

Sudan Business



THE AWAKENING GIANT

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encourages new investment in Sudan

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Zamil Air Conditioners named in 2022 HVAC Power 25 List





SUDAN BUSINESS MAGAZINE

April 2022

www.sudanbusinessmagazine.com

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ELECTRIC TRICYCLES BECOME POPULAR IN SUDAN, AMID SOARING FUEL COSTS

Article source: africanews.com

In Sudan, three-wheeler vehicles -- tuk-tuk rickshaws for passengers, and motorbike tricycles with a trailer attached for carrying goods -- have long been a popular and affordable transport. An entrepreneur has bet on the potential of electric vehicles.

A REVOLUTION is underway at the electric powered tuk-tuk rickshaw al-Shehab factory in Khartoum. Three-wheeler vehicles are popular in Sudan but since the October coup, drivers have to put up with a soaring cost of oil. To avoid this problem, an entrepreneur has bet on the potential of electric vehicles.

Amid the economic crisis, Sudan's electricity supplies have suffered

too, with frequent power cuts. That's why Mohamed Samir came up with an alternative to get free from dependency on the power grid: "The electricity problems will affect our products, as the lack of availability will make drivers unable to charge (their vehicles). So, we installed a solar panel system for the tuk-tuk and the rickshaw. It allows for increasing the distance covered by 50 percent."

A tuk-tuk tricycle can cover up to a 100 km thanks to this equipment, while, a rickshaw's range is between 100 and 120 kilometres. There is a critical environmental impact too. Smoky petrol-powered vehicles, aside from fuelling climate change, cause "significant noise and air pollution", the United Nations Environment Programme warned in a report from 2020.

The business-owner also paid close attention to the UN's sustainable development goals when manufacturing his unique tricycles. "We managed to achieve three of the sustainable development goals. We achieved the goal of no poverty, which means fighting poverty, as well as the goal of good health and

well-being, we also achieved action for the climate by reducing emissions."

Despite challenges to get the garishly-coloured motorised rickshaws manufactured at first, the venture has proven successful.

Amjad Hamdan Hameidan, who bought several electric-powered rickshaws, powers his three-wheeler on the go. "It doesn't need lots of spare parts or fuel. It requires little operational cost and has little malfunctions."

Traditional fuel-powered engines may remain the norm in Khartoum, Mohamed Samir and Amjad Hamdan Hameidan believe this business is helping Sudan keep pace in a fast-developing world.



africanews.



Photo Source: Twitter

UNDP & JAPAN COLLABORATE TO DELIVER CTC'S NEW HOLLAND TRACTORS IN KORDOFAN



Photo Source: Twitter

The Embassy of Japan in collaboration with the World Food Programme delivered agricultural machinery to support communities, and to contribute towards job creation and agricultural production in Kordofan state.

THE tractors were supplied by CTC, the exclusive agent of New Holland in the territory of Sudan. CTC operate an Agriculture Training Academy which highly developed the know-how, methods and sustainability of farmers, further providing after sales support and spare parts within different states in Sudan.



INDOMIE INSTANT NOODLE FACTORY TO ENCOURAGE INDONESIAN INVESTMENTS IN SUDAN

Article Source: kemlu.go.id

Indonesian Ambassador Khartoum Sunarko accompanied by the Economic Team made a field visit to the Sawabash Instant Noodle Factory company that produces Indomie, located in the Industrial Estate, Soba Region, Khartoum.

DURING the visit, the Indonesian Ambassador was welcomed by GM Sawabash Instant Noodle Factory, Bagus Indro Lukito. The visit was intended as an effort to encourage Indonesia's outbound investment to Sudan.

GM Sawabash Instant Noodle Factory welcomed the visit of the Indonesian Ambassador to Khartoum and explained that Sawabash Instant Noodle Factory is a company that produces Indomie in Sudan, which is a collaboration between Indonesian, Saudi Arabian and Sudanese companies.

In his presentation, GM Sawabash Instant Noodle Factory said that the operation of the Sawabash Company began in June 2010 and initial production began in July 2011. There are quite a number of

challenges faced at the beginning of the company's establishment until now, both economic, security and cultural challenges. However, Sawabash continues to take advantage of the various potentials and opportunities that exist to survive and develop the Indomie industry in Sudan.

Responding to this, the Indonesian Ambassador to Khartoum said that one of the priorities of the work of the Indonesian Embassy in Khartoum in accordance with the direction of the Center was to encourage increased economic and trade cooperation between Indonesia and Sudan. The Indonesian Embassy in Khartoum is committed to continuing to encourage various efforts to increase trade and investment cooperation between Indonesia and Sudan.

In this regard, the Indonesian Ambassador to Khartoum expressed his high appreciation to Sawabash and showed the Indonesian Embassy in Khartoum's concern for Indonesian business entities in Sudan. The Indonesian Ambassador to Khartoum also intends to invite Indomie to assist and become a partner of the Indonesian Embassy in facilitating and encouraging the entry of more Indonesian businesses to Sudan, which in the end is expected to increase the bilateral economic cooperation relationship between Indonesia and Sudan.

During the visit which was filled with a family atmosphere, Ambassador Sunarko and the Indonesian Embassy team also had the opportunity to see first-hand the entire process of making Indomie at the production facility.

THE AWAKENING GIANT

Agrifood Rush? Why now?

As the Russia-Ukraine conflict continues, major staple food supplies have been disrupted, as the world's supply chain and logistics networks were not prepared for a potential crisis.

MOREOVER, the impact threatens rising food prices particularly in countries which are highly dependent on deliveries from both Russia and Ukraine.

According to the International Food Policy Research Institute (IFPRI), only 15% of the wheat consumed is grown in Sudan, with various policy and farming challenges, this figure may drop even further.

The world is now shifting to alternative, non-conventional markets to source key food and staple products including wheat. India is in the fore-front, providing security to organized and cash rich nations.

According to (IFPRI), about 85% of Sudan's wheat supply has come from imports over the last decade, costing the country about \$500 million a year (FEWS NET 2015; World Bank 2020).

Domestic wheat production, which accounts for the remainder of supply, is concentrated in El Gezira State in the Gezira Scheme, one of the world's largest irrigation projects. The average national yield is low (about two tons per hectare) and increasing area for wheat cultivation may be possible but would

Sudan import of wheat

Million metric tons

Other Exporters Russian Federation Ukraine

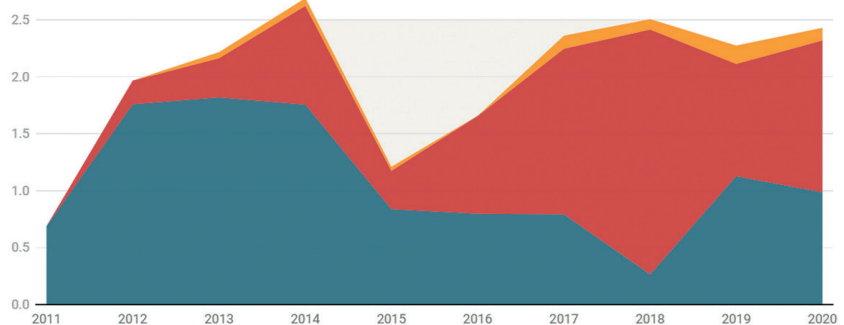


Chart: David Laborde • Source: COMTRADE • [Get the data](#) • [Embed](#) • [Download image](#) • Created with [Datawrapper](#)

have important trade-offs with other higher-value. The Figure below presented by IFPRI, demonstrates Sudan's reliance on Russian and Ukrainian wheat imports.

Sudan is in a unique position, for decades labelled as a breadbasket. With over 170 million acres of land deemed arable, only 20% had been put to use leaving vast opportunities for potential investors (ref: African Trade Alliance).

Government policies and reforms need to be immediately implemented to capitalize on the local and global food risk shortages.

If the government is unable to react today, the private sector has a significant role to play in providing the equipment, fertilizers, and technologies to fast-track farming efficiencies and ventures.

Regardless of political challenges, the US economic sanctions have been removed allowing major agribusiness investors, suppliers and the global elite commodity traders to reactivate their interest with seamless financial transactions.

Now is the time to reconsider Sudan as a major player in providing food security.



TAAT PROJECT INCREASES WHEAT PRODUCTION IN SUDAN & ETHIOPIA

Article Source: krishijagran.com
Written by: Shivam Dwivedi

High-level visits to TAAT innovation platform sites in Ethiopia and Sudan by country and regional government officials, as well as independent stakeholders from the public and private agricultural sectors, have revealed significant progress in wheat production practices, adoption of new technology and methods, and integration of stakeholders at all levels.

THE African Development Bank (AfDB)-funded ICARDA-coordinated Technologies for African Agricultural Transformation (TAAT) wheat compact project aims to strengthen production capacity and seed systems, as well as disseminate

improved climate-resilient wheat varieties, while simultaneously introducing innovative production technologies and integrated crop management practices (water-saving technologies) to increase Africa's agricultural productivity of staple crops.

TAAT Project

The use of innovation platforms, which are instrumental in creating networks and partnerships, bringing together committed and newly interested stakeholders, including the private sector, at the vertical and horizontal levels, is a unique aspect of TAAT.

Innovation platforms, through linkage, information sharing, and debate, promote new technologies, increase farmer capacity, and connect farmers to input and output markets on a strategic and operational level, bringing all stakeholders along the value chain together. High-level visits to TAAT innovation platform sites in

Ethiopia and Sudan by country and regional government officials, as well as independent stakeholders from the public and private agricultural sectors, have revealed significant progress in wheat production practices, adoption of new technology and methods, and integration of stakeholders at all levels.

Sudan produces approximately 24 percent of its total demand of approximately 2.2 million tonnes of wheat, with the deficit imported at an average cost of US\$ 450 million per year, whereas Ethiopia imports 1.7 million tonnes of its seven-million-ton consumption at a cost of approximately USD \$700 million.

UAE-BASED TIME HOTELS PLANS EXPANSION TO SAUDI, EGYPT, AND SUDAN

Article Source:
meconstructionnews.com

UAE-headquartered hospitality company TIME Hotels has outlined ambitious expansion plans to increase its portfolio by 40% to 21 properties throughout the UAE, Saudi Arabia, Egypt and Sudan.

THE announcement, which comes ahead of the company's participation at next month's Arabian Travel Market, which takes place from 9 – 12 May at the Dubai World Trade Centre, will see an additional six properties added to TIME Hotel's portfolio, with developments in Fujairah, Saudi Arabia, Sudan and three in Egypt being showcased at the Middle East's premier travel showcase.

Mohamed Awadalla, the co-founder and CEO of TIME Hotels, said: "Following the challenges of the last two years, we have seen unprecedented demand for additional rooms in key territories in the region. This, combined with our in-depth market research, has underscored the need for new, quality-driven, value accommodation.

"We have witnessed resounding success throughout the UAE, Egypt, and Saudi Arabia, and we feel now is the time to expand for the company's future success. With six new properties, totalling 781 keys, this is an important time for our expansion and growth both regionally and internationally."

As part of the company's expansion plans, TIME Hotels will expand its offering in the UAE with the launch of the TIME



Moonstone Hotel Apartments in Fujairah, located just 10 minutes from a host of amenities, including Fujairah Mall, City Centre Fujairah, and the Fujairah Corniche. The 91-key property, which is scheduled to open on 1 May 2022, will feature 13 one-bedroom and 78 two-bedroom apartments, an all-day dining restaurant, a gym, and saunas and steam rooms.

The company will also expand in Egypt with three new properties, including the 117-key Marina Hotel & Convention Centre on the North Coast, which is expected to open later in Q2 2022. The hotel will have three restaurants, including all-day dining, an Italian and O'Learys Sports Restaurant, as well as a rooftop lounge. Guests will have access to a range of spa facilities, a 750 sqm swimming pool and a gym. The hotel will also cater to the MICE market with a

700-person capacity convention centre.

TIME will also open the 201-key five-star TIME Coral Nuweiba Resorts located on the Red Sea. The resort features five restaurants and a range of amenities, including a private beach, pool, and kid's facilities and will officially open under the TIME banner in Q3 2022.

The final property in Egypt is the TIME Nakheel Deluxe Apartments, located in the New Capital. The 216-key property is scheduled to open its doors in Q1 2023.

In Saudi Arabia, TIME has unveiled plans to open the 57-key TIME Express Al Olaya in the Saudi capital. The Riyadh property, which will target the budget-conscious traveller, will include a restaurant, a range of leisure amenities and a lively rooftop

terrace with a shisha area and dining options.

Rounding out the new openings is TIME's first foray into the Sudanese market with the TIME Ahlan Hotel Apartments in Khartoum. The 57-key property will be home to a coffee shop, meeting rooms, a rooftop terrace, a swimming pool, a gym, and a juice bar.

"This is an exciting time for the region's tourism industry and offers a myriad of opportunities for TIME Hotels, not only with these openings but with others that will come further down the line. We have strategically developed a range of brands within our portfolio to offer our guests, whether corporate or leisure, exactly what they want and need from a holiday, business trip or short break," concluded Awadalla.



Cofftea

RENEWS UK SCHOLARSHIPS COMMITMENT

Article Source: LinkedIn

Cofftea has once again renewed its ongoing commitment & partnership with the British Embassy in the presence of Ambassador Giles Lever in support for the Chevening Scholarship.



COFFTEA takes pride in its yearly sponsorship since 2015 for one of the winning Chevening scholars for pursuing their higher education studies in the UK.

The Chevening Scholarship is amongst the most highly recognized educational funds for achieving Masters Degrees from highly reputed UK Universities. It is a fully funded scholarship that caters for educational tuition fees, travel and accommodation expenses and provides great opportunities for scholars to benefit from the academic & professional knowledge gained and be able to reflect back on their learnings in Sudan.

His Excellence Ambassador to the UK has fondly expressed his appreciation for Cofftea's continued support for the Chevening Scholarship Program and is eager to extend future co-operation.



RHINO INVESTMENTS

Business Growth Enabled

249STARTUPS LAUNCHES SUDAN'S FIRST EQUITY FUND “RHINO INVESTMENTS”

Article Source: wetalkstartups.com

Sudan-based innovation hub 249Startups has launched an equity fund “Rhino Investments” to boost the Sudanese entrepreneurial ecosystem.

IT has allocated \$500,000 in capital to fund up to 14 Sudanese Seed-stage startups/SMEs. It would also launch an acceleration programme in the first quarter of 2022, helping startups scale and grow through workshops, monitoring and networking opportunities.

249Startups, a mission-driven innovation hub, was founded in 2018 by Mutaz Mohamednour, Khansa Elhag and Ahmed Elmurtada with an aim to revitalise entrepreneurship in Sudan's economy.

Rhino Investments is 249 Startups' newest funding vehicle that aims to create an inclusive startup ecosystem for entrepreneurs while creating networks between impact-driven and scalable startups, SMEs, and investors through the latest, most efficient, de-risking investment processes Sudan has to offer.

Applications to apply to the programme and the investments will open during the beginning of March 2022 for Sudanese entrepreneurs running businesses that aim to scale and create employment for youth.

However, only about 15% of the wheat consumed is grown in Sudan, and this share could shrink due to rising fertiliser and energy prices. The majority of imported wheat in Sudan is sourced from Russia and Ukraine, which together accounted for 59% of imports in 2020.

Moreover, because it is the staple food of the urban population, especially the urban poor, wheat is politically important. In recent years large-scale protests have followed changes in the subsidised price of Baladi bread (traditional flatbread).

ZAMIL AIR CONDITIONERS

NAMED IN 2022 HVAC POWER 25 LIST

Article Source: mepmiddleeast.com

The February 2022 edition of ITP Media Group's MEP Middle East magazine released the 2022 HVAC Power 25 list.



THIS edition highlights the region's HVAC Power 25 companies – the most prominent and influential players in the region's heating, ventilation, and air conditioning sector – who are striving to ensure that homes, hospitals, schools, shops, offices, and occupied spaces remain healthy, comfortable, and sustainable.

Zamil Air Conditioners is Saudi Arabia-based producer of consumer air conditioners – which has a production capacity of one million units a year in the region – has a head office and two manufacturing plants in the Saudi Arabia, specifically in Dammam, and its reach stretches abroad with production facilities in India and Italy.

The company supplies air conditioning products to more than 55 countries across the world, with its major markets located in the GCC and across the Middle East, as well as Northern Africa, Europe, and Asia.

Zamil Air Conditioners, which is part of the Zamil Industrial umbrella, has recently supplied HVAC systems and equipment to Bahrain's Social Welfare Complex. The firm's scope of work included the supply, testing, and commissioning of 17 high-efficiency packaged units, 28 air handling units, 12 double-skin air handling units, and two concealed ducted split fan coil units.

The supplied HVAC systems will provide a total cooling capacity of approximately 600 refrigeration tonnes (RT) for the complex's buildings and facilities.

In 2021, Zamil Air Conditioners & Home Appliances Company, a subsidiary of Zamil Industrial Investment Co (Zamil Industrial), was also awarded a contract worth \$11.75mn (SAR44.1mn) by Tatweer Buildings Company.

The contract award included the manufacture and supply more than 13,570 air conditioning systems of diverse sizes and refrigerating capacities for schools affiliated with the Ministry of Education in the various regions of the Kingdom of Saudi Arabia.

In addition, Zamil AC conducted technical training sessions at the King Abdulaziz University in Jeddah, which witnessed the participation of a number of project managers and maintenance and operation engineers.



Photo Source: MEP Middle East

The training included several lectures and interactive sessions on the latest air-conditioning and refrigeration technologies, centrifugal chillers, as well as best operating and installation techniques.

The workshops also covered common troubleshooting methods, as well as ways to work out solutions for malfunctions in various types of air-conditioning systems and equipment.

Zamil Air Conditioners has also completed the supply, including start-up and commissioning, of HVAC systems and equipment at the plant tissue culture laboratory of the Zadna International Company for Investment

in Sudan's capital of Khartoum. Under the terms of the agreement, Zamil Air Conditioners has designed, manufactured, and supplied three chillers with a capacity of 150 tonnes each.

In addition, Zamil AC has also designed, manufactured, and supplied 32 custom-made compact vertical air handling units, concealed fan coil units, and fresh air handling units.

The custom-built air handling units were designed for hygienic and clean room applications at the newly opened plant tissue culture laboratory at the agricultural management centre of Zadna International Company for Investment.



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