

Sudan Business

Monthly Business Magazine
September 2022

- + Darfur Governor invites Qatari investors
- + DAL Group and Air Arabia announce joint venture
- + Dr. Iman Abuzeid Drives 'Incredible Health' To \$1B Valuation
- + Nokia delegation concludes visit to Sudan

- + Chairman of CTC Group Dr. AlAmin Ahmed receives Knight of the Order of the Star of Italy
- + Robotan Industry opens for leather business
- + Sudanese Business Club to host first Uganda-Sudan Trade Expo



BUILDING SUDAN'S BATTERY POWERED TRICYCLES & BIKES

Interview with Mohammed Samier,
the visionary behind Al Shehab Factory



SUDAN BUSINESS MAGAZINE

September 2022

www.sudanbusinessmagazine.com

EDITOR

editor@sudanbusinessmagazine.com

ADVERTISING

advertise@sudanbusinessmagazine.com

DISCLAIMER

Sudan Business Magazine, publishes news, information, analysis, opinion, and commentary. The magazine includes both reported and edited content and unmoderated posts and comments containing personal opinions on a wide range of topics.

Sudan Business Magazine does not routinely moderate, screens, or edits content contributed by readers. The content and any information therein are provided without warranty of any kind, including the implied warranties of merchantability, fitness for use of a particular purpose, accuracy, or noninfringement.

FEATURED ARTICLES

4

**DARFUR GOVERNOR
INVITES QATARI
INVESTORS TO INVEST
IN HIS REGION**

5

**INDIAN INVESTMENT ALLIED
INDUSTRIES CHEMICALS
FACTORY UNIQUE IN AFRICA**

6

**SUDANESE CONGLOMERATE
DAL GROUP AND AIR ARABIA
ANNOUNCE JOINT VENTURE
TO LAUNCH NEW AIRLINE IN
SUDAN**

7

**INTERVIEW WITH
MOHAMMED SAMIER AT
AL SHEHAB FACTORY**

**GOING ALL ELECTRIC
IN SUDAN**

10

**DR. IMAN ABUZEID
DRIVES 'INCREDIBLE
HEALTH' TO \$1B
VALUATION**

11

**CHAIRMAN OF CTC GROUP
DR. ALAMIN AHMED
RECEIVES KNIGHT OF THE
ORDER OF
THE STAR OF ITALY**

12

**NOKIA DELEGATION
CONCLUDES
VISIT TO SUDAN**

13

**ROBOTAN INDUSTRY OPENS
FOR LEATHER BUSINESS**

14

**SUDANESE BUSINESS CLUB
HOSTING THE FIRST SUDAN
UGANDA TRADE EXPO**

SUDAN UGANDA TRADE EXPO

*Bringing Uganda, The Pearl Of Africa, To Sudan,
The Heart Of Africa . Where Your Business Grows
Across The Continent*



Khartoum



BOOK A STALL NOW!

+249-922112233 | +256-778742755
sudan.uganda.expo@gmail.com

Powered by



MINISTRY OF
TOURISM, WILDLIFE
AND ANTIQUITIES
THE REPUBLIC OF UGANDA

TREMO
MEDIA AGENCY
Realizing Ideas



**SUDANESE BUSINESS
CLUB**
نادي الأعمال السوداني

**Sudan
Business
Magazine**



قناة سودانية 24
SUDANIA 24 TV





DARFUR GOVERNOR INVITES QATARI INVESTORS TO INVEST IN HIS REGION

Article Source: thepeninsulaqatar.com

Doha: Governor of Darfur region of the Republic of Sudan Minni Arko Minawi has called upon Qatari investors to invest in Sudan in general and in Darfur in particular, reiterating that the region offers plenty of investment opportunities in various sectors such as agriculture, livestock, mining, infrastructure and other sectors that attract investments.

HE was speaking at a meeting held recently at the Qatar Chamber's headquarters in the presence of a number of ministers, government officials and consultants at Darfur Region, including the Ambassador of the Republic of Sudan to Qatar H E Ahmed Abdel-Rahman Siwar Al Dahab.

Qatar Chamber First Vice-Chairman Mohamed bin Towar Al Kuwari represented the Chamber at the meeting.

Minawi thanked the State of Qatar for its support for Sudan during the past years, and thanked Qatar Chamber for hosting

the meeting, noting that it aims to promote investment opportunities available in Darfur, its investment climate and reviewing means to strengthen cooperation between the Qatari and Sudanese private sectors.

He also lauded the growing relations between both countries, stressing the strong desire of the Sudanese side to attract more Qatari investments to Darfur which enjoys a significant investment map and abundance of opportunities in the presence of the new investment law, which further facilitates investments in the region rich with natural resources.

The Governor invited Qatari investors and businessmen to visit Darfur to get acquainted with available opportunities in various sectors, indicating that it owns a distinct geographical position with close proximity to large African markets which opens the scope for Qatari investments to reach many important markets.

For his part, Al Kuwari said that Darfur is near to the hearts of Qataris, noting that the time is appropriate for Qatari investors to invest in Darfur.

Al Kuwari assured the strong desire of Qatari businessmen to learn about opportunities

available in Darfur, affirming the importance of the Sudanese delegation's visit to Qatar in developing relations between the two countries' private sectors.

He also stressed that Qatar Chamber will promote opportunities available in Darfur among Qatari investors and QC members and encourage them to invest there, especially in important sectors like agriculture, industry, mining, and infrastructure.

Ambassador Al Dahab praised the close relations between both countries, underscoring the importance of activating the Qatar-Sudan business councils and its role in developing cooperation between the private sector on both sides.

The Sudanese delegation presented the most important opportunities available in Darfur in many sectors, including medical gases, agriculture, modern slaughterhouse, sugar, cement, feathers, mining, pharmaceuticals, food stuffs, furniture, oils, fodders, and other sectors.

INDIAN INVESTMENT

ALLIED INDUSTRIES CHEMICALS

FACTORY UNIQUE IN AFRICA

Article Source: India in Sudan social media

AS part of Embassy outreach activity, Ambassador Mr. B.S. Mubarak visited Allied Industries Co Ltd an Indian investment company in Al Gaily Industrial Area. CA Raghava officer in-charge of Allied Industries operations organized a tour of the facilities. Allied Industries uses advanced technology to manufacture four different kind of chemical

products namely LABSA 96% (Sulfonic Acid) , SLES 70% (Texapon) , Sodium Silicate and Caustic lye. These chemicals are essential inputs in Soap and detergent industries, ceramic, and steel Industries. There are very few industries in Africa which manufacture these chemicals. Ambassador also interacted with the Indian Engineers and Technicians working in Allied Industries.





SUDANESE CONGLOMERATE DAL GROUP AND AIR ARABIA

ANNOUNCE JOINT VENTURE TO LAUNCH NEW AIRLINE IN SUDAN

Article Source: aviation24.be

Sudan's most innovative and customer-focused conglomerate, DAL Group, and Air Arabia, the Middle East and North Africa's first and largest low-cost carrier operator, today announced the planned launch of "Air Arabia Sudan", a joint-venture company to be based in Khartoum International Airport.

AIR ARABIA SUDAN will follow the value-added product offering operated by Air Arabia Group. The ticket pricing model will be best-in-class and accessible to all income groups, which empowers travellers to save and spend more wherever they may decide by paying for only the services they want.

Sheikh Abdullah Bin Mohamed Al Thani, Chairman of Air Arabia, said: "We are delighted at Air Arabia Group to partner with DAL Group on this joint venture to launch Sudan's new low-cost carrier. We are confident that Air Arabia Sudan will add significant value to the air transport sector of Sudan and directly contribute to the growth of the local economy and the development

of the travel and tourism sector. We thank DAL Group and the Sudanese Civil Aviation Authority for their trust, and we look forward to working hand in hand to develop the new airline, which will serve as a new value-for-money air travel option for the country."

Osama Daoud Abdellatif, DAL Group's chairman, commented: "DAL Group is excited to launch Air Arabia Sudan in partnership with Air Arabia Group. Our decision to partner with a leading pioneer of low-cost air travel is driven by our core commitment to perpetually contribute towards realizing Sudan's long-term human and economic growth and development potential. Given Sudan's rich national cultures, rarely publicized yet fascinating ancient history and breathtaking topography, our nation enjoys a unique untapped potential, and we are therefore steadfastly committed to developing the diverse aspects of Sudan's tourism, travel, cargo transport and aviation infrastructure sectors".

He added: "By attracting top-flight foreign direct investment to our country at a pivotal point in our national history, we do so out of an unflinching commitment to our longstanding mission: to open up abundant new employment vistas for Sudanese youth and highly skilled professionals alike. It gives me immense pleasure to join hands with Air Arabia Group in this new venture, and we look forward to the launch of Air Arabia Sudan."

Air Arabia Sudan will operate a fleet of new Airbus A320 aircraft. All aircraft cabin interiors will be fitted with world-class comfort seats, offering one of the industry's most spacious economy cabin seat pitches. Air Arabia's signature online and mobile phone application-based user interfaces, the product experience, from ticket purchase to punctual arrival at the travel destination, will be quick, convenient and reliable.

Based in Khartoum, the new company will adopt the low-cost business model operated by Air Arabia Group across its existing network. Work on securing the relevant approvals and licenses is scheduled to commence shortly. More details regarding route network, fleet size and composition, scheduled services and other matters are expected to be communicated in due course.

Source: thenationalnews.com: Other Air Arabia ventures includes Yerevan-based Fly Arna, a tie-up between Air Arabia and the Armenian National Interests Fund, received its air operator certificate (AOC) in June 2022. In July, the carrier launched direct flights connecting the Armenian capital to Hurghada and Sharm El Sheikh in Egypt. Fly Jinnah, Air Arabia's joint venture with Pakistani conglomerate Lakson Group, is expected to receive its AOC "soon", Adel Ali, Air Arabia group chief executive, said in July.



GOING ELECTRIC IN SUDAN

Mohammed Samier's mechanical engineering background, career in the automotive industry and entrepreneurial spirit opened up his eyes on an opportunity to use technology which shall disrupt the transportation industry in Sudan and Africa at large. Mohammed completed a Global MBA in Impact Entrepreneurship from the University Cattolica del Sacro Cupre Milan during his journey in starting Sudan's first electric tricycle and bike assembly factory. Mohammed built a business which is raising Sudan's investment and opportunity profile to the world.

HOW DID AL SHEHAB FACTORY VENTURE INTO ELECTRIC-POWERED TUK-TUKS AND BIKES?

In 2016, a relative purchased a petrol tricycle for carrying cargo to increase his income, but after three months, the operation cost more than the income from the vehicle. After six months, the tricycle needed a new engine. At that time, I started researching how to manage fuel and maintenance and extend the durability of tricycles. I found that electric tricycles were the best solution. I started searching for companies working in this field, and I found one in China. I ordered test samples from them in 2018 and made some modifications to suit our market. This resulted in the eventual establishment of Al-Shehab Factory as a Complete Knock-Down assembler in Sudan, manufacturing the chassis, welding, painting, bodyworks, final assembly, and quality tests.

THIS IS A GREAT ACHIEVEMENT FOR THE SUDANESE TRANSPORTATION INDUSTRY; WHAT IS THE PUBLIC REACTION TO THESE PRODUCTS?

Customers had a problem, and we provided the solution. The fuel price, maintenance costs, and wait time for repair are all minimal. There is no fuel needed, the maintenance is much less than on petrol vehicles, and there is zero pollution. At first, our customers were a hesitant of the new product because it was unfamiliar to the Sudanese market, however we allowed for test drives, which resulted in sales. We made a socioeconomic change, and we achieved three sustainable development goals (SDGs), reduced poverty, good health,



well-being and action for the climate by reducing CO2 emissions.

WHAT IS THE COST-BENEFIT OF ELECTRIC POWER VERSUS PETROL POWER, CONSIDERING SUDANESE PETROL PRICES ARE ON THE RISE?

One gallon of petrol in October 2022 costs 2,349 SDG, while one charge costs 100 SDG for a cargo tricycle and 200 SDG for a passenger tricycle. It takes eight hours to charge and averages 100km-120km per charge. (conversion USD\$1 = SDG575)

SPARE PARTS AND MAINTENANCE - WHAT AFTER-SALES SERVICE SUPPORT DOES YOUR ORGANIZATION PROVIDE?

Because tricycles are uncomplicated and have simple components, we train our customers themselves to do the maintenance. We also have dealers throughout Sudan who can provide maintenance services and spare parts, alongside our team of emergency staff who are ready to reach customers anywhere if they need roadside assistance.



WHAT IS YOUR FACTORY'S PRODUCT PORTFOLIO?

We manufacture and assemble three-wheeled tuk-tuks and two-wheeled bikes, all electric-powered. We are focused on targeting the affordable commuter sector. These are basic transportation vehicles with no additional options, and this is how we maintain an attractive price for the public.

WHAT ARE THE MAJOR CHALLENGES FACING YOUR ORGANIZATION?

Government bureaucracy combined with hefty fees that are not suitable for start-ups. Bank financing is another challenge. A Sudanese enterprise like ours has limited finance offerings due to high payback rates for loans. The recent global disruptions in logistics had a strong impact on the prompt delivery of raw materials, and, finally, the electricity supply for manufacturing has been inconsistent. Yet, we are a Sudanese business, and we will survive and strive against all odds.

IS THE ORGANIZATION OPERATING USING A 100% SUDANESE WORKFORCE?

To date, we have employed a Sudanese workforce only. This is for the full lifecycle of the product delivery, including sourcing, welding, assembling, painting, testing, and applying quality controls.

We are proud to have created new jobs, a new mindset and skills that were previously unavailable in the Sudanese employment industry.

DO YOU HAVE THE CAPACITY TO EXPORT SUDANESE-ASSEMBLED TUK-TUKS AND BIKES TO NEIGHBOURING COUNTRIES?

This month, we have just loaded a delivery to Kenya. We are proud to enter the Kenyan market, especially since their capabilities are far more advanced than in Sudan. We are also in discussions with clients from other neighbouring African countries and anticipate building our network far beyond the African continent.



WHAT ARE YOUR PLANS FOR THE FUTURE WITH AL SHEHAB FACTORY?

Expanding in local and regional markets and in the electric vehicle industry. The model, cost base, and simple and basic features provided in our existing tuk-tuk and bike portfolio can be replicated in other vehicles. It is imperative to keep our costs and sales prices low and continue to unleash electric-powered vehicles into the Sudanese market. Tesla or equivalent electric vehicles are over-specified for what Sudanese commuters need, and affordability continues to be an issue.

QUALITY CONTROL - HOW DOES AL SHEHAB FACTORY ACHIEVE THESE REQUIREMENTS?

Quality is needed from the very beginning. Fix it right is our quality mantra. Every product has its own quality checklist, and after it is finished, we run a final test. We are also local, so any malfunctions can be checked out and resolved immediately, unlike international brands that appoint an agent, and the agent adds a markup on a markup, which is not good value for Sudanese commuters.



“
We are a
Sudanese
business, and we
will survive and
strive against all
odds.”



Dr. Iman Abuzeid

DRIVES 'INCREDIBLE HEALTH' TO \$1B VALUATION



Photo Source: medium.com

Article Source: essence.com

**INCREDIBLE HEALTH'S
\$80M SERIES B FUNDING
CEMENTS THE BLACK
WOMAN-LED COMPANY
AS ONE OF THE FEW TO
REACH UNICORN STATUS.**

Dr. IMAN ABUZEID has just made history. It was just announced that the CEO of healthtech hiring platform Incredible Health has led the company's valuation to unicorn status at \$1.65 billion — in a blog post. Only three other Black women in the world who have accomplished this, one being Rihanna.

"As the highest valued tech-enabled career marketplace in healthcare, we've transformed how nurses are hired and will build on this work to help health systems and healthcare workers manage surging patient

demand in the midst of a national labor crisis," Abuzeid said in statement.

Led by Base 10 Partners, the Series B round included Andreessen Horowitz, Obvious Ventures, Workday CEO Chano Fernandez, NBA player Andre Iguodala, Rethink Impact, Stardust Equity, and the D'Amelio family's 444 Capital Fund.

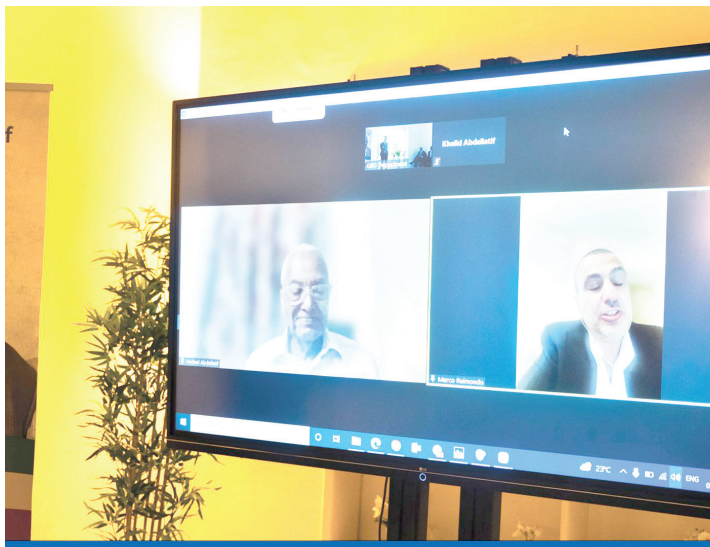
The platform connects health organizations with qualified nurses to fill open positions, a service that comes at a time when the nation is facing a severe nursing shortage following the COVID-19 outbreak.

"Nurses are the backbone of the US healthcare system and they deserve the well-staffed teams and tools to not only succeed, but also feel fulfilled in their careers," Abuzeid shared. "We're excited to accelerate our growth to affect even more change for US healthcare workers and health systems."

When Essence sat down with her last year, it was on the heels of their Series A funding. She spoke about the fast success of the company and what it meant for their future.

"We'd already raised about \$17 million in funding before last year or the year before, but I've definitely seen significantly more interest since the social uprising last summer," Abuzeid shared. "I don't think it's because of my race, it's because of the growth of the company, but it definitely doesn't hurt that people are paying even more attention to Black founders."

Safe to say she was right.



CHAIRMAN OF CTC GROUP DR. ALAMIN AHMED RECEIVES KNIGHT OF THE ORDER OF THE STAR OF ITALY

Article Source: CTC Group Social Media

The President of the Italian Republic has bestowed the honor of Knight of the Order of the Star of Italy on Dr. AlAmin Ahmed Abdellatif, Chairman of the Central Trading Company (CTC Group).

TONIGHT, Mr. Ahmed Abdelatif, President of CTC Group and son of the recipient, accepted the honor on his father's behalf from the Ambassador of Italy Gianluigi Vassallo.

Under the leadership of Dr. Amin Abdelatif CTC Group partnered with many Italian leading businesses from Montecatini and Montedison in the 70s and the 80s, to Case International, New Holland Agriculture, CASE Construction Equipment, Astra IVECO & Nardi which rose to prominence in the Sudanese market of agricultural technology transfer.

CTC Group is run on principles of social and corporate responsibility, with strong emphasis on training and coaching of young entrepreneur's, including those from vulnerable backgrounds: together with the Italian E4Impact Foundation

CTC supports the Master in Global Impact Entrepreneurship organized by the University of Medicine, Science and Technology (UMST).

Dr. Amin Abdelatif has contributed to strengthening the ties of friendship and cooperation between Italy and Sudan through his distinguished record as a businessman, which led to the bestowal of the present honor.



NOKIA DELEGATION CONCLUDES VISIT TO SUDAN

Article Source: suna-sd.net

The delegation of Nokia Solutions Company, headed by Eng. Kamil Al Ismail, concluded a visit to the country which came at the invitation of Al-Gazira Telecom Solutions.

AL GAZIR Telecom Solutions is one of the companies of Al-Gazira Group, and the agent of Nokia Solutions in Sudan that contribute to the development of communications systems in the country.

The delegation of Nokia and GTS com. also held meetings with a number of Sudanese institutions aiming to develop and improving infrastructure and providing the latest solutions and communications technology, build strategic partnership between Nokia and Sudanese institutions and companies, and that this visit represents a new opening for investment in the technical and technological fields and the development of networks and communications systems led by the private sector in the country.

Stressing the ability of Al-Jazeera Telecom Solution GTS to provide integrated technological solutions for the public and private sectors with its international partners, headed by the company Nokia Global.

The Director General of the Sudanese Electricity Transmission Company commended the efforts of the private sector in supporting government sectors through network systems and electronic applications that would improve the role of the government sector in improving its services to citizens, stressing their partnership with the private sector to develop electricity and facilitate access to it by beneficiaries and support the stability of supply and reduce faults.

The visiting delegation also held meeting with the Khartoum Refinery Company in Al-Jaili area, north of Bahri, and discussed the development of refinery networks and systems to increase the efficiency and effectiveness of the refinery's work.



ROBOTAN INDUSTRY OPENS FOR LEATHER BUSINESS

Article Source: Embassy of India in Sudan

Ambassador of India Mr. B.S. Mubarak joined the Governor of Khartoum, Mr. Ahmed Othman Hamza, and the Federal Minister of Industry, Mrs. Batoul Allam, and other officials at the inauguration ceremony of “Robotan Industry for the Leather”.

ROBOTAN Industry has the capacity to produce high-quality leather in Sudan to cover the local and international market. It is a joint venture between Sudanese and Indian Business Houses. Most of the machineries used for leather processing in Robotan are from India.

The Ambassador during his address pointed out the relationship between Indian and Sudanese businesses. He stressed that India has a lot to offer to Sudanese Leather Industry. India is the second largest producer of footwear in the world.





Photo Source: Freepik.com

SUDANESE BUSINESS CLUB HOSTING THE FIRST SUDAN UGANDA TRADE EXPO

Kampala based Tremo Media agency and The Sudanese Business Club (SBC) host The First Sudan Uganda Trade Expo on 8th December 2022 at the Five Star Al Salam Hotel in the Khartoum.

S PONSORED by The Hon. Min Of State For Tourism , Mr. Bahinduka Martin Mugurra and under the Patronage of the Embassy of Uganda, Khartoum, TREMO and SBC are bringing over 200 corporations, business owners, traders, retailers and manufacturers under one roof. Covering fields in Infrastructure, Construction, Mining, Medical care, Shipping & logistics, Financial institutions, Food & Agriculture, Manufacturing, Telecoms & IT.

Uganda based (TREMO) media agency is dedicated to providing first class marketing solutions, manage public relations, brand management and business strategy, production and filming, media script writing, media management and client relationship

management. They have teamed up with SBC (Sudanese Business Club which boasts a membership of over 30,000 and membership of over 850 companies) to create an event where serious Ugandan businesses interact and network with serious Sudanese companies both of whom are keen to further their business, raise productivity and increase profitability, which ultimately benefit the economies of Both nations.

Ms. Anna Kobusinge, Managing Director at TREMO said that "since the day Uganda



initiated the formation of the Sudan Uganda Trade Expo, we have all been firm believers in its potential in connecting Sudanese and Ugandan business leaders and thus fostering a journey of regional collaboration that paves the way toward our first event debut with a strong and active partner such as the SBC in Sudan with its long standing credibility and vast membership. Ms. Anna Mary said she is "delighted that the SBC is committed to the common goal of connecting Ugandan and Sudanese businessmen and women as well as boosting the economy of both our nations". Dr. Fahmi Iskander Fahmi of the SBC in Khartoum said, " We are very excited to host this important event in Khartoum and welcoming our Ugandan guests, brothers and sisters who wish to start business collaborations with Small and medium enterprises in Sudan as well as the wider Sudanese business community at large".

To book your stand at the Sudan Trade expo email sudan.uganda.expo@gmail.com
For enquires:
Uganda : +256-756808415
Sudan : +249-912358548



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:



DOES YOUR BUSINESS HAVE A STORY TO TELL?

allow you to develop an engaging and inspiring article.

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

READY TO SHARE THE KEY TO YOUR SUCCESS?

Contact us on editor@sudanbusinessmagazine.com