

Sudan

Business

HISTORY IN THE MAKING:
FIRST SUDANESE FEMALES
STATIONED AT OILFIELD
CAMPS

SUDAN HAS THE
CHEAPEST **MOBILE**
DATA IN AFRICA

SUDAN - US INVESTMENT
FORUM **SHOWCASES**
OPPORTUNITIES

UMM DUKHN
FREE ZONE IN
DARFUR, A ROUTE
TO PORT SUDAN
FOR WEST AFRICAN
ECONOMIES

OREEED IS READY FOR

E-COMMERCE

SCHLUMBERGER AND NATIONAL
UPSTREAM SOLUTIONS SIGN MOU

**OTHER
FEATURES**

- ▶ TECHNICAL ANALYSIS: ASSESSMENT OF SOLAR ENERGY
POTENTIAL IN KHARTOUM
- ▶ GOVERNMENT TO INCORPORATE BLOCKCHAIN IN DIGITAL
TRANSFORMATION STRATEGY





Sudan Business Magazine April 2021

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.

Contents

5



5

Abu Dhabi listed Sudatel offers an option for risk-on investors

6

Sudan Permits Non-Islamic Banking as It Rebuilds Global Ties

7

Sudan to Receive \$400 Million from Saudi Arabia, UAE for Agriculture, State Media Says

8

Sudan has the Cheapest Mobile Data in Africa, Kenya and S/Africa Have the Most Expensive

10

Umm Dukhn Free Zone in Darfur, a route to Port Sudan for West African economies

10

Saudi Arabia's Alba Nova signs agreement between to promote livestock and meat exports

11

Sudanese-Spanish cooperation on water use and flood risk

12

Legal opinion avoiding corporate failures in Sudan
Dr. AbdelGadir Warsama Ghalib
Corporate Legal Counsel

14

INTERVIEW
Mohamed Badreldin Mahgoub
General Manager at oreed

17

Egypt & Sudan Airways sign MoU to boost ties

18

Sudanese government to incorporate Blockchain in Digital transformation strategy

21

Elmerikh football club on a spending spree hires former Newcastle midfielder as coach & plans for football academy

22

Technical Analysis Spatial assessment of Solar Energy potential in Khartoum

28

US investment forum sponsored by Trade and Development Bank, The Boeing Company, Lindsay and Visa Inc.

31

UNAMID premises handed over to University of Zalingei

32

Schlumberger and National Upstream Solutions (NUS) sign a strategic collaboration MOU

34

Leadership and self-managing
Manage yourself by managing your mid-career opportunities

35

History in the making: First Sudanese females stationed at oilfield camps

36

Accelerate2030 launches in Sudan to scale entrepreneurial solutions for the Sustainable Development Goals

SUBSCRIBE

Sudan business magazine is Sudan's premier business monthly for business development executives, entrepreneurs, decision-makers, and corporate leaders.



\$50
Per Year

1-YEAR DIGITAL SUBSCRIPTION

- ✓ Latest Business News
- ✓ Access past magazine editions

\$100
Per Year

1-YEAR DIGITAL & PRINT SUBSCRIPTION

- ✓ Latest Business News
- ✓ Printed magazine delivered to your address
- ✓ Access past magazine editions (digital)

Abu Dhabi listed Sudatel offers an option for risk-on investors

Sudatel Telecommunications Group Ltd. has a Dh506 million market capitalization on Abu Dhabi Exchange. It is an appealing way for investors to get exposure to West Africa. The firm, majority-owned by a Sudanese government entity, is certainly not for the risk-averse due to the conflict-ridden history and political risks in this region.

Nevertheless, some developments offer a lot of hope for the discerning investor. Sudan, the biggest market of Sudatel, was removed from the State Sponsors of Terrorism list after nearly three decades by the US in December. This decision will help Sudanese businesses access Western markets and connect the country's banks with the global financial system.

Clear all debts

Sudan's transition government also removed large fuel subsidies and implemented a unified market-clearing exchange as a part of broader market reforms. Thanks to a \$1.15 billion bridge loan from the US government, Sudan has cleared its debts with the World Bank after nearly three decades, making it eligible for an international debt-relief package.

The settlement of debt paves the way for the country to access almost \$2 billion in IDA



Source: gulfnews.com

(International Development Association) grants for poverty reduction and sustainable economic recovery. IDA is the World Bank's programme for the poorest countries. It will also get external debt relief under the Heavily Indebted Poor Country (HIPC) Initiative.

The favourable macroeconomic trends portend good times for Sudatel, and it seems the worst is over. The company runs a telecom business in five African countries - Sudan, Mauritania, Senegal, Guinea Conakry and Ghana, offering mobile, fixed, internet and broadband services.

Well covered

Chinguitel is its brand in Mauritania, and Espresso Senegal is its Senegal Group company. Sudatel owns 13 per cent of the

submarine cable to east Africa, extending from Port Sudan to Cape Town, and has a 50 per cent stake in SAS1 and SAS2, which are massive projects for transmission linkage between Port Sudan and Jeddah. Recently Sudatel Group secured a 4G license in Senegal which should boost its business significantly.

Despite the pandemic, company revenues rose to \$277 million in 2020 from \$256 million. Net operating profit increased by almost 40 per cent to \$43.76 million, while net profit jumped 93 per cent to \$15.40 million. Sudatel seems to be on the right track and is suited for the investor who understands risks.



Sudan Permits Non-Islamic Banking as It Rebuilds Global Ties

Sudanese authorities approved laws to permit non-Islamic banking as the African country seeks to reintegrate with the global economy.

The changes will allow for a dual system of both Islamic and non-Islamic banking, the Sovereign Transitional Council, part of the administration ruling Sudan since dictator Omar al-Bashir was ousted in 2019, said in a statement.

Sudan is currently battling an economic crisis that drove inflation to over 340% last month.

While Sudan's banking system was Islamicized in the 1990s, the country briefly saw a parallel non-Islamic system in operation in the mainly Christian and animist south as part of a 2005 peace deal. That ended with the secession of South Sudan in 2011.

The announcement came a day after Sudan's justice minister said the country had abolished a law mandating a boycott of Israel that dated from 1958, the latest step in building economic and diplomatic relations with the Middle Eastern state. The cabinet recently approved its repeal.

Source: Bloomberg.com

Sudan to Receive \$400 Million from Saudi Arabia, UAE for Agriculture, State Media Says



Sudan will receive \$400 million from Saudi Arabia and the United Arab Emirates to fund agricultural production inputs for this year's summer and winter seasons, the state-news agency SUNA said.

Saudi Arabia has committed to contributing \$3 billion in a joint fund for investments in Sudan, and to encouraging other parties to participate, Sudanese minister of Cabinet affairs Khalid Omer Yousif told Reuters in March.

Earlier in March, Sudan also said it had secured a recommitment from Saudi Arabia

to a \$1.5 billion grant it had first announced in April 2019.

Saudi Arabia and the UAE had jointly promised \$3 billion in aid to Sudan, and Sudanese officials previously indicated that \$750 million of that aid had been delivered, including a \$500 million deposit in the central bank.

Prime Minister Abdalla Hamdok "affirmed Sudan's keenness to activate all what was agreed upon with the Kingdom of Saudi Arabia," the Cabinet said in a statement after his meeting with the Saudi ambassador in Khartoum.



Source: technext.ng

Sudan has the Cheapest Mobile Data in Africa, Kenya and S/Africa Have the Most Expensive

Sudan, with a total population of about 45 million, offers the cheapest data plans in Africa. The Worldwide Mobile Data Pricing 2021 by Cable.co.uk ranks Sudan above 53 other African countries listed in the report on data costs worldwide.

The study features over 230 countries across 12 regions, estimating the average cost of one gigabyte (1GB) compared from over 6,000 mobile data plans.

Africa's Cheapest Data

Sudan leads Africa in terms of mobile data affordability with 1gb of data costing an average of \$0.27. Due to a dearth of fixed broadband infrastructure, Sudan **relies heavily on mobile data** as the primary means of internet connectivity.

Nigerians consume over 80 million gigabytes of data per month

For context, of Sudan's 13.12 million internet subscriptions, only 31,218 were fixed broadband subscriptions in 2019, according to the World Bank. Data is therefore priced cheaper to increase internet penetration and access.

Ranked 5th, Sudan is the only African country among the top 10 with the cheapest mobile data, trailing Italy, Fiji, Kyrgyzstan and Israel. All other African countries including Nigeria and Ghana fall outside the top 10.

With the average price of 1GB data at \$0.88, Nigeria ranks 43rd on the list, behind Sudan (5), Algeria (16), Somalia (22), Ghana (27), Libya (30), Tanzania (32) and Mauritius (33).

Data Costs are Much Higher in Kenya and South Africa

Kenya and South Africa occupy the 118th and 136th positions with average data costs of \$2.25 and \$2.67 respectively. These countries fall in the rather expensive category due to the abundance of mobile broadband infrastructure which the **majority of internet users** can afford to pay for.

Kenya's \$193.54 and South Africa's \$205.9 are two of the highest minimum wages in Africa, proving that residents have relatively greater purchasing power compared to several other countries on the continent.

South Africa has achieved 3G and 4G penetration levels of 99.7% and 92.8% respectively, while Kenya's Safaricom 3G and 4G networks cover 94% and 77% of the population.

Suffice it to say that Kenya and South Africa are currently the only two African countries to have launched **live 5G networks**.

North Africa (\$1.53) has the cheapest data plans in the world, but Sub-Saharan Africa (\$6.44) remains the region with the most expensive data worldwide.

In summary

6 of 7 North African countries including Egypt feature in the top 100, and 4 are listed in the top 50.

On the other hand, 6 out of the 10 countries with the most expensive data come from Sub-Saharan Africa, with Equatorial Guinea the most expensive in the world (\$49.67), followed by Saint Helena (\$39.87), São Tomé and Príncipe (\$30.97), Malawi (\$25.46) and Chad (\$23.33)

In North Africa, Algeria offers the cheapest data at \$0.51 but Mauritania's \$5.56 average makes it the only country in the region to exceed the global average of \$4.07.

UMM DUKHN FREE ZONE IN DARFUR, A ROUTE TO PORT SUDAN FOR WEST AFRICAN ECONOMIES



Source: SUNA

Dr. Adeeb Abdel-Rahman Youssef, Governor of Central Darfur State, and Dr. Al-Hadi Muhammad Ibrahim, Minister of Investment, discussed in a joint meeting held at the Ministry of Investment buildings the roadmap for investment in Central Darfur and the possibility of activating partnerships between the public and private sectors in the state and the establishment of the Umm Dukhn Free Zone. Adeeb said that the meeting came with the aim of integrating the state of Central Darfur into the national economy, developing the investment process and external openness, and taking advantage of the state's strategic location.

He pointed out that the establishment of the Umm Dukhn Free Zone is an important step that will revive the economy in the region and support the social peace process, international trade and border trade. The border area of Umm Dukhn, which brings together three countries, mainly Sudan, Chad and Central Africa, is characterized as a central region and that the two countries of Chad and Central Africa do not have access to sea ports, which enables them to benefit from the port of Port Sudan. Adeeb pointed out that the Ministry of Investment had approved the establishment of the Umm Dukhn Free Zone, and that a ministerial decision would soon be issued in this regard announcing the establishment of the free zone, stating that the zone is an entrance to West African countries, and it is an important commercial area in the Sudanese border trade map.

Saudi Arabia's Alba Nova signs agreement between to promote livestock and meat exports

Source: SUNA



The Ministry of Animal Resources signed a joint framework agreement with the Saudi Alba Nova Company in the field of upgrading and developing livestock and meat exports in Sudan. This came when Mr. Hafez Ibrahim Abdel Nabi, Minister of Livestock, met in his office with Sheikh Ahmed Abdullah Al-Mutawa, Chairman of the Board of Directors of Alba Nova Saudi Arabia. Prior to signing the agreement, the minister stressed the importance of cooperation with the company in order to build an effective partnership for processing the export in accordance with the state's plans aimed at attracting foreign investment and developing the infrastructure of Sudanese quarries and slaughterhouses.

Sheikh Ahmed Al-Mutawa affirmed Sudan's great wealth potential in the Arab region, and the company looked forward to opening Arab markets for the export of livestock and meat, pointing to the importance of establishing modern slaughterhouses in Sudan.

For his part, Mr. Hafez Ibrahim expressed his readiness to provide all facilities for the establishment of slaughterhouses and to overcome obstacles to allow both the Kingdom of Saudi Arabia and the United Arab Emirates to invest in the livestock sector by focusing on the export of meat to take advantage of the added value in order to contribute to increasing the revenues of livestock exports in the country.

Sudanese-Spanish cooperation on water use and flood risk



Sudan and Spain agreed to cooperate closely in how to manage flood risks and early warning, and to exchange experiences on ways to manage water and reuse water in the field of irrigation.

This came in the ambassadorial meeting organized by the Spanish embassy in Khartoum at the residence of the Spanish ambassador in cooperation with the Spanish ministries of environment and population and the Ministry of Irrigation and Water Resources in Sudan, where the Sudanese side was headed by the Undersecretary of the Ministry, Engineer Daw Al-Bayt Mansour, while the Spanish side was headed by its ambassador in Sudan, Alberto Ucelay.

In the meeting, a number of papers were presented by experts and specialists from the two countries on the themes of water reuse, floods, early warning and integrated water management.

The Spanish side also reviewed the experience of wastewater recycling and its use in the irrigation sector. The Undersecretary of the Ministry of Irrigation said in press statements that the meeting comes within the framework of cooperation and exchange of experiences, experiences and information with Spain in the field of water use, and confirmed the ministry's readiness this year for floods, by establishing early warning centers in a number of regions in addition to relying on the meteorological authority to prepare daily bulletins Rain and weather conditions.

In turn, the Spanish ambassador mentioned that the important question that needs to be answered is how to manage water in the context of decentralization, as is the case in Sudan and Spain. The Spanish diplomat stressed the importance of cooperation and exchange of experiences for the optimal use of water for the benefit of the residents of the two countries.

The meeting listened to a paper on water management in Sudan presented by Engineer Ibrahim Belaila from the Supreme Council for the Environment, in addition to a paper on floods and early warning system in Sudan presented by Engineer Radwan Abdel Rahman from the Ministry of Irrigation and Water Resources, along with a number of similar papers from the Spanish side.

LEGAL OPINION

AVOIDING CORPORATE FAILURES IN SUDAN

DR. ABDELGADIR WARSAMA GHALIB
CORPORATE LEGAL COUNSEL

Email: awarsama@warsamalc.com



Understanding the reasons for corporate failures and the ways and means of stopping or rectifying such failures, is always of paramount importance everywhere including Sudan. Some of the reasons that could cause corporate failures may include issues relating to the equity ownership of the corporation, directorship and management of the corporation, structure issues and non-compliance or misapplication of corporate governance principles... etc. Ultimately, pin-pointing the reasons could help in going through and mitigating the loss. The equity ownership of companies as a matter of fact and law takes different ways and forms, such as, family ownership or partnership ownership or equity shareholding ownership. Each of the mentioned categories has got, if we could say, its pros and cons.

Regarding family ownership, we have to mention that, many companies diminish or disappear from the scene after the first or the second generation that established or started the business. Failures could occur in family business due to lack of capital, business information shortage, succession problems, lack of vision, conflict

or lack of interest among siblings and or other external reasons. With reference to some partnerships, the failure of the corporation could happen to emergence of differences between the partners regarding the business or future activities of the partnership. Lack of industry or loss of good market or business. The partners or one of them, also, may face some financial or logistical problems that could affect their role or involvement in the company. Equity shareholding companies are not free from such instances and they may face certain difficulties regarding the ownership and or management of the company. This is obvious from the fact that we seldom notice the involvement of most shareholders in the activities or affairs of the company. Many shareholders are completely ignorant about what is happening in their company and this attitude, in certain cases, was the main reason that caused the failure of the company.

In some instances, with reference to this type of companies, the board of directors or the senior management of the company could be the direct cause for the failure of the company. This happens when they are not exercising or performing their duties properly

and there is no body or authority to question them due to the absence or misapplication of the corporate governance rules. Lack of clear accountability, transparency and disclosure leads to failure of major companies. The management of companies and corporations requires leadership with vision and mission. This vision and mission should be maintained in all cases, being family companies or equity shareholding companies. The proper management of corporations includes good planning for present and future operations in a satisfactory way and method that leads the business of the corporation to add real and material value for its shareholders & stakeholders.

The law, particularly the company law almost in all places, includes certain specific provisions that should be followed all through the life span of the corporation. These provisions, we believe, will safeguard the interests of the companies and could help in escaping the risks that cause corporate failures. The company laws include some provisions regarding the absolute right of the shareholders to closely follow the affairs of the company during the annual meetings or at any other time as they see appropriate. The

required mandatory disclosure by the management of the company to the shareholders and the competent authorities is a continuous legal requirement that should always be implemented. Disclosure, no doubt, enables the shareholders or the required party to take the appropriate steps in the appropriate time. There are many other legal duties, such as, the duties of the external auditors and their mandatory role in safeguarding the genuine interests of the company, the shareholders and the community in general. The external auditors are required by law to inform the competent authorities in certain cases where there are clear unattended serious violations by the management.

The law gives the competent government authorities and Ministries, the right to intervene at any time and take the required appropriate actions to safeguard the interests of the company or

the shareholders. We believe that, the legislator gave such legal authority to the external auditors and or the competent authorities and Ministries so as to enable them to take corrective actions to escape, avoid or mitigate corporate failures. However, tough measures are needed to streamline the process of corporate business in Sudan. In certain cases, we have noticed that governments are ready to take drastic measures and steps to avoid failures of certain corporations that represent the national image of the country. In this respect, of course, Governments take such measures based on legal authorization and this authorization can be used in all cases because the law applies with respect to all corporations being small or big corporations, as long as they could damage the business activities.

Generally speaking, we could say that the law includes many ways

and means to help in the proper implementation of corporate governance in companies. Such measures could help to a great extent in avoiding many corporate failures. However, we believe that, the owners, partners and shareholders in companies should take more positive actions to improve the affairs of their companies and this could lead to positive progress and keep their companies far away from failures.

Please, make sure to take care of the affairs of your company, to maintain its existence and survival away from failures or bankruptcy or other catastrophe instances ... Be vigilant, prime leader, inspirer and be responsible. Take the lead, for the sake of your company and for the sake of Sudan. Avoiding corporate failures in Sudan, starts from you and your positive leadership attitude. Let's start.

America is back

This image represents the humanitarian and caring side of the United States, diplomats freely roaming the streets of Khartoum like they used to decades ago, showing their gratitude to the Sudanese people in the holy month of Ramadan.

Photo: Courtesy to the U.S Embassy page on Facebook



MOHAMED BADRELDIN MAHGOUB

General Manager at oreed



Mohamed Badreldin Mahgoub is the general manager at Oreed, the hottest upcoming online retailer in Sudan, striving to provide the highest quality shopping experience and maintaining values of transparency in this sector. Mohamed has a batchelors in accounting administration as well as a masters in financial management, with over six years of experience in financial and accounting services within multiple businesses across different platforms within technology, transportation, cleaning and catering. Mohamed is passionate about providing services in innovative and accessible ways to meet the needs of both end users and suppliers.

How did the oreed idea begin?

It started off as a simple idea being discussed amongst friends, "why is it difficult to find reasonable prices for reliable, high quality, genuine goods in Sudan?" This got us thinking further into the detail, "why should people have to deal with not finding their desired piece of clothing, how many stores do they have to visit hunting for the matching piece of accessory, and at what price?"

After many brainstorming sessions, we decided to start a company that would solve this problem of sourcing, and moreover provide sellers a reliable platform to sell their products.

That is how we decided to bring the idea to life – to flesh it out; the sector is really interesting and aligned with what I knew I could see myself doing for some time. We took months to research, learn, plan and revisit all assumptions before going ahead and executing something concrete.



As an entrepreneur, with a mind blowing drive to succeed, why did you not launch a business abroad and launched oreed in Sudan?

I am Sudanese, I genuinely believe in the potential Sudan has to offer. Its not often you see a country going through such a fast past change and with a market still in its infancy, there is ample opportunity to build a bright future right here at home.

The concept of launching a new business in Sudan can seem daunting. Yet, with the right ingredients it can not only be done, it can be a success.

Money is not everything, the real challenge lies in finding the right team and at oreed we are proud to say that we are working on breaking down the barriers by encouraging a high ratio of women in our workplace; aiming to empower women. We have a well diverse, youthful, intelligent group of people who are very passionate and committed to taking oreed to the next level and reaching its full potential. I believe in giving back to my country and the real question is why not to start in the place I call my home.

E-commerce is still a novel market in Sudan, how is oreed going to achieve a high quality service?

It is actually very simple. High quality products delivered with great customer service. We believe our customer experience is key to repeat customers. This makes the customer experience a core part of our company and what will ultimately set us apart in the industry. We also recognise we are going to be pioneers in this field so we aim to set the bar high. In a world where authenticity is the most important branding tool, with people craving for raw truth rather than filtered and misleading words. We as a start up company want to make who we are known for the go get. We give you the truth and nothing else.

Which categories will oreed offer, the list of products and services can be infinite?

We started off small and plan to grow quickly. Currently we offer a wide range of products for women and children with the plan to roll our a men's and other categories thereafter. We will spend this initial period gathering as much market feedback as possible to endure we are meeting the demands of our

customers. Ultimately, we strive to be your go-to market place, for all your needs be it for you, your family, your children or your home.

Are there plans to launch an app for oreed?

We have exciting news for our customers, oreeds application will be available for Android and IOS users very soon. This will make shopping experience more enjoyable and super convenient. At the end the day shopping should be a pleasurable experience rather than an inconvenient task.

Is the Sudanese infrastructure supportive to a next day delivery service? How will you overcome fuel supply issues and potentially a fluctuating US dollar exchange rate?

Being pioneers in any industry is difficult and comes with its own challenges. We have an extraordinary team behind oreed with a wealth of experience to help us navigate the difficulty that comes with doing business in Sudan in its current state. That said, we truly believe things will start getting better and we are excited to be able to enhance our services where possible.



“I am Sudanese, I genuinely believe in the potential Sudan has to offer.

It is not often you see a country going through such a fast past change and with a market still in its infancy, there is ample opportunity to build a bright future right here at home.”

Mohamed Badreldin Mahgoub – General Manager at oreeed

Even though the US sanctions have been lifted, social media advertising is still blocked, how will you able to reach your targeted audience?

Sudan is truly a unique market. Unlike more mature economies, Sudan has had to learn to adapt without the existence of true social media marketing and consumer data gathering. As such we are still heavily reliant on word of mouth and our own social media campaigns we run on social media platforms. The response has already been fantastic and we plan to expand this further into radio channels and social media influencers.

Vendors registering on oreeed need to be educated on how to use the platform, how will you be able to support thousands of potential vendors to setup?

We will provide training for our vendors. Each vendor has an individualized backend – they will receive training on how to upload their merchandize on our website; nonetheless, the system is quite easy to navigate. Adding to that, they will be able to view the analysis of their sales.

We have an efficient online platform where our vendors can oversee all details of their dealings with the utmost transparency. Like our customers, our vendors are important to us.

We aim to provide all those lone vendors with no proper setup a place they can call home, they can rely on, and sell their products at ease.

Where do you see oreeed in the next 5 years?

The limits are endless. Having said that, taking a thoughtful and considered approach to scaling up is essential – and the sooner the better. Starting with expanding our services with Wad Madani and Port Sudan states as an initial phase and hopefully having a wide outreach in the remaining parts of Sudan in the near future.

Egypt &

Sudan Airways

sign MoU to boost ties

Egypt's national carrier EgyptAir has launched a strategic partnership with Sudan Airways to strengthen aviation ties between the two countries.

Egyptian Civil Aviation Minister Mohamed Manar and Khaled Al-Sheikh, deputy Sudanese ambassador to Egypt, attended the memorandum of understanding (MoU) signing ceremony.

Amr Abu El-Enein, EgyptAir chairman and CEO, and Sudan Airways Director General Yasir Timo signed the MoU.

The Egyptian minister highlighted the importance of the strategic partnership between the airlines and their role in enhancing trade exchange between the two countries. He said the MoU is part of Cairo's strategy to strengthen bilateral ties in a range of fields, including aviation. The partnership aims to transfer Egyptian expertise in the aviation sector to Sudan.



Source: Arabnews

Manar said the MoU includes training of employees with the Sudanese flag carrier, and helping the country modernize its aircraft fleet by managing network planning, developing maintenance operations, and providing advisory services in quality control and technical approvals. Under the agreement, Egyptian experts will train Sudanese officials in aviation security, ground services and other technical aspects.

The MoU also seeks to increase air traffic between the two countries, leading to increased economic opportunities for both.

A joint working group will have regular meetings to follow up on projects and contracts.

Timo also expressed his happiness at signing the MoU with EgyptAir, due to its expertise, human cadres, and technical capabilities.



Sudanese government to incorporate Blockchain in Digital transformation strategy

Source: unlock-bc.com

Sudan's Governmental officials believe that Blockchain will be impactful for the country. These statements were made during the Blockchain for Government initiative visit to Sudan led by Bitcoin Association, the Swiss-based non profit organization. The visit was at the invitation and under the patronage of the Ministry of telecom and Digital transformation in Sudan.

BSV's Blockchain for Government Initiative is led by Bitcoin Association, the Switzerland-based non-profit organisation that works to advance use of the Bitcoin SV (BSV) blockchain, protocol and distributed data network. The Initiative works with government bodies, NGOs and public sector agencies to advance large-scale implementation of blockchain technology for the benefit of citizens, including through delivery of e-government services, tools for greater financial inclusion and improved transparency, as well as applications that foster public good for municipalities and entire countries.

The visit centred around Sudan's first-ever Blockchain Summit & Workshop, a two-day event held April 8-9 and led by the BSV blockchain ecosystem. The conference and surrounding meetings explored how blockchain technology can advance digital transformation as the country rebuilds and re-emerges after 30 years of isolation from much of the world.



Photo Source: Muhammad Salman Anjum

The BSV blockchain ecosystem brought an international delegation to Sudan, led by Bitcoin Association Founding President Jimmy Nguyen (USA) together with Ahmed Yousif, co-founder of Black Stone Data Solutions (Yousif was born in Sudan and now lives in the Kingdom of Saudi Arabia). They were joined by CEOs and founders of blockchain businesses working across a range of industries, spanning healthcare, supply chain management, financial services and smart cities, along with other senior representatives, including Muhammad Salman Anjum - Chief Mate at InvoiceMate and Head of the BSV Hub for the Middle East & South Asia (UAE/ Pakistan); Mohammed Ibrahim Jega - co-founder of Domineum Blockchain Solutions (Nigeria); Stephan Nilsson - CEO of UNISOT and Abendum (Norway); Robert Rice - CEO of Transmira (USA); Phillip Runyan - managing partner of Veridat (USA) and Patrick Prinz - Europe & Operations Manager of Bitcoin Association (Switzerland).

BSV's Blockchain for Government Initiative organised the Republic of the Sudan's historic first-ever blockchain conference and workshop, held at the Al Salam Hotel in Khartoum on April 8-9 under the patronage of the Ministry of Telecommunication & Digital Transformation. The event welcomed government officials, business leaders and university students to learn how blockchain technology can build better digital infrastructure and grow the domestic economy through diverse use cases - including identity management; e-government services; public records; financial inclusion; Islamic finance; auditing; natural resource management and sustainability; smart cities; supply chain and cargo tracking; health care data; educational/



Photo Source: Jimmy Nguyen

professional certifications; and better transparency.

A prestigious line up of speakers included the visiting BSV delegation, senior figures from both the Sudanese government and multi-national NGOs with a permanent regional presence - including the United Nations Development Programme. They were joined remotely by experts from many international BSV and related businesses from around the world - including Centbee; EHR Data; Elas Digital; Faiā; nChain; Predict Ecology; Smart Systems; VXPass; Weather SV; and Metastreme.

In addition to the two-day Blockchain Summit & Workshop, the BSV delegation was invited to separate meetings in the offices of the Central Bank of Sudan; the Ministry of Telecommunication & Digital Transformation; the Ministry of Interior Affairs; as well as at SudaTel Telecom Group (one of Sudan's leading telecommunication companies) and the 249 Startups hub for entrepreneurs.

During an interview at the

conclusion of the 2-day blockchain event, Hashim Hasabelrasoul Hashim, Minister of Telecommunication and Digital Transformation for the Republic of the Sudan, said, "The event was very great, very informative. The first-ever time in Sudan to have a blockchain ecosystem team to visit the country. People were very interactive, very excited about the event and I think that there will be many more to come after this event. Having the blockchain ecosystem in Sudan itself is a huge success for us. Having the engagement with the experts with our team members - with the ministry, with the industry - private and government entities to promote working together in different groups to work out what is next."

Minister Hashim also explained why blockchain technology can be so impactful for Sudan at this time, "In Sudan, we are in a transition period after thirty years of sanctions and thirty years of a bad regime. Now we are in a transition period in which we want to reform our country and reform the government. Digital transformation is a key pillar in

this reformation. We are working on building a national strategy for digital transformation that aims to change the government from manual to digital, to make sure that the government will be more efficient, more smart, more in control and more transparent."

"I can clearly see a role for blockchain throughout different verticals within the government; digital identification is one of many, financial inclusion, digital certifications and many more to come, where we can benefit from

blockchain. We want to be the first and lead on this technology in the country because it will enable us to really depend on real data that is secure."

BSV delegation leader President Jimmy Nguyen commented, "Blockchain can help us to build a better world and our trip to Sudan left us feeling even more inspired to make that vision a reality. On behalf of the global BSV ecosystem, we were honoured to lead this first-ever blockchain delegation to Sudan and extend

our sincere thanks to Minister Hashim and the entire team at the Republic of the Sudan's Ministry of Telecommunication and Digital Transformation for their warm hospitality and ambitious vision for the digital future of their country. As we explore opportunities for initial blockchain projects in Sudan, we know that BSV's massive scaling and focus on data network capabilities can provide the blockchain power needed to advance digital transformation for Sudan and greater Africa."

SUBSCRIBE

Sudan business magazine is Sudan's premier business monthly for business development executives, entrepreneurs, decision-makers, and corporate leaders.



\$50
Per Year

1-YEAR DIGITAL SUBSCRIPTION



Latest Business News

Access past magazine editions

\$100
Per Year

1-YEAR DIGITAL & PRINT SUBSCRIPTION

✓ Latest Business News

✓ Printed magazine delivered to your address

✓ Access past magazine editions (digital)

Elmerikh football club on a spending spree

hires former Newcastle midfielder as coach & plans for football academy

Source: [Dailymail.co.uk](https://www.dailymail.co.uk)

Lee Clark had never been to Africa when he accepted the challenge of becoming head coach at Sudan's Manchester United, El-Merikh - they share the Red Devils nickname.

'I've always said I wanted to experience working abroad I didn't put any stipulations on where that was,' the former Newcastle, Sunderland and Fulham midfielder continues, having left his role as director of football at ambitious non-League side Newcastle Blue Star to take up the challenge.

'Whenever people have contacted me about certain positions the answer has always been yes when it came to working in another country. My attitude has always been that I'd be prepared to listen to anything.

'So when an agent I knew while I was in charge of Birmingham City contacted me, I saw it as an experience to put in the tool bag. No coaching course can emulate this kind of thing.'

During his Zoom interviews, Clark was sold on the 40,000 full houses



for continental clashes - outside of current Covid restrictions - plus the intense city rivalry with Al-Hilal, who El-Merikh trail by three points with a game in hand: 'There is unbelievable support for these two clubs. We are literally neighbours. They're just across the road it's a similar situation to that of Dundee and Dundee United.'

There will be no post-match glass of wine after the two go head to head in this season's yet-to-be-contested derbies as alcohol has only recently been made legal again for non-Muslims and Clark is respectful of the culture of a country 'where people can't do enough for you.'

Although he has a car, he has plumped for a driver as 'it's like the wacky races on the roads' and

another thing taking some getting used to has been temperatures touching 40 degrees daily. 'It's the first time in my coaching career I've worn a cap,' he says.

The heat means training sessions are regularly held at 6am or in late afternoon, sometimes both on the same day but the 48-year-old is immersing himself in a country wanting to making a mark on the continent's footballing map.

There is a long-term plan to start an academy at El-Merikh and forge links with English clubs; a shorter-term one to bring in his own assistant manager. For now, he is grateful to strength and conditioning coach Islam Gamal for interpreting messages and instructions between him and his players.



Survey and GIS engineer

Tel: +249999224476

Email: ahmed.shihab7694@gmail.com

Technical Analysis

Spatial assessment of Solar Energy potential in Khartoum

Energy is an important universal factor for the measure of Sudan's development because of the advancement in science and technology. As well as the fast growth of human population, the need for energy is consistently increasing day by day worldwide.

Specially in Sudan where we rely on traditional energy sources such as dams and fossil fuels, which are exhaustion of sources that proved to be insufficient with the increasing consumption of energy and the constant rise of population.

For a long time, the world depended on fossil fuel energy sources for energy production. They are known to have many negative consequences such as global warming, seasonal deviations, glacier meltdown

and natural disasters resulting in environmental pollution. The industrialization process and increased energy demands have extended and accelerated these negative effects. Because of these impacts, many people, animals and plants have been harmed and are faced with new challenges each day. Because of these problems, alternative energy sources are being under consideration both worldwide and in our country.

Renewable energy sources which are reliable and will not pollute the environment or damage living organisms must play a big role. In this context, it is clear that one of the most important sources of renewable energy is solar energy.

Today, the use of solar energy has gained popularity and become widespread throughout the world, including in Sudan. The greatest advantage of renewable

energy is that they do not affect the ecological balance in any way. Electricity generated using solar energy is a popular type of renewable energy source for energy applications. It attracts investors due to the abundance, low-operating costs and a lack of environmental pollution.

In the Sudan, potential for harnessing solar energy is extremely large. Geographically it is uniquely placed to top solar radiation with approximately 300 clear sunny days and average solar incidence of 6.0-6.6 kWh/m²/day. The total deserted area in the state is arid and semi-arid, large amount of it is contiguous, relatively flat and undeveloped. Apart from providing energy, solar technology could play a key role in helping Sudan achieve its national goals in contributing to sustainable development.

Khartoum Study Area

Khartoum State is one of the eighteen states of Sudan. Although it is the smallest state by area (22,142 km²), it is the most populous (5,274,321 in 2008 census). It contains the country's second largest city by population, Omdurman, and the city of Khartoum, which is the capital of the state as well as the national capital of Sudan. The State is located between longitudes 31.5 to 34°E and latitudes 15 to 16°N.

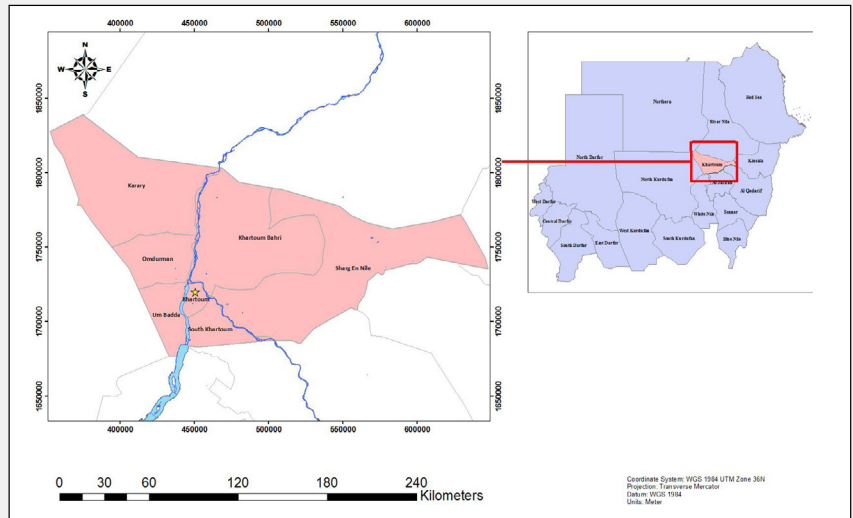


Figure 1: Study Area (Khartoum State).

Solar Data

In order to analyze global solar resources geographically, three classic and representative parameters were used. These parameters are global horizontal irradiation (GHI), direct normal irradiation (DNI) and photovoltaic (PV). The spatial data (raster) for the three parameters were obtained from the Global Solar Atlas, which is considered to be the most reliable source of solar data currently available at global scale (<http://globalsolaratlas.info/>). The GHI, DNI and PV values from this online database, financed by the World Bank Group through the Energy Sector Management Assistance Program (ESMAP), were made freely available in 2017 in order to support solar

power systems development in the world in certain key phases such as exploration, prospection, site selection and pre-feasibility evaluation.

GHI ((kWh/m²) is the sum of beam radiation, direct and diffuse irradiance, and ground-reflected radiation. Solar Global Horizontal Irradiation (GHI) Resource is used to calculate flat panel photovoltaic (PV) photo array output. while DNI (kWh/m²), which is the solar radiation that reaches the Earth's surface directly, is important for the development of CSP and CPV systems. These data accompanied with cloud cover data mainly Downloaded from <https://data.earthenv.org/> to test the effect of clouds on irradiance came from the sun.

Elevation Data:

a 30-metre resolution shuttle radar topography mission (SRTM) digital elevation models (DEM), which were retrieved from the United States Geological Survey (USGS) archived data portal. Elevation is the main input for the ArcGIS Solar Radiation analyst. Elevation data is the source of topographical characteristics of the study site including terrain shading, and slope. These characteristics are important both for determining the high potential areas and for positioning of solar energy generation equipment.

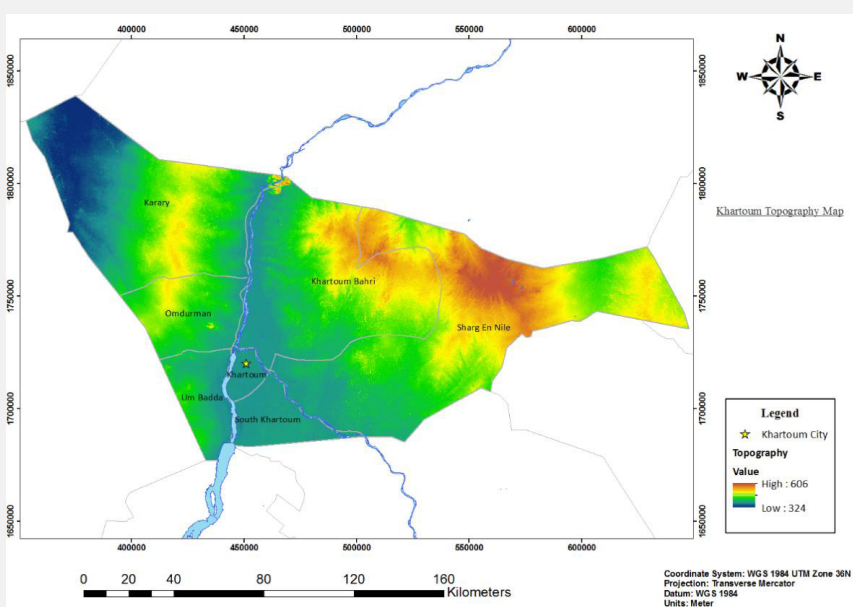


Figure 2: Topography Map of Khartoum State.

Data processing was preformed using collected data. The analysis of solar resource distribution and intensity, assessed using the GHI, DNI, PV, cloud cover layer and slope was conducted in two major phases:

- 1. Multi-Criteria Decision-Making (MCDM) methods.
- 2. delimitation and mapping in seven classes of solar potential

1-Multi-Criteria Decision-Making (MCDM) methods:

Multi-Criteria Decision-Making (MCDM) methods are tools that allows the best choice to be made from among multiple and concurrent criteria. The Analytic Hierarchy Process (AHP), one of the MCDM methods, was originally developed by Prof. Thomas L. Saaty in 1977. The AHP method has been used frequently in the solution of complex decision-making problems. The AHP is a flexible, quantitative method for selecting among alternatives. The AHP approach is based on the relative performance of alternative projects or investments with respect to one or more criteria of interest. The hierarchy of AHP is constructed through pairwise comparisons of individual judgments, rather

than attempting to prioritize the entire list of decisions and criteria simultaneously.

In AHP All criteria/factors which are considered relevant for a decision are compared against each other in a pair-wise comparison matrix which is a measure to express the relative preference among the factors. After creating all weight matrices, the weighted layer is normalized and calculated. The value is obtained according to the level of importance of the used criteria, From the resulting normalized values, the consistency ratio (CR) values are computed, and these values are used in the application to determine whether it is valid or not. $CR = CC / RI$

Referring to formula: CR represents the consistency ratio; CC represents consistency index and RI represents random consistency index.

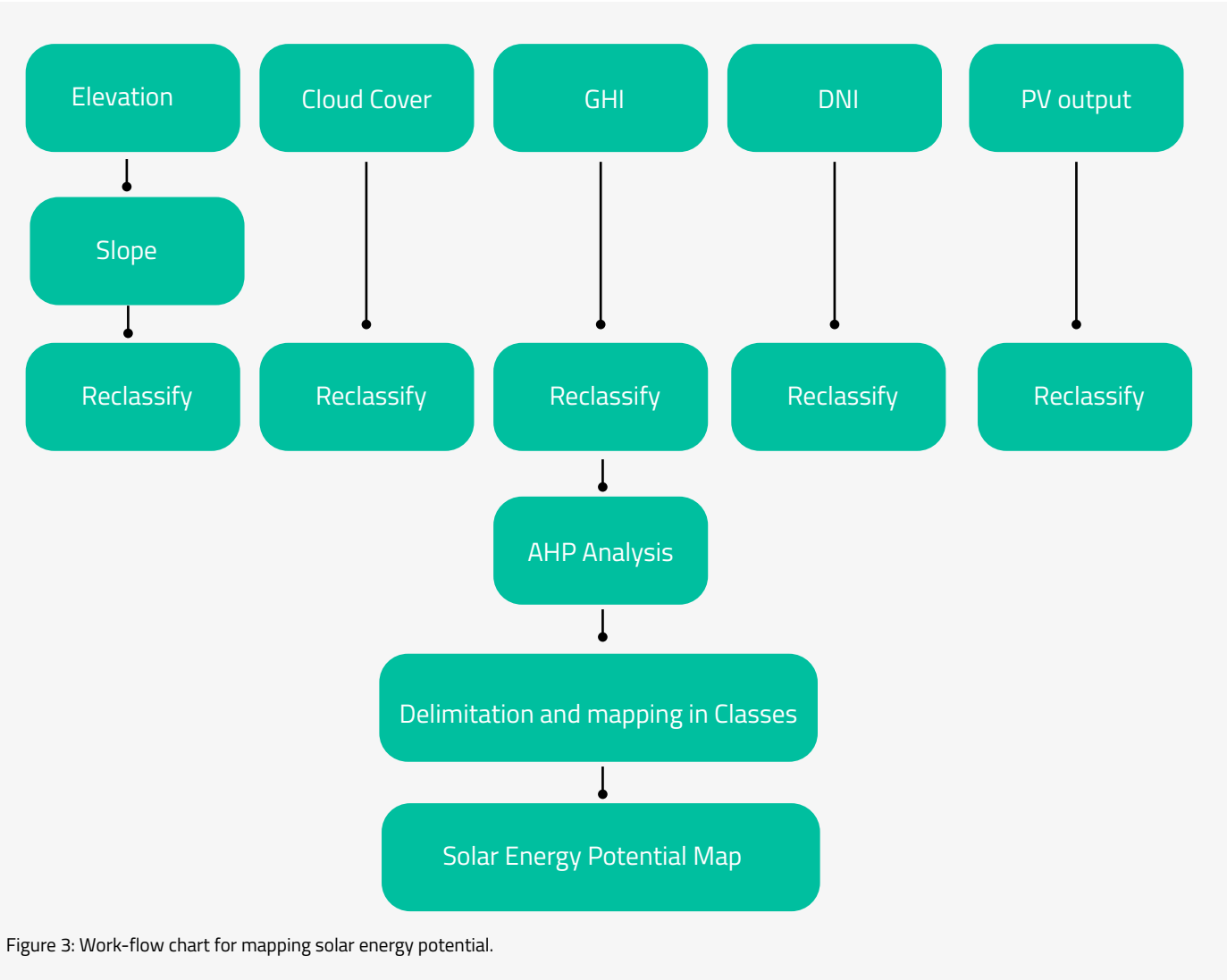


Figure 3: Work-flow chart for mapping solar energy potential.

To show the potential for solar energy, each factor was evaluated. Appropriate ranges for each parameter were determined from reviewed literature and some studies to map Solar energy potential in Khartoum

State. Weights of these classes were ranging from value of 1 express “equal importance” and a value of 9 is given for those factors having an “extreme importance” over another factor.

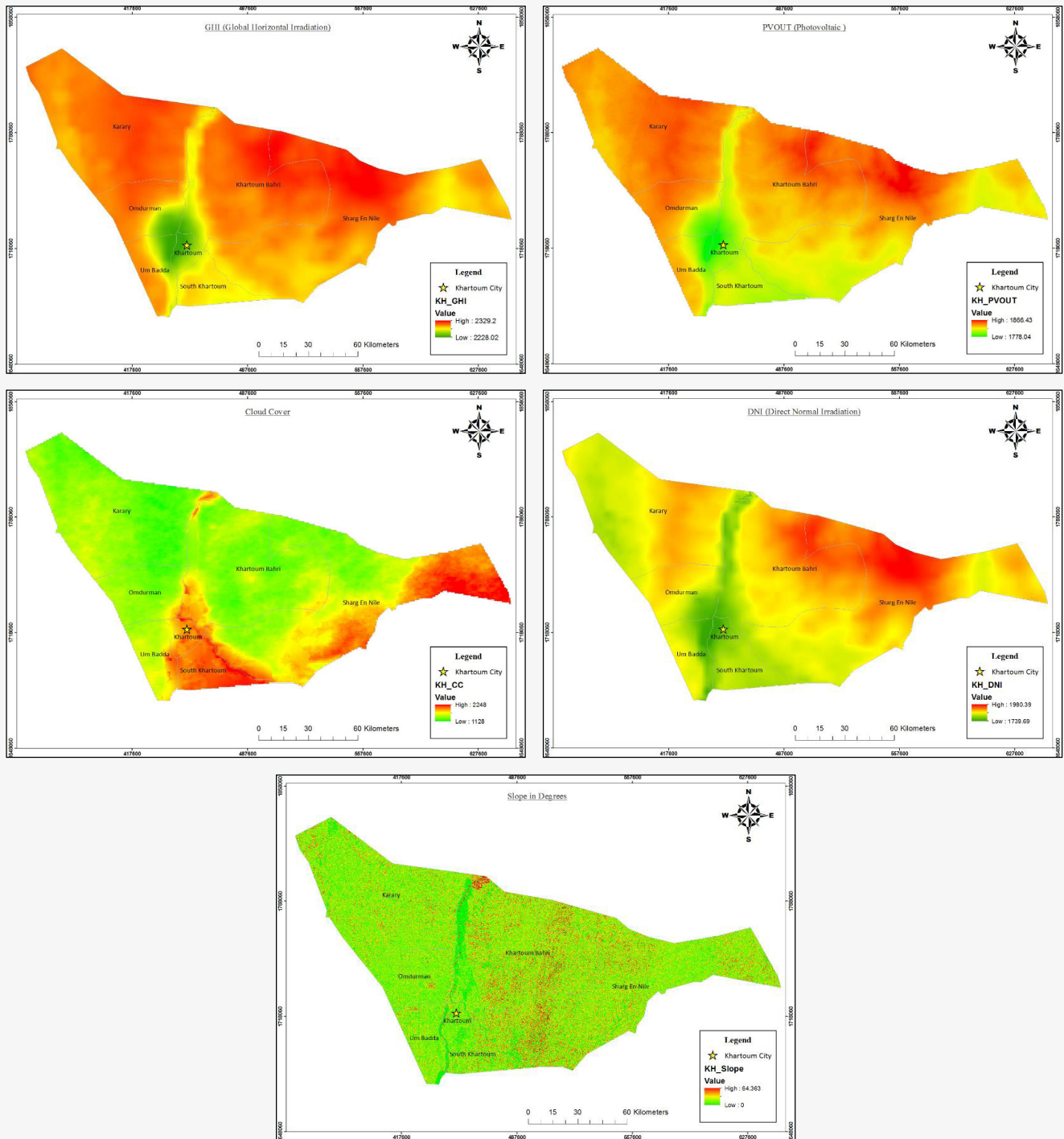


Figure 4: factors used in assessment of solar energy in Khartoum state (GHI, PV Output, Cloud Cover, DNI and Slope).

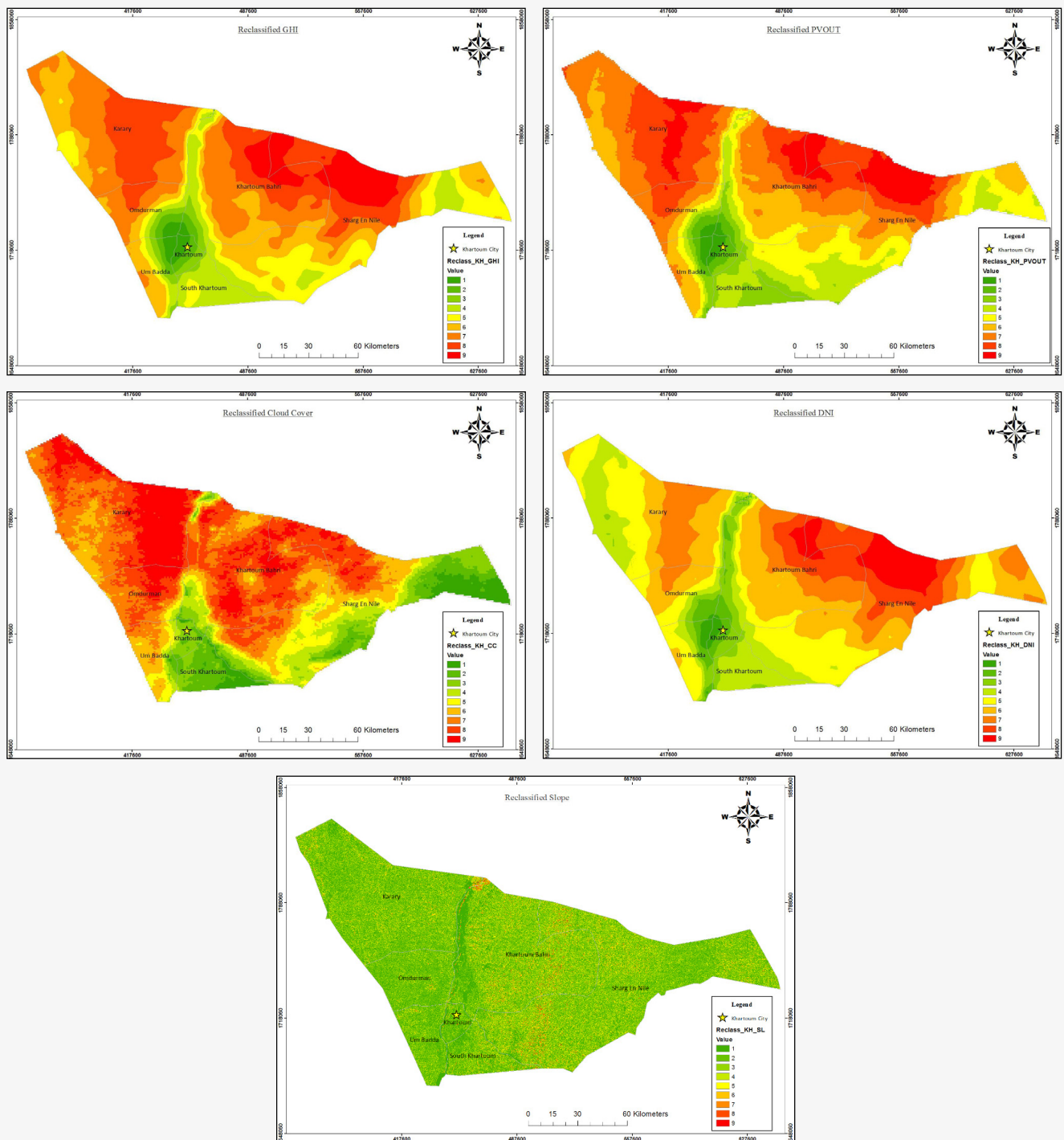


Figure 5: reclassified rasters of factors used in assessment of solar energy in Khartoum state (reclassified GHI, reclassified PV Output, reclassified Cloud Cover, reclassified DNI and reclassified Slope).

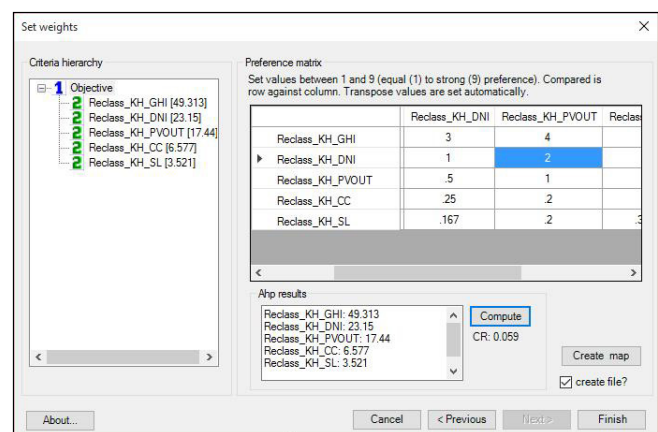


Figure 6: factor wights and CR Value using AHP Method.

Results

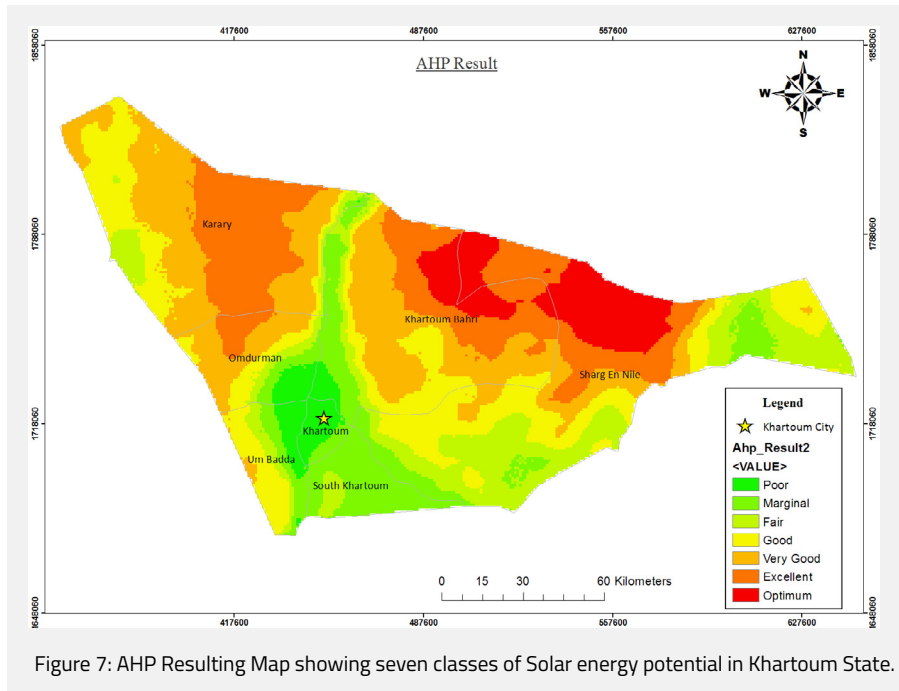


Figure 7: AHP Resulting Map showing seven classes of Solar energy potential in Khartoum State.

2-delimitation and mapping in seven classes of solar potential:

the statistical extraction of the areas covered by the delimited classes, and then grouped into seven potential classes, using the natural breaks criterion. The natural breaks (or Jenks) method is an iterative statistical classification of data aiming to minimize the variance within classes. The method classifies by grouping similar values while maximizing the differences between classes. random class breaks are generated, after which the boundary zone values

are systematically assigned to adjacent classes by adjusting class boundaries. The process is repeated until the variance within a given class is as small as possible, while the variance between classes is as large as possible.

We chose to group the data into seven potential classes (Poor, Fair, Marginal, Good, Very Good, Excellent, Optimum), higher number of classes is more useful for an accurate assessment of solar resources.

Is Khartoum ready for solar energy?

The resulting map obtained using the AHP method was created using the criteria Elevation, slope, cloud cover data, GHI, DNI and PV output. In this study, relevant spatial analysis was performed and appropriate areas were determined. Using the AHP method, all factors are effective in determining the most suitable areas for exploitation of solar energy in Khartoum State. Using factor weights values, GIS technology and spatial analysis to determine the most suitable locations.

The areas were colored by orange red, dark orange and orange colors is the most suitable areas for solar energy exploitation in classes (Optimum, excellent and Very Good) and followed by yellow (good) to green areas (fair, marginal and poor).

As it is illustrated on the AHP Result Map the areas of high Solar Energy potential colored by Red are located in the North-East area of Khartoum State.

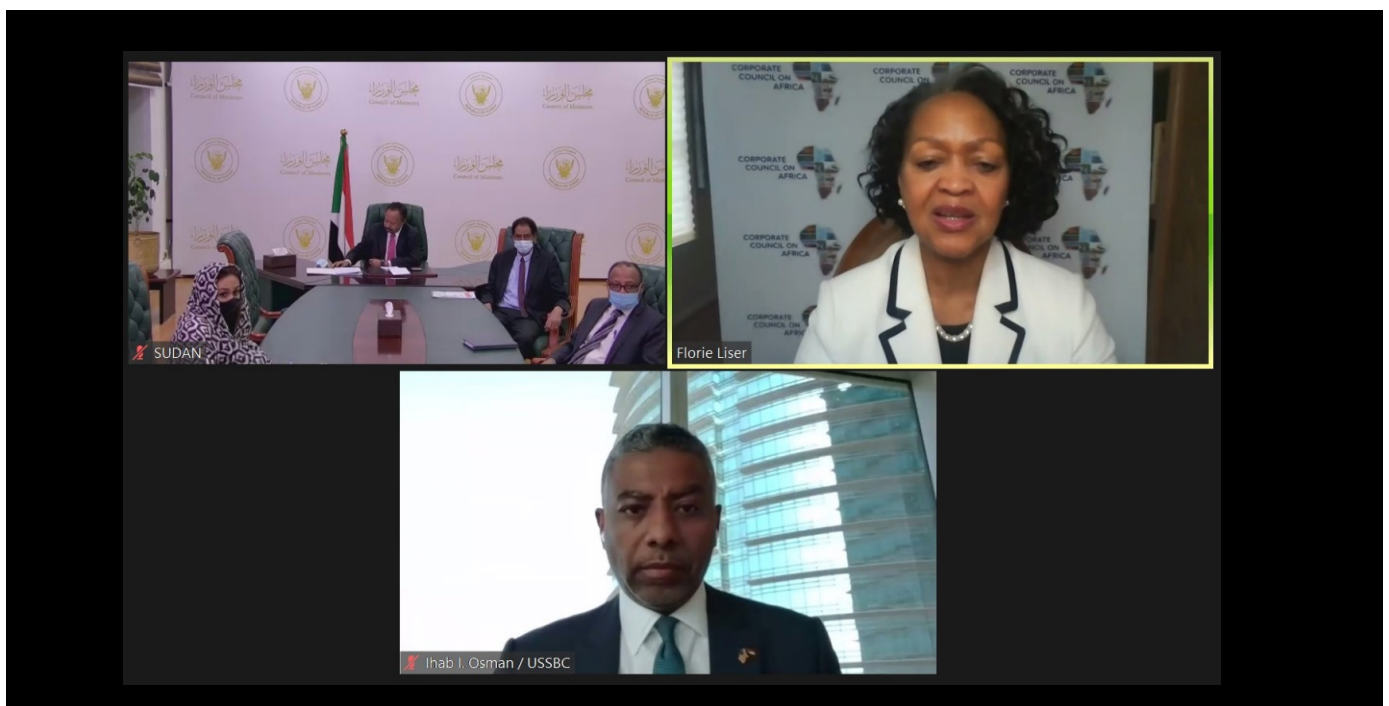
US INVESTMENT FORUM SPONSORED BY TRADE AND DEVELOPMENT BANK, THE BOEING COMPANY, LINDSAY AND VISA INC.

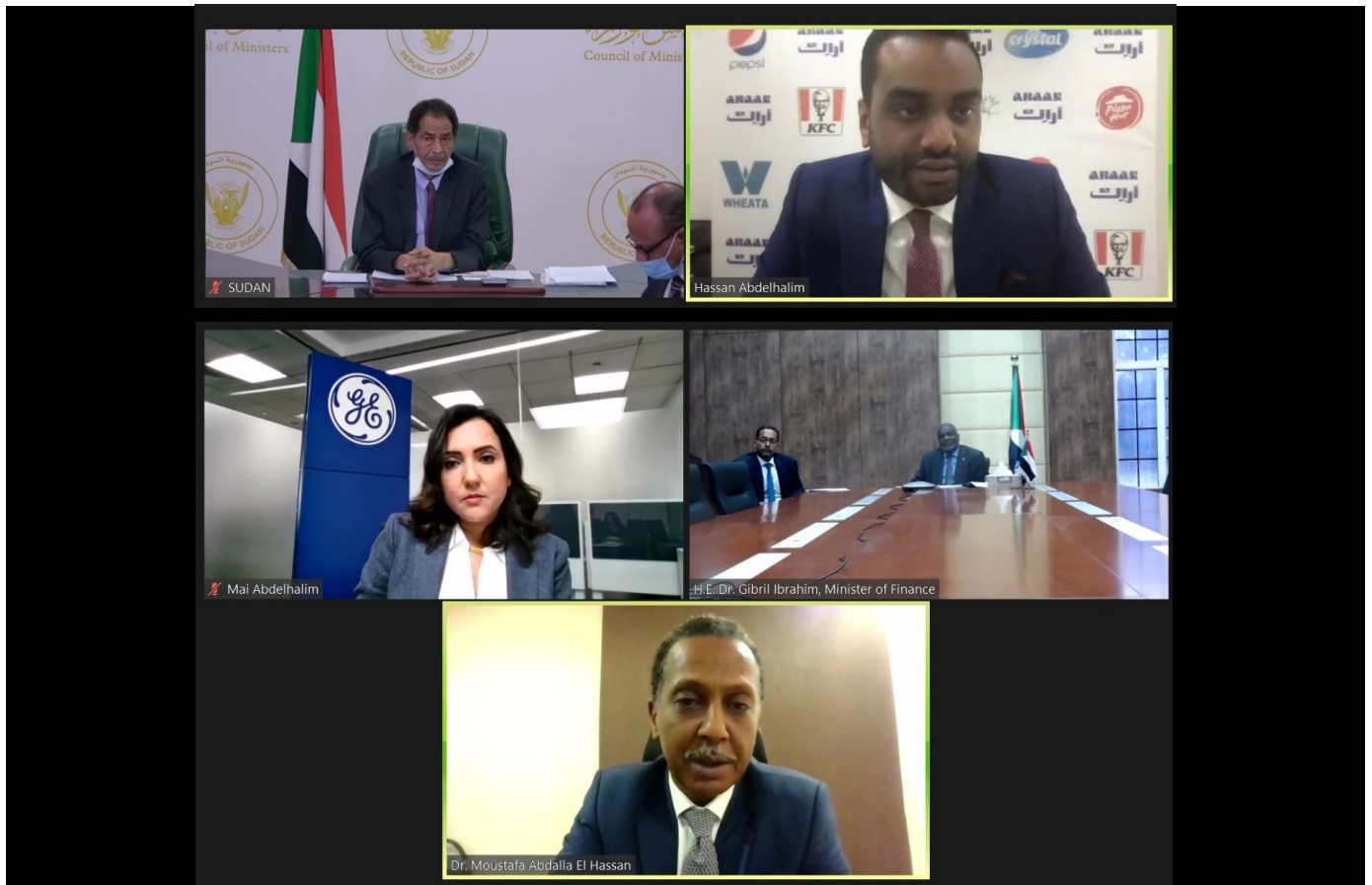
Corporate Council on Africa (CCA) hosted the U.S.-Sudan Business and Investment Forum, the first Forum in a webinar series on business and investment opportunities across key sectors in Sudan such as banking, agribusiness, energy, ICT, infrastructure, and healthcare. The series strives to facilitate commercial partnership growth between the two nations and their private sectors as Sudan enters a new era of increased trade, stability, and democracy. The U.S.-Sudan Business and Investment Forum was generously sponsored by Visa Inc., The Boeing Company; Lindsay; and Trade and Development Bank.

The Forum included sessions on Doing Business in Sudan and Opportunities in Sudan's Agribusiness Sector. The Forum began with a moderated conversation between H.E. Dr. Abdalla Hamdok, Prime Minister, Republic of Sudan, and Ambassador Demetrios Marantis. The fireside chat was followed by a series of panels on the overall business environment, finance and agribusiness sectors respectively featuring H.E. Dr. Gibril Ibrahim, Minister of Finance and Economic Planning, and H.E. Dr. Altahir Ismaeil Harbi, Minister of Agriculture and Forests, and a select group of senior executives from U.S. and African companies.

The event kicked off with opening remarks by CCA President and CEO, Florizelle Liser who expressed her excitement about partnering with the U.S.-Sudan Business Council to co-host the high-level Forum after years of engagement with the Republic of Sudan. Optimistic about the future of U.S.-Sudan relations, Ms. Liser noted that Sudan's removal from the State Sponsors of Terrorism List (SSTL) has "eliminated one of the major hurdles to doing business in the country."

Ihab Osman, Chairman and founding member of the U.S. Sudan Business Council (USSBC), expressed that Forum illustrates the great progress that has been made between the U.S. and Sudan.





Bernard Dunn, President at Boeing Middle East, Turkey, and Africa introduced H.E. Dr. Abdalla Hamdok, Prime Minister of the Republic of Sudan. During the fireside chat moderated by Ambassador Demetrios Marantis, Senior Vice President & Head, Global Government Engagement, VISA, Prime Minister Hamdok acknowledged the multiple transitions Sudan is undergoing and the challenges the country faces in moving forward as it inherited a collapsed economy.

Prime Minister Hamdok highlighted reform programs that have been introduced to move Sudan in the right direction with support from the people. H.E. Dr. Abdalla Hamdok encouraged the U.S. private sector to "look at Sudan as a country of opportunities." "Sudan is working hard to overcome the challenges it inherited" he stated. In closing, H.E. Dr. Abdalla Hamdok shared that he is hopeful of the success and opportunities that lie ahead for

U.S.-Sudan relations.

Dana Banks, Senior Director for Africa, National Security Council, at the White House, spoke on how the Biden-Harris administration stands with H.E. Dr. Abdalla Hamdok and is committed to building on the U.S.-Sudan partnership. Dana Banks noted "the U.S. applauds economic reforms enacted by the Prime Minister" and encourages the Sudanese government to continue its peacekeeping efforts. She concluded by stating that the Biden-Harris administration will continue to foster business relations by bringing Sudan forward to the global market.

Araak Group's Hassan Abdelhalim of USSBC kicked off the session on Doing Business in Sudan - Opportunities & Challenges with an overview presentation providing background on Sudan's revolution and its economic impact. Mai Abdelhalim, President, North Africa, GEIM, GE moderated the

high-level panel featuring H.E. Dr. Gibril Ibrahim, Minister of Finance and Economic Planning, with co-panelists Ahmed Gaber, General Manager, North Africa, VISA, Admassu Tadesse, President and CEO, Trade and Development Bank and, Dr. Moustafa Abdalla El Hassan, CEO, Bank of Khartoum.

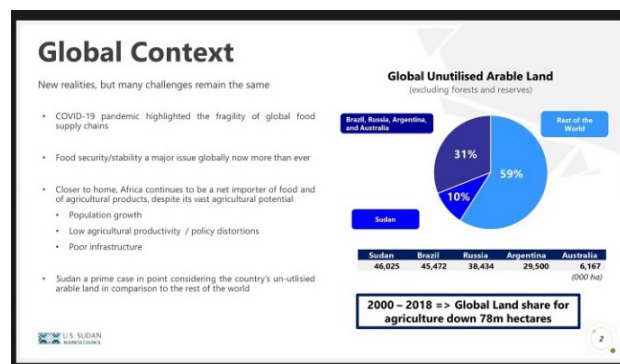
H.E. Dr. Gibril Ibrahim discussed the reforms that Sudan has undertaken and assured that there are more reforms ahead that focus on transparency. He also noted that the country is becoming more peaceful and is in a better position to stabilize its economy and move towards economic growth.

The panelists also discussed the banking environment in Sudan and the impact of COVID-19. H.E. Dr. Gibril Ibrahim concluded the Doing Business in Sudan session by stating that Sudan is looking for strategic partnerships and welcomes American investors and looks forward to seeing them in Sudan.

Agribusiness: Sudan – A New Source of Food Stability for Africa

The third session, titled Agribusiness: Sudan – A New Source of Food Stability for Africa, began with an overview of the agriculture sector by Ahmed Abdellatif of USSBC. CTC's Ahmed Abdellatif touched on the key natural resources and the great opportunities that are present in Sudan's agriculture sector. The Agribusiness session was moderated by Dr. Mima S. Nedelcovych, Chairman, AfricaGlobal Schaffer who emphasized the importance of agriculture in Sudan, stating "when someone mentions the agriculture industry being the backbone, I can certainly verify."

H.E. Dr. Altahir Ismaeil Harbi, Minister of Agriculture and Forests, Republic of Sudan, delivered his opening remarks on the success of Sudan's agriculture industry. The high-level panel also featured Eng. Disougie Elwagie, General Manager, White Nile Sugar Company, Gustavo Oberto, President, Global Agriculture Irrigation, Lindsay, and Dr. Dominik Reus, Managing Director Africa, AGCO.



H.E. Dr. Harbi discussed the comparative advantage of Sudan's agriculture industry and highlighted opportunities for U.S. investors. The panelists also highlighted opportunities for collaboration between Sudanese investors and U.S. investors, the impact of climate change, and perspectives from U.S. business leaders on how they view the future of agribusiness in Sudan.

H.E. Dr. Nureldin Satti, Ambassador of Sudan to the U.S. and Bryan David Hunt, Acting Deputy Assistant Secretary, East Africa and the Sudans, U.S. Department of State delivered final thoughts

on U.S.-Sudan partnership. Ambassador Satti noted the importance of the Forum in facilitating information sharing. Mr. Hunt offered his closing remarks, highlighting how the U.S. government is actively supporting Sudan as it continues to grow. He concluded by stating that, "it is time to move forward and encourage mutually beneficial trade with and investment in Sudan." High profile speakers attended the forum via a webinar, including Prime Minister Hamdok, Minister of Agriculture and Forestry, Minister of Finance and Economic Planning, and senior executives from Visa Inc., General Electric, The Boeing Company, Lindsay, and Trader & Development Bank.

UNAMID premises handed over to University of Zalingei

UNAMID continues to exert efforts to ensure the drawdown plan for team sites closure is on course and closed team sites handed over to the Government of Sudan are utilized to the benefit of the local communities. With the expected closure of UNAMID's former Mission Headquarters in Zalingei, the Director of Mission Support, Mr. Houston Fergusson accompanied the Wali (Governor) of Central Darfur, Dr. Adeeb Abdulrahman and members of the Central Darfur State Handover Committee on a guided tour of the site. The Camp is already hosting the administration of the University of Zalingei.



Schlumberger and National Upstream Solutions (NUS) sign a strategic collaboration MOU





Schlumberger's Managing Director Egypt and East Mediterranean, Karim Badawi announced a strategic performance of choice partnership launched in a special event with the participation of H.E.Eng. Jadain Ali Obeid, Sudan Minister of Energy and Petroleum. Schlumberger and National Upstream Solutions (NUS) signed a strategic collaboration MOU to jointly unlock access to energy in Sudan leveraging capacity building, technology & performance leadership.

Karim Badawi also added "I am very appreciative to H.E.Eng. Jadain Ali Obeid, Sudan Minister of Energy and Petroleum for the time he has given us in the

morning in addition to attending and giving a speech in the collaboration signing event held under the slogan of together building the future, during which our team presented areas of collaborations in addition to a speech from NUS General Manager, Eng Mohamed Nasr; the event was also attended by the undersecretary for Petroleum, Eng. Walid Esameldin Mohamed, Eng. Ayman Aboul-Goukh, Sudapet Director General and the leaderships of the sector and distinguished guests."

A new chapter for blue chip oil service companies regains its position in the new Sudan.



By Elhadi Gafar Abdalla,
CEO Hadile UK Ltd

Leadership and self-managing

Manage yourself by managing your mid-career opportunities

Managing yourself in a mid-career crisis is like changing an aeroplane engine in air across the ocean, yet if managed in an emotionally aware manner, it is just a transition in our lives. It is important to reframe mid-life career as mid-life opportunities to become growth mindset people who believe that our most basic abilities can be developed through dedication and hard work and positive reframing of adversity as an opportunistic challenge or period.

Mid is the most important transition you can make in your life. Handled well the crisis can transform into an opportunity. A negative approach it will create regret, failure and meaningless purpose to your life.

I left a CEO role to become a management consultant in early 2002, even though I had a feeling of making the wrong decision by then, leaving a permanent well paid role to a consultant that sounded like "your rate is expensive, we will call you when we need you for few days" role, the risk was high and but I always felt good about the future by acknowledging the fear and working hard with a positive mind

for best and reframing "mid-career crisis" with what I now call "mid-career opportunities".

This risky move gave me experiences and access to very important relationships and networks, and later traveling to work as a consultant in UAE in Defence, in Saudi in facilities management, State investment and policy advisor in South Sudan, consulting and working in for a major contractor for Qatar 22 as a real estate consultant at director's level and as a group property and facilities manager for Qatar Airways, and recently giving a pre-lending advice on companies' viability. What I thought was a mid-career crisis at time caused regret turned out to be the best decision for very important network and work relations including key players and VIPs I have now.

It is normal when we are faced with less job options or if the current job does not give us purpose and satisfaction, we feel regret. Sometimes I wish I was a medical doctor, but I would miss the business advice and coaching I am enjoying now including the relations and board membership of the largest housing groups if I chose to study medicine instead of business when I came to the UK in 1991.

So, why do we get frustrated with our jobs even though they have fancier titles and even when we are achieving? You want to me answer? You wish, let us let philosophers fire away the answer for us. They say because short projects or tasks achieved, getting a promotion are of a fixed nature, we feel emptiness by doing what philosophers call "telic activities". They are things we can finish and complete. So, when I was brought as CEO to firefight and fix things and given an opportunity to develop 350 properties for a housing company, when this was done within two years, I lost motivation because there was nothing to do now things were stable.

There are jobs of "atelic activities", you don't feel bored and they have meaning for you in your life. You can go for a holiday and enjoy it, but the task is not complete you will always go for holiday and enjoy it. If you are in a job where colleagues are like friends, and the environment is as if you are hanging out with friends, this is an "atelic activities" just like going for a walk in Aspire Park near Hyatt Plaza. If you are living a decent life, it is an atelic activity, you are in it already, you can't complete or finish the act of living, because you can-not stop doing these things that are making you happy and there is purpose in your life."

That is why quite often a career with a purpose provide happiness. We all go through transitions and our needs change, but our minds trick us into believing that we are making wrong decisions or should have had a different career. You can do a fixed telic job in day- time and do atelic activities as a volunteer or in the evening and be happy if you are busy CEO and the role provide good standard of living for but challenging.

One of the reasons why people change their career in their 40s is that they seek their own interests of their childhood, and a purpose or meaning in their lives' activities. In some cultures, your first career could be your parents' wish and in a mid-career decide to re-instate what you really to

do and push for your identity re-direction. Even your re-direction you still have another turn of career change when you reach 55 or 65, the age most would wound model themselves part-consultants or run a retreat.

We shouldn't forget, promotion, birth of a child, having a different career ambition than your wife and living apart for a demanding career can all create mid-career crisis if the implications are not discussed openly with wives or partners or you seek advice well in advance. There is now a need for companies to provide dual – career couple advice and staff mobility can be handled well to avoid mid crisis and provide jobs turnover of important and demanding roles.

Elhadi is a CEO and a specialist consultant in coaching, housing, relocation, facilities, property management, HR policies / strategic planning and research in Qatar, Middle East, Africa and the UK. He provides management advice to key organisations and corporations and lend expertise to CEOs, and non-executives board of directors in the UK, Qatar. He also offers property management advice, dual-couple / mid - career support to corporate HR departments, research projects and MBA work assistant for Directors and busy CEOs in Qatar, sourcing properties and higher education sourcing focused in the UK for Qatari nationals. elhadiaballa@hotmail.com

History in the making: First Sudanese females stationed at oilfield camps



Sudan's first female oilfield workers have been dispatched to Heglig oilfield as a result of their request to receive exposure to field work and passion to see their work come to life.

Historically female workers have been limited to the number of days spent at oilfields due to security reasons.

Geologist, petroleum engineer, refraining and transportation engineers being Nasma Zahir, Ibtehal Abdalla, Rayan Abdalla, Tagwa Mustafa and Hiba Ahmed were received with praise by their heads of department at Sudapet and the Ministry of Energy & Mining. The necessary support and formalities were immediately granted.

Sudan is rising.

ACCELERATE2030 LAUNCHES IN SUDAN TO SCALE ENTREPRENEURIAL SOLUTIONS FOR THE SUSTAINABLE DEVELOPMENT GOALS

Entrepreneurs are invited to apply to the 2021 Edition before 20th May!

Sudan May 2021 Accelerate2030 has announced the launch of its 4th edition in Sudan for the first time. Initiated by Impact Hub and the United Nations Development Programme (UNDP) in 2016, Accelerate2030 is the world's largest program for entrepreneurial solutions towards the UN's Sustainable Development Goals (SDGs), and it is open to entrepreneurs from across **20+ locations: Mexico, Colombia, Argentina, El Salvador, Costa Rica, Venezuela, Nicaragua, Zimbabwe, Nigeria, Rwanda, Zambia, Côte d'Ivoire, Mali, Tanzania, Sudan, Malaysia, Indonesia, China, Turkey, Croatia, and North Macedonia.**

Impact-driven companies are invited to apply for the A2030 National Scale-Ready Program

Accelerate2030 is aimed to support entrepreneurs with innovative and scalable solutions to the world's key challenges, as depicted in the UN SDGs. Through the Accelerate2030 Scale Readiness Program, entrepreneurs will learn to shape and implement their scaling strategy, become investment-ready and successfully measure impact towards the SDGs. Applications are encouraged from impact-driven entrepreneurs from Sudan who: **have an impact on the SDGs, have scalability potential, are in the growth stage, and have a motivated and skillful team.**

While being open to all themes covered in the SDGs, this year in Sudan the program will have special focuses on Digital Transformation and Agro-Tech with a global focus on Good Health & Wellbeing (SDG 3) and Clean Water (SDG 6).

Opportunity for Global Partnerships and Support

Apart from the National Scale Readiness Program, the participating companies with the highest international potential will gain the opportunity to participate in the **Global Scaling Program**, starting

with a **Global Scaling week in Geneva**, Switzerland in November 2021, where they will present their solutions for the SDGs and connect with corporates, international organizations, entrepreneurs and impact investors.

"Accelerate2030 gives us a direct phone line to Geneva, which is a key ingredient for us to scale quickly. Having connections in Geneva contributes to the influence of the company and is attractive to potential investors. The sustainable piece of the program was also really transformative. Nobody offers this at the level and quality that Accelerate2030 achieves this."
-Laure Mendoza, Co-founder and Chief Product Officer at Unima, A2030 Global Finalist.

From Local Solutions to Global Impact

The program's global cohort of 2019/2020 edition received customized mentoring and coaching support, accompanied by targeted connections in the Geneva ecosystem. They went on to raise **over \$6 Million dollars in funding**, and increasing employment by 40%. Ventures like **Impact Water in Lagos, Nigeria** increased their capacity to reach **over 8 Million students with clean water.**

"When we began Accelerate2030, we were barely beginning to understand international business and how we wanted to scale the company. Now, we are an international company with its headquarters in Amsterdam, and operations in the UK and Costa Rica."

Thanks to all the support at Accelerate2030 we were able to develop, improve and execute such a strategy."
Alejandro Ortega, Co-founder and CEO of Costa Rica Insect Company & Sibö, A2030 Global Finalist.

Accelerate2030 is supported globally by Swiss Agency for Development and Cooperation, Pfizer, **Mava Foundation**, International Trade Centre, Boston Consulting Group.

To learn more about Accelerate2030's impact, read the 2020 Impact Report here:
<https://bit.ly/a2030impact>

To apply to Accelerate2030 please visit: <https://accelerate2030.net/sudan/>

Impact Hub Khartoum (IHK) is part of a global network supporting entrepreneurship in more than 100 cities around the world. Since 2017, the Hub has been providing a co-working space for startups and freelancers, curating themed programs and events, and offering capacity building opportunities for nurturing the local entrepreneurial community. At the heart of the IHK mission is sustainability and social or environmental impact-driven business.

Contacts for Correspondents:

Impact Hub Khartoum
0912195063
[Khartoum.impacthub.net](mailto:khartoum@impacthub.net)
khartoum@impacthub.net

A promotional graphic for Accelerate2030. The background is dark blue with a starry pattern. On the left, the text "ACCELERATE2030" is in white, with a colorful circular logo to its right. Below this, "200+" is written in large yellow font, followed by "Entrepreneurs Supported" in white. At the bottom left, a white button contains the text "www.accelerate2030.net" with a cursor icon. On the right, a woman with short dark hair, wearing a grey blazer, is speaking into a microphone. She has a yellow outline around her head and shoulders. In the top right corner, there are logos for "INITIATED BY: IMPACT HUB" and "UNDP" with the tagline "Empowered lives. Resilient nations." At the bottom right, there is a yellow button with the text "Swipe" and a right-pointing arrow.

ACCELERATE2030

200+
Entrepreneurs
Supported

www.accelerate2030.net

INITIATED BY: IMPACT HUB

UNDP
Empowered lives.
Resilient nations.

Swipe

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:

- ▶ allow you to develop an engaging and inspiring article.
- ▶ an opportunity to boost your company and profile and associated 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