

Sudan Business



SOLAR POWER KINGS

**Mohamed Mukhtar and Tarek Malzer
explain how Empower Renewable Energy started**

- + China's CRRC ZIYANG delivers freight-train carriages
- + First US Ambassador arrives in Sudan since 25 years
- + Sudan Ready to offer ZARUBEZHNEFT new oil exploration blocks
- + Tarco Aviation launches direct flight to Dubai
- + Al Hudhoud Agricultural Company promoted Dutch farming products
- + HITEK signs deal with TAD to digitalise North & East African markets
- + MTN to enhance rural networking with help from Nuran



SUDAN BUSINESS MAGAZINE

August 2022

www.sudanbusinessmagazine.com

EDITOR

editor@sudanbusinessmagazine.com

ADVERTISING

advertise@sudanbusinessmagazine.com

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Photo Source: ndtv.com

CHINA'S CRRC ZIYANG DELIVERS FREIGHT-TRAIN CARRIAGES TO SUDAN

Article Source: railway-technology.com

The carriages, worth \$51.6m, support Sudan's \$640m project to restore its railway network.

LOCOMOTIVE manufacturer CRRC Ziyang Co, a subsidiary of China's CRRC Corporation, has delivered freight-train carriages to Sudan, reported Bloomberg citing Sudanese Transport Minister Hisham Abu-Zaid.

These carriages are valued at \$51.6m. Of this, Sudan paid 30% upfront, added the Minister.

The latest delivery highlights the support by China to Sudan's railway network restoration project worth \$640m. Sudan plans to take up the project amid its economic crisis owing to last year's military coup.

According to the Minister, the freight-train carriages will enable the country to transport as many as 350,000 tonnes of cargo by rail on a monthly basis, up from 80,000 tonnes.

However, he did not elaborate on the future plans of the restoration project or on any additional assistance from China.

In April 2021, Egyptian and Sudanese transport officials initiated talks for a new 900km-long rail line connecting the two countries to improve transportation of passengers and goods.

In July 2021, Sudan announced plans to refurbish over 2,000km of rail network that have been damaged due to several sanctions and mismanagement.

The African Development Bank, China State Construction Engineering Corp and a few Gulf firms reportedly offered assistance in this regard.



Photo Source: marketinsights.com

SUDAN READY TO OFFER ZARUBEZHNEFT NEW OIL EXPLORATION BLOCKS

Article Source: Interfax.com

Russia's Zarubezhneft could increase its presence in Sudan, where authorities are prepared to offer new blocks for oil exploration and production, Eltahir Mohamed, Director of Sudan's Oil Production Department, said at plenary session of the Russian-Sudanese intergovernmental commission.

“WE discussed Zarubezhneft's proposal for investments in Sudan. We previously provided several blocks for development, and now we have added more, in regions with gas and oil potential. I think by October we will pass on the necessary information so that they can start looking at these areas,” he said.

Dmitry Semyonov, head of the Russian Energy Ministry's International Cooperation Department, said the countries were thinking of expanding oil and cooperation through joint work in new areas.

“In the course of preparation, the number of oil blocks for development by our

Zarubezhneft company, together with Sudan's Energy and Oil Ministry and state company Sudapec, was increased. We also agreed with companies to discuss expanding cooperation in the oil sector beyond just production, to look at oil recovery technologies, associated gas utilization, oil refining, petrochemicals and training,” Semyonov said.

Zarubezhneft said in an in-house publication that it was considering several African countries as a region for the formation of a promising new oil and gas cluster. The company is negotiating with the governments of Congo, Sudan, South Sudan and Mozambique to identify investment opportunities and start operations in the medium term.



Photo Source: US Embassy in Khartoum Facebook page

FIRST US AMBASSADOR IN 25 YEARS ARRIVES IN KHARTOUM

The US Embassy in Khartoum released a statement on social media regarding the arrival of its newly appointed Ambassador in Khartoum.

“ **AMBASSADOR** John Godfrey arrived today in Khartoum, the first U.S. Ambassador to Sudan in nearly 25 years. As senior representative of the U.S. Government, Ambassador Godfrey will work to strengthen relations between the American and Sudanese people and to support their aspirations to freedom, peace, justice, and a transition to

democracy. He also looks forward to advancing priorities related to peace and security, economic development, and food security.”

The arrival of Ambassador John Godfrey is one step closer to reinstating Sudan's relation with the West, providing confidence in the business and economic environment.



TARCO AVIATION

LAUNCHES DIRECT FLIGHTS TO DUBAI

Article Photo: Tarco Airways on Facebook

Dubai Airports celebrated the launch of Tarco Aviation's first direct, two weekly flights between Khartoum and Dubai.

THE ceremony was held in the presence of the Senior Management of Tarco Aviation, H.E Jamal Al Hai, Vice President and Mr. Majid Sultan Aljoker, Chief Operating Officer from Dubai Airports and Mr. Jaafar Dawood Senior Vice President of Dnata,

amongst other dignitaries from the Embassy of Republic of Sudan in the United Arab Emirates. Tarco Aviation's route to the United Arab Emirates also includes two weekly flights to Sharjah. The routes shall be served by Boeing 737-800 aircrafts.

FLOOD AID DELIVERED TO SUDAN FROM VARIOUS COUNTRIES

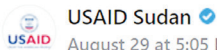


Gulf Daily News @GDNOnline · Aug 29

Bahrain will donate aid worth \$50,000 to Sudan as the country battles torrential rains and floods.

Read More - bit.ly/3RclEhe

#Bahrain #Manama #GDNNews #GDNOnline #Sudan



USAID Sudan

August 29 at 5:05 PM · 🌐

With our partner [IOM Sudan](#) we're providing urgently needed items in response to floods & displacement due to conflict in #Darfur
#Sudan #السودان #دارفور



IOM Sudan is at Gereida.

August 29 at 3:13 PM · Nyala, Sudan · 🌐

Disasters resulting from natural or man-made hazards increase the vulnerability of internally displaced persons and irregular migrants.

In Gereida, South Darf... See more



Qatar Fund For Development قطر للتنمية @qatar_f... · Aug 24

In an urgent effort to alleviate the suffering of people affected by the devastating floods in #Sudan, QFFD in cooperation with Qatar Charity and the Embassy of the State of #Qatar in Khartoum provided emergency support.

@qcharity
@MofaQatar_EN



الهلل الأحمر الإماراتي @emiratesrc · Aug 27

بنوحيات رئيس الدولة ومناحة سمو الشيخ حمدان بن راند آل نهيان ممثل الحاكم في منطقة الطفرة رئيس هيئة الهلال الأحمر الإماراتي.. الإمارات تسير جسرا حوبا لبعل 10 آلاف خيمة و28 ألف طرد غذائي وصحي و120 طنا من المواد الإيوائية إلى الخرطوم لإغاثة المنصرين من السيول والعصانات.



58 131 124



الهلل الأحمر الإماراتي @emiratesrc · Aug 27

Under the directives of the UAE President and the supervision of HH Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in Al Dhafra Region and Chairman of the ERC... An air bridge to transport 10,000 tents and 120 tonnes of various shelter materials to Sudan.



AlEkhbariya News @EKHNews_EN · Aug 28

Sudanese Officials Hail #Saudi Support to Sudanese People during the Current Ordeal of Torrents and Floods to deliver 250 tons of humanitarian, relief, and shelter aid to counter the impact of floods and torrents in #Sudan.

#EKHNews_EN



John Godfrey @USAMBSudan · Aug 29

With @USAIDsaveslives colleagues, I met today with partners working on flood response in #Sudan to discuss urgent priorities. As the largest donor to the people of Sudan, the U.S. Government has provided \$531 million for humanitarian needs in Sudan over the past 11 months.





SOLAR POWER

AROUND THE CLOCK



Mohamed Mukhtar and Tarek Malzer, founders and directors of Empower Renewable Energy, attended university together at the University of Southampton in the UK where Mohamed graduated with a Master's in Electrical Engineering and Tarek graduated with a Master's in Risk and Finance.

FOLLOWING university, Mohamed worked at RINA S.p.A., an engineering consultancy and Tarek worked at Schlumberger and Capita Plc. In 2017, after starting their business in Sudan remotely from the UK, delivering consultancy and engineering services, the two moved to Sudan permanently to pursue their start-up full-time and registered Empower Renewable Energy Company, the first dedicated renewable energy company in Sudan's history.

Mohamed and Tarek currently manage Empower and sit on the board as Technical and Commercial Directors respectively.



Since founding, they have managed to grow Empower from a start-up made up of two founders to a medium-size enterprise of more than 50 permanent comprising departments such as sales and design, project engineering, project management, technical support, and logistics in addition to establishing a network of tens of agents, distributors, and subcontractors across twelve of Sudan's 17 states.

HOW DID THE IDEA OF EMPOWER SUDAN START?

We first began as a start-up in 2016 when we decided to take a leap of faith and capitalize on our expertise in engineering and finance to provide consultancy and advisory services to residential, commercial, agricultural, and industrial clientele in Sudan. Our services

were first centered around a choice of specialized investment and engineering studies analyzing financial and technical feasibility of renewable energy projects from different angles on behalf of stakeholders considering developing solar power plants. This led to a steady rise in Engineering, Procurement and Construction (EPC) enquiries for renewable power plants, particularly solar in off-grid areas. We delivered Empower's first turnkey EPC project, which was for an agriculture irrigation system, in 2017. We then decided to establish an in-house dedicated EPC team to cater to this steadily increasing number of enquiries driven by the sudden scarcity and rising cost of fuel. We registered the Empower trademark in 2017 and went on to raise investment in 2018. That year we expanded the business to incorporate the procurement, supply, and authorized distribution of some of the most renowned renewable equipment brands worldwide. In 2019, we assembled a Business Development team comprising design, sales and engineering experts and re-established our mission to the pursuit of sustainable, innovative, and impactful projects. We have since 2019 adopted but hospitable approach to local, regional and global partnerships to realize this mission through strategic partnerships with NGO's, DFI's (Development Finance Institutions), climate funds, and a host of local and international private-sector stakeholders.

RENEWABLE ENERGY SOLUTIONS VERSUS CONVENTIONAL DIESEL GENERATORS, HOW DO YOU CONVINCE THE PUBLIC ABOUT THE CHANGE IN MINDSET?

Over six years, we have delivered several thousand tailored proposals and presentations. We learned through this experience that no two clients are the same and no two projects are the same. The key to delivering convincing and persuasive proposals, is transparency, integrity, and dedication. Transparency is key because every customer, large or small, deserves to understand their investment before deciding, especially when it comes to a long-term investment in a renewable energy solution. We therefore openly present financial, environmental, and technical factors to all potential off-takers so they are able to determine, with absolute confidence, the right solution for them. Integrity is a core principle at Empower that forms our strong bonds with our customers, partners, and stakeholders. We value the trust placed in us as an organization and in return we place the customer's benefit, first and foremost. We demonstrate our dedication to advancing our customers interests, fighting climate change and positively impacting communities by proudly being the only renewable energy company in the country with a dedicated 24/7 technical support team for solar systems as well as an operations and maintenance team conducting scheduled preventative

maintenance visits cleaning panels and testing equipment all year round. In addition, we utilize real-time monitoring solutions, allowing us and our customers to monitor system performance, record environmental impact over time in the form of tonnes of CO2 saved and trees planted. It is this level of dedication that demonstrates our undeniable goal of helping our customers, communities, and the environment to benefit from every single kWh of clean, cheap energy.

CONGRATULATIONS FOR BEING APPOINTED LONGI'S DISTRIBUTION RIGHTS IN SUDAN, HOW WILL LONGI PRODUCTS SUPPORT THE SUDANESE MARKET?

LONGi is the largest manufacturer of solar PV modules worldwide and, unlike other global manufacturers, is

taking a new approach in Africa. Most global manufacturers continue to center their strategic R&D and manufacturing goals around the large, utility-scale opportunities by focusing only on developing modules fit for a multi-megawatt power plant. However, LONGi places importance on the small-scale, big-volume solutions across Africa by developing and introducing products tailored to markets like Sudan. For example, LONGi recently introduced the 54 and 66-cell fifth-generation modules that have the same cell efficiency as their largest modules in production but comprise less cells and hence more compact dimensions and flexible configurations, features that are ideal for smaller residential and irrigation solar systems which make up the majority of the applications in the Sudanese market. This diversification clearly demonstrates LONGi's strong commitment to the Sudanese market and other markets in Africa. We are proud and excited to be LONGi's official partner and we look forward to delivering more innovative and effective solutions and to accelerating the adoption of renewable energy solutions in Sudan as we continue this journey together.

RENEWABLE ENERGY IS A MAJOR SOLUTION FOR RURAL AREAS, HOW CAN LOW INCOME INDIVIDUALS AND SMALL FARMING BUSINESSES AFFORD THESE SOLUTIONS?

Affordability is key to accelerating the adoption of renewables and to achieving universal access. We have witnessed tremendous progress toward affordability over the past decade as the price of the average residential solar system dropped by more than 60% driven by larger, more efficient manufacturing facilities, expanded R&D and technological advances. However, the price per watt-peak (the unit measure of a solar module's power capacity) has gone up year-on-year since 2020 as financial turbulence spurred by the COVID-19 pandemic, supply chain crises, and rising inflation drove up the cost of production and raw materials. Affordability of renewable energy solutions therefore cannot be achieved in the next few years simply by reducing costs, but instead by integrating financial services and technology ("fintech") and introducing flexible payment plans across renewable solutions markets. For instance, small solar systems can be made affordable through a Pay-As-You-Go model whereby users can top-up and unlock their device periodically as they use it on a daily, weekly, or monthly basis. The supplier reduces default risk by remotely switching off the device once payment is due and collecting payment from users in rural areas through airtime or mobile money. A numerical unlock code is sent to the user via SMS who then enters the code into the digital screen of his solar system unlocking it once again. Once the user has fully paid off the cost of the system, a final unlock code is sent which permanently unlocks the device





and ownership is transferred. This is just one example of many creative solutions that use fintech to overcome the issue of affordability.

DO YOU NEED ANY GOVERNMENT POLICIES TO BE IMPLEMENTED TO SUPPORT ENERGY TRANSITION SOLUTIONS?

Yes, there are many government policies that can be implemented to accelerate energy transition in Sudan. First, we see that a centralized distribution company, namely the Sudanese Electricity Distribution Company (SEDC), should be, in our opinion, broken up into regional distribution network operators. An exercise which has proven to be effective in many countries around the world. Geographically structured independent network operators are certain to demonstrate more streamlined and informed decision-making as well as more flexibility to introduce new projects and policies carefully tailored to their respective geographical territories. The Government of Sudan has already issued a general long-term renewable energy strategy, but it is mostly focused on utility scale power and overlooks how downstream distribution infrastructure under the jurisdiction of SEDC will introduce and manage smaller power plants and how distribution networks can be upgraded to handle such initiatives. Handing more authority to decentralized distribution network operators would accelerate the deployment of medium and small-scale renewable solutions at the downstream distribution end of the national electric grid. Furthermore, we are anticipating the passing of a new energy act which has already passed preliminary review and is currently only awaiting cabinet approval to become law in the coming weeks. This much needed policy will contribute significantly to the standardization and incentivization of rooftop solar systems in homes and businesses allowing solar systems in urban

grid-connected areas to generate more income through feed-in-tariffs and allowing regular consumers to export power back to the public grid; a practice that will provide much needed relief to our overloaded and dilapidated distribution network.

GOING FORWARD, WHAT ROLE DO YOU SEE EMPOWER SUDAN PLAYING IN THE FUTURE DEVELOPMENT OF THE ENERGY INDUSTRY IN SUDAN?

We believe the role of the private sector is core to the development of the energy industry in Sudan. Our role is to lead the field by introducing new projects and innovations consistently throughout our journey. Private sector contribution in the form of project development alongside the public sector and investors is key to driving forward the realization of Distributed Generation (DG) and Utility-scale projects. Finally, we place a high value on fulfilling our duties to build capacity in our field amongst future and recent graduates who currently lack the expertise and find it difficult to enter the sector by collaborating with many universities across the country to deliver lectures, seminar and courses aimed at developing the capacities of our next generation of engineers.

HOW ABOUT THE EPC SERVICES? WHAT TYPE OF PROJECTS HAVE YOU DELIVERED?

Since establishing our EPC department, we have delivered a diverse portfolio of projects. The most interesting one would be the delivery of 400 streetlights and floodlights in the form of lighting towers to benefit for a population of over 120,000 refugees in Gedaref. The results were tremendous. You could see the impact immediately. Neighborhoods that normally went idle after dark were finally engaging in activities after dark. Children could study and play games under the lights, women felt safer moving around the camps, and a host of economic activities emerged after sunset such as kiosks, shops and night-time markets. Some of our other favorite projects include a round-the-clock solar and battery system for hospital in Kosti, over 65 irrigation pumping systems in River Nile State and a turnkey water pumping solution for a mining client in Wadi Halfa. We now have an EPC footprint in 12 of Sudan's 17 states and we plan to continue expanding this geographical footprint.

WHERE DO YOU SEE EMPOWER SUDAN IN THE NEXT 10 YEARS?

In the next 10 years we will continue to expand our reach nationally as we roll-out new products with our partners, particularly with LONGi, targeted at the Sudanese consumer. We believe we will reach all 17 states within 2 years. As we expand our reach, we will continue to Empower our sub-distributors, subcontractors, and agents to expand their own businesses in rural areas. We strongly believe in our partners' importance to the realization of the energy access goals in Sudan. By 2024, we also aim to be the first medium-size Sudanese Renewables Independent Power Provider (IPP), whereby we aim to tackle the affordability issue for offtakers by selling energy on a contractual basis instead of selling renewable energy solutions on an upfront cost basis. We aim to also expand further through partnerships in neighbouring countries. We expect LONGi to dominate the South-Sudanese market in the next 2 years and we aim to further expand into Chad, Central African Republic, Eritrea, and parts of Ethiopia. Our aim is to become a major regional player leading the energy transition in East-Africa with an ever-expanding footprint and network of agents in the next 10 years.





AL HUDHOUD AGRICULTURAL COMPANY PROMOTES DUTCH FARMING PRODUCTS

Article Source: Facebook / Embassy of Netherlands

The Deputy Head of Mission Martijn Lambarts and the Economic Policy Officer at the Embassy of the Netherlands visited Al Hudhoud Agricultural Company office and farm in West Omdurman.

Al Hudhoud is a Sudanese company and agent for the Dutch companies Enza Zaden and Zasco. Besides supplying the Sudanese market with high-quality seeds and inputs, the company is using modern ways for growing better

**AL HUDHOUD
AGRICULTURAL
COMPANY**

crops and vegetables through nurseries and greenhouses. The Netherlands is proud to see such businesses exchanging the know-how between the two countries, contributing to the productive sector in Sudan and providing job opportunities.



HITEK SIGNS DEAL WITH TAD TO DIGITALISE NORTH AND EAST AFRICAN FM MARKETS

Article Source: cbnme.com

Leading UAE-based IT smart Facilities Management (FM) solutions company HITEK Services, which is part of the Farnek group of companies, has signed a two-year contract with major, tier one Sudanese total FM company, TAD.

UNDER the terms of the agreement, which is HITEK's first overseas venture, the company will provide TAD with state-of-the-art connected, automated and intelligent FM solutions which complement a leaner and more sustainable operational process, improving productivity while reducing energy consumption for building owners and managers.

HITEK's solutions architecture and design, as well as its technical sales support, will transform TAD's FM service offering into a fully digital and sustainable proposition by utilising HITEK's CAFM suite, which includes a state-of-the-art WhatsApp AI Chatbot.

This provides real-time visibility across various services and can also monitor, escalate and report dynamically through mobility, web portal and automated email reports.

HITEK's WhatsApp AI Chatbot provides connectivity to onsite project teams wherever they are, through an integrated mobile CAFM, streamlining service requests and once complete an automated closure notification.

"TAD has a workforce of over 1,500 employees spread over vast areas, particularly in Egypt and East Africa and HITEK's CAFM will offer TAD a distinct competitive advantage by digitalising, connecting and automating facilities management, using innovative technologies that integrate people, process, assets and facilities logically and seamlessly," said Javeria Aijaz, MD – HITEK Services.

"We are receiving enquiries for HITEK services from FM professionals right across the MENA region, who want to digitalise asset management, as well as monitor and control



their assets and the performance of FM service providers. The FM market throughout MENA is becoming more informed of how properties can be maintained in a more efficient and cost-effective manner, which is creating exceptional demand for digitalised day-to-day operations," added Aijaz.

Headquartered in Khartoum, Sudan, award-winning TAD, which focuses on delivering a complete suite of both hard and soft FM offerings to companies across North and East Africa, has grown five-fold over the last five years to become one of the most distinguished facilities management companies across the entire region.

The firm has worked alongside some of the biggest national and international companies that operate in the region, including Ericsson, Zain, UN, Huawei, NGO's and national embassies. Using HITEK's CADFM software, TAD can now develop and deliver customised service level agreements (SLAs) for both hard and soft services, across its entire client portfolio, as well as attracting new prospective customers. "HITEK's mobility solution makes TAD so much more cost-efficient. Management will have access to updates from all of our customer's sites and assets with a single tap.

It gives me digital and automatic reporting, which helps me improve my FM services. "Their unique WhatsApp Chatbot made it really simple to submit and automate support requests, which I had never encountered with any other solution. Whether it was Service Requests, Audits, or Management Reporting, the mobile solution enabled the workers and supervisors to communicate live and in real-time" said Mohamed Abdelhamied – CEO TAD.

TAD has been awarded the internationally recognised ISO 41001: 2018 certification in International FM and is the first ISO 41001 FM company in Sudan. Unquestionably, one of TAD's crowning achievements is their state-of-the-art in-house training centre. A one-of-a-kind facility within the East and North Africa region, the centre is the firm's way of delivering on their corporate and social responsibility to help the local community.

Trainees can learn new skills completely free of charge, whilst also receiving daily allowances, for meals, and a certified qualification at the end. Graduates can then choose to either stay with the company, if there are positions available, or seek other jobs in the market with their newfound accreditation.



MTN SUDAN

TO ENHANCE RURAL NETWORKING WITH HELP FROM NURAN

Article Source: developingtelecoms.com

MTN Sudan has signed a 10-year network as a service (NaaS) contract with NuRAN Wireless, a supplier of mobile and broadband wireless infrastructure solutions, for the deployment of rural mobile infrastructure in Sudan.

THE parties intend to install a minimum of 500 rural networking sites in Sudan, though this number may increase depending on factors such as penetration rate, ARPU and network charges.

The project will support 2G and 3G with a variety of site categories to cover different population densities and coverage areas. NuRAN expects to retain the ownership of the infrastructure after completion of the contract, which increases the value of the agreement.

NuRAN says that the 10-year agreement is estimated to represent up to approximately

US\$125 million in revenues over the course of the contract – assuming that the 500 estimated sites are completed.

These revenues are subject to associated project expenses including expenses associated with satellite bandwidth, site lease, network operations centre expenses, curative and preventative maintenance fees, project management and monitoring fees, and insurance.

Fees for the NaaS services provided by NuRAN under the agreement are to be paid on a revenue-sharing basis.



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