after ranging from USD1,300-1,500 in December and the first half of January.

Electricity



Egypt and Sudan will begin operating a joint electricity grid from Jan. 12 with a capacity of 50 megawatts, according to **Egypt's state news agency MENA**. The **project's cost has reached 509 million Egyptian pounds** (\$31.74 million) and spans 1,000 km (621 miles), **MENA said, citing Egypt's energy minister.** (Reuters)

Transportation



Minister of Infrastructure & Transport Hashim Ibn Ouf received in his office a member of the Sovereign Council Mohammed Hassan Al-Tayoshi in a visit that the sovereign member said was an appreciation of the ministry's great efforts on the practical and strategic level.

During the meeting, Mr. Al-Tayoshi called for the interest of the rights of persons with disabilities to overcome the urban structures of utilities and roads, pointing out the need to legislate state and ministerial laws that establish independence and facilitate their movement, transportation, housing and use of public facilities.

It is worth mentioning that Mt. Al-Tayoshi arrived on his bicycle after a distance of five miles, encouraging the use of environmentally friendly means of transportation, pointing out that the year 2030 will witness an unprecedented congestion.

Source: FMIT

#InSudanWeMeanBusiness

Sweden in Sudan @SwedeninSD · 24 Jan
 Ambassador @signeburgs visiting the booth together with @EricssonMEA representative in Sudan Victor Lindberg at the 38th International Fair of Khartoum.



7 46

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عشان تعرفو عننا اكثر وعن خدماتنا، شرفونا داخل معرض الخرطوم الدولي، غدا يوم الثلاثاء ٦ يناير عند جناح سفارة مملكة هولندا بقسم الاتحاد الاوربي ضمن برنامج اورانج كورنرز. فريق كلمنا حيكون في انتظاركم!

To know more about us and our services, visit us tomorrow at the Khartoum International Fair, on Tuesday, January 26th, at the Pavilion of the Kingdom of the Netherlands in the European Union Department as part of the Orange Corners Program.
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See translation



Caprari 7,889 followers
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CAPRARI & IBRAHIM ABU HASSANEIN & CO. together at the 38th International Fair of Khartoum, which will take place from January 21 to 28. The Fair - the main multi-sector economic exhibition in Sudan - is an important commercial showcase, as well as an excellent opportunity to establish contacts with the numerous Sudanese companies participating - over 450 in the last edition. Thank you IBRAHIM ABU HASSANEIN & CO. for you great job!
 #businesspartner #caprarigroup #pumpsolution



Ambassador Therese Loken Ghezzi @NorwayAmbSudan · 21 Jan
 Good meeting with Minister of Energy & Mining Mr Khairy Ahmed and his team on cooperation #sustainabledevelopment #OfU business opportunities @oeddep @oljedir @Norskoljeoggass



1 9 60

Marcel Ragni • 2nd
 President chez RAGNI, Ambassadeur FrenchFab 06 1er Vice Président Syndicat ...

Ragni #EVENEMENT
 Notre Responsable des ventes Export - Afrique, Yassine EL HICHOUNI a représenté le Groupe Ragni lors du Salon soudanais Khartoum International Fair du 21 au 28 Janvier 2021. Un bel événement riche de projets et d'échanges !

#grouperagni #eclairage #eclairagepublic #lalumiereàvotreimage #TeamRagni #Ragni #madeinfrance #ragnigroup #publiclighting #developpementdurable #sustainable #ragniteam

See translation



14 - 4 comments

Embajada de España en Sudán
 @EmbEspSudan

Ayer inauguramos el pabellón de la Unión Europea en la Feria Internacional de Jartum

افتتحنا أمس جناح الاتحاد الأوروبي في معرض الخرطوم الدولي



CIS Inspections @Cnspections · 26 Jan

Come and have a chat with us at our stand at the International Fair of Khartoum. Location: Pavilion 2, booth no. 3. We hope to see you then! #CIS #KIF #Sudan #Khartoum #Fair #Inspection



1 comment 3 retweets 1 like 1 share



Pakistan Embassy Sudan @PakinSudan · 29 Jan

Pak companies conclude 8 days long Khartoum Fair on 28 Jan bagging multi-million dollar import orders for tractors, agri equip, pharma, glassware, fruits & veggies. Huge multi million \$ orders in PVC, PPEs, apparels in pipeline.

@ForeignOfficePk @SMQureshiPTI @tdap_official



1 comment 3 retweets 3 likes 1 share



Delighted to welcome Foreign Secretary @DominicRaab to #Khartoum on the first visit by a British Foreign Secretary to #Sudan in over a decade.

#وزير_الخارجية_البريطاني_في_السودان



100 years eastern company
During our successful Fair in Khartoum-Sudan



Emmanuelle Blatmann @eblatmann · 22 Jan
سعيدة بانني شاركت امس في افتتاح جناح الاتحاد الأوروبي في معرض الخرطوم الدولية.
Heureuse d'avoir participé hier à l'inauguration du pavillon européen de la Foire internationale de Khartoum
#NewEra #Sudan #TeamEurope
#diplomatie_economique
@EU_SUDAN
@FranceauSoudan



8 25 140



Source: radiodabanga.com

Sudan obtained a €10 million grant from the European Union to support the restructuring of the gum Arabic sector. The grant will be processed through the French Development Agency.

Faiza Siddig, national coordinator of the project to restructure the Sudanese gum Arabic sector, said in a statement during her visit to El Obeid, capital of North Kordofan, that the grant makes a second phase of the restructuring project possible. This second phase will last from 2021 to 2024, and focus on North Kordofan, Blue Nile state, Sennar, and El Gedaref.

The project will support the establishment of gum processing factories to increase the value of the crop before it is exported, manage the quality of the gum, develop marketing, cultivate new areas in the gum Arabic belt, and stimulate capacity building in 270 communities in 10 localities.

Gum Arabic, a bonding agent and emulsifier crucial for soft drinks, is grown mainly in Darfur, Kordofan, and Blue Nile states. Acacia seyal (Taleh) and the Acacia Senegal (Hashab) are tapped for gum by stripping bits off the bark, from which gum then exudes.

All the gum Arabic produced in the country is exported. From the 1950's to the early 1990's, Sudanese gum accounted for 80 percent of the global gum trade. About 50,000 tons were produced per annum in the 1960s. In the following decade, Sudan's gum exports began to decline. Since late 1980's, Sudanese exports have been at an average of 25,000 tons.

Gum Arabic exports from Sudan grew from \$33.1 million in 2009, when the government ended a state monopoly on the business, to \$114.7 million in 2017, according to Central Bank of Sudan (CBoS) statistics.



Source: SUNA

The Sudanese Company for Free Zones and Markets successfully completed the Khartoum International Fair in its 38th session, which was held from the twentieth of January upto the twenty-seventh, with the participation of 25 countries and more than 600 local and international companies with the attendance # of the Chairman of the Sovereign Council, Lieutenant General Abdel Fattah Al-Burhan The Prime Minister, Dr. Abdullah Hamdok, and the ministers of the economic sector.

Omar Ibrahim, Director of the General Administration of Exhibitions and Conferences at the Sudanese Company for Free Zones and Markets, said in a statement to SUNA that the event is completely different from its predecessors thanks to the early preparations and the political, economic and social changes that the country is witnessing, indicating that the exhibition grounds will be a privileged place and an economic occasion. Commercial tourism for all business owners, families and visitors, as the company used to present several cultural programs and economic seminars of interest to companies and states. He said that cultural and artistic accompanying programs have been organized, and a special program for children has been created by creating distinct theaters for children.

Omar explained the participation of the exhibitors included the African Union, Italy, Korea, Germany, Kenya, Indonesia, Ethiopia, Nigeria and Malaysia, Somalia, Syria, Egypt, Turkey, Saudi Arabia, Pakistan, Algeria and the Brazilian Chamber of Commerce, with the participation of a number of other countries.

The Ministry of Finance & the Egyptian Ministry of Industry & Trade agree to enhance cooperation

Source: SUNA



Acting Minister of Finance and Economic Planning Dr. Heba Mohamed confirmed the eternal and advanced Sudanese-Egyptian relations in all fields, explaining that this relationship is endorsed and supported by the fact that the two countries have a single artery.

This came when she met with the Egyptian Minister of Industry and Trade, Dr. Nevin Jameh.

In a press statement after the meeting, the Minister of Finance affirmed the two **countries' keenness** to strengthen and consolidate relations between them in various fields, indicating that the volume of trade exchange between Sudan and Egypt in the year 2019 amounted to (674.5) million dollars, rising in the year 2020 to (862) million dollars, noting that Sudan aims, during the transitional period, to

triple or quadruple the volume of trade exchange with Egypt.

The Egyptian Minister of Industry and Trade, Dr. Nevin Jameh expressed her pleasure at her presence in the sisterly state of Sudan, explaining that her visit to Sudan comes within the framework of the opening of the Khartoum International Fair, stressing that her country was participating in the exhibition with more than (20) companies representing (8) productive sectors.

Egypt has a desire to double the volume of trade exchange with Sudan, explaining that many measures were agreed upon during this meeting that will facilitate the entry of Egyptian products into Sudan, confirming Egypt's determination to extend the bonds of continuous cooperation with Sudan in all fields.



Source: digitalvirgo.com

French tech company Digital Virgo has recently launched a gaming service in partnership with Zain Sudan. Dynamic Gaming web app portal, multi device, offers an AYCE subscription with a catalogue of more than 1000 games.

The deal is also supported by Direct Carrier Billing, implemented by Digital Virgo's DV Pass solution. It conveniently enables to charge consumers for content purchases via their mobile phone bills. Telecom Payment is proven to be fast and secure, making increasing conversion rates for operators and providing safe space for customers to manage their subscriptions without exposing their bank card details.

Sudanese developed gaming app achieves one million downloads

The game is fully developed by two Sudanese developers, covering the game interfaces, gameplay functionalities, and the whole backend development itself as a Full-stack developer, along with the UI/UX design. The developers stated that from a marketing perspective, they spent ZERO dollars, the game promoted itself by itself, only spending on server hosting providers.



The game achieved one million downloads organically through the Google play store, user referrals, and social media posts.

UK pledges \$55 million in aid during Dominic Raab visit to Sudan

Source: arabnews.com



Britain announced almost \$55 million in aid to Sudan during a visit by its foreign secretary to Khartoum, the embassy said Thursday.

Dominic Raab announced "the disbursement of 40 million pounds (\$54.9 million) to the Sudan Family Support Programme - to provide 1.6 million people with direct financial support," the embassy said in a statement.

Raab arrived in Sudan on the first visit by a British foreign secretary to the East African country in over a decade.

Britain's top diplomat met with Prime Minister Abdalla Hamdok, the head of Sudan's ruling council, Abdel Fattah Al-Burhan, and other officials. During his meeting with Hamdok, Raab said the UK was ready to "support Sudan's debt relief once economic reforms are implemented".

Earlier this month, Sudan signed a memorandum of understanding with the US to clear Sudan's arrears to the World Bank. "This move will enable Sudan to regain access to over \$1 billion in annual financing from the World Bank for the first time in 27 years," the government said.

Dutch Fund *CFYE* offers grants upto 1 Million Euros



Challenge Fund for Youth Employment (CFYE) are offering grants between 100k to 1 million Euros per project and looking to fund 6 projects in Sudan.

The CFYE's aim is to improve economic prospects - via decent work and income - for up to 200,000 young

men and women in the Middle East, North Africa and Horn of Africa. In particular, the fund will focus on opportunities for young women.

Deadlines for the applications are on the 18th March. For more information visit the link: [Call for Solutions - Sudan - Challenge Fund for Youth Employment](#)

Port Sudan receives German Seacom trailers



Ten new trailers have been introduced into service at the southern port of Port Sudan to support container handling, increase port capacity and reduce handling time.

Zamil Air Conditioners completes HVAC project in Sudan's most prestigious school

Zamil Air Conditioners has recently completed the supply and installation of HVAC systems for the Khartoum International Community School, located in the Khartoum.

The project is part of the existing HVAC equipment upgrade plan. It included the supply and installation of air-cooled chillers and the replacement of several chillers with new energy-efficient units that will provide a total cooling capacity of 600 tons.

It also included the supply and installation of air handling units and packaged units of various sizes and capacities to the school's senior building and juniors' library.



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Rig Counts Building Pace



Source: monitor-systems-engineering.com

Drill For	Location	Date	Rig Count
Oil	Land	07-Nov-19	6
Oil	Land	05-Dec-19	6
Oil	Land	08-Jan-20	6
Oil	Land	07-Feb-20	6
Oil	Land	06-Mar-20	6
Oil	Land	07-Apr-20	2
Miscellaneous	Land	07-Apr-20	2
Miscellaneous	Land	07-May-20	1
Oil	Land	07-May-20	2
Oil	Land	05-Jun-20	3
Oil	Land	08-Jul-20	1
N/A	N/A	01-Aug-20	0
N/A	N/A	01-Sep-20	0
N/A	N/A	01-Oct-20	0
Oil	Land	06-Nov-20	1
Oil	Land	03-Dec-20	3
Oil	Land	08-Jan-21	3

Baker Hughes issued the rotary rig counts as a service to the petroleum industry since 1944, when Baker Hughes Tool Company began weekly counts of U.S. and Canadian drilling activity.

The rotary rig count was later covering global activities, including Sudan.

Starting end of 2019, Sudan had six land rigs drilling for oil and experienced a decline from April 2020 upto a zero rig count from August to October 2020. COVID-19 impact on the global economy combined with

travel restrictions may have impacted the overall drilling activity.

Covering January 2021, Sudan is at par with its neighbouring countries such as Kenya and Chad, each currently reporting three rig counts each, Egypt and Ethiopia reporting one rig count each.

FAO Representative visits CTC Group's Agro Technology Transfer Centre

Source: CTC Group on LinkedIn



CTC Group received Ambassador Kip Tom, the United States Permanent Representative to the United Nations Agencies for FAO in Rome and an agribusiness leader. During his tour of the CTC Group Complex, the flagship Agro Technology Transfer Centre, Ambassador Tom was able to experience firsthand a wide range of technologies that are helping Sudanese farmers improve their productivity and yield. The visiting delegation also had the chance to engage in an active dialogue with representatives of the farming community, commodity traders and processors, as well as experts in the livestock sector.



The Ambassador stressed on the potential of the agricultural sector in Sudan having paid visits to successful large-scale projects such as NADEC in North Kordofan and

the leading role in which the private sector can play in accelerating the transfer and adoption of agro technologies into Sudan.

The importance of capacity building, technical support and regional presence was also emphasized during the visit as the delegation toured the CTC Academy and CNH Training Centre and interacted with some of the learning tools available within the facility such as the New Holland Precision Farming Simulator and E-Learning Library.



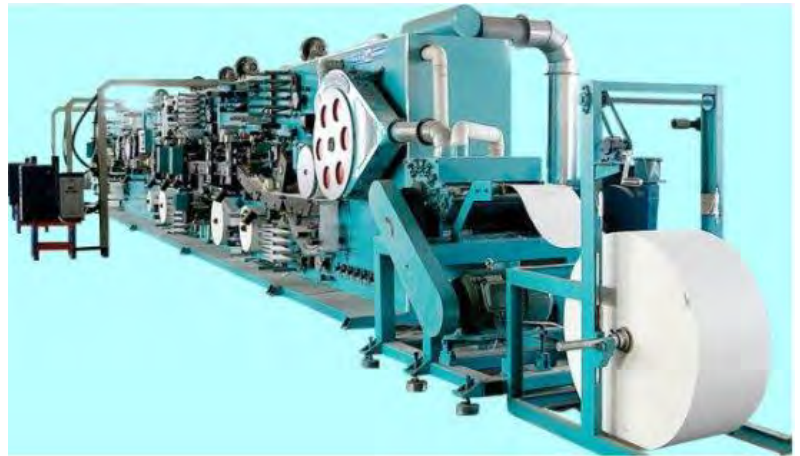
CTC Group meet with Chairperson of Export-Import Bank of the United States



CTC Group held positive and encouraging talks with Kimberly A. Reed, President and Chairperson of Export-Import Bank of the United States and Bradley McKinney, Vice President on 7th January during their visit to Sudan. The discussion comes in light of the recent positive developments in the Sudan and focused on ways in which the private sector can play a leading role in the export of US goods and technologies to Sudan to help with the revival of key economic sectors and how US EXIM Bank could facilitate financing to support these exports.

CTC Group has maintained longstanding relationships with major Fortune 500 US based companies during its 65 year history and more recently expanded its portfolio to include US based partners such as Cummins Inc., Trane and Lindsay Corporation.

Business for Sale



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- BUILT AREA 1400 M2
- SANITARY PADS MACHINERY

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‘Look Africa’ policy yields \$5m orders from Sudan

Source: Dawn.com

Pakistani exporters received more than \$5 million worth of export orders from Sudan under the ‘Look Africa’ policy.

An official announcement by the Ministry of Commerce said that the orders are the outcome of the Trade Development Authority of Pakistan (TDAP) International Trade Fair at Khartoum which was held from Jan 21 to 28, 2021. This participation has opened up new avenues for trade and economic cooperation between Pakistan and Sudan. The event generated business of around \$2 million, the announcement said. Agriculture machinery, pharmaceutical, glass Industry, and fruit industry received big orders.



Source: dailypatriot.com

Moreover, deals worth \$3m are under process and will very soon be matured between the Pakistani exporters and Sudanese buyers. New exporters from PVC, corona-related personal protection equipment (PPEs) and beauty products also received a very encouraging response.

The ‘Look Africa Plan’ was launched in 2017. Under the policy, top 10 African countries including Nigeria, Kenya, South Africa, Morocco, Algeria, Egypt, Sudan, Senegal Tanzania, and Ethiopia were selected for trade promotions. All these countries constitute 78pc of the total African gross domestic product (GDP), according to the IMF in 2017-18.

The announcement said figures for export orders from Sudan were discussed in a consultative meeting — chaired by Commerce Adviser Razak Dawood — at the TDAP in Karachi.

Being the marketing arm of the commerce ministry, the role of TDAP in implementation of the Look Africa Policy was crucial, Mr Dawood said.

He was of the view that Africa has immense potential for engineering and pharmaceutical products. Although the numbers are small, the products and direction are right, he said.

Mr Dawood advised the TDAP to strive even harder to promote local exports in new geographies like Africa so that the geographic basket of markets for Pakistan is diversified.

Sudanese firm achieves NATRUE certification – Fazu Baobab Oil is ready to reach the global markets

Fazu Treasury Limited received the globally recognized NATRUE certification for its Fazu branded Baobab Oil.

NATRUE is a Brussels-based international non-profit association committed to promoting and protecting Natural and Organic Cosmetics worldwide.

Fazu Treasury are committed in providing organic food commodities, and are currently working on qualifying and certifying additional organic products for the export market.



Omdurman National Bank achieves high profits for investment deposits

Source: SUNA.com



Omdurman National Bank achieved the highest profit rates for investment depositors in both local and foreign currencies for the year 2020. The profit that the bank added to its clients' accounts was 18% for a long-term deposit, and 15% for a short-term deposit. And the absolute ratio of profits to the deposit in foreign currencies (US dollar, Saudi riyal, euro and sterling 5%, and other foreign currencies), Dr. Abdul Hamid Muhammad Jamil, General Manager of Omdurman National Bank, explained that the high profit rates of investment deposits achieved by the bank for this The year came with the grace of God Almighty, then the **confidence of the bank's valued customers**, the efforts of the owners, the board of directors, the executive **management and all the bank's employees**, pointing to the great role the bank has played in serving the national economy in all fields, **indicating the bank's position and leadership at the top of the banking system in Sudan.**

The bank kept it with great capabilities and resources and

balanced banking policies that enabled it to provide the best services in the field of electronic banking, financing and implementing social responsibility projects, which had a great impact on the bank achieving many awards and high ratings from a number of international institutions specialized in Britain, America and others from the countries of the world, where the bank maintained its position and classification as the first bank in Sudan for the year 2020, for six.

For twelve consecutive years and twelve times since its establishment by the specialized British Financial Times Foundation, and also ranked the best bank for the year 2020 AD from the American Global Finance Corporation, pleading with the Almighty on this occasion to bless the money and profits of its esteemed clients, **stressing the bank's endeavor to fulfill their desires and needs in the face of The most complete during this new year 2021.**

Insuring Sudan's future

*An interview with
the Chairman of
United Insurance*



Tarig Khalil Osman is a major shareholder and Director of Khalil Osman Investment Company (KOI), a family investment company that has investments in Hotels, Aviation, & Agriculture sectors. KOI is the largest private shareholder at United Insurance.

At present Mr. Osman is the Chairman & Chief Investment Officer at United Insurance, one of the leading Takaful companies in Sudan. He was directly involved in most of the Strategic decisions that have contributed to the highest surplus dividends to policyholders as well as shareholder profits distribution in the company history.

Mr. Osman is also directly involved in Islamic finance in both Insurance & Banking and served on the board of the Saudi Sudanese Bank from 2009 - 2016. As a shareholder, Practitioner and speaker of Islamic finance, he has presented papers and held discussions at the London Takaful Summit in 2016, 2017, 2018 & 2019 as well as contributed at the African International Islamic Finance Conference in both Abuja in 2017 and Lagos, in 2019 as well as was part of panels in Nairobi, Kenya and Addis Ababa, Ethiopia in 2020.

United Insurance has been in business for over 50 years, how did it start and continued to provide quality services to date?

United Insurance was founded on the 29th of December, 1968, and started operations on the 26th of January, 1969 making it as of today 53 years old.

It started by the vanguard of Sudanese Businessmen at the time in the form of my father Dr. Khalil Osman Mahmoud as well as Mr. Elefteri Contimocholos, Mr. Daud ElKhalifa, Mr. Hamed Humeida, Mr. Charles Kafouri, Mr. Abdelghadir Hag ElSafi, Mr. Hashim El Berier, and Mr. Yahia Abdelrahman El Mahdi and to date it is still represented by their families and heirs.

United Insurance is committed to adding value to all stakeholders in the business, including policyholders, please explain how the model is achieved?

Insurance in the whole world has not changed in the past 300 years. What we at United Insurance are trying to create is building a 21st-century company, that not only serves Africa but that transforms the insurance landscape regionally.

We believe in our unique adoption of Takaful insurance in giving the best value for insurance customers by allowing them seats on the Board of Directors and most importantly by giving them the sole right of distribution of all company surplus (Net profit). We were the first company in the market to apply this system most transparently and fairly possible and believe this is the 'Disruptor' Factor that will make us compete in the international insurance arena.



United Insurance Headquarters in Khartoum

Since 2015, United Insurance reported high growth in ROIs, how was this achieved with an economy which is still reviving?

By developing a Strategic Plan that is based on Triple Bottom Line: People – Profit – Planet as well as focusing on applying 'best practice', as well as trying to adopt a more conscientious way of doing business. We have been applying the largest growth in our salary and bonus scales for the past three years but have been rewarded with over 100% growth for the past three years in a row making us at present grow into the third-largest company in the market in terms of Market Share but the number one in the level of service and quality.

We also truly believe we are going to achieve this target by focusing on the **UNSDG's goals as well as ESG Factors and in an 'ethical' code of conduct** in everything we do. We are planning on securing ISO Certification by 2021 and international rating by 2022 to secure our **'learning and development'** company culture.

According to market reports, the global market for Takaful is expected to grow to \$40 billion by 2023, how can United Insurance capitalize on tapping into the international market where the Islamic banking network is accessible?

We have been awarded the Best Takaful Company in Sudan for 2016, 2017 & 2018 by the International Takaful Summit held in London and for 2019 we were able to win the Best Company In Africa.

What we are aiming for in the next 5 years is not only to become the number 1 company in Sudan but to expand to at least 3 other African countries. We will do this by building a company that provides a better, faster, and value-for-money services.

We are planning on securing ISO Certification by 2021 and an international rating by 2022.

We are focused on transforming United Insurance into an innovative, Data-Driven, International Company and preparing to become a publicly-traded company with a market value of no less than \$ 100,000,000 by 2025.

“

We are focused on transforming United Insurance into an innovative, Data-Driven, International Company and preparing to become a publicly-traded company with a market value of no less than \$100,000,000 by 2025.

United Insurance is launching various real estate projects, please tell us more about these projects and whether Ijara finance shall be available to buyers?

We currently have three great real estate Investments. We have invested in our first real estate project in 2007 in our Khartoum Tower, our second Tower was started in 2018 in Obeid and will open this year as well as real estate development in Khartoum started in 2019.



United Insurance Stakeholders & Policyholders Meeting in 2019

Khartoum Tower

This tower was built in 2007 with an investment of over \$ 6,000,000 and now serves as our Headquarters offices which consists of:

- 12 Floors of 3 Offices per floor
- Roof Restaurant
- Training Facility

This project was the first of its kind in the world by being the first partnership between Policyholders and Shareholders. It has become a landmark in Takaful industry as a different model of partnership that distinguishes Takaful Insurance.

Obeid Tower

We have invested over \$ 2,000,000 in developing the most modern tallest tower in Obeid the capital of Kordofan state.

We are very proud of our multi use tower that includes:

- 16 Bedroom Hotel
- 6 Office /Apartments
- Bank of Khartoum has already rented the Ground Floor as VIP Branch

- Scenic roof garden
- Multi Use Conference room
- Meeting Room

This Tower has been built with all safety taken in consideration that includes CCTV as well as modern firefighting equipment as well as Data Cable and all infrastructure for ICT requirements.

Miami Project

This is a development real estate project that is being taken from the initial stage of agricultural land that is to be converted in a modern housing project. Located in Khartoum North and on the banks of the Nile this is prime land and a long-term project that will be built on for the next 5 -7 years.

Are there any novel products planned to be launched in the Sudanese market in the near future?

We are focused on developing the best customer care and enhancing our customers' experience at all levels. Our new products will not only be different but will create more value for our **customers as well as cover needs, they didn't even know they had.**

Sudan, South Sudan reach deal to ramp up oil production to 300,000

BPD

Source: xinhuanet.com

South Sudan and Sudan have reached a deal to increase oil production from the current 170,000 barrels per day (BPD) to 300,000 BPD within the next three years from 2021. Awow Daniel Chuang, South Sudan's Undersecretary of the Ministry of Petroleum said that they aim to increase production in the northern oil fields of the youngest nation which were disrupted by more than six years of conflict.



Source: oilprice.com

"We have discussed issues related to the production increase because we know that the production has dropped and those challenges are technical in nature," Chuang told journalists in Juba on Wednesday evening after meeting with Hamid Suleiman Hamid, the Undersecretary of the Ministry of Energy and Mining of Sudan.

"The current production is between 165,000 to 170,000 BPD, but we want to increase it to 300,000 BPD within two to three years from 2021," Chuang disclosed.

He acknowledged the challenge of meeting the target, adding that neighboring Sudan has the requisite capacity to help South Sudan to increase production and also address logistical challenges. "We hope that the steps that we will be taking to implement the resolutions of the meeting will take us to the next level where we will realize stable production and cooperation with Sudan," said Chuang.

Suleiman said that his country wants to benefit from crude oil in South Sudan to operate the EI Obeid oil refinery. The technical committee between the petroleum ministries of the two countries entered into three-day joint meetings in Juba to discuss ways of cooperation that would serve the interests of the peoples of the two countries. Suleiman said the agreement signed will strengthen bilateral relations focusing on oil production and investment to help mitigate economic shocks in the two countries.

The two countries agreed to establish a joint company for seismic surveys, analysis and sharing of information. They also said they will open a coordination office to facilitate engagement between the two ministries of petroleum.

Chuang said South Sudan is looking forward to benefiting from the Sudanese expertise in technical fields and training cadres by Sudanese oil experts.

Sudanese Business Culture

Private Sector & Corporate Social Responsibility in Sudan



By: Hasna Abdelwahab Hassan

Corporate Sustainability & Social Impact Professional

Corporate Citizenship is a hot topic now, and businesses worldwide have a growing interest in their environmental, social and economic impact, as creating a long-term value became a necessity.

In Sudan, giving back has always been part of the culture! **Everyone's culture including business owners.**

Hence, the concept of Corporate Social Responsibility (CSR) was easily introduced to the private sector in the past decade. Through merging Sustainability and Environmental Responsibility with the Corporate Citizenship, the term of Corporate Sustainability & Social Impact (CSI) appeared.

Companies started to implement initiatives and activities based on the community, economy and environmental needs, in coordination with the huge numbers of non-governmental organizations bodies in the country. Other Sudanese companies went beyond that and started to genuinely integrate sustainable practices and responsible operations in their businesses.

However, many companies are confusing Corporate Social Responsibility with philanthropy. Owners and Top Management should know the difference and separate the corporate charitable giving from their CSR Budget.

What is even more concerning is that some use CSR/CSI as a promotional tool and a marketing mean to advertise specific products or services. Which is considered as an unethical act, and unacceptable behavior, going against Sudanese and human morals.

This is defined as “Green Washing”: a practice followed by organizations in which unsubstantiated or misleading claims are made of the environmental and social attributes of a product, service or the company as a brand.

This confusion between concepts and terminologies led to a lot of dis-coordinated efforts and the drainage of millions of finances. Moreover, the community is now aware of the difference, and can distinguish the sincere efforts.

A socially responsible company will care about customers, employees, suppliers, the local community, society, and the environment all at once. This is through an approach by which a company recognizes that its activities have a wide impact while actively manages the triple bottom line of people, planet and profit. This approach is derived from the principles of sustainable development and good corporate governance, starting with the company's **internal business practices**.

Sudanese companies have to define their ultimate goal from Corporate Social Responsibility or Corporate Social Impact vision, and link it to their core business strategy. Nonetheless most importantly, it should be linked to **the country's direction** and actual needs. This is done, through an instructed plan that involves all stakeholders to ensure necessity, measurement and sustainability. Noting that the Social Return of Investment became easily valued and measured with now-a-days tools.

Partnerships also play a great role in closing community gaps and needs as well, whether it was Private Sector with Civil Society Organizations, Public Sector, or amongst the private sector companies. As CSR can be a competitive edge, but there is no rivalry when it comes to doing good, and collaboration always lead to a greater impact.

Coming together is a beginning for a new Sudan.

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Sudanese Achievers

Walla Elsheikh

Source: birthrightafrica.org

Walla Elsheikh is the Co-Founder and CEO of Birthright AFRICA which is committed to providing a free educational trip to Africa for all youth and young adults of African descent in the US.

She has over 16 years of management and leadership experience in both the private and public sectors and has spent the last 10 years supporting various college and career readiness initiatives in both the K-12 and Postsecondary education spaces that prepare students with skills required in the 21st century global economy.



Walla is the former Interim Executive Director of Schools That Can, NYC and has served as a program director, internship coordinator, and strategic consultant to small and large educational non-profits in NYC and Washington, D.C. She received her MBA in strategic management and social entrepreneurship from Indiana University after working as a Financial Associate at Goldman Sachs & Co.

Walla participated in both the Education Pioneers and Management Leadership for Tomorrow (MLT) Fellowships and was selected as one of the Most Influential People of African descent (MIPAD) in 2018. She was born and raised in Sudan and r as well as Sweden and Uganda before immigrating to New York City.

Other Birthright Programs

Birthright Israel was the first of its kind, inspiring similar programs for other diasporas with similar goals, including Birthright Armenia for the Armenian diaspora, Reconnect Hungary for the Hungarian diaspora, and Birthright Greece for the Greek diaspora.

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