

Sudan Business

Business
Copcats Impact
on Innovation

Peanuts
Processing
Keeping it Local

Central
Bank of
Sudan
Trade
Statistics

Sudan runs
First Fuel
imports
tender

*Interview with CEO
Mohamed Bakhit from
TAD Facilities
Management*

OPENING THE ECONOMY

Other Features

BUSINESS NEWS

|

SPECIAL FEATURES

|

MARKET TRENDS

INVEST IN SUDAN

|

APPOINTMENTS

|

INTERVIEWS WITH INDUSTRY LEADERS



Contents

04

Central Bank of Sudan publishes Foreign Trade Statistics

07

\$26 million from GCF and UNDP for climate change resilience

12

Executive Interview: CEO Mohamed Bakhit talks to us about TAD, Sudan's leading Facilities Management Company

15

New oil well discovery in West Kordofan



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COVERING SPECTRUMS

Alcohol Importation



Non-Muslims are now allowed to consume alcohol in private. Non-Muslims could still be prosecuted if they are caught drinking with Muslims. Non-Muslims are now allowed to drink, import and sell alcohol. Legal entities and policies to sell alcohol are yet to be announced.

Finance



Sudan has submitted a number of projects to the African Development Bank to obtain financing estimated at \$55 million, including supporting statistics, small productive projects, empowering youth and combating infectious diseases, in addition to the bank's approval to finance activities to prevent the effects of the Corona pandemic by about \$27 million, within the projects financed by the bank Currently in Sudan with a value of \$388 million dollars

Mining



Orca Gold reports that detailed engineering work since delivery of a Feasibility Study on the Company's 70%-owned Block 14 gold project in Sudan, has identified improvements which are likely to enhance the already strong economics or the Project. Orca expects to file a revised study in September 2020 reflecting these improvements, updating capital costs to Q2 2020 and highlighting the impact of current gold pricing on valuation.

Agriculture



Al-Jazeera Microfinance Foundation, announced that they have attracted financing amounting to (118) million SDG, and that their plan aims to plant 30 thousand feddans of wheat in the winter season.

#TRENDING



COVID-19 Africa Watch @Covid_Africa · Aug 25

New interview: How **#FinTech** will evolve after the pandemic in Africa in general and in **#Sudan** in particular. Watch here >



FinTech and Sudan's Response to COVID-19

An interview with Omer Omarabi, General Manager of Electronic Banking Services Sudan

FinTech and Sudan's Response to COVID-19
An interview with Omer Omarabi, General Manager of Electronic Banking Services Sudan
covid19africawatch.org



HORNi @HORNi_Rhino · Aug 26

Some travel inspo to get us excited for when the world opens up! **#Travel** **#HORNiCoffee** **#Tourism** **#Sudan** **#Africa** **#Dreams**



Sudan's top 5 national parks to visit post-lockdown
Sudan boasts more than 4 000 plant species and is home to significant populations of iconic African species.
iol.co.za

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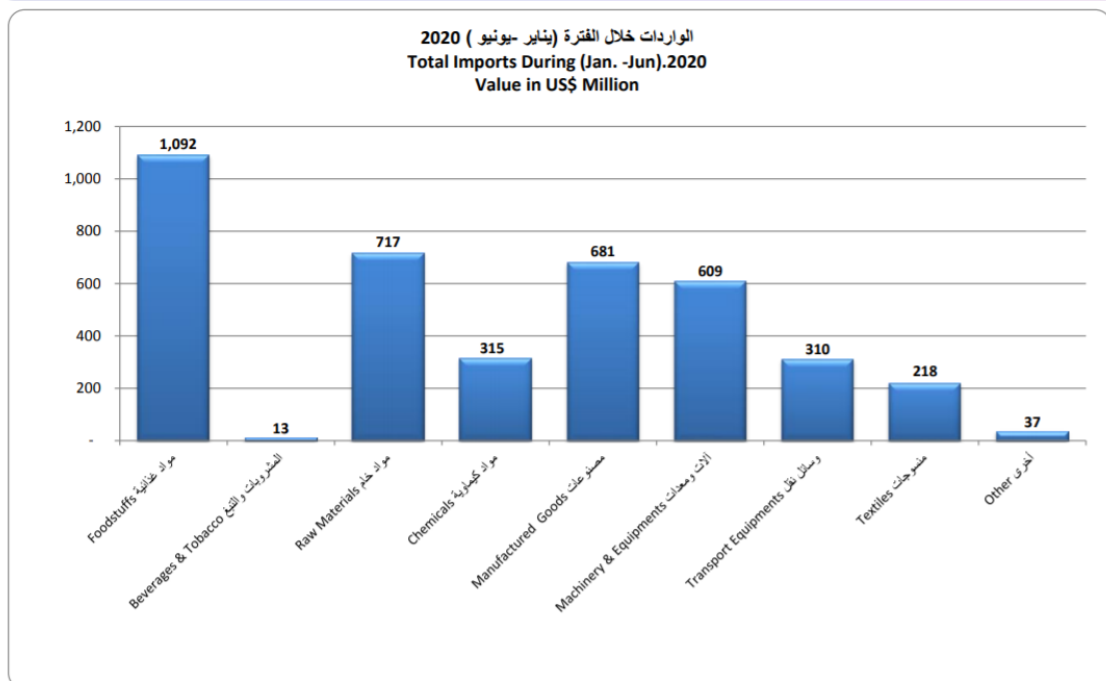
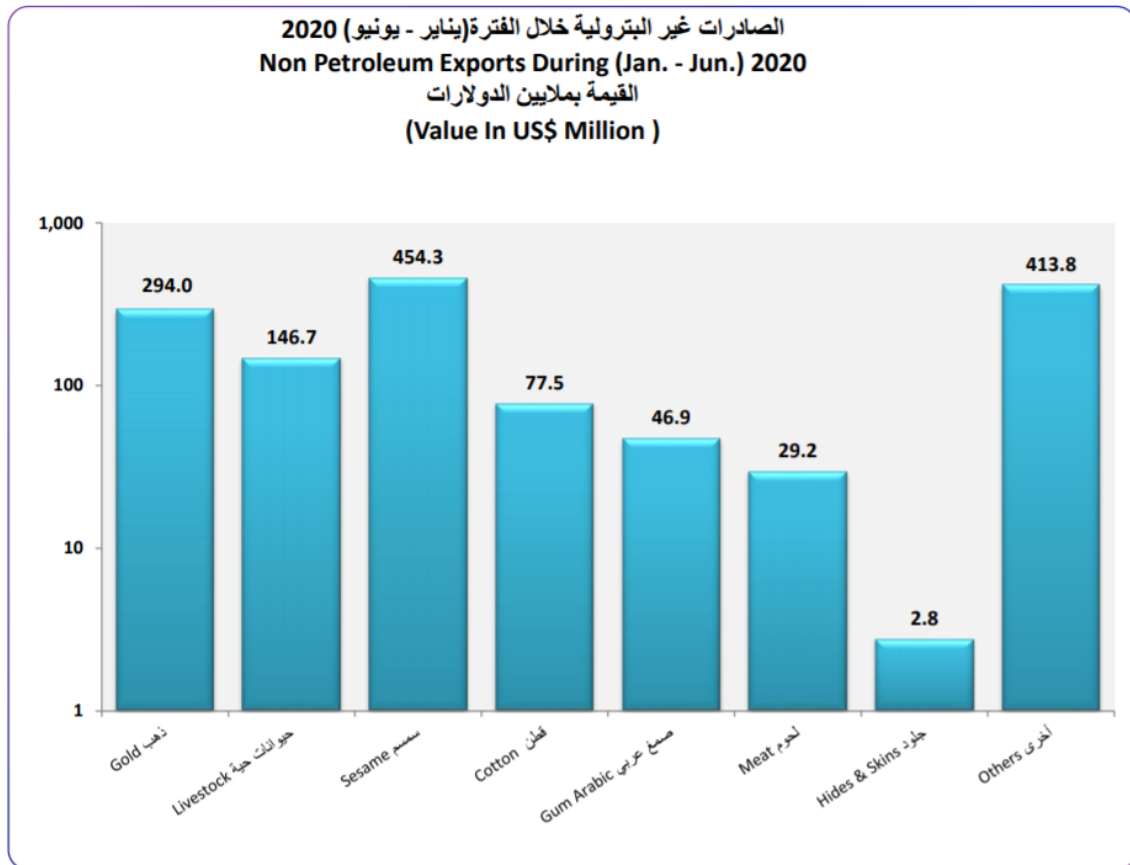
How is the situation with **#patent** applications having their origin in **#China** and are filed in African countries? An area that requires more attention as the China-Africa relation is growing steadily. **#SouthAfrica** seems to attract the most patent filings from Chinese patent holders. **Colin Coleman African Private Equity and Venture Capital Association (AVCA)** **World Intellectual Property Organization – WIPO** **#Sudan** **#Kenya** **#Africa** **#Morocco** <https://lnkd.in/gDhH9XB>



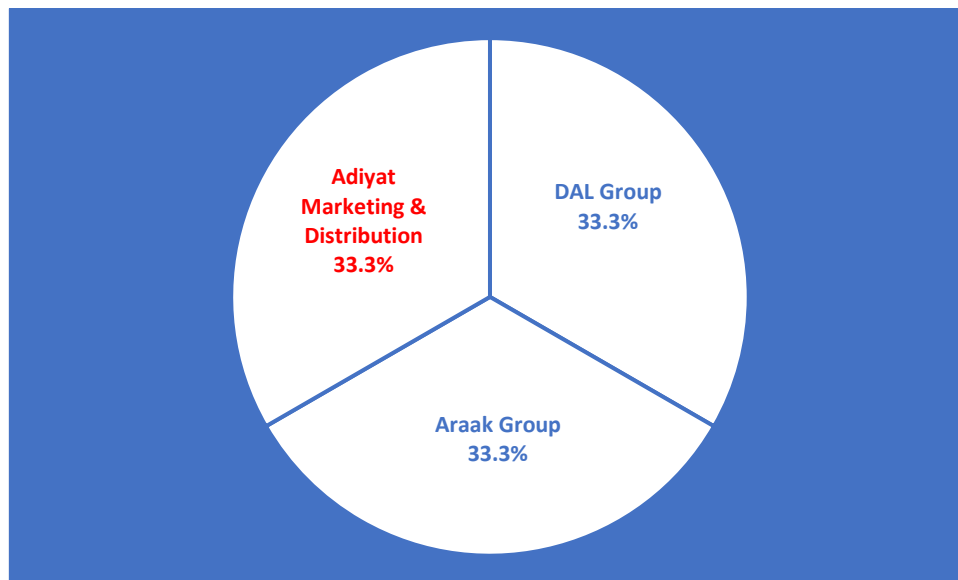
Patent Applications in the African Continent having Origin in China
inventa.com

Central Bank of Sudan publishes Foreign Trade Statistics

Source: cbos.gov.sd



Most Admired Brands in Africa operating in Sudan



Market share of the Sudanese entities distributing 4 brands from the African Best Brands Survey

Sudan Business Magazine amend the article published on the July Issue and confirm that Adiyat Marketing & Distribution are the distributors of Unilever products in Sudan.

It is evident that the Sudanese market may be more linked to the Gulf Cooperation Council (GCC) countries, for example the automotive manufacturer such as Hyundai has not made it in the top 100 list, even though it is recognized as one of Sudan's top car brands.

The Sudanese market has historically followed successful brands launched in the GCC which raises the question, should Sudanese businesses pursue trends of African or GCC brands? And is Sudan considered as part of the Pan-African market with the same brand awareness such as South Africa and Nigeria? The economic shortfalls lead to the majority of Sudan's population being low income individuals to build trust in non-branded products which are unrecognized and can be additions as top brands on the top 100 list.

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Local Spending

Processing Peanuts in Sudan

Sudan has been a top producer of peanuts for so long that the nutritious variety is called the "Sudani" – but the government says it wants Sudan to process the nuts inside the country to increase local spending. But traders said they were not given time to prepare. The two main customers for Sudan's peanuts were China and Indonesia.



Protein-rich peanuts, which are also called groundnuts, provide rural employment and much needed foreign exchange. Before the trade ban, peanuts were Sudan's fifth biggest international earner after gold, sesame, oil and livestock.

Trade Minister Madani Abbas Madani defended halting exports "to maximise the market value of peanuts and the added value of Sudanese products, in light of climate change which affects the quality" of the product. For the government, the hope is that Sudan can earn more money through selling products from processed peanuts such as oil or butter.

\$26 million from GCF and UNDP for climate change resilience

Source: Afrik21

The Green Climate Fund (GCF), the United Nations Development Programme (UNDP) and the Government of Sudan will invest more than \$41 million in climate resilience initiatives. The GCF and the UNDP have recently signed related grant agreements with the authorities of this North African country (Sudan).

Like several African countries, Sudan faces a number of environmental challenges associated with climate change, including soil erosion; desertification; and “recurrent” droughts. To address this problem, which hampers agricultural production, the Sudanese government has launched irrigation and soil management projects. The aim of the various initiatives is to improve access to water in order to regenerate the land. The projects will also make it possible to introduce new climate-resistant practices in this North African country.

Projects supported by the GCF and the UNDP

The implementation of this climate resilience initiative will require an investment of more than US\$41 million. Part of the funding will come from the Green Climate Fund (GCF), \$25.6 million and \$540,000 from the United Nations Development Programme (UNDP). The two United Nations (UN) agencies recently signed grant agreements with the Sudanese government. The remaining \$15 million will be allocated by the Sudanese Ministry of Agriculture and Natural Resources.

The new climate change resilience projects will be implemented over a period of 5 years. The work will be led by Sudan's Higher Council for Environment and Natural Resources, in collaboration with the UNDP. The works will include the construction and rehabilitation of small-scale wells and irrigation systems, sand dams and water reservoirs. According to the United Nations Development Programme (UNDP), agriculture provides up to 90 per cent of the raw material for local industries and more than 80 per cent of employment and income in Sudan.

The funds provided by the Green Climate Fund (GCF), the UNDP will also help establish communal water reserves for the maintenance of green spaces. At least 4,500 hectares of green space will be rehabilitated. Also as part of these plans, sustainable animal husbandry, agroforestry and land management practices will be introduced in Sudan, as well as seeds resistant to climatic (arid) conditions.

Farmers will also benefit from training in the use and management of future water facilities. They will also be given tools (finance, equipment) to improve the management of their production and preserve their natural resources. Ultimately, “the health, food and water security of 3.7 million Sudanese will be improved,” says Selva Ramachandran, the UNDP Resident Representative in Sudan.

TAD A New Dimension in Facilities Management

Sudan Business Magazine interviews Mohamed Bakhit, CEO of TAD TFM, the leading provider of Integrated Facilities Management solutions in Sudan.

- 1) The public would assume that Sudanese building owners internally meet the requirement to manage their own building facilities, now Sudan has a professional facilities management service provider, tell us how TAD evolved from inception?

TAD has been established back in 2015, with the concept of providing total sustainable integrated facilities management in eastern African market, its registered in Sudan and South Sudan since then and we have plans to register the business in Ethiopia and Kenya in the coming future, tad grew to become on the leading service providers in the region providing.

Total Facilities Management to high end customers employing more than 1500 full time employees, with its training center, Tad is contributing to train more than 4000 persons every year for free, which helped many people to improve their technical skills in order to get a job in facilities management.

Last year we were privileged to get the award of the Best Facilities Management company – East Africa from Build Magazine, UK and this award was a great recognition for the company where we consider it as a milestone for further progress.





Co-Founder of TAD, Eng. Osama Osman
receiving a certificate of appreciation from
KIEHL Germany

TAD was the first company in the market to provide an integrated approach into Facilities Management, at the beginning the concept was challenging to get through since many customers were delivering the services using their in-house staff or outsourcing partial services to conventional cleaning companies or maintenance companies.

TAD entered the market to provide a total integrated approach where all building related service are outsourced to one company, starting from cleaning, housekeeping, pest control, landscaping, coming to engineering services such as HVAC, MEP and civil work down to office boys, reception and security guards.

TAD is following a strict scientific approach to provide all the services under one roof. This training center is one of its kind and equipped with the latest training material as per German Standard for Soft Services as well as SFG20 British Standard for Hard Services.

Also one of our biggest investments beside the training center is our computer aided software, CAFM system, <https://www.fsifm.com>, where all our daily tasks are scheduled and planned in the system and service can be visible to us as well as to our customers, our

“24/7 contact center”

is always ready to receive complains and calls whenever happened and a clear taskforce is initiated whenever there is a complain and/or call. Our CAFM system is unique and many buildings worldwide are managed using the same CAFM system, especially in Middle East and Europe.

2) Do you cater for both residential and corporate clients? What are the key services provided by TAD?

TAD's main focus is Business to Business approach at the moment however we have plans to expand to home maintenance services in the near future. Our main focus is to provide Total Facilities Management



to corporates in diverse sectors using our high-quality expertise to deliver the services, we are working currently with

many customers which we consider class A customer in the market, delivering an integrated services model to them.

On top of that TAD is focusing in sustainability service where energy needs to be monitored and saved, waste needs to be captured and segregated and recycled, every customer have clear reporting in such areas and this as we all know is becoming more and more important to customers in order to be part of their sustainability reporting of their business.

However, we provide diverse range of services in regards to building operation starting from air-conditioning, plumbing, mechanical and civil services in term of hard services, furthermore we deliver cleaning, housekeeping, pest control, landscaping as well as office boy, reception and security services, all previous services

are provided as per standards associated with them.

In regard to business to consumer, we are working to develop an online platform for homeowners and tenants developing a mobile application where service can be ordered and booked and delivered in an efficient manner, this idea will be launched during Mid of 2021 where many customers will benefit from it.

We also have challenges to get the security business license, however we are working to acquire this license in the near future since business bylaws are changing specially after Sudan Great Revolution took place during 2019.





3) How do you maintain your commitment in delivering a quality service to your clients?

Our company deals with delivering quality through two main aspects, first of all, our in-house training center is making sure all new employees are well trained as per standards mentioned before, and this is the first even before deploying new employees into customer sites.

Secondly, we have our excellence center department where we conduct a routine audit to all customer sites following a strict methodology in both hard and soft services, audit reports are delivered directly to top management where issue logs are initiated, and corrective actions are taken.

Additionally, excellence center is responsible for continuous improvement through root cause analysis methodology where permanent solutions are taken care off in order to avoid problem to be repeated again, there is a common phrase in our company culture which is 'solve the problem now and find out how to avoid it in the future'.

Furthermore, we are in the process to get the ISO Certification 41001 which is

dedicated to facilities management, and our plan is to get it during 2020. We also initiated a capacity building program last year, where we bring people from displaced areas due to wars, we train them and we deploy them to our sites, this initiative called We Are More, it simple training a cleaner to be as effective as 5 cleaners, we pay him/her triple the salary of one cleaner, he/she is happy and customer is happy.

This approach allowed us to help many people to get a decent income while doing a normal job even if they are cleaners. We believe in our employees, we also learn from our customers every day, our cleaner is our ambassador in front of our customer, our technician is our representative in from of our customer, that's the reason we work very hard in this part of the business.

4) With COVID-19 impacting people's movement yet the Sudanese economy had to restart, how did TAD contribute in ensuring that world class hygiene and rules are followed in buildings?

Since beginning of Covid-19 pandemic, we have been very proactive and helped many customers to deal with the pandemic. We have initiated TAD Wellbeing Package which includes regular decontamination of customer sites, awareness sessions as well as awareness signage, tapes and stickers to facilitate social distancing specially in receptions and waiting areas.

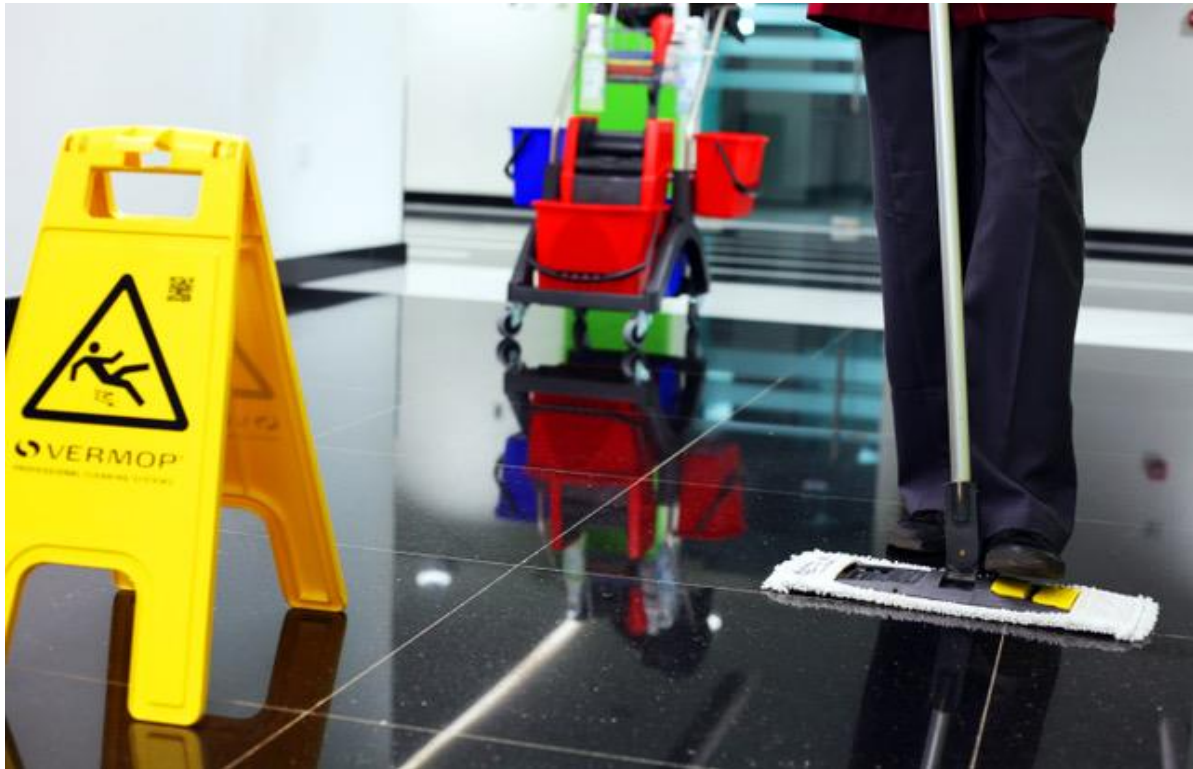
After the pandemic we have provided sterilization corridors and temperature measurement by our receptionists to all visitors and workers from our customers side.

On top of that we initiated a new position in our company for each and every site which is a Hygiene Steward, who is making sure that all touching points are disinfected on hourly basis, touching points such as door handles, light switches, elevator

buttons etc... are wiped on hourly basis in order to make sure the workplace is safe, and people are healthy.

Receptionists in many locations are responsible to make sure all clients workers

are wearing masks and sticking to distancing protocols.



5) Which sectors are the most challenging to manage and why?

One of the most challenging sectors in facilities management is the healthcare sector, we have decided 5 years ago to start with it since we are confident from ourselves. We started acquiring Elmoalem Medical City where most of our good employees and managers now started to work there at their beginning of their career in TAD.

Furthermore, we have been assigned with the ministry of health as a service provider to manage Covid 19 at Elmoalim Medical City, our staff has been trained and examined, cases to Covid 19 using the premises are well taken care of, our staff are well aware about red zones where

patients are allocated and they always understand Standard Operating Procedures about how to deal with cases in such situations.

Also one of the most challenging operations in our company is the industrial sector where operations needs to be strong enough to tackle all services related to utilities' complains, industrial is very tough and losses could always occur if FM service provider is not doing a good job specially when it comes into services to cooling towers, HVAC systems of core staff.

We have many stories with our customers such as Teital Factory or JTI where we helped them to tackle issues related to their core activities.

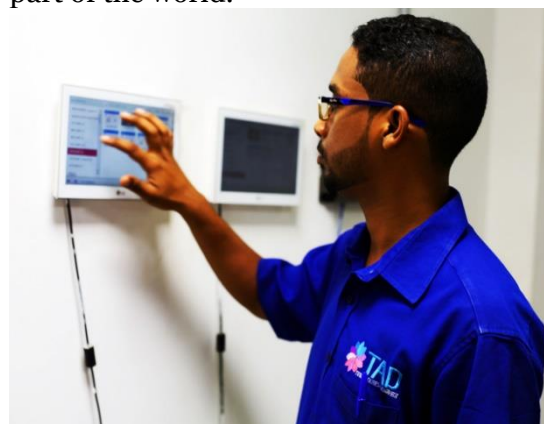
6) What are the future business aspirations of TAD?

We have signed an agreement with Farnek Services, which is a swiss base Facilities Management Service Provider where we are going to provide an energy and waste management service to hotels in eastern Africa using their novel tool called hotel optimizer, where energy consumption is monitored and audited, waste is captured and audited,

www.hotel-optimizer.com

we are the sole agent for this service in the while eastern African region and we are going to support Hotelier to save energy, manage waste in a sustainable way, and support them in getting green globe certifications, www.greenglobe.com,

this will position TAD as a leader in this part of the world.



Furthermore, we are going to start Domestic services using our mobile application to get service enquiries from homeowners and tenants, serving this sector in the most efficient manner using the best technology and automation tools to manage this type of service in the best way possible

Tell us more about the Sudanese Facilities Management Association SFMA

We also in the process to establish the Sudanese Facilities Management Association for the first time, SFMA aims at unifying the facility management industry in Sudan, by conducting research, providing educational programs and assisting corporate organizations in creating sustainable facility management strategies. The association will provide a standardized framework for facility management professionals, wider construction industry stakeholders and building owners / occupiers across Sudan.

Networking, education, knowledge sharing, thought leadership, legislative governance and B2B events are all significant components of strategic FM to be promoted, supported and implemented by SFMA and its Members. We will also establish strong relationships with regional and international similar associations such as MEFMA www.mefma.org and IFMA www.ifma.org

Sudanese Achievers

Zein Abdalla

Editor's Choice



Zein Abdalla was born in Sudan and graduated with a degree in Electrical Engineering from Imperial College in London, UK.

From September 2012 through his retirement in December 2014, he was based in New York and the President of PepsiCo, Inc.

Before then, Zein served as Chief Executive Officer of PepsiCo Europe—a division of PepsiCo—starting in November 2009 and as President, PepsiCo Europe Region. Zein was credited with doubling revenue of PepsiCo's Europe division from \$7 Billion to \$14 billion.

Zein held a variety of senior positions at PepsiCo since joining the company in 1995.

Since his retirement from PepsiCo, Zein sits at board and director level with several organizations and is Chairman of The MasterCard Foundation.

Zein is considered a renowned CEO on a global level and has raised Sudan's profile in delivering executives who can lead blue chip companies.

Another Sudanese success which requires recognition.

New oil well discovery in West Kordofan



A new oil well in the Abu Jabra field in West Kordofan will produce 840 barrels of light crude oil per day.

Light crude oil is easier to process into petrol than heavier crude oil.

Undersecretary of the Ministry of Energy Hamid Suleiman visited the oil field and examined the results of the well tests, which were carried out by Sudanese service providers. The test drills were preceded by elaborate studies, surveys and technical preparation in order to predict the possible production.

The Undersecretary of the Ministry of Energy said that the production of the Sharif field will increase from 1,800 barrels to 7,000 per day.

He called upon the Sudanese business community to invest in the Sudanese oil sector. He said that the production can be increased with only little efforts.

Andersen Global Enters Sudan as Africa Expansion Remains High Priority

Source: Business Wire

Andersen Global has entered into a Collaboration Agreement with the law firm Ali Gailoub and Samia El Hashmi in Sudan. The addition of the Khartoum-based firm establishes Andersen Global's presence in the country and continues the organization's expansion on the continent.

Founded in 1987 and led by Office Managing Partner Samia El Hashmi, the firm focuses on corporate law, litigation and other business transactions. Additionally, Ali Gailoub and Samia El Hashmi's specific areas of expertise include administrative law, antitrust and trade, aviation, banking, tax, business formation and general corporate and business law. The full-service firm operates with two Partners and 10 attorneys who offer a broad range of services tailored to their clients and provide legal consultancy services to individuals and businesses as well as advice to diplomatic missions and embassies in Sudan and Africa.

"The lawyers at our firm have a proven track record for delivering successful solutions that are in the best interests of our clients," Samia said. "Our collaboration with Andersen Global will allow us to expand our reach and provide our clients with broader legal services, and now, tax services through the organization's member firms and collaborating firms."

"Ali Gailoub and Samia El Hashmi is another high-quality practice that bolsters our platform in Africa which now includes more than 36 countries," Andersen Global Chairman and Andersen CEO Mark Vorsatz said. "Ali / Samia and their teams' dedication to independence and transparency set the standard for legal services in Sudan, which lays a strong foundation for our organization in the market and will be instrumental as we expand our reach even further."

Andersen Global is an international association of legally separate, independent member firms comprised of tax and legal professionals around the world. Established in 2013 by U.S. member firm Andersen Tax LLC, Andersen Global now has more than 6,000 professionals worldwide and a presence in over 193 locations through its member firms and collaborating firms.

You will never be the best business COPYCAT



by Mohamed Mostafa



One of the biggest threats to the economy we face in Sudan is the lack of different ideas and creativity, which leads to what is called Business Copycat.

What is Business Copycat? Hussain wants to start off his business. His friend Ali has already opened a hair Salon in one of the areas in Khartoum and it has been successful. Rather than Ali thinking of something different, he will identically imitate Hussain's idea and open another Salon in an approximate vicinity. This is what is called business CopyCat.

Well, no one can deny the fact that we should not start from scratch. The current world market has so many successful businesses that were born as a copy of someone's idea. We certainly should learn from others, and take their experience into account when setting up a new business. Nevertheless, business copycats can be a threat to their competitors as well as they can adversely impact the entire economy of the country.

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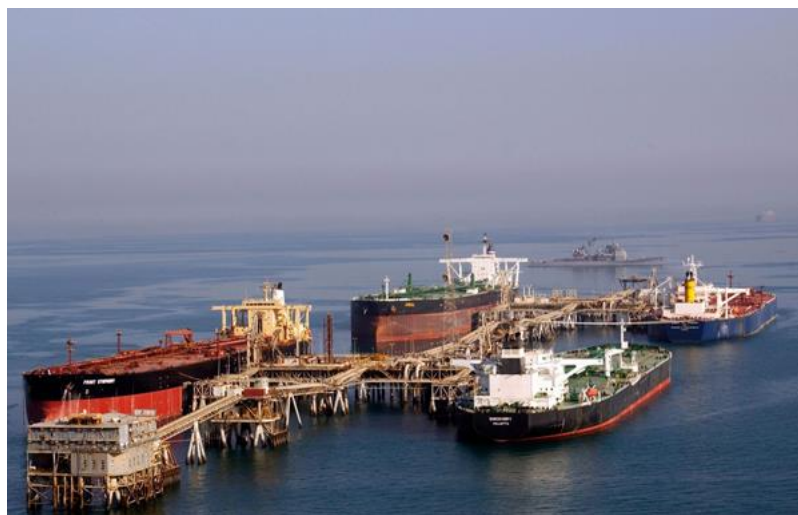
Copcats can dilute brand equity and damage sales, reducing incentives to innovate. When we identically copy a business, we limit our thinking and abstain our innovative ideas from coming to the surface and benefit our people.

You will never be Bill Gates or Elon Musk if you don't come up with your own idea, have your own fingerprint on your business, find the real passion on what you do, create your own product in a unique fashion.

“You can't copy anybody and end with anything. If you copy, it means you're working without any real feeling. — Billie Holiday”

Stay on your own lane - When you run your own race, you have no competitors. When you come up with your unique way of establishing a business or creating a new product; you have no competition, which relieves you from the constant pressure of comparing your success to others.

Sudan issues first Fuel Tender



Source: Reuters

Sudan has started checking offers from its first ever tender to import fuel, the energy and mining ministry said in a statement.

Prime Minister Abdalla Hamdok said in an interview with a state-radio that the tender, for September supplies, would be financed by a recently created fund to import basic commodities.

The ministry statement said the offers were being checked “with complete transparency” that won companies’ praise. Sudan used to depend on direct purchases in the past.

Fuel subsidies that were a source of widespread corruption are being gradually phased out.

Sixteen of 28 local and international companies which received the tender terms brochure presented offers, the ministry said, adding that the checking and awarding process would continue in coming days.

Does your business have a story to tell?



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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- an opportunity to boost your company and profile and associate your business among our influential subscriber and distribution base.
- a chance to share your insights and ideas with the next generation of executives and entrepreneurs.

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