

Monthly Business Magazine
March 2023

Sudan

Business

- + China's CNPC selects Khartoum as East Africa regional hub
- + Badr Airlines lands in London's Gatwick Airport
- + Australian mining firms seek interest in Northern Sudan & Darfur
- + Sudan's iATL & France's Ingenico partner in Fintech
- + Blue Nile Mashreg Bank expands through sustainable mobile branches

JACK ISHKANES

The Mastermind of Nubian architecture



Who We are

RIDA Group has been founded since March 1993 in Sudan, and ever since we have been consistently thriving and working toward excellence in our products and services. The group has a set of products and services related to Natural Resources, including Mining, Engineering and Construction. The company has an extensive experience and knowledge in the field of Natural Resources Exploration, Exploitation, Engineering and Development.



OUR VISION

To be one of the top five mining companies in Africa.



OUR MISSION

Maximizing wealth through sustainable mining activities.



OUR VALUE

Human First .
to bring their needs along with available resources to make the world an eternally better place.

OUR LOCATIONS



Rida Group HQ
Sudan



Rohax Trading
UAE



Rohax Mining
Morocco



RIDA Engineering and Construction
Eritrea



Rohax International
Guinea

OUR SERVICES

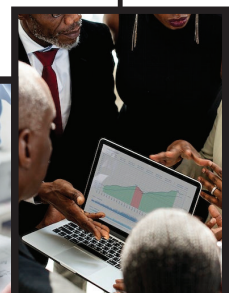
EXPLORATION



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EPC CONTRACTING



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FEATURED ARTICLES

4

**BRITISH INTERNATIONAL
INVESTMENT COMMITS
\$50MLN TO SUPPORT FOOD
AVAILABILITY IN SUDAN**

5

**CHINA'S CNPC SETS UP
REGIONAL OFFICES TO MANAGE
GLOBAL PORTFOLIO**

6

**UAE YAHSAT'S SUBSIDIARY
YAHCLICK SIGNS \$15MLN DEAL
TO BOOST AFRICA PRESENCE**

7

**POSCO INTERNATIONAL'S
PHARMA BUSINESS HELPS
IMPROVE HEALTHCARE
SYSTEM IN SUDAN**

8

**THE PARTICIPATION
OF THE INDONESIAN
EMBASSY IN KHARTOUM AT
THE 40TH INTERNATIONAL
FAIR OF KHARTOUM**

9

**INTERVIEW WITH
ARCHITECT JACK ISHKANES**

**REFLECTING SUDAN'S
ARCHITECTURAL HERITAGE**

12

**BLUE NILE MASHREG
BANK OPENS MOBILE
BRANCH IN WEST SOBA**

13

**AUSTRALIAN FIRMS SEEK
TO INVEST IN MINING
ACTIVITY IN NORTHERN
SUDAN AND DARFUR**

14

**LONDON GATWICK
WELCOMES SUDANESE
BADR AIRLINES**

15

**MADE IN ITALY
PARTICIPATES WITH
THIRTY-SEVEN COMPANIES
IN THE KHARTOUM FAIR**

16

**IATL INTERNATIONAL
& INGENICO, A SMART
PARTNERSHIP FOR A
SMARTER SUDANESE
FINTECH SECTOR**

BRITISH INTERNATIONAL INVESTMENT COMMITTS \$50MLN TO SUPPORT FOOD AVAILABILITY IN SUDAN

Article Source: [zawya.com](https://www.zawya.com)

INVESTMENT is provided through Invictus Trading to support the DAL Group, one of the largest conglomerates and the leading food and agriculture business in Sudan.

- The commitment will allow DAL Group to import 280,000MT of wheat annually, providing crucial food supply to millions of the urban population in Sudan.
- The deal will be the first investment by British International Investment to directly benefit the people of Sudan.

Cairo:- British International Investment (BII), the UK's Development Finance Institution (DFI) and impact investor, has announced a \$50 million investment to Invictus Trading, a subsidiary of Invictus Investment and a key partner handling the import activity for the DAL Group. The investment will support the DAL Group to supply staple foods during times of uncertain global markets, supply chain disruptions, and climate change contributing to unprecedented challenges for food security in Sudan.

DAL Group's long-standing presence in Sudan spans over 70 years. Through its subsidiary DAL Food, it provides essential foods, and employs 7,000 people across the country with ambitions to strengthen its partnerships with smallholder farms. DAL Group is the largest wheat importer in Sudan and its expansive point of sales network and distribution capabilities, enables delivery of essential food products across the country. This investment will enable the Group to finance the purchase of 280,000MT of wheat for vital food products each year. This is the equivalent of over 20 billion pieces of bread for people in Sudan.

Macroeconomic challenges, conflict, higher international sourcing costs, alongside recent climate-related events such as severe drought and flooding have led to food shortages in Sudan and the region. The Humanitarian



Response Plan for 2023 estimates that up to a third of the Sudanese population – approximately 11.7 million people – will be food insecure in 2023.

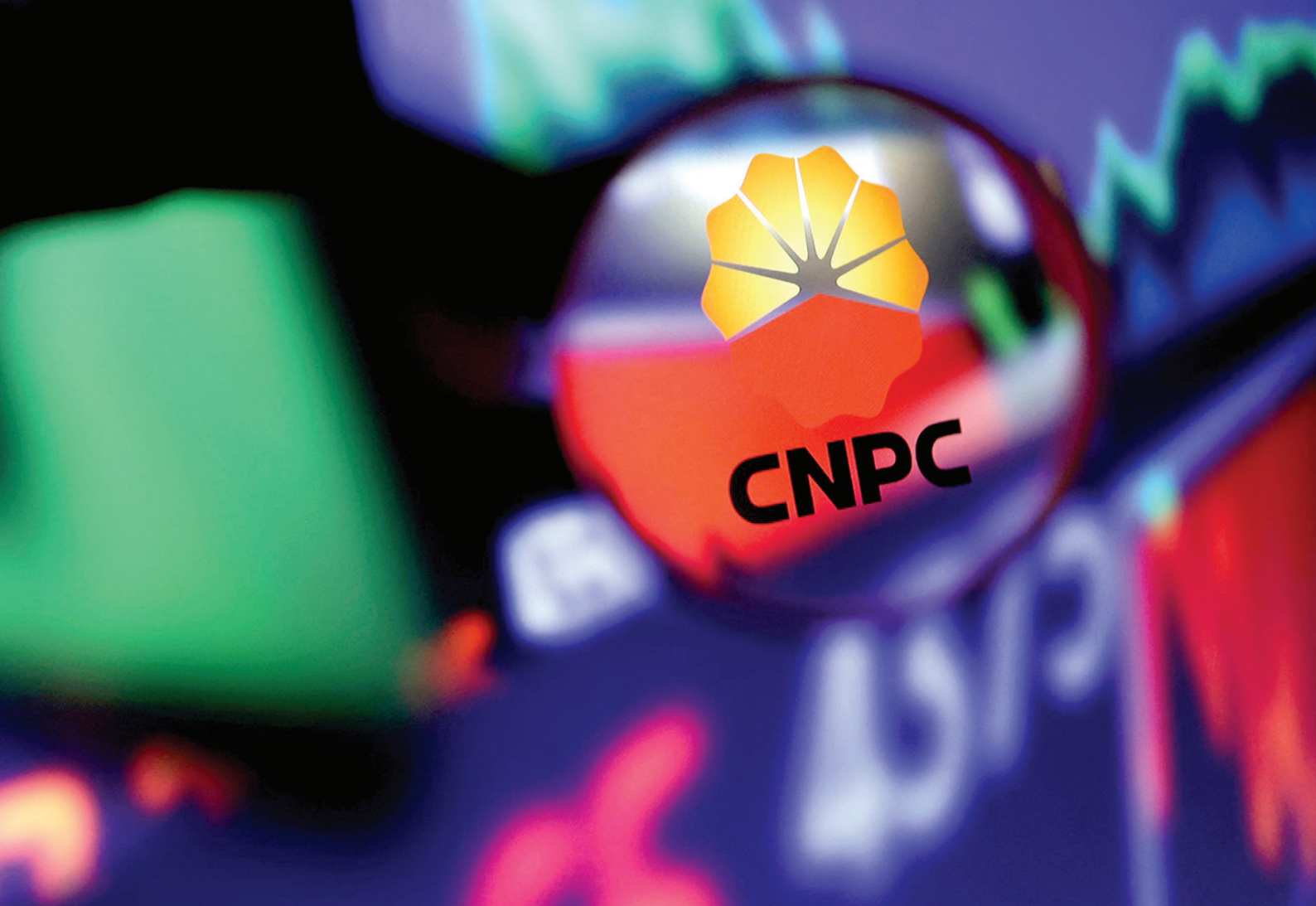
The funding will provide DAL Group with the necessary long-term working capital required to import wheat and boost the supply of flour to thousands of bakeries, retail outlets and businesses, enabling the consistent flow of staple food products for millions of Sudanese people in urban areas of the country.

Giles Lever, British Ambassador to Sudan, said: "It is great to see BII, the UK's development finance institution, complete their first Sudan-related investment. I believe that this investment will help sustain an important industry during difficult times. It also signals the UK's continuing commitment to the people of Sudan, and to the country's socioeconomic stability."

This investment in a locally owned African business reflects BII's aim to support local companies that are contributing to economic development. Head of Corporate Debt at BII, Richard Palmer said: "We are delighted to be able to support Invictus Trading and DAL Group, a unique business working to improve the supply of staple foods to the people of Sudan as the climate crisis and the war in Ukraine continue to constrain economic growth and disrupt supply chains."

Osama Daoud Abdellatif, Chairman of DAL Group said: "This investment is crucial to supporting sustainable food supply. This investment by BII reiterates our decades long work in advancing the agenda of food safety for the people of Sudan to create a real and lasting positive impact in the communities we operate in."

The investment contributes to the United Nations Sustainable Development Goal 2 - Zero hunger.



CHINA'S CNPC SETS UP REGIONAL OFFICES TO MANAGE GLOBAL PORTFOLIO

Article Source: reuters.com

China's top oil and gas major CNPC has completed a months-long reshuffle with the addition of six regional offices that report to Beijing headquarters to better coordinate and supervise its sprawling global portfolio, three company executives said.

THE process that began in July was the first major organization change for the state giant's global business spearheaded by Chairman Dai Houliang since he took charge in early 2020.

It created offices in Dubai to oversee Middle East businesses, Khartoum in Sudan to cover eastern Africa and N'Djamena in Chad for west Africa, Caracas in Venezuela for South America, and Almaty for Central Asia and Russia, they said.

A sixth office was set up in Hong Kong in late 2022 to oversee more than 20 Asia-Pacific countries, including the United States and

Canada, said the officials who declined to be identified as they are not authorised to speak to the media.

The regional headquarters will manage and coordinate CNPC's vast global business including the upstream unit CNPC International, the trading and refining arm PetroChina International, and oilfield services and financing.

They will also take charge of public relations and liaise with governments in their regions.

A CNPC representative declined to comment.

"The idea is to add a horizontal layer of management to better coordinate, supervise and manage CNPC's global businesses," said one of the sources.

The new offices have a combined staff of more than 100, including some transferred from existing business units, two of the sources said.

CNPC produces some 2 million barrels of oil equivalent with top investments in countries like Kazakhstan, Sudan, Chad, Iraq, Australia and Canada.

Like its peers Sinopec and CNOOC, CNPC has in recent years scaled back its overseas expansion as an anti-corruption drive since President Xi Jinping took power in 2012 reined in big-ticket spending.

CNPC, parent of PetroChina, has instead shifted to a re-examination of assets to manage losses while setting its sights on resource nations with which Beijing maintains friendly relations, such as Qatar and the United Arab Emirates.

However, some company officials were sceptical of the benefit of the changes.

"There have been many flip-flops over the years regarding CNPC's global organizational structure," said the third official.

"I'm not convinced what these new regional offices could actually achieve other than a 'supervisory' function."

UAE YAHSAT'S SUBSIDIARY YAHCLICK SIGNS \$15MLN DEAL TO BOOST AFRICA PRESENCE

Article Source: [zawya.com](https://www.zawya.com)

Agreement with Canar to also support Sudan's digital transformation strategy The subsidiary of Al Yah Satellite Communications (Yahsat), YahClick, has signed a \$15 million deal with Sudan's Canar Telecommunications to further boost presence in Africa.

THE six-year strategic partnership agreement will make Canar Telecommunications one of YahClick's largest service providers across the region, Yahsat, the satellite company of Abu Dhabi sovereign investor Mubadala, said in a disclosure on the Abu Dhabi Securities Exchange (ADX).

"[The deal] will enable us to support communities across Sudan with improved communications and other services even in the remotest areas of the country," said Ali Al Hashemi, Yahsat Group CEO.

"The strategic partnership with an established telecoms operator in the country will allow YahClick to support other communities across the Middle East and Africa."

The new deal will also enable Canar to help deliver on the Sudanese government's aim to accelerate the country's digital transformation, added Abdalla Saeed, Canar CEO.

Based out of Abu Dhabi, Yahsat currently has a fleet of five satellites, which reach more than 80% of the world's population, according to the company.





POSCO INTERNATIONAL'S PHARMA BUSINESS HELPS IMPROVE HEALTHCARE SYSTEM IN SUDAN

Article Source: koreatimes.co.kr

Elrashied Ali Elobaid, second from left, dean of the University of Khartoum and General Medicines Company officials pose for a photo at the university in Sudan, Feb. 14. Courtesy of POSCO International

THE pharmaceutical business of POSCO International, the general trading subsidiary of Korea's largest steelmaker, POSCO, is expanding into Sudan, Africa, in what the firm says marks significant efforts to advance its social contribution drives, as well as profit generation.

The POSCO subsidiary said Thursday that General Medicines Company (GMC), a joint venture set up by POSCO International and Shin Poong Pharm, registered 30.1 billion won (\$23.5 million) in sales and 10.3 billion won in operating profit in 2022.

Last year's figures are the continuation of robust growth over the past two years. Annual sales and operating profit of the joint venture

averaged 36 percent and 42 percent from 2020 to 2022, respectively.

It sold about 200 million medicine products last year. Over 100 varieties of medicines including capsules, tablets, ointments and syrups were produced and distributed throughout Sudan, a great contribution to medicine and healthcare access in the African nation.

POSCO International was the first Korean firm to enter markets in Africa in 1978. It took ten more years to establish the joint venture in 1988. The firm's profit-motivated ambitions were put on hold for the betterment of the medical and healthcare needs of the Sudanese people, the POSCO subsidiary said.

The venture is best known for Distocide, an anthelmintic drug, used to treat animals infected with parasitic worms.

The entity has fortified its product lineups to include antibiotics, malaria treatments and diabetes and hypertension treatments, cementing it as the second-largest pharmaceutical firm in Sudan, with over 200 employees. The goal of the entity is to become the top player in the industry in the next 10 years.

POSCO International has a business presence in Sudan, South Africa, Nigeria, Algeria and three other African countries.



THE PARTICIPATION OF THE INDONESIA EMBASSY IN KHARTOUM AT THE 40TH INTERNATIONAL FAIR OF KHARTOUM

Article Source: kemlu.go.id

Khartoum, Sudan - Indonesian Embassy in Khartoum, from the 24th to the January 31, 2023 participated in the 40th International Fair of Khartoum (IFK) Exhibition at the Burri-Khartoum Exhibition Ground, Sudan. The Indonesian Embassy in Khartoum has also facilitated the delivery and exhibition of superior Indonesian products from 40 (forty) Indonesian companies, both large-scale companies and SMEs at the 40th IFK.

THE Indonesian companies participating in the 40th IFK are engaged in CPO products, alkes, vehicle parts, charcoal briquettes, biscuits, herbal medicines, textile products, handicrafts, building materials, spices, processed foods, shoes, coconut water drinks, grated coconut, and others. In addition to 40 Indonesian companies, Sawabash Foods (a joint venture between Indonesia, Sudan and Saudi Arabia that produces Indomie in Sudan), Marawi Company (distributor of ABC batteries) and Elniema Company (distributor of INCOE batteries) also participated in exhibiting various products they imported from Indonesia.

During the 40th IFK exhibition, the Indonesian stand exhibited various products and new tourist destinations Beyond Bali. Apart from that, the Indonesian stand also

offered visitors to try traditional costumes which were enthusiastically welcomed. The Indonesian stand was always busy and packed with visitors who were interested in establishing trade cooperation and expanding economic cooperation with Indonesia, or who wanted to take a tour to Indonesia.

The Indonesian Embassy in Khartoum succeeded in identifying 151 potential buyers who were interested in purchasing and cooperating with CPO, medical equipment, building materials, medicines, spices, herbal medicines, clothing, soap and paper with potential transactions of approx. US\$ 30 million. Furthermore, the Indonesian Embassy in Khartoum will follow up on this activity through a virtual business meeting between Indonesian and Sudanese business people.



Exclusive Interview with Architect Jack Ishkanes

REFLECTING SUDAN'S ARCHITECTURAL HERITAGE

Jack Ishkanes was born in Wad Medani and completed his secondary schooling in Khartoum. Through a scholarship, he was provided the opportunity to study in Warsaw, Poland. In addition to graduating with an honors degree, he takes pride in the fact that his faculty's lectures continue to utilize his thesis years after his graduation. Upon his return to the Sudan, he began to work with the Ministry of Works. However, he decided to leave after five months since the experience did not meet his expectations and his ambition guided him in a different direction.

ISHKANES joined the office of Architect Abd'Alraazzag Mousa (former Arch. Stefanides office) before establishing an office in Qatar in 1974. He undertook its responsibilities until 1980, where he designed and built many projects. In the year 1980, he moved to England where he worked in a building establishment until 1982. When he returned to Sudan in 1983, he worked on building his own apartment building and residence which is now the Libyan Embassy in Khartoum.

Ishkanes's interest in implementing his heritage and culture in architecture always provides a unique touch to his work. In fact, by constructing a Nubian villa (Dar Mabrouka) he demonstrated the beauty of his Nubian, Suakin and Colonial heritage to those around him.



Diar Al-Surour Villa

However, his expertise extends beyond cultural architecture and includes commercial buildings as well. Recently, he completed the Blue Nile Mashreq Bank project on the corner of Almashtal-Ebed Khatem roads as well as

an apartment building on street 25 Alamarat that is adorned with a swimming pool and gym on the Mezzanine floor. His recent work also includes his contributions to several residences for prominent Sudanese families and lately a

Nubian villa in Al'yassmine compound, Soba. Since his retirement, he has been spending a lot of time enjoying his hobby – painting. He is currently penning a book to guide newly graduated architecture students.



Diar Al-Surour Villa

WHEN DID YOU DISCOVER YOUR PASSION FOR DESIGN AND EVENTUAL ENTRY INTO THE WORLD OF ARCHITECTURE?

My passion for drawing and sketching began when I was still a child. I was consistently intrigued by the various methods I could use to perfect my art. When I was granted a scholarship to study in Poland, I was delighted. I joined the Academy of Fine Arts and excelled in all the subjects. However, after observing my skills, my attention to detail, and knack for integrating practicality in my drawings, my professor advised me to study architecture. From day one at this new program, I knew I already possessed the skills and design sense required to perform well in this field.

HOW DID YOUR MULTI-CULTURAL BACKGROUND, TRAVELS ABROAD AND SUDAN'S RICH HERITAGE INSPIRE YOUR DESIGNS?

My background is diverse and multi-cultural, which only adds to my skills and knowledge across various spheres of life. While my father was an Armenian who converted to Islam, my mother was Sudanese and of a Moroccan and Arak'iyen descent. In fact, my mother was related to Alsheikh Abd'Albagi of Taiba in Wad Medani. Growing up, I observed the cultural phenomenon of all these various backgrounds, which had a profound impact on how I perceived art and architecture. My multi-cultural background provided me with exposure to diverse architecture, which continues to inform my work. This environment certainly influenced all of my designs.



Dar Mabrouka Nubian Villa



Blue Nile Mashreg Bank

IS THE NUBIAN ARCHITECTURE WIDELY RECOGNIZED IN THE INTERNATIONAL WORLD OF ARCHITECTURE?

Currently, Nubian architecture is not internationally recognized. It is certainly important to improve the exposure enjoyed by this innovative architecture. Today, Sudan and Egypt's favorable climate and wonderful

forms make them the perfect centers to create Nubian architecture. However, this form of architecture remains underutilized even today and gains inadequate recognition and exposure. To change this situation, the only possible solution is to continue working on this form whenever possible. Coordinated efforts of Sudanese architects to integrate Nubian

architecture can put this design form on the map. This form of cultural heritage should not be ignored or overlooked any longer.

WHICH OF YOUR RESIDENTIAL PROJECTS IS THE MOST MEMORABLE AND WHY?

For me, Dar Mabrouka lies the closest to my heart when it comes to residences, because it was not only my personal project, but it also employed the Nubian style seamlessly. This was my first effort to persuade other architects to follow suit.

EQUALLY, WHICH OF YOUR COMMERCIAL PROJECTS IS THE MOST MEMORABLE AND WHY?

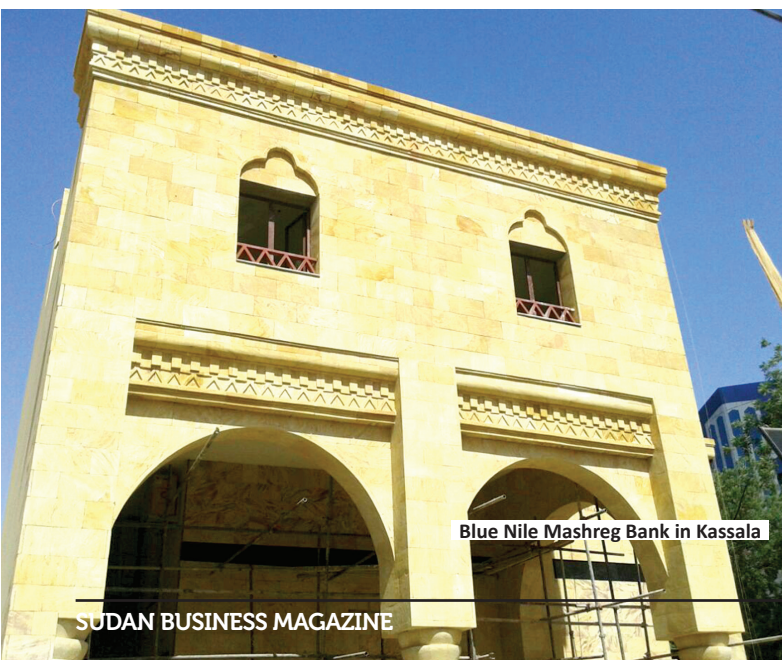
When it comes to commercial buildings, there are many that I am proud of. For each of my projects, I dedicate all of my efforts and my passion to deliver perfect outcomes. However, in particular, the Sagana and Kassala Blue Nile Mashreq Banks remain my greatest achievements in this particular sphere due to their adoption of regional and vernacular architecture and their seamless juxtaposition with modern components.

WHAT IS THE BIGGEST CHALLENGE FACING THE ARCHITECTURAL INDUSTRY IN SUDAN?

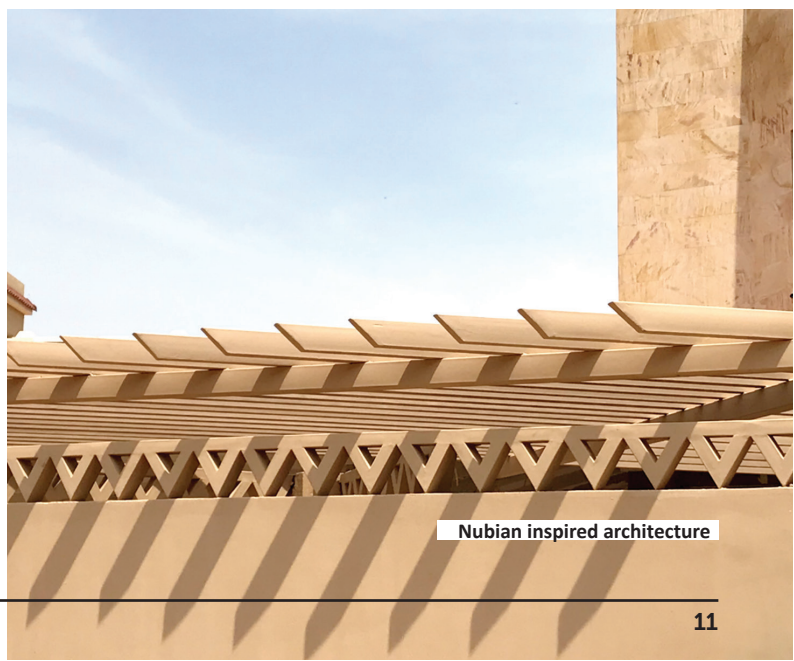
Sadly, modern architecture fails to live up to the grandeur of the past. Today, chaos and confusion are rampant and architecture is replete with unintentional complexity. This can be attributed to the mindless mimicry of Western styles that leads to the creation of messed up and disfigured architecture. To resolve this, there is a need for architects to go back to their Sudanese roots and culture when working on their designs.

FINALLY, WHAT ARE YOUR WORDS OF ENCOURAGEMENT TO SUDANESE ARCHITECTS?

I want my Sudanese colleagues to get acquainted with our heritage and culture, because that would help them create functional architecture. While Western designs and architecture may be attractive due to their simplicity, the history and intricacies behind our architectural heritage delivers commendable outcomes.



Blue Nile Mashreg Bank in Kassala



Nubian inspired architecture



BLUE NILE MASHREG BANK OPENS MOBILE BRANCH IN WEST SOBA

Article & Photo Source: BNMB on LinkedIn

B LUE Nile Mashreg Bank opens a mobile branch in West Soba. The inauguration was attended by the Chairman of the Board of Directors, Chief Executive Officer Akram Elbaloula and other members of the leadership team.

The Bank is pioneering the mobile branch model, where low cost and fast deployment of banking services are being available to clients.

Blue Nile Mashreg Bank is committed to maintaining the highest standards of excellence in financial services based on sustainable growth and development.



AUSTRALIAN FIRMS SEEK TO INVEST IN MINING ACTIVITY IN NORTHERN SUDAN AND DARFUR

Article Source: SUNA

The Australian Embassy to Sudan and Egypt revealed the interest of a number of Australian companies to invest in the mining field in Sudan.

THE Australian Ambassador, Axel Wabenhorst, made the remarks during a meeting, with the Sudanese Acting Undersecretary of the Ministry of Minerals, Dr. Mohamed Saeed Zain Al-Abidin and his accompanying delegation participating in the African Mining Indaba Conference took place in Cape Town .

The Australian diplomat reported that a number of companies from his country are interested to invest in mining activity in northern Sudan and Darfur.

For his part, the Undersecretary of the Ministry of Minerals, reaffirmed the interest of Sudan, represented by the Ministry of Minerals in

the Australian investments in the country, calling on Australian firms to expand the scope of cooperation in the field of minerals and working to resolve any obstacles or issue facing their work.





Photo Source: facebook.com/BdrAirlines

LONDON GATWICK WELCOMES SUDANESE BADR AIRLINES

Article Source: aviation24.be

Sudanese Badr Airlines lands in London Gatwick Badr Airlines (formerly Sarit Airlines) is currently Sudan's largest airline.

London Gatwick welcomes Badr Airlines (operated by AirExplore). The new route from Khartoum to London will operate from February 24 and will operate twice a week on Tuesdays and Fridays.

ON the way to London, the flight will have a stopover in Istanbul. Badr Airlines says on its website that this is a security stop at the request of the British authorities. The return flight from London to Khartoum will be non-stop, possibly with a technical stopover in Cairo, Egypt to refuel. The flight schedule calculates 7 hours and 50 minutes for the return flight.

Khartoum to London Gatwick: J4695, 01:00-10:00 (11h block time via Istanbul)

London Gatwick to Khartoum: J4696, 11:40-21:30 (7h 50 sometimes via Cairo)

Badr Airlines flies from its base at Khartoum International Airport on international routes to

neighbouring countries, as well as to Nigeria, Saudi Arabia, Jordan, Qatar, the United Arab Emirates and Turkey. The company has a fleet of ten Boeing 737 aircraft versions -300, -400 and -500.

The flight to London Gatwick is operated by AirExplore Boeing 737-800 because Badr Air is banned from flying to the UK by the UK Civil Aviation Authority.

According to the published flight schedule, the flight from Khartoum to London should take 11 hours. It follows that the company calculates a stopover in Istanbul for approximately three hours.



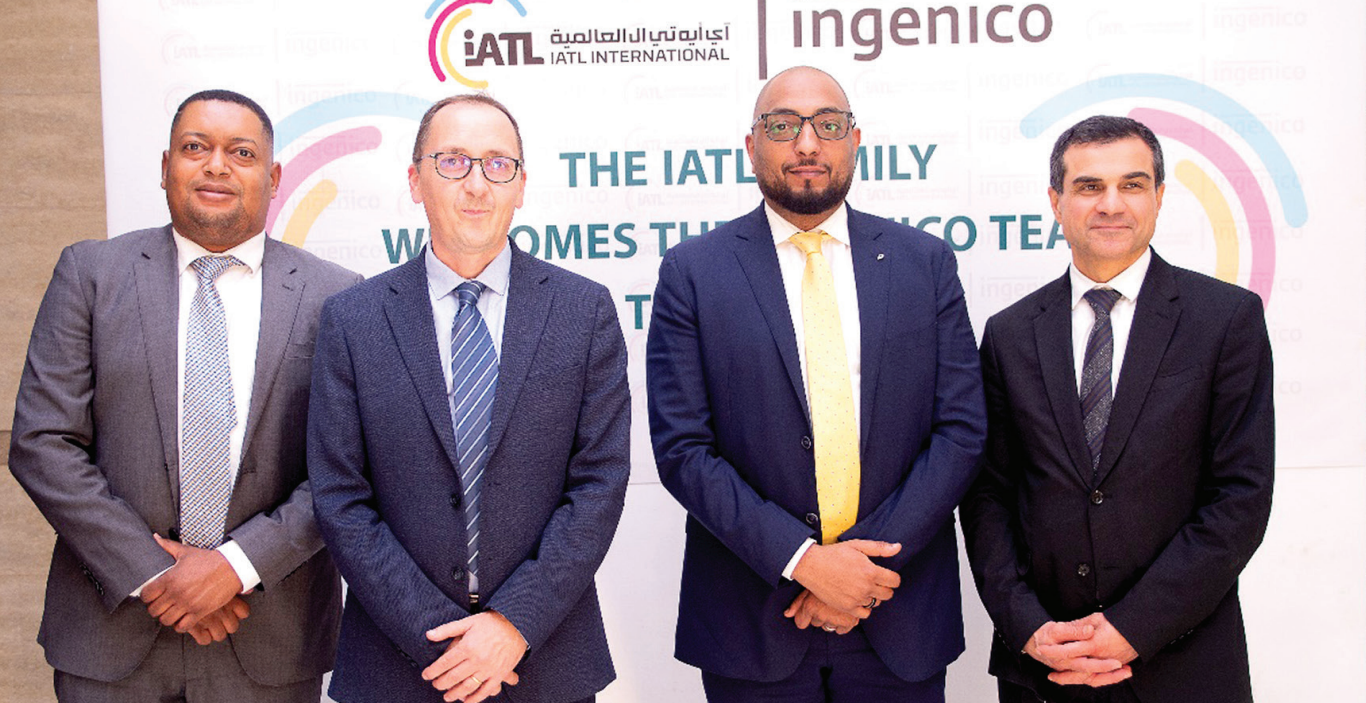
Ambassador Tommasi inaugurates the Italian Pavilion at the Khartoum International Fair, Sudan's main exhibition for economic and commercial affairs. Thirty-seven Italian and Sudanese companies representing #MadeInItaly participated in the Fair.

MADE IN ITALY PARTICIPATES WITH THIRTY-SEVEN COMPANIES IN THE KHARTOUM FAIR

Article & Photo Source: twitter.com/ItalyInSudan



Ambassador Tommasi also hosted a dinner with the #MadeInItaly community active in Sudan on the occasion of the 40th edition of the Khartoum International Fair. Italy fully supports Sudan's economic development and it's ready to seize business opportunities.



IATL INTERNATIONAL & INGENICO, A SMART PARTNERSHIP FOR A SMARTER SUDANESE FINTECH SECTOR

Sudan's Technology pioneer is partnering with the first global market leader in Point of Sale (POS) technology Ingenico bringing new payment experience to the country's e-commerce, and cross-channel transactions.

SINCE its inception in 1994, iATL International has been one of the country's top suppliers of IT and printing products and services providing both the public and the private sectors with state-of-the-art solutions.

Furthermore, iATL International enjoys an in-house maintenance workshop and software development department that puts the client's needs, via

- Prioritizing operations and support
- Extensive training programmes
- Efficient and timely distribution and deployment

With a brand-partner portfolio that spans global market technology leaders, iATL International constantly strives to propel the country's business landscape's digital transformation.

Business risks are accompanied by major opportunities; with the decline of cash transactions in Sudan, many business owners are pushed towards accepting electronic payments as a safer, and more reliable



alternative. This has the effect of expanding the electronic payment market in two aspects:

1. New market entrants from business verticals
2. Existing businesses that are motivated to adopt digital transformation as a growth strategy

Yet, due to the developing infrastructure of the country, the e-commerce experience is required to adopt an innovative mindset for success taking into account multiple contextual challenges.

Enter the partnership between iATL International and Ingenico; a leading global market player in electronic payment systems.

iATL International continues to be a pioneer in moving forward the digital economy of Sudan. In the words of Mr. Khalid Abuelgasim, CEO of iATL International:

"As part of our vision to provide smart, trusted and secure solutions to empower commerce across all channels: in-store, online and on

mobile, iATL International announced a new commitment to accelerate the transition from cash to digital payments, by joining Ingenico and taking steps to build an economy that benefits the whole FinTech industry. Moving away from cash will help Sudan enhance financial transparency as it reintegrates into the global financial system."

The partnership between iATL International and Ingenico opens an omnichannel payments acceptance platform by bringing alternative and cashless payment methods directly to the merchant's point of sale, emulating the online customer experience.

In general, electronic payment systems have the following advantages over their traditional counterparts:

- Reduction in transaction complexity, and delivery of better services
- Protection of payment-sensitive data such as cardholder and authentication credentials
- Decrease the risk of cyber attacks
- Preservation of merchants' reputation while maintaining protection from heavy fines

With iATL International's vast experience in Sudan's ICT sector, and with a clear vision to contribute towards Sudan's digital transformation, this is another step in the right direction which promises to cater significant value to Sudan and to the people of Sudan. Stay tuned and follow iATL International's news and keep a close eye as "iATLpay" is already next in line in iATL's queue of achievement milestones.



A profile in our executive interviews section places you among Sudan's most successful and prominent business leaders. The experience provides you and your company with a number of benefits, including:



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