

Sudan Business

US Sanctions officially
lifted

Sudanese-Russian
Business Council
Re-activated

Agreement with Egypt
use ports for Sudanese
Imports/Exports



We make Fields to
get you Yields

Interview with General Manager Hassan Moawia
Xenon Agricultural Services

Other Features

BUSINESS NEWS

SPECIAL FEATURES

MARKET TRENDS

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Contents

04 **Egypt, Sudan agree on logistics measures for utilizing Egypt's ports**

12 **URALCHEM and Uralkali to supply fertilizers to Sudan in 2021**

15 **Interview with Hassan Moawia, General Manager of Xenon Agricultural Services**

21 **\$ 57 million exports to Sudan within last 9 months**



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COVERING SPECTRUMS

Airbus in Sudan



France and the Airbus Foundation have provided a set of high-resolution satellite images to Sudan, which will assist the country in its reconstruction, forecasting and land use activities.

Bluebell are the official Distributor for Airbus Defense and Space in Sudan.

Petrolines CSR



Minister of Energy and Mining, Dr. Hamid Suleiman, inspects the oil installations in Port Sudan and the procedures for the arrival of fuel ships, and witnesses the launch of the fishing boats provided by Petrolines to fishermen in the area of Hoshiri.

KSA Aid

Source: SUNA



Ahmed Adam Al-Dha, Secretary-General of the Government of West Kordofan State, the Governor's representative, has launched a project to secure and distribute food baskets in Sudan for the year 2020, which is implemented by the King Salman Center for Relief and Humanitarian Action in cooperation with the Al-Iqtanm Organization for Human Development.

Addressing the launch of the project at the King Salman Relief Center, the governor's representative said that such programs would alleviate the burden of living and poverty and affirm the Kingdom of Saudi Arabia's interest in humanity and support for the weak.

#TRENDING

Faisal Islamic Bank (Sudan)
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The International Federation of Arab Bankers awarded Faisal Islamic Bank the best Islamic bank award in Sudan.

The CEO of Faisal Islamic Bank, Mr. Maaouiya Ahmed al-Amin, received the award from the International Federation of Arab Bankers at his meeting in Beirut, Lebanon. The CEO of Faisal Islamic Bank described the award as an important achievement in addition to the bank's recent achievements.

He said after receiving the award that Faisal Bank has already embarked on the implementation of the three-year strategy approved by the last meeting of the General Assembly, a strategy based on balanced and studied growth, which has sought a number of development programs at the Bank.



Sweden in Sudan Retweeted



UNDP SUDAN @UNDP_Sudan · 28 Dec

In response to #COVID19 @UNDP #Sudan provided farmers, transporters & others w/ protective equipment #PPE to secure food supply + create 22,600 seasonal jobs for displaced people, refugees, women and youth thanks to + generous support.

More: cutt.ly/cyUlwz



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Hasna Abdelwahab Hassan • 1st
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Employees are key stakeholders in a company day-to-day business, and one of its most valuable assets. We recognize the importance of employees in the Corporate #Sustainability & #Social_Impact integration and initiatives. That's why we've conducted a set of sessions to the various Haggar Group companies to raise their awareness about what we do and engage them in the CSI activities. Below are some photos from Sudasat JV. Session that have been attended by their General Manager Khalid Ehalmer .



with Bashir Elsamani



US Embassy Khartoum @USEmbassyKRT · Nov 30, 2020

On Thursday @USAIDSudan signed a MOU with #Sudan's Ministry of Finance to provide an additional \$20 million of wheat – equaling 67,500 metric tons to Sudan through @WFP_Sudan, to assist Sudan with its wheat shortage. The USG remains a close partner & friend to Sudan & its people



21 56 181

Egypt, Sudan agree on logistics measures for utilizing Egypt's ports

Source: egyptindependent.com

The head of the Egyptian Customs Authority Kamal Negm announced Sunday that an agreement has been reached with Sudan on all logistics measures necessary to use Egyptian ports, especially in Ain Sokhna and Suez, to export and



import Sudanese products. The agreement also includes the possibility of benefiting from all advantages offered by the special economic zone law, Negm added, provided that this usage fee is paid alongside providing waiting areas for exporting and importing Sudanese containers.

Negm pointed out that the customs procedures for Sudanese goods passing through Egypt's transit systems includes examining the containers and fulfilling all rules of quarantine control for goods that may need to display items to control authorities. He assured the Egypt is ready to end all procedures on transit goods, while providing all required guarantees until the Sudanese side finishes establishing its agreed-upon company.

Minister of Finance Mohamed Maait previewed the results of the joint meetings between Egyptian officials and some Sudanese businessmen, held at the Customs Authority, to discuss ways to enhance transit trade for Sudanese goods through Egyptian ports.

Maait said that helping Sudan solve its lack of trade flow due to goods accumulating from poor infrastructure at Port Sudan is essential.

And Sudan expressed its desire to cooperate with Egypt's ports to end all procedures for Sudanese exports and import and end all difficulties at Port Sudan, which would thereby strengthen transit trade with Egypt.

Foreign Ministry lauds continuous UAE's support to Sudan

Source: SUNA



Assistant Undersecretary of the Ministry of Foreign Affairs Ambassador Elham Ibrahim has praised the continuous support by the United Arab Emirates (UAE) to Sudan at the international arenas, especially assisting Sudan for removing its name from the terrorism list.

Ambassador Elham also commended during a meeting at her office today with UAE's Ambassador to Sudan Hamad Mohamed Al Genaibi the Emirati humanitarian aid to Sudan during the recent floods disaster besides the considerable support for combating COVID-19 pandemic.

The meeting also tackled the distinguished relations linking the two countries and ways and means of boosting bilateral cooperation.

The UAE's ambassador, on his part, expressed the desire of his country for enhancing the relations of cooperation with Sudan for serving common interests.

Joint Meeting on Activating Role of Sudanese-Russian Business Council Held

Source: SUNA



Chairman of Steering Committee of the Sudanese Businessmen and Employers Union (SBEU), Engineer Salah Hassan Matar discussed during his meeting, Thursday with Mr. Victor Shimdanov, Chairman of the Russian side of the Sudanese-Russian Businessmen Council, the role of the Council in boosting economic and trade cooperation between Sudan and Russia and the exchange of benefits and interests between the two countries.

The two sides exchanged ideas on raising and increasing the volume of trade exchange, strengthening investment partnerships between businessmen in the two countries, in addition to the efforts being made by the Union for passing the Partnership and Investment Act which would open greater opportunities for cooperation in various fields.

The two sides agreed also to work out a joint plan on enhancement of the Council's work for the coming period, in addition to prepare for a meeting and a joint working session via video conference between businessmen from the two countries.

CTC Group introduces Oracle into the Sudanese market

The entry of Oracle into the Sudanese financial services solutions market is considered an important step on the path towards the normalisation of Sudan's economic relations with the rest of the world, and follows the recent efforts of Sudan's government to showcase the new Sudan and to invite global corporations to do business with and invest in Sudan.



CTC Group was able to facilitate the agreement to implement the first ever Oracle Core Banking application (Oracle Flex-Cube) in Sudan.



US software giant signs deal with Sudan bank

Source: radiodabanga.com

US software company Oracle will bring a mobile banking platform to Sudan. Its deal with Nile Bank is seen as a sign that economic relations between the United States and Sudan are thawing. The agreement between Oracle, Sudan's Central Trading Company, Nile Bank, and other local partners will improve efficiency and compliance for Nile Bank. It will also make lending to small business and rural customers cheaper and more streamlined, which is a potential boon to the Sudanese economy.

The signing ceremony was attended by the US embassy acting Deputy Chief of Mission Keith Hughes. He said that the deal was an example of the changes Sudan has achieved, not only in the political sphere but in the economy too.

Legal Opinion

The “Family Businesses Constitution” in Sudan



Dr. AbdelGadir Warsama Ghalib

Corporate Legal Counsel

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Family companies, all over the world, play a very important role in the national economy of their countries. Family companies, in Sudan, also play the same role, if not more. Based on this fact, there is genuine need to support such companies to enable them to continue in their role for the interest of all, including the owners of the family companies themselves. However, as a general rule, Family Companies by their own natural structure, are carrying certain

ingredients in their cells that could lead to their total collapse and non-existence within short span. The main worrying issue here, we need to admit, is the collapse of Family Companies, after the second or the third generation. This is the outcome of many studies and is a fact we need to understand and consider, if we are interested to keep the glorious existence of Family Companies.

Taking above in consideration, it has been proven that, corporate governance could play a major factor in sustaining the existence of Family Companies for many generations and hopefully endlessly. The new corporate governance principles, require the application of many scenarios including making and endorsing the “Family constitution”. This constitution will be a safeguard and strong shield to maintain sustainability of family companies. All Family Companies, in Sudan, are advised to take serious steps in making such constitution in place, as soon as possible, otherwise they may fade away very soon.

Herein, it would be important to mention that, the content of the “Family Constitution” is to emerge organically in the dialogue that the family members seriously discuss including all matters related to the family different business areas. The family constitution, shall represent present and future hopes of the family and clear input from all members is required to determine the contents of the Family Constitution.

In the constitution, it is important to record the family wealth structures, to specify investment principles for business or non-business assets and to set the sharing of assets within the family. Likewise, could state that certain assets are considered to fall outside of the mechanisms that will be set in the Family Constitution.

It is important to note that certain aspects have legal consequences once agreed upon and to be carried in legally drafted binding documents. The Family Constitution is a legally binding document and should always be recognized as a legal document. The document becomes a key guide for the parties, and other relevant parties including Courts. The content can be highly relevant to how structures are administered, and legal documents interpreted, or how disputes are settled or mediated in a non-Court forum.

Roles of different family members, key individuals, in the operation of the family structures. Very important to mention, the control functions, who will be actively involved in the control and exercise of voting rights on decisions affecting the operation of the

family business. Also, the distribution of benefits across the family.

Moreover, the Family Constitution could provide for an “Executive Board” drawn from the family as well as different related structures. The “Family Council”, which would have power with the family structures. This Board is to oversee both the control and distribution functions carried on by the various legal entities. Both of those different functions may be monitored by separate Boards or Committees, involving different family members coupled with representatives from the business. On certain areas, it may be sensible to provide for “Non-Executive Members”, whose functions would be to contribute to discussion without having voting rights.

If there are different Boards or Committees with different powers, the constitution shall specify, how to be structured? How to select people to join them and who would be the Chair of any of them? Younger generations may have “Next Generation Representative” on the Family Assembly or Council.

The Family Assembly, here could also be a broad forum composed of all family members and or representatives. An organized Family Assembly meeting would provide the opportunity, for all family members and interested parties to contribute to discussion over the operations of the family and any control or distribution matters that are agreed to be the subject to discussion.

In the operation of any of the committees, decisions should be made as to how to allocate voting power

across the participants. For example, weighted voting with senior generations having larger votes compared to the younger generations, or certain senior generations having a veto power over certain decisions that may be taken. It may also be appropriate for certain “Non-Family Representatives”, the fiduciaries who are responsible to have a weighted influence on the sensitive decisions...



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India's Minister of State holds meeting with Sudan's acting Foreign Minister via video conference

Source: Ind.news



Minister of State for External Affairs V. Muraleedharan and Acting Foreign Minister of Sudan Omar Gamar Aldin Ismail held a meeting through video conference. The meeting afforded an opportunity to comprehensively review the

bilateral relations since the Transitional Government took office in Sudan.

External Affairs Ministry in a statement said that the two Ministers had a brief discussion on respective national approaches to fighting the Covid-19 pandemic. It said, both governments have worked closely on the repatriation of each other's nationals through chartered flights.

The Minister of State for External Affairs also apprised the Sudanese Minister of the progress in vaccine development in India.

He informed that India would be sending 10 Metric Tonnes of life saving drugs to Sudan in coming weeks to help it cope with the Covid situation.

Last month, India had delivered 100 MT of food aid to Sudan through an Indian Naval Ship.

Conveying satisfaction at the steady growth of bilateral trade and investment ties, both the Ministers agreed to tap the vast potential for further cooperation in sectors such as infrastructure, agriculture, mining, renewable energy, health and education.

URALCHEM and Uralkali to supply fertilizers to Sudan in 2021

Source: worldfertilizer.com



Dmitry Mazepin, Chairman of the Board of Directors of URALCHEM, Deputy Chairman of the Board of Directors of Uralkali and member of the Bureau of the Board of the Russian Union of Industrialists and Entrepreneurs (RSPP), visited Khartoum, where he met with Vice President Lieutenant General Mohamed Hamdan Dagalo and Prime Minister Abdalla Hamdok.

The aim of the visit was to expand business on the African continent.

At the highest level, the parties discussed opportunities, approaches and mechanisms of cooperation related to the supply of URALCHEM and Uralkali products to Sudan.

Vice President Lieutenant General Mohamed Hamdan Dagalo said: "Sudan has large areas of land and is interested in developing agriculture and attracting foreign investors. URALCHEM can show by its example that our country is ready and open to long-term cooperation with Russia. And the new government will do everything possible for this".

Dmitry Mazepin said: "The Sudan has been in a difficult situation for the past 10 years. Now the leadership of the country and the new government are focused on reviving the economy. We believe that Sudan can become the platform in the eastern part of Africa where we can significantly increase our position as a fertilizer seller. URALCHEM and Uralkali, for their part, will do their best to promote mutually beneficial and friendly relations between Russia and Sudan. We plan to start supplying fertilizers to the country in 2021".

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US Sanctions on Sudan Lifted – What next?



The US State Department announced on the 14th of December that Sudan had been removed from its list of State Sponsors of Terrorism (SST).

This announcement officially should be the beginning of a new era for Sudan and its relationship with the United States.

There are a number of indicators which support the positive intentions of this announcement including the introduction of Mastercard financial services and Oracle into the Sudanese market, and the high profile delegation visits by General Electric and Boeing to Sudan.

As a result, Sudan should be expecting an influx of investors,

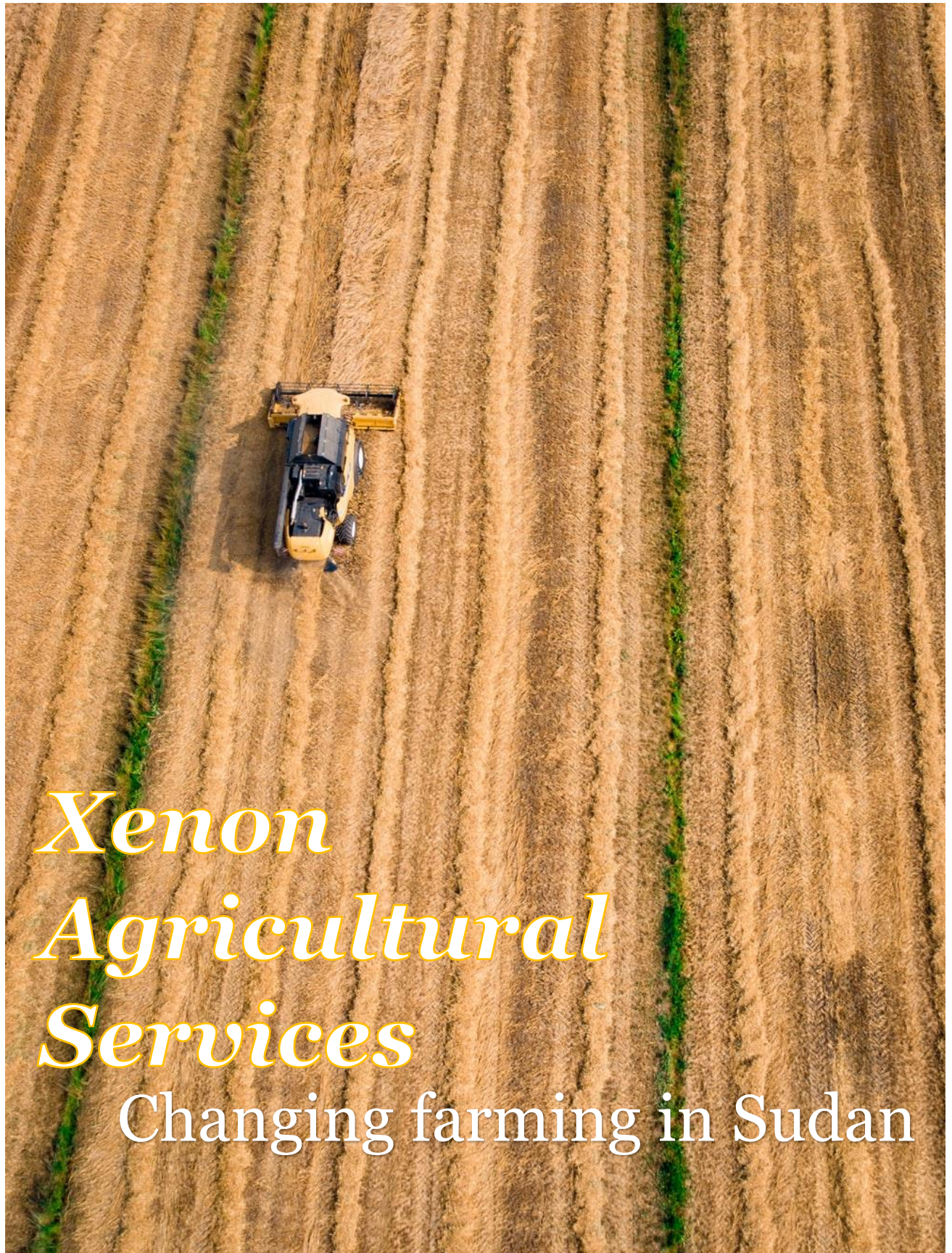
which mainly seek a reliable banking sector which can transact in foreign currency and receive legal support from a fair jurisdiction when required.

Capacity building is ongoing and shall require cultural changes to the public's mindset.

Sudan is not expected to experience a huge influx of US investors and products in the market, as the supply chain is already established via existing European and Asian technology providers.

However, Sudanese entrepreneurs shall have the appetite and access to products and services from all over the world, where in the past, dealing with Sudan created a compliance issue when dealing with these foreign clients and suppliers.

Sudan is now ready for business.



Xenon
Agricultural
Services
Changing farming in Sudan

Hassan Moawia, General Manager at Xenon Agricultural Services, tells us more about how their business is adding value to farmers and farming at large in Sudan.

Tell us more about your company and why you chose to serve the farming sector?

Xenon International Investment Company was incorporated in 2012 mainly as an agricultural investment company managing its own farmland growing cotton, sesame, rice, peanuts, animal feed and vegetables for the local market.

Earlier this year ***Xenon Agricultural Services*** was established to provide all the necessary support services required from soil preparation all the way to cultivation using high-end machinery and implements that are efficient and more environmentally friendly that form the basis for good soil preparation which in turn results in good seed germination and the subsequent crop growth and better yields.

Our choice for choosing the farming sector was simply to capitalize on Sudan's vast arable land which will be the main driving economical force with an unlimited potential of growth in the years to come not to mention the scarcity in the availability of high-end machinery and equipment that can cater for the mid – large size plantations efficiently.



What are the added value services provided by Xenon and what are your plans for expansion?

Well in the meantime, we are currently providing tillage services which comprise of chisel ploughing and disc harrowing and we are in the process of expanding our services and machinery to include land laser leveling equipment, planters, pesticide and fertilizer sprayers, Hay & Forage harvesting equipment in addition to the various combine harvesters needed to meet our clients' demands.

Apart from the services mentioned above, we are also exploring opportunities in providing smart partnerships directly with the farmers by offering micro financing to cover all or part of their farming operations which is expected to give us a marketing advantage and boost the business further for a bigger market share.

Many farmers do not have the financial means to own their own equipment, thus Xenon can provide all the farming services including tillage and soil treatment on an ad-hoc basis, would you be able to advise on the cost savings for a farmer by using your company's services?

It must be said that farming equipment in general is very costly, not to mention the preventive/corrective maintenance and operation costs involved, especially when we talk about large modern machinery that for sure will not be feasible for the typical farmer to own as they do require quite a large capital investment that can run in the tens and even the hundreds of thousands of dollars.

Hence, most would prefer to contract such services that would provide modern agricultural methods and techniques that give better yields and at the same time benefit from cost savings on the high labor costs and time consumed associated with the traditional methods that were used in the past.



“

We are also exploring opportunities in providing smart partnerships directly with the farmers by offering micro financing to cover all or part of their farming operations

“



Does Xenon provide any new technology or method which is unique to the farming market?

Innovation is more important in modern agriculture than ever before. The rising costs of supplies, shortage of labor, and changes in consumer preferences for transparency and sustainability in last 10 years has led the major agricultural equipment suppliers to seek solutions for these challenges.

New advancements in farming technologies ranging from robotics, harvest automation, autonomous tractors, seeding and weeding, and drones to computer vision software are most commonly being utilized in modern agriculture.

Unfortunately, many of these new technologies and advancements are not yet common in Sudan, as a result of the long-imposed US sanctions that was

restricting agricultural development in the country. But now that these sanctions have been lifted, we are optimistic that Sudan will witness a boom in this area and all the new technologies will be introduced in the near future.

With that being said, from the start we were very selective in our choice of tractors ensuring they are GPS ready and equipped with state-of-the-art technology to cope with such advancements and that our implements have the lowest environmental footprint on the soil that would result in the best yields.

What are the main challenges in running your business?

Just like any other business, we face a number of challenges that can be summarized in the following points:

- Farmers lack of awareness of the modern agriculture techniques and available technologies leads many farmers to be resistant to any change from their traditional farming methods.

- The shortage of skilled technicians and equipment operators.
- The continuous devaluation of the Sudanese Pound against the US Dollar/Euro resulting in higher operational cost which in turn affects negatively on service costs.
- Current shortages in diesel fuel, which we hope are just temporary.

With all that being said, the future for the agriculture sector in general in Sudan looks bright as Sudan is expected to be a major player in the international market in the years to come, so I would like to take this opportunity to invite all those local and foreign investors seeking to go big to join us in investing in this important sector which has unlimited potential.

We will always be there to serve you.

To contact Xenon Agricultural Service, see details below:

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Sudan possesses oil reserves estimated at 6 billion barrels

Source: sputniknews.com



Source: constructionweekonline.com

The Sudanese Undersecretary of the Ministry of Energy and Mining, Hamid Suleiman Hamed, said that the country possesses oil reserves estimated at about 6 billion barrels,

indicating that the ministry has prepared 25 squares ready for immediate investment by companies specialized in oil exploration and production, whether local or foreign.

Hamid, who is in charge of the oil sector in the ministry, said in a statement to Sputnik today, Wednesday, "Sudan possesses an oil reserve estimated at about 6 billion barrels, while about one billion and 700 million barrels have been used." Red), and there are other sites in the western and southern regions of the country.

"The country is currently producing 60,000 barrels per day, while we expect production to reach 80,000 barrels per day in 2021," the Sudanese ministry's oil official revealed. Hamed called on companies with high experience in producing oil and gas around the world to invest in Sudan, stressing that "Sudan is very rich in natural resources and we have a very large reserve of gas that has not been used until today."

He pointed out that "there is a French company that is currently carrying out studies and research work to reach the real volume of gas available in the country so that they are reliable figures with us," explaining that "the most prominent areas where gas was discovered are in the states (West Kordofan, East Darfur, the Red Sea and the Dinder region)."

"All the companies currently operating in oil production in Sudan are local companies, except for the Chinese company, CNPC, which invests in Block 6 only," Hamed said. The Sudanese official expected that "American, European and Russian companies would come to invest in the fields of oil and gas, after the name of Sudan was removed from the American list of countries sponsoring terrorism."

The official called on all companies that have expertise in the field of oil and natural gas to invest in Sudan. He said, "We need companies with efficiency and special expertise among those that possess enhanced oil recovery technologies," explaining that the Sudanese government wants to enter Russian companies to invest in gas and oil and also in the field of building oil refineries, he said, "We want the Russian side to work with us to build an oil refinery in the coastal city of Port Sudan."

Food Industries

\$ 57 million exports to Sudan within last 9 months

Source: mwatan.news



The Director of Marketing at the Export Council for Food Industries, Eng. Tamim Al-Dawi, said that the sector's exports to Sudan rose during the first 9 months of this year by 43% to record 57 million dollars, compared to 40 million dollars during the same period of 2019.

This came during the symposium organized by the Food Industry Export Council, in cooperation with the Commercial Representation Authority, under the title "Opportunities for exporting food industries to Sudan."

The Marketing Director of the Food Industries Export Council confirmed - in a statement - that there are many opportunities available for the sector's exports in the Sudanese market, as it represents about 2.1% of the sector's total exports during the period from January to September 2020, ranking 15th.

Al-Dawi explained that there are 10 food products that account for 88% of the sector's total exports to Sudan with a value of 50 million dollars during the first 9 months of this year, on top of which is sugar with a value of \$15 million dollars representing 26% of the total value, followed by yeasts with a value of \$8 million dollars covering 14% , followed by biscuits and cereal preparations worth \$ 5 million, and fragrant mixtures worth \$ 5 million.

He added that among the most important food products exported to Sudan were also "gum, biscuits, and wheat flour" at a value of \$4 million dollars for each product, tobacco, and substituting tobacco, dry sweets with a value of two million dollars for each product, and various food preparations worth one million dollars.

He said: The top 10 imports from the food industries of Sudan, which have an alternative in the structure of Egyptian exports, represent 90% of the total food imports amounting to \$ 824 million, noting that these products are: (sugar, cheeses, yeast, oils, especially corn, Tomato factories, various food preparations, vegetable oils, animal oils, dry sweets). In another context, Al-Dawi explained that the council aims during the coming period to participate in the Khartoum International Fair next January, and the council will organize a trade mission to the Tanzanian market next March in Tanzania in certain sectors, oils, pasta, sugar, sweets, dairy and juices.

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Sudanese Achievers

Sayed Ibrahim



Sudan born Dr. Sayed Ibrahim is the CEO and Founder of Health and Natural Beauty USA Corporation, which owns the IP of Sprinjene, a black seed oil-based toothpaste which is Certified: Vegan, Cruelty-Free, Gluten-Free, Kosher, Halal.

Dr. Ibrahim graduated from the University of Khartoum, with a degree in Mathematics & Chemistry, and completed his PHD in Chemistry from Howard University in the United States.

At the peak of his career, he was a Senior Researcher at Colgate-Palmolive in the United States, where he decided to turn into an entrepreneur and built a multi-million dollar a transportation company in Central New Jersey called Mercy Transportation, meeting the transportation needs of New Jersey school districts and private schools since 2003.

Mercy resulted in his decision to seed SprinJene and Natural Health & Beauty.

SprinJene is manufactured by Health & Natural Beauty USA Corp., an enterprise committed to premium, environmentally conscious personal care products.

Source: sprinjene.com



Dr. Ibrahim is recognized for innovation and leadership within a Fortune 500 corporation. He is a scientist/researcher turned businessman which built these businesses and renowned brands serving the US market.

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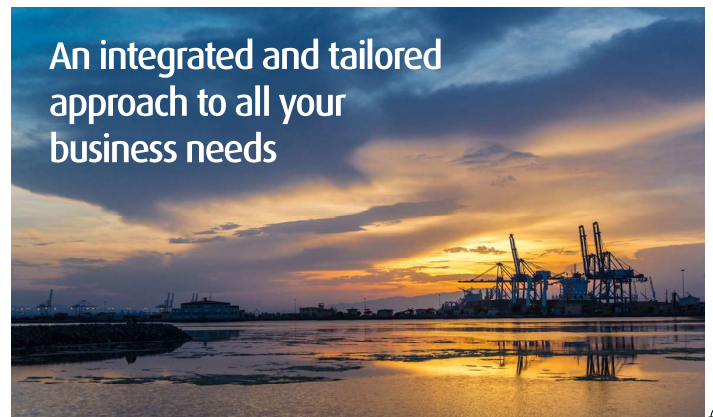
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ISO 22000:2005

Business continuity management systems

ISO 22301:2012

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