

Sudan Business

Monthly Business Magazine

August 2021



SYBER GROUP THE TECHNOLOGY ENABLERS

+ AMIPHARMA - SUDAN'S GATEWAY TO
EXPORT MEDICINES TO AFRICA

+ FAISAL ISLAMIC BANK ANNOUNCES
LAUNCH OF MASTERCARD

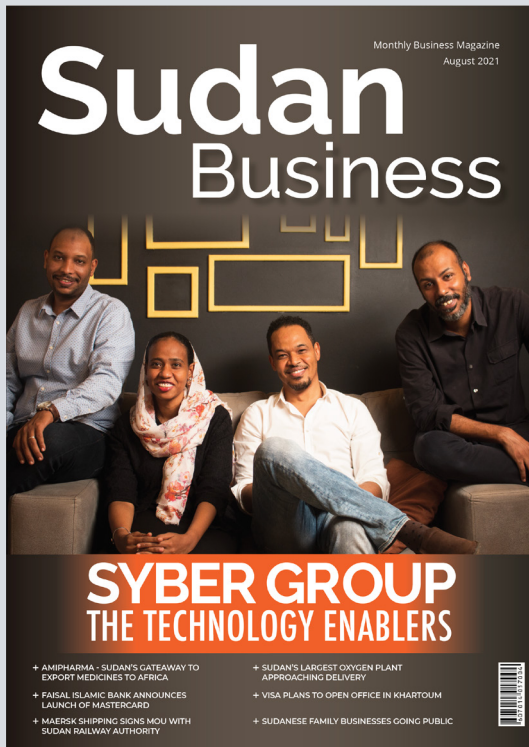
+ MAERSK SHIPPING SIGNS MOU WITH
SUDAN RAILWAY AUTHORITY

+ SUDAN'S LARGEST OXYGEN PLANT
APPROACHING DELIVERY

+ VISA PLANS TO OPEN OFFICE IN KHARTOUM

+ SUDANESE FAMILY BUSINESSES GOING PUBLIC





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Photo Source: africa-energy-portal.org

Egypt & Sudan partner on mapping geothermal energy potential

With the goal of creating detailed maps on geothermal energy, Egypt and Sudan partner on joint seismic study

The Head of the National Research Institute of Astronomy and Geophysics in Egypt (NRIAG) Gad El Qadi announced that Egypt and Sudan would implement several joint projects on expanding the installation of fixed and mobile seismic stations in addition to creating detailed maps on geothermal energy, as reported by SIS in Egypt.

Qadi's announcement came during the meetings of the Egypt-Sudan higher committee on geophysical surveys and the prevention of natural hazards that convened on Tuesday.

Such meetings are the culmination of a long-standing cooperation between Egypt and

Sudan over the past few years that included organizing a number of training courses and scientific workshops, NRIAG head said.

On his part, Director General of the Geological Research Authority of Sudan (GRAS) Mohammed Saeed Zain Al-Abideen said the meetings discussed the possibility of fostering cooperation between the two countries on geophysics and the study of natural and hydrological hazards.

GRAS seeks through this cooperation to make a seismic map of Sudan and study the earth's crust, as well as raising the capabilities of Sudanese geophysical cadres, Zain Al-Abideen added.

FAISAL ISLAMIC BANK ANNOUNCES LAUNCH OF MASTERCARD PAYMENT

Faisal Islamic Bank announced, in a press conference held at the Al-Faisal Cultural Center, the launch of MasterCard payment service, as the first Sudanese bank to obtain an issuance license from Mastercard.

The press conference was covered by various media platforms, and attended by representatives of other counterparts, as well as the participation of a MasterCard manager in East Africa.

“We are delighted to have partnered with Mastercard and Network International on achieving this huge milestone, which will enable the Bank’s customers to withdraw funds from ATMs globally, shop online, and transact at millions of merchants around the world that accept Mastercard payment cards”



Photo Source: fib-sd.com



said Moawia Ahmed Elamin, CEO of Faisal Islamic Bank. He added that FIB is fully committed to broadening and growing the payments landscape in Sudan, which will have a positive impact on the economic growth of our nation.

Mr. Moawia pointed out that the bank’s customers can now apply for MasterCard service by visiting the Global Cards Center in the bank’s branch in Riyadh, explaining that the service will be available soon in the bank’s other branches.

THE UNITED STATES DONATES MORE THAN **600,000** SINGLE DOSE JOHNSON & JOHNSON COVID-19 VACCINES TO HELP SUDAN FIGHT THE PANDEMIC



The vaccines were delivered with UNICEF's support through COVAX, a coalition co-led by the WHO, Gavi, the Global Vaccines Alliance and the Coalition for Epidemic Preparedness Innovations (CEPI), working on the equitable distribution of COVID-19 vaccines to countries regardless of their income.

UNICEF is leading the procurement and delivery of COVID-19 vaccines through the COVAX Facility in what is the largest, most complex ground operation in the history of immunization.

Since the beginning of the COVID-19 pandemic the United States has provided through United States Agency for International Development (USAID) funding to support Sudan's battle against the virus.

"As part of the Federal Ministry of Health's endeavor to provide Covid-19 vaccines from all vaccine donor platforms, the ministry has contacted several entities (COVAX, African Union, Chinese Embassy, U.S. Embassy, etc.) to provide enough vaccines to reach more than 20% of the country's population in the first stage. Our firm belief is that

vaccines are one of the most effective health interventions produced by humanity to combat and fight diseases, and COVID-19 vaccines are now relieving the pressure on health systems in all countries. Sudan has had its share of suffering from the impact of the pandemic on the health system, so we extend our sincere thanks to everyone who responded to Sudan's request for supplying it with vaccines. Said Dr. Omer Mohamed Elnagieb, Sudan's Minister of Health "Today, (606,700) doses of "Johnson & Johnson" vaccine was received as a first shipment, and arrangements have been made at the central vaccine warehouse level to receive the shipment, and the technical committees in charge of arranging for the implementation of

vaccinations have completed a number of meetings and are ready to start operations and vaccinations".

"The United States is committed to fighting the pandemic worldwide using the power of democracy, the ingenuity of American scientists, and the strength of American manufacturing. We are providing this vaccine with the singular objective of saving lives." Said United States Chargé d'Affaires Brian Shukan

"This generous donation of vaccines by the United States will boost the fight against COVID-19, together with COVAX facility and partners we will continue ensuring everyone has equitable access to vaccines to end this pandemic" Said

Mandeep O'Brien, UNICEF Sudan Representative "The Government of Sudan, WHO, partners and UNICEF are working together to ensure vaccines are available and used across all states in Sudan. As children prepare to go back to school, vaccinating teachers will help reduce the spread of the virus and will allow schools to remain open safely."

All of the vaccines procured in Sudan have received Emergency Use Listing by WHO which means they are effective and safe. The benefits far outweigh the rare side effects of the vaccine. WHO Sudan welcomes the incoming vaccines.

Said WHO Representative Dr. Ni'ma Saeed Abid.

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Sudanese Mineral Minister understudies Ghana's mining sector



The Minister of Lands and Natural Resources, Mr Samuel Abu Jinapor, says the Government is determined to resolve challenges in the small-scale mining sector and establish a full value addition in the mineral resource exploitation.

The Minister stated this when he hosted the Minister for Minerals of Sudan, Mohammed Basheer Abdalla Mennawwi, who is in the country to study Ghana's mining operations.

The Sudanese Minister led a three-member delegation including the Sudanese Ambassador to Ghana, Mr Mohamed Abdehahman Yasin Mohamed to hold bilateral talks on developing the mining sectors of both countries.

The mutually beneficial meeting centered on adding value to the minerals resources produced by the two countries.

The discussion also focused on creating a value chain in the mining sector that would create long-term benefits for communities and the country as a whole.

Interacting with his Sudanese counterpart, the Minister extolled the Sudanese government for the effort made in embracing democratic reforms.

He noted that the far-reaching impact of these democratic moves needs the development of a framework in that direction.

Sudan is an oil-rich nation, plagued with conflicts that had stampeded its economic growth.

Mr Jinapor added that “democratic accountability of Sudan is a credit for not only Sudan but Africa as a whole”.

While commending his counterpart for

making moves to seek an audience with him, the Minister assured him of Ghana's unflinching support in using democratic means to exploit its natural resources for the benefit of the citizens.

He cited the cocoa industry where Ghana and Cote d'Ivoire were able to determine the floor price.

On his part, the Minister of Minerals for Sudan, Mohammed Basheer Abdalla Mennawi said his country has since 2018 established a national mining refinery, which has been adding value to the minerals.

He also commended Ghana for being a shining light for

peace, stability, and progress on the continent.

As part of his four-day official visit to Ghana, the Sudanese Minister paid a working visit to the Minerals Commission where he was briefed by Mr Martin Ayisi, the Chief Executive Officer of the Commission, on mining operations in Ghana, particularly in the areas of licensing régime for small and large-scale mining, the mandate of the Commission, sustainable small scale mining, Corporate Social Responsibility of mining firms and Alternative Livelihood Scheme being rolled out by Government.

Mr Ayisi said the Commission

had introduced digitisation programme and e-services in the small scale mining processes which will be fully functional in September this year".

The Commission intended to use drones to help curb illegal mining activities and also adopted the mercury-free mechanism to mine.

The Sudanese delegation was accompanied by a Deputy Minister in charge of Mines, George Mireku Duker.

He also paid a working visit to the Ghana Geological Survey Authority (GGSA) and would later this week visit Anglogold Iduapriem Gold Mines in Tarkwa.

RIVER TRANSPORTATION BETWEEN SOUTH SUDAN & KOSTI RESUMES

The resumption of river transportation services with South Sudan through Kosti river port shall commence in September. South Sudan being a landlocked country shall benefit with this lower transport cost, making available large-scale supplies currently expensive due to high transport costs. A report presented to the United Nations, claimed that under competitive market



Photo Source: wakeep

conditions barge transport should cost around \$0.05 per tonne-km, around 25-50 percent of road transport costs. Moreover, barge transport would be possible all year-round, whilst land transport is seasonal due to the rainy season and unpaved roads.



MAERSK SHIPPING SIGNS MOU WITH SUDAN RAILWAY AUTHORITY

The government of Sudan have taken further steps to enhance the railway infrastructure for its contribution to the commercial transport of imported goods. The Sudan Railway Authority signed a memorandum of understanding with Maersk Shipping to transport containers from Port Sudan to free zones and customs hangars within Sudan via railway lines.

This agreement was signed in the presence of Mr. Mohammed Bashar Adam, Undersecretary of the Ministry of Transport. Maersk Shipping transports more than 40% of containers within Sudan, and its continuity and success will depend on a rail transport network to be established due its lower cost basis.

FITNESS AND EXERCISES THE NEW WAY OF SUCCESS:

Negative CEOs behaviour (anxieties) is destroying your business without you knowing. Did you know exercising makes you creative and a better General Manager or CEO?

////////////////////////////////////

Exercise is the single most thing you can do for your brain in terms of mood, memory, and learning for CEOs and Sudanese businessmen in particular.

CEOs and directors should involve in fitness to know how to exercise correctly, to understand their bodies and most importantly, boost their creativity and critical thinking by breaking work routine with exercises. Exercises make solutions to complicated work issues pop up while in the gym (conscious brain is off work and unconscious brain is working on all complicated work solutions). I boosted my consulting skills by complementing them with creative and thinking habits of exercising for non-routine work tasks.

Exercising our muscles for work, knowing our bodies, and what type of personalities your employees



are in terms of motivation drives is the best way to boost innovation and creative thinking. Unless you are able understand your own physical fitness can influence your management and leadership style, you

may not be able to motive employees in new ways. I now refer to these exercises “creativity exercises” and could be the most important complementary skill for management consultants, CEOs and HR managers



to increase employees' performance.

The brain of active people executives and directors tend to find unhealthy food with high calorie less appealing, by the virtue of exercising regularly, and they tend to be more creative and innovative at work when it comes to problems solving. Exercises suppresses subjective appetite responses while increasing thirst and core body temperature. Exercises

reduce "hunger hormone" ghrelin and enhances peptide yy release that dieticians say can help reduce excessive appetite and limit fat intake.

CEOs and directors need to know that physical exercises have health benefits for their employees in pandemic. Which ironically means more employees are gaining access to sedentary or inactive lifestyle by working from home. Some employers may sadly, expect those who work

from home to be available at all times, reply to emails, submit work, attend zoom meetings and submit projects at short notice. These demands leave no time to exercise or think creatively about solutions.

When companies buy gym equipment for their employees, employees gain psychological safety and will not feel guilty to exercise since the order is by the company they work for and that will boost morale and creativity of those working from home most of the time. Think about it: if your manager is improving his or her cardiovascular fitness, they can work for longer without fatigue. Their muscles will develop better, their metabolism will get better which means an energetic manager with more nutrients and leaner body consequently better problem-solving abilities. The key benefit is the positive affect on the brain and preparing managers to produce sharp, creative decisions and quality work output. So, break the addiction of your employee eating unhealthy foods or thinking negatively about solutions by resisting these the bad habits through physical exercises. Grants or deliberately asking your managers working from home whether they have exercised this morning

before going into details of a zoom meeting and this could be an encouraging motivation for their fitness. I am expecting a “sedentary effect” of working from home to cause challenges for most consulting and corporate companies, I am advising on solutions which are recreational now, cheap and will boost long-term profitability of companies and the wellbeing of employees.

In the future I anticipate workplace-gym based rooms to spring up in various offices or fitness companies setting up in headquarters of successful companies to accommodate the new norms and habits. We don't generally think of our bad routines of not exercising can cause anxiety for managers and their companies but according to Unwinding Anxiety by Judson Brewer, even simple, everyday habits can end up amplifying our anxiety. I think exercising will make the neurovascular connectivity for good habits and link muscles flexibilities to brain thinking flexibility.

By getting help with managerial fitness, managers often stressed about their work, who take breaks to scroll through social media or run away from problems to unwind, will now have a positive alternative for tackling problems creatively.

No hours will be lost to worrying in response to problems and workplace (homeplace) anxiety. The bad habits probably may bring you immediate comfort but sooner or later managers will realise these responses to anxiety just make the feeling worse.

I will advise, if your response to work and deadlines anxiety only make things worse, then there is a positive alternative to scrolling. A thirty-minute exercise starting with stretching warm-up can change the mind to positive solutions. The first essential step to purging your negative management thoughts is using exercise as creative management tool. Take a more careful look at how you respond when you feel anxious about work pressure. The habits of smoking, drinking tea, coffee, become angry and anxious do not help. The positivity of starting to avoid risks and negative thinking by the motivation of exercises works for creativity.

Remember being fitness means, you can attend meetings, evaluate projects, give presentations. think creatively or critically, walk stairs, move from office to office, spend leisure time in activities with your family or

friends, look after employees' physical health and company's financial health without excessive negative anxieties or tiredness. Success in the new norm is for managers who will apply cross-training physically and mentally by cross-managerial complimentary skills to gain an edge at work with fitness knowledge set of skills. Sudanese business community needs to consider physical and mental fitness as two major reasons for their companies' financial fitness and success.

Elhadi Gafar is an independent management consultant, advising CEOs on the positive effect of physical fitness on executives' performance, creativity and consequently the overall financial fitness of corporate organisations. elhadiabdalla@hotmail.com



Trailblazing Innovation & Digital Services in Sudan

At the core of this story is a group of trailblazers and calculated risk takers: the Syber Group leadership team. This is a team that understands that failure simply means that you have not yet succeeded and that enabling the success of others is the ultimate catalyst of their own success. Since its inception in early 2015, Syber Group has evolved from a dominant Information and Communication Technology (ICT) systems integrator to a team of 120+ harmoniously collaborative team members delivering disruptive innovation to the Sudanese technology landscape.

Before they were co-founders, the team were peers at a mutual systems integrator but the harmony among them was undeniably strong and they knew they would do something amazing together one day. They just didn't know at the time that it would be this amazing!



From left to right, Syber Group Co-Founders, Sharif Amar, Alaa Aljack, Murtada Makki, & Ahmed Alamin

Given the extensive technology and cyber security expertise in the partners' DNA, ICT strategy and consulting services became the natural starting point for Syber Group in early 2015. Given the partners' well-established reputations, it was not long before Syber's list of references widely expanded to include telcos, ISPs, government organizations, oil & gas companies, banks and SMEs in Sudan. The list of projects

also varied from deploying public cloud services for a dominant Telco to managing a bank's core network security. But the team saw so much untapped potential in both the talent pool and in the market.





Syber Group was Sudan's pioneer FinTech provider with their marquis product, SyberPay, which was the first online payment processor in the country. During the past six years, Syber Group has evolved to a company that has spearheaded numerous digital platforms focusing on the enablement of eCommerce, logistics, delivery, travel, and education management in the country and in support of local businesses.

SyberPay is a full-fledged online payment platform comprising a Web Application, Mobile App, PoS solution and much more. SyberPay is the first certified payment processor in Sudan. It is a platform that aggregates several payment options and exposes them as simpler interfaces for integration.

SyberPay processes payments made at any merchant's platform, website or app. Currently, the SyberPay platform supports a variety of payment methods including debit cards, cash cards (e-Purse Cards), and Mobile wallets. The platform also has a Biller Aggregator, Syber Biller, to help solve various challenges associated with billers in Sudan, whereby

they each have their own unique interfaces. Syber Biller connects to each biller using that biller's own interface and unique parameters and expose a unified and normalized interface for the aggregation of these billers. For billers without an interface, Syber Group is committed to assisting them in creating an interface and adding them to the Syber Biller repertoire.

The platform enables banked customers to access financial and non-financial services. Using SyberPayPlus,

the mobile version of the platform, one can pay for utilities, telecom top ups and bill, alongside with a long list of billers to pay for.

Developed in late 2015 with a launch date of December 2016, SyberPay saw 40% MoM growth throughout 2019. The January 2019 customer base of 5,000 customers had reached 320K+ customers in May 2021, with more than 300 Merchants and Service Providers. The Mobile app was launched in March 2018 for Android and iOS.



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SyberPay is now processing Visa payments making SyberPay the 1st online payment processor in the country that processes Visa transactions.

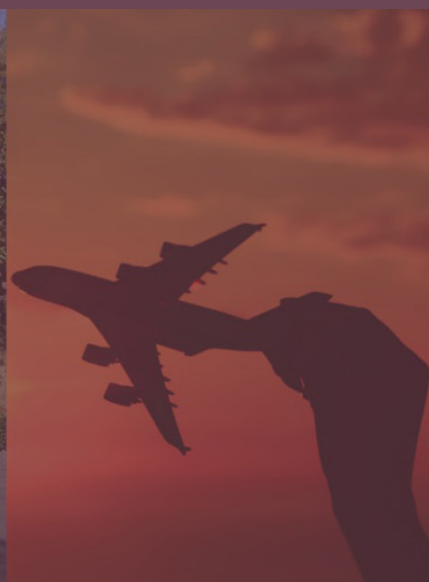


In 2016, Syber Group built Sudan's first online marketplace, 3amir (www.3amir.com), as a joint venture effort with a regionally dominant telco operator, Zain. This state-

of-the-art, multi-tenant eCommerce platform was launched in 2018 and offers end-to-end services for sellers and buyers, including online and cash-on-delivery payments, delivery services and marketing. 3amir leverages SyberPay's payment platform while creating an even larger flywheel opportunity for Syber Group to expand into the Logistics space, which in turn was a catalyst for the launch of an online delivery application, Syber Delivery.

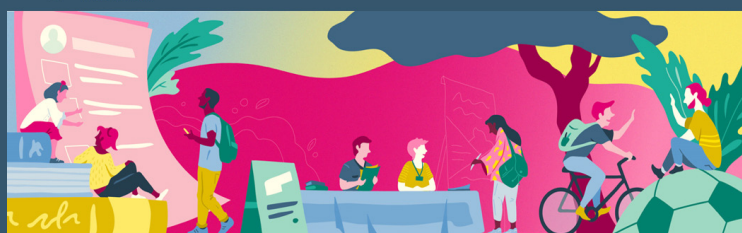
Syber Delivery is a features-rich delivery platform with a variety of business models – C2C, B2B, B2C and B2Corporate. Apart from the platform, the company owns a fleet of more than 100+ brand new motorcycles.

But those are not the last of the firsts!



Syber Group also successfully launched the first Business to Consumer (B2C) Travel eCommerce Portal in the country, Haboob (www.haboob.travel).

Furthermore, and in alignment with their mission to empower and engage the youth and develop top talent in Sudan, Syber Group has most recently launched Eduvate, a cloud-based Education Management System (EMS) focusing on small and midsize colleges, universities, diploma institutes and private/governmental schools.



Each of these individual businesses have been self-funded by Syber Group proving yet again that it is absolutely possible to successfully bootstrap a business in Sudan and generate revenue before requiring any form of external funding.

Syber Group's Work Environment & Culture

Their big secret?

We believe in innovation as opposed to stagnation; and simplicity as opposed to complexity... but ultimately it's about our culture.

Murtada Makki
CEO and Co-Founder

In their effort to provide a healthy and inspirational workspace that fosters collaboration and innovation, the team feels they work hard to mimic the culture of a successful Silicon Valley startup. It's a generally casual culture, from the décor and seating to the flexible work hours and executive leadership's relationship with the staff.

culture have also allowed the majority of the staff to take ownership, in the employee retention % to locality.

There is a generally positive inflow of recent graduates and members of Sudan's highly motivated and energetic youth, most of which are ambitious, curious to learn more, and eager to prove themselves.

The values embedded in the

Syber Group has implemented a set of "rules" to drive employee culture:

- If you want to be trusted, you must trust
- Give employees the opportunity to get to know one another
- Create a cool space
- Give 'em free stuff
- Encourage growth and ownership
- Everyone understands how they contribute
- Everyone can be themselves
- Corporate speak is minimal
- Teamwork happens
- Recognition happens
- Communicate, communicate, communicate



Expert opinion



As a global thought leader and technology executive in Silicon Valley, I am excited about what this team has been able to accomplish in Sudan by empowering the youth and fostering a culture of creativity, innovation and collaboration. It's not only about launching one highly successful business after another; it's about doing so while also focusing on diversity, equity, inclusion and a mission that is greater than yourself!

Hiba S. Sharief
Founder, Elevoro | Enterprise Transformation Advisor, Amazon Web Services

AMIPHARMA

SUDAN'S GATEWAY TO EXPORT MEDICINES TO AFRICA

Engineer Ismail Shamsedine Al-Shafei, Undersecretary of the Ministry of Industry, revealed the adoption of the Ministry of Industry's pharmaceutical industry development workshop, in which all competent authorities from pharmaceutical manufacturers, the Ministry of Health, Finance, the National Council for Medicines, and Customs participated.

After meeting with the Management of Amipharma Laboratories, the Undersecretary said that the workshop discussed all the challenges facing the pharmaceutical industry, and proposed solutions in order for the production of medicines to increase.

"We discussed with Amipharma the problems they face, both in terms of taxes and registration, as well as knowing their vision for the future, and we were pleased to understand that they have current projects to implement, and other



projects for the near future," he said when touring the Amipharma factory. Al-Shafei said Amipharma will be Sudan's gateway to exporting Sudanese medicines to neighbouring countries.

Meanwhile, Amipharma marketing officer Moayad Ezzedine expressed their happiness with the Undersecretary's visit, adding that the visit focused on the challenges of Amipharma in particular, including the pharmaceutical industry at large.

Ezzedine explained that the Undersecretary promised them to hold a workshop for the pharmaceutical industry during which problems and proposals for future

solutions will be presented, reiterating their happiness with the visit, which will be followed by visits from the Undersecretary to follow up on the problems and challenges facing the pharmaceutical industry in Sudan.

The Undersecretary was accompanied by Dr. Iman Jaafar, representative of the General Directorate of Industrial Production, Dr. Handi Atta, representative of the General Directorate of Industry Supervision, and Dr. Adel Ibrahim, Director of the Executive Office of the Undersecretary of the Ministry of Industry.

SUDAN'S LARGEST OXYGEN PLANT APPROACHING DELIVERY

Oxygen production equipment arrived in Wad Madani Hospital to fulfil the regional demand, and at a cost of \$430,000 dollars, donated by the Association of Abnaa Wad Medani in Qatar, run by Sudanese expatriates. The plant is the largest in Sudan with two generators and a production capacity of 60 cubic meters per hour, allowing the delivery of 140 cylinders per day.

Oxygen is a key clinical gas for the treatment of Covid-19 patients. Wad Madani Hospital is now deemed to be self-sufficient, in a highly cost-effective manner, providing support locally and to neighbouring states reducing dependency on transportation.



SUDANESE NATIONAL THEATRE OPEN FOR SHOWS



This amphitheatre is under Sudan's Ministry of Culture. When the theatre started operating in 1967, the Sudanese national theatre became a destination for all Sudanese and Arab playwrights and artists where all Sudanese plays were shown for the first time, and radio and television festivals were held. The theatre continues to be a host

of both foreign and national performances. This amphitheatre has a seating capacity of 5000 people with a stage and modern light & sound systems. Different activities like theatre, poetry, music concerts, conferences, festivals like The National Theatre festival and many others are hosted in this space.

VISA PLANS TO OPEN OFFICE IN KHARTOUM

Press release: Visa (NYSE:V) announced the appointment of Leila Serhan as Group Country Manager and Senior Vice President to lead its presence across the North Africa, Levant and Pakistan (NALP) region. Ms. Serhan brings more than two decades experience of leadership positions, including 20 years gained at Microsoft.

Ms. Serhan most recently led Microsoft's public sector business across the Gulf region, and previously served as General Manager for its operations across North Africa, East Mediterranean, and Pakistan. She previously held roles spanning country management, finance and marketing and has driven public and private sector digital transformation initiatives in finance, government and education. Ms. Serhan is a strong advocate for women's empowerment, founding and currently serving as President for the Women in IT Association in Lebanon.

Visa is the market leader across the North Africa Levant and Pakistan region which serves 15 countries from five

regional offices. Visa recently announced its intention to open a new office in Sudan, one year since the first Visa card was issued in the market. Ms. Serhan will form part of Visa's Central & Eastern Europe, Middle East and Africa (CEMEA) leadership team, reporting to Regional President Andrew Torre.

"Having spent the breadth of my career working across North Africa, Levant and Pakistan, I have been fortunate to witness the rapid pace of digital transformation across these exciting and dynamic markets," said Leila Serhan. "The changes over the past year have demonstrated the critical role that digital payments can play in accelerating economic growth and more broadly helping individuals and businesses to thrive. I am now looking forward to working with the Visa teams, our clients and partners, to bring the benefits of

digital payments to all."

"Visa has long been committed to establishing deep roots across North Africa, Levant and Pakistan, and we recognize the great opportunity that still exists to expand access to digital payments to more consumers and merchants," said Andrew Torre, Regional President for Central Europe, Middle East and Africa, Visa. "We are extremely optimistic about the prospects for this region, and I am delighted we have appointed a leader of

Leila's caliber, regional experience and passion to accelerate the next phase of growth."



EMMANUELLE BLATMANN RECEIVES NATIONAL RECOGNITION FROM GENERAL ABDEL FATTAH AL-BURHAN

Sudan bids farewell to an ambassador who cared & delivered

The Chairman of the Sovereignty Council, General Abdel Fattah Al-Burhan granted the French Ambassador in Khartoum, Ambassador Emmanuelle Blatmann, the First Class Order of the Two Niles, on the occasion of the end of her tenure in the country, and in appreciation of her efforts in strengthening relations between the two countries.

Ambassador Blatmann played an integral role in the transition period, facilitating and delivering the Paris Conference, where a significant amount of Sudan's debt has been waived. Ambassador Blatmann has also championed humanitarian, cultural and investment initiatives enhancing Sudan's development, changing lives.





THE NETHERLANDS & SIHA NETWORK EMPOWER SUDANESE WOMEN IN BUSINESS

Ambassador of The Netherlands, Irma van Dueren visited women cooperatives in Umbadah, Soba areas supported by Sihanet funded by The Netherlands.

Irma van Dueren stated “Through the knowledge, support, solidarity the women gain from the cooperatives, they improve their living conditions & develop their businesses. Inspiring!”

The Strategic Initiative for Women in the Horn of Africa (SIHA) is a network of civil society organizations from Sudan, South Sudan, Somalia, Somaliland, Ethiopia, Eritrea, Djibouti, Uganda, and, most recently, the coastal area of Kenya.



NORTH KORDOFAN WELCOMES INDIA TO INVEST

The Director-General of the Ministry of Production and Economic Resources in North Kordofan State, Dr. Hatem Juma, welcomed at the ministry's headquarters the Indian ambassador to Sudan, in the presence of the ministry's departments. The ambassador was briefed about the Ministry's Projects, arable lands, the size of livestock and natural resources it enjoys, and the role it plays in organizing and planning agricultural projects. Dr. Hatem Juma Al-Siddiq said that North Kordofan is one of the leading states in the field of agriculture and animal production, indicating the efforts it is making in developing the agricultural sector and working to exploit all arable lands, explaining that the state owns a large percentage of the livestock sector and contributes to the export of livestock and agricultural crops. He said that the state is looking forward to attracting Indian investments



to take advantage of these capabilities to serve the common interests between the two countries. The Indian ambassador stressed that there is a great rapprochement between Sudan and India in the agricultural sector, explaining India's interest in scientific research, noting that these available capabilities and opportunities can be the greatest motivation to open up prospects for cooperation in the field of independence and development of those resources, stressing that his country will work to provide

training opportunities, especially in the field of dairy production and benefiting from water harvesting in the state, India is once again ready to enter into a real partnership with the state in all fields.



... written by: *Hattan Ali*
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Photo Source: middle-east-online.com

LEGAL VIEWPOINT

Family Businesses – Going Public

In Sudan, since long time, there are many family companies working in different business commercial activities. Family companies, all over, normally started by dedicated fathers or grandfathers, who worked very hard to keep such companies rolling even in very difficult times. Sure, some family companies in Sudan, are prospering and taking great role in helping the national economy in

many sectors. Examples of such bright companies are many and very difficult to list and we wish them brighter future and more lucrative business. At least, they deserve such good wishes from all of us.

However, on the other face of the coin, there are many family companies in Sudan who trembled, suffered from many losses and diminished due to local or external

business matters and some failed due to corporate and operational matters inside the company or, in other words, inside the family owning the company. As revealed in many studies, most family companies fall-down after the 2nd or 3rd generation. This comes from the fact that, the collapsed companies lack clear vision and mission in the business and, in addition to this, there is no proper succession plan

to enable new generations to continue leading the helm of leadership in the company. Due to the collapse or, if we could say, the failure of family companies there are many calls for transferring family companies to shareholding public companies or, in other words, going-public. This option could emerge due to many reasons including business factors. There is clear move in many places among sole enterprises or family companies to go public, irrespective of the fact that there is genuine need for sustainability of family companies. We believe that, each economy needs public companies as well as family companies.

To go-public, we need to mention that, there are important duties to be undertaken by the family members who are supposed to be the founders, of the new public company. Those founders, are supposed to prepare Memorandum of Understanding (MoU) and the necessary Articles of Association (AoA). This is required by law, for the new company. The public or potential investors, to a large extent, depend and rely on the information available

in such documents and accordingly decide to join forces or to refrain.

These two important documents shall include, inter alia, the name of the new company, the place of work including the head office and branches if any, duration of the company, objects of the company, names of all the directors and all necessary personal information about them as occupation, nationality and place of residence, amount of capital for the company and the number of shares into which the capital is divided, the value of each share and any other necessary information related to such shares such as price ...etc. Also, among the necessary information to be mentioned, should be the amount to be paid by founding directors regarding the incorporation of the company and an undertaking by all to finalize incorporation formalities within the permissible time.

All above information shall be expressly stated in the Memorandum of Understanding and the Articles of Association with particular emphasis on the objects of the company and the duties it is supposed to

fulfill during its tenure, such as general trading business, general contracting, logistics, financial services, ...etc.

The detailed information is required and necessary for transparency purposes to give each investor full information regarding the company to be incorporated. This relevant information is necessary and will help each potential investor to take the appropriate decision regarding his participation in the company, if he wishes. As mentioned above all information mentioned in the documents is essential and required by law. However, the most important part of the required information is the one dealing with the objects of the company. The objects of the company could be services or merchandise or tourism or industry or whatever... and in all cases the objects shall be stated very clearly in the documents so as to distinguish or identify the company to be established from other similar companies. This clarity and transparency is basically required for licensing purposes. In some instances a license may be required from more than one government institution. For example, if the object of the company is undertaking

banking services or financial services, this activity shall be licensed, say by the Ministry of Industry and Trade as well as the Monetary Regulatory Agency (The Central Bank).

The directors of the new company shall forward the Memorandum of Understanding and the relevant Articles of Association along with a comprehensive feasibility study to the concerned departments in the concerned Ministry/institution.

Wherein, the concerned technical personnel will review the documentation and the feasibility study and the appropriate decision shall be taken and the directors shall be informed accordingly. In some cases the competent authorities may reject the application to incorporate a new company for any reason. Legally speaking this administrative decision could be taken to the civil court after exhausting all possible appeals to the relevant executive bodies. The court, however, after hearing both parties and checking all necessary documents, shall take or issue the decision it deems appropriate. I mentioned this point to show that the directors could follow their legal rights before the

executive organs as well as the courts.

The directors (or founders of the new company), after obtaining the go-ahead to establish the new company, are required to start the duty of calling and inviting the public at large for subscription. The invitation in the initial public offering (IPO) along with the prospectus shall be published in newspapers and other media. The prospectus, generally speaking, shall be exhaustive and informative, however, it normally includes the following points:

A statement to show that the founders have paid their shares as declared by them, the maximum number of shares to be subscribed by each person or potential investor, the number of shares required by each person to qualify for board membership, dates, places such as banks or other places and other conditions for subscription, shares to be owned by nationals and foreigners, if any. The directors / founders of the company shall sign the prospectus and, legally speaking, they are jointly responsible regarding the accuracy and all contents of the prospectus. Before publishing the prospectus,

the directors / founders shall forward to the competent authority, or official authorities, all documents to show that they have paid their subscribed shares.

The prospectus informs the public or potential investors about the names of certain banks that are identified to enable interested persons to subscribe and take the balance of shares. After closing the prospectus process, the equity shares of the company shall be allotted accordingly.

This explains the legal steps required for establishment of public joint stock companies or when existing legal entities, as family companies, are planning to go public companies. If, a family company is facing difficulties in surviving and keeping the business, we urge them to look into going-public. There are good examples of very good success for family companies converted to public shareholding companies. An option, you can follow.

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