

Sudan Business

Monthly Business Magazine
July 2021

AL BADRI POWER

*“Made in UK power generators
still in demand”*

CEO Mohamed Albadri

SUDAN MEETS DELEGATION OF HALLIBURTON
AND THE NATIONAL NUBIA COMPANY

B2B BETWEEN INDIAN AND SUDANESE
COMPANIES IN LEATHER INDUSTRY

US EMBASSY INVESTS IN SUDANESE
LAW ENFORCEMENT

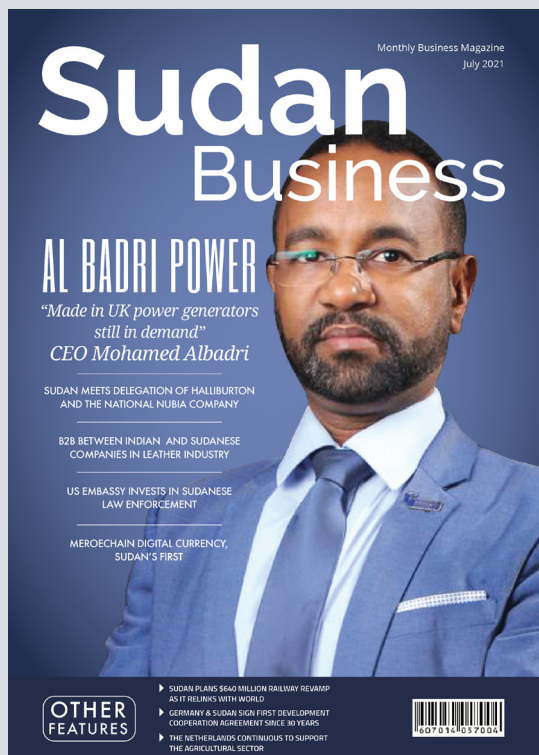
MEROECHAIN DIGITAL CURRENCY,
SUDAN'S FIRST



**OTHER
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- ▶ SUDAN PLANS \$640 MILLION RAILWAY REVAMP AS IT RELINKS WITH WORLD
- ▶ GERMANY & SUDAN SIGN FIRST DEVELOPMENT COOPERATION AGREEMENT SINCE 30 YEARS
- ▶ THE NETHERLANDS CONTINUOUS TO SUPPORT THE AGRICULTURAL SECTOR





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KSC PLANS TO ESTABLISH AGRICULTURAL EXPORT POINT AT RED SEA HARBOUR



Kenana Sugar Company (KSC) has announced it plans to establish an agricultural export point at Port-Sudan harbor on Red Sea in an area of 125,000 square meters. The project cost is estimated at US\$94m.

Kenana Sugar Company's Chief Executive Officer, Abdel Raof Merghani explained in a press statement to SUNA that the area would include warehouse with capacity storage of 90,000 metric tons of liquid sugar, 30,000 metric tons of packed sugar, besides silos for grains with storage capacity of 90,000 metric tons.

SUDAN MEETS DELEGATION OF HALLIBURTON AND THE NATIONAL NUBIA COMPANY



The Minister of Energy and Oil, Engineer Jadain Ali Obeid, welcomed the desire of the American company Halliburton to explore investment opportunities in oil and gas sector in the country

This came when the minister met with the representative of the company, Eric Moto and representatives of the National Nubia Company.

The Minister commended the cooperation between the National Nubia Company and the American company, considering that it will lead to an international partnership that enhances the role of national companies

He confirmed that he is looking forward to the entry of major American companies with modern technologies to the oil

sector after the historic visit of Halliburton Company to Sudan.

General Manager of Nubia Company, Iman Khalifa confirmed, according to a statement published by the ministry on its Facebook accounts, that the company has engaged in comprehensive negotiations

over the past year with the leadership of Halliburton in Houston to convince them of the merit of entering the Sudanese market, and that lifting sanctions on Sudan provides wide opportunities for the global company Which leads to the recovery and revival of the Sudanese economy.

She stressed the importance of strengthening the relationship and coordination between international and local companies and the expected large role of local national companies and their relations with foreign companies.

Article Source: freshplaza.com



Photo Source: icts-group.eu

Sudan to export more mangoes to Libya

As part of a plan to fill state coffers through produce exports, Sudan has launched an export line for mango to Libya. Minister of Agriculture in Sudan Dr. al-Taher Ismail Harbi revealed that there is a number of mango export refrigerators heading to Libya.

Addressing the opening of the annual mango festival, Harbi pointed out the tendency of some investors to export mangoes to Gulf countries. “We are on the right track and seek to make the most of this crop, which we are distinguished by.”

According to altaghyeer.info, the minister had previously called on several government officials to nurture the mango sector, and to export large shipments of them outside the country in order to bring in hard currencies.

Sudan plans \$640 Million Railway Revamp as it relinks with world



Sudan is planning a \$643 million revamp of its shattered railway network before connecting it to neighboring countries, part of efforts to revive an economy ravaged by decades of dictatorship and global isolation.

The African Development Bank, China State Construction Engineering Corp. Ltd. and unspecified Gulf firms have expressed interest in helping restore about 2,400 kilometers (1,490 miles) of currently idled rail-lines, according to the state-run Sudan Railways Corp. The government will first spend \$17 million making emergency repairs to parts of the other half of the national network that's already in use.

"It's essential for the economic development of the country," SRC's general manager, Waleed Mahmoud Ahmed, said in an interview in the capital, Khartoum.

The North African nation where dictator Omar al-Bashir was ousted in 2019 is racing to salvage an economy saddled with billions of dollars of foreign debt and a transportation sector plagued by the effects of decades of sanctions, unrest and mismanagement. The U.S.'s lifting of Sudan's long-standing designation as a sponsor of terrorism in

December has made it easier to import key components, while the clearing of its International Monetary Fund arrears is unlocking new financing.

Under the second phase of the railway project to be completed by 2024, Sudan plans to rehabilitate abandoned lines mainly in the country's south. That will restore links to the cities of Madani, Kosti and Sennar, as well as Nyala in the war-torn western region of Darfur, while establishing a cross-border connection to Wau in South Sudan, according to Ahmed. Part of the financing will be from a \$75 million World Bank grant, he said.

Regional Connections

A yet more ambitious third stage envisages connecting Sudan with neighboring Ethiopia, Chad, Eritrea and the Central African Republic. One line that may be built by China State Construction Engineering would stretch from Port Sudan on the Red Sea across Darfur to Chad, while another that the African Development Bank may

finance would connect the coastal city with Ethiopia's capital, Addis Ababa, Ahmed said. A feasibility study into the latter is underway, he said.

The AfDB's communications team couldn't immediately comment on Sudan's plans, while two calls made to the phone number listed on China State Construction Engineering's website weren't answered.

Foreign companies are becoming increasingly involved in Sudan's infrastructure and transportation sectors and reconnects with global markets.

Lufthansa Consulting GmbH in June signed a preliminary agreement to help restructure Sudan Airways, one of Africa's oldest carriers that in recent years has cut most of its routes and struggled to maintain its fleet. Ports on Sudan's Red Sea coastline are also the object of competing development bids from companies including DP World and China Harbour Engineering Co.

The general manager and developer of Sudan's digital currency project, Ziad Zoalnoun Bushra, explains that the MeroeChain digital currency is the first Sudanese currency that aims to manage the country's agricultural, mineral and livestock resources through blockchain technology, exhibitions, workshops and forums to help activate the currency.

The aim of the currency is to advance a small part of the Sudanese economy and fight corruption and tax evasion.

Zoalnoon attributed the reasons for choosing the name Meroe to revive the name of the famous capital of the ancient kingdom of Kush, and pointed out that the project aims to reformulate history through modern technology, and added: The idea originally started in 2019 with the programming of the smart contract for currency and then in 2020. The first launch was by distributing a limited number of this currency to social media users, then moving to the stage of private sale, and it was accepted on the global platform Latoken for the exchange of cryptocurrency against Bitcoin, the dollar and the euro. Male: Despite

MeroeChain

DIGITAL CURRENCY, SUDAN'S FIRST



the simple capabilities, we were able to introduce the name of Sudan into the blockchain technology. He believed that the Marawi community on social media is the largest community using the Blockchain technology in Sudan, where they number about 500,000 members on social media. He added: The most important group to understand this technology are the youth, and pointed out that the most important obstacles they face in the currency are the absence of property laws. Abroad in Dubai and America, the Central Bank of Sudan, in Dubai and America, took the initiative to accept the

Meroi currency, while Egypt and Algeria rejected it. Ziad Dhu al-Nun stressed that the introduction of the blue motion technology to Sudan is one of these important matters, especially the pivotal stage in the country's history. It includes government facilities, banks and major companies in facilitating the safe, transparent and rapid transfer of information and values. This technology also helps in collecting taxes with the push of a button and reduces tax evasion from which most countries suffer. It will also help curb inflation and reduce paper currency printing because the upcoming trend is purely digital. Dhul-Nun called on the competent authorities, officials and those interested in this regard to allocate a space for young people to help them, considering that unemployment is one of the most important problems that the country suffers from.

Meroe is launched LATOKEN exchange for currency trading.



Photo Source: Olivier Vogel/Twitter

Germany & Sudan sign first development

Cooperation agreement since 30 years

Olivier Vogel, head of cooperation at the German Embassy in Khartoum announced “We marked the first government negotiations on development cooperation between Germany with Sudan since 30 years. Very historic day. We are glad to deepen our partnership with new projects and financing for the Sudanese people.



By Hattan Ali, Marketing Executive at Embassy of India Khartoum

B2B between Indian

AND SUDANESE COMPANIES IN LEATHER INDUSTRY



A hybrid B2B Meet between Indian & Sudanese companies in Leather Industry and Footwear sector was organized at the premises of Sudanese Businessmen Federation (SBF) on 28 July, 2021. Council of Leather

Exports (CLE) under Ministry of Commerce & Industry, Government of India hosted the virtual meet from India, whereas Embassy of India, Khartoum in coordination with SBF, Chamber of SMEs & Handicrafts and Ministry of Industry & Commerce,

Khartoum State organized the meet physically. It was attended by more than 60 participants including importers of footwear/leather goods, manufacturers, business community, media etc.

In his introductory remarks, Mr. R. Selvam, Executive Director, CLE underlined the potential of Sudan in Leather and Footwear sector. Mr. Sanjay Leekha, Chairman-CLE in his welcome remarks highlighted the achievements of leather & footwear sector in India, and also technological advancement in the sector.

Mr. Shakeel Ahmad, Counsellor & Head of

Chancery from Embassy of India, Khartoum in his address pointed out the goodwill enjoyed by Indian companies and products in Sudan, and Sudanese companies interest in getting finished Indian



leather goods, machinery, expertise in rehabilitation of unorganized leather sector. He briefed the audience on India's contribution to the capacity building in Sudan as per the requirements of various sectors, and also

providing training for leather sectors. He mentioned that many Indian companies have already invested in various fields in Sudan including Indian company VKC for manufacturing leather/non leather footwear.



Mr. Hafiz Adam Dosa, President, SBF spoke about India's industrial and technological achievements, Sudan's keen desire to benefit from Indian technologies, machinery, expertise etc. to develop SMEs in Sudan including leather industry. He also touched upon the steps taken by the Sudanese government to improve the business and investment environment.

Various Indian companies virtually showcased leather products and their capability to supply raw material as well as finished goods. In the open session Sudanese participants raised

questions related to collaboration with Indian companies, technology transfer and training of manpower as well as problems faced by them while importing from India.



AL BADRI POWER

POWERING THE NATION

Mohammed Osman Al-Badri is CEO of Al-Badri Power Company. Mohammed studied business administration at the University of Khartoum and graduated with a BA with Honors, followed by a Masters of Science then finally completed a Doctorate. During our interview Mohammed said “I have a firm belief since university that Sudan is a country of wasted opportunities, so I decided to make my way into the field of business and did not apply for a job or attended any interviews, even though my father was a professor at the University of Khartoum with limited income”

What is the history of your business career?

My career in business started when I entered the field of transport with one truck, then my company quickly developed which lead into supplying heavy machinery due to a growing demand at the time. The same clients requested for other complimentary products which naturally resulted in taking a strategic decision in 2011, to become a fully integrated supplier of equipment to the mining industry. In 2014, we were appointed as exclusive agents of power generator suppliers YorPower of the UK. In 2016, we added another brand to our portfolio, by signing an exclusive agency agreement with the first company in the world to produce power generators, Lister Petter of the UK. Finally in 2017, we signed an exclusivity agreement with another UK power generator supplier, Welland Power.

Thus, Al-Badri Power is now one of the most important players in the field of power generators in the Sudanese market.

How do you differentiate yourself from other companies in your field?

In Sudan there are more than ten brands of power generators of different origins to meet the local demand. It was necessary to search for additional added value services in this field, and we decided to be the first in the assembly of power generators in Sudan. In 2018, we launched a power generator assembly factory in Sudan and started constructing the factory at the end of 2018 due to the political circumstances, including the great December Revolution, followed by the COVID-19 pandemic lockdown.

We finally completed the construction phase in April 2021, and now the factory is in the technical preparation phase, and we expect production to start in December 2021.

British engineering and products are in great demand in Sudan, however considered expensive. How do you convince Sudanese end-users that quality generators are less expensive in the long run?

After the recent power outages in Sudan, clients' conviction in genuine British power generators grew immensely, because they are the most resilient, and capable of withstanding long hours of operation under high temperatures. Despite the price differentiation, the demand remains high, especially in complex sectors such as mining and agriculture. Clients eventually concluded to opt for quality versus the cheaper considering the age of the generator and its need for maintenance compared to its counterparts manufactured in other countries.



Customer service is a major issue in Sudan, including provision of warranties, how do you provide confidence to your customers?

Customer service is the tip of the spear in the sales process. We heavily invested in the after-sales service department as the highest priority for business continuity. We have distributed maintenance teams in different regions of Sudan, therefore we have a high degree of customer satisfaction, which is clear in the reports and the volume of repeat client purchases.

What are the main challenges of operating in Sudan which impact your business?

The main challenges we face working in Sudan is the difficulty of opening letters of credits through local banks, as most of the import operations are made from natural resources or the amounts allocated through the auctions from the Bank of Sudan, unlike other countries which provide financing and import credit facilities for companies which have opportunities.



Tell us more about your future plans for the company?

We entered the solar energy field and now in the process of negotiating to sign an exclusive agency agreement with one of the largest manufacturers of wind energy in the world and we will announce it in due course.

FRANCOPINTO IN THE

The forefront of cybersecurity in Sudan partnering with Fortinet & Sophos



FrancoPinto announced its partnership with one of the largest companies specializing in integrated solutions and information security to provide flexible options for large business owners in Sudan and outside Sudan. In a statement released “We enable and provide the latest and most advanced security solutions to our customers to the highest international standards provided by Fortinet. This partnership is in line with Franco Pinto ‘s strategy of full digital transformation, data protection and infrastructure.”

Franco Pinto is a technology company founded by Sudanese and Italian businessmen in 1958, and is considered a pioneer in the field of technical solutions in Sudan, specializing in security systems and infrastructure for companies and institutions.



**Dr. AbdelGadir
Warsama Ghalib**

**Corporate Legal
Counsel**

✉ awarsamawarsamalc.com

Sudan gives special attention to promotion of foreign investments, since long time, to help the economy, inter-marriage with foreign elites and transfer of technology. There were three different legislations in this respect. The 1st is, the investment in agriculture law, the 2nd is the investment in industry law and the 3rd is the investment in general services law. The three laws were enacted to cater for investments in different sectors of agriculture, industry and services. However, after sometime, it became apparent that different laws may create problems rather than promoting or encouraging foreign investments in Sudan.

LEGAL VIEWPOINT

ENCOURAGEMENT AND PROTECTION OF FOREIGN INVESTMENT IN SUDAN

Thereafter, a unified law, was issued to give necessary impetus for investment in all sectors through what is called “one window shopping” policy. This approach was very helpful in promoting potential opportunities for foreign investments.

By all means, the policy and legislation adopted to encourage direct foreign investments in Sudan, was highly applauded and appreciated all over the globe. Sudanese people, by nature, are very generous and receptive to foreigners whom they treat as “special guests” and by local culture and manners are welcomed. In fact, the welcome is given even to poor guests from surrounding and far African countries and it can be easily noticed that they are sharing everything with humble locals without hatred, enmity or greed.

This true philosophy, of welcoming foreigners, was really adopted and embodied in the current legislations for encouragement and protection of foreign investments. Many commentators, had clearly pointed-out in many instances that, the foreign investment law in Sudan is regarded as one of the most generous legislation at the global level and it really signifies the indigenous rooted hospitality of the Sudanese nation.

This phenomena was clear in many instances in the legislation, enacted for promotion and protection of foreign investments in Sudan. As a matter, of prime respect in proving this, we ascertain that, there is no discrimination between all investors who are all given the same status of care and the same equal



treatment. More than that, we emphasize, even there is no discrimination between national local investors and foreign investors and all are equal indiscriminately. This signifies a true genuine status of “non-discrimination” as foreigners can compete on the same footing with Sudanese people inside Sudan. What a great fair non-greedy policy of equal standing for all investors. I believe, in most countries, nationals are given a top advantageous rank at the cost of foreigners. However, this is not the case in Sudan where nationality is not a passport to win if a foreigner is more capable and competitive. Foreigners are to rejoice and take advantage of this unique treatment in a unique country respecting humanity and looking for lucrative promising foreign investments in a big virgin land full of richness in all sectors.

The legislation provides for many “Investment Privileges” including, inter alia, exemption from customs duties in Investment projects. The exemption shall cover imports of capital equipment, specialized means of transport shall be exempted, production inputs of investment projects shall be subject to the same fees category imposed by customs Tariff on production inputs, exemption from business profits tax wherein investment project shall be exempted from business profits tax for a period not exceeding five years as from the date of commencement of the commercial production, investment project capital equipment shall be exempted from Value Added Tax. We could say the investment encouragement privileges, put Sudan as a “tax-haven” land.

Moreover, there are certain

privileges related to land allocation. The legislation provides that, no license shall be granted for the establishment of any investment project on a land owned by the Government of Sudan, or any free hold, unless the land is free of any encumbrances or rights to other 3rd parties or to any other contractual or legal obstacles. The investment land contracts shall be for an initial period of three years, renewable on licensing, as the regulations may specify. Also, the legislation provides for granting some preferential incentives including, granting concessions to projects, as specified in the National Investment Map and the National Investment Plan, and in accordance with the safeguards specified by the regulations.

Facilities given in law provide that, foreign investors, shall be granted residence throughout the duration of the project, also, they are allowed to bring foreign labor and expatriates whenever needed. Expatriates and imported machinery or foreign capital can be transferred out side Sudan as agreed and determined in certain circumstances. More incentives and facilities are given if the project is in remote far or hardship areas, this is for the purpose of spreading investment

projects all over Sudan the big far- stretched country.

Protection granted for foreign investment in Sudan, is as important as encouragement. Special attention has been given to assure necessary protection to give investors peace of mind and best physiological comfort. In this respect, the big “No” s, are clearly enumerated in the legislation. “No” confiscation, “No” seizure, “No” nationalization, “No” expropriation and the like without observing the legal rights, dues and through formal legal judicial process. This invites foreign investors to rush and to make sure that the proceeds of their capital and work are guaranteed by local law and treaties.

A very important aspect, that completes the ring, is giving attention to resolving Investment disputes. Any time anywhere for any reason some disputes may occur. This is the truth of business, however, the wisdom comes from the ways and means to settle such disputes. The legislation, gives top practical priority regarding this. As consequence, it has been provided that, any legal dispute pertaining to investment, shall first be referred to the competent court, unless the parties agreed to refer it to the

arbitration or conciliation, if they wish. Also, as a unique feature for this legislation, there is clear reference for the implementation and application of related Treaties and Conventions. The provisions of the Unified Agreement for the Investment of Arab Capital in the Arab countries, the Agreement on Settlement of Investment Disputes between Arab Countries, the Agreement on the Settlement of Investment Disputes between States and Citizens of other States, the General Agreement on Economic, Technical and Trade Cooperation between Member States of Organization of Islamic Conference and any other agreement to which Sudan is a party. Such conventions, being of international nature, give more confidence to foreign investors. Moreover, there is reference for the establishment of specialized courts to settle all suits

pertaining to investment. And, the establishment of specialized Prosecution Bureau to look in such disputes. At last, not the least, there is reference for “Grievances Committee” to consider grievances and complains against decisions issued, in accordance with the provisions of the legislation. The regulations shall specify the procedures of considering grievances, and the manner of passing decisions. The committee shall determine in a grievance within a maximum period of three weeks as of the date or receiving the application.

I believe, the legislation along with the warm hearted smiley welcome, gives a “Utopian” world for foreign investments that could be a “dream land” for many looking for generous potential investment opportunities. We say, THIS IS SUDAN THE LAND OF WONDERS & SPECIAL PEOPLE.



US EMBASSY INVESTS IN SUDANESE LAW ENFORCEMENT

The government of the United States of America, through its embassy in Khartoum has added Sudan as the latest nation to join the Special Program Embassy Augmentation Response (SPEAR) program. The first SPEAR graduates are a team of Sudanese law enforcement personnel who have been trained to respond to emergencies at U.S. diplomatic facilities.



The Ministry of Interior collaborated in providing its highest calibre personnel to support. Future SPEAR classes are to be scheduled and congratulations to Sudan for being recognized to support the US government in providing confidence.



The Governor of Gezira Scheme, Omer Marzuq, and French Ambassador to Sudan, Emmanuelle Blatmann, at the signing ceremony in Khartoum today (SUNA)

FRENCH AGRITECH SPECIALISTS

TO HELP MECHANISE SUDAN'S EL GEZIRA SCHEME

The management committee of Sudan's El Gezira Scheme and French company FGM International that specialises in developing, managing, and implementing a broad variety of modern farming and agribusiness projects worldwide, signed a Memorandum of Understanding today at El Gezira scheme office in Khartoum, to introduce French mechanised farming technology to the scheme for 18 months.

According to the agreement 5,000 and 16,000 acres will be targeted in El Gezira scheme and El Managil respectively. The signing of the memorandum is the result of studies conducted by a French delegation that visited the country a few months ago, the Governor of Gezira Scheme, Omar Marzuog, said via the official Sudan News Agency (SUNA).

Marzoug signed the memorandum on behalf of Sudan signed for Sudan, while the Ambassador to Sudan, Emmanuelle Blatmann, signed on behalf of France.

He expressed his thank to France for its efforts in supporting El Gezira Scheme. The memorandum is designed to introduce

the French technology for developing the agriculture in the scheme for a period of 18 months during which he said mechanised farming systems will be introduced.

French Ambassador Blatmann welcomed the signing of the memorandum saying it represents the depth of the relationship that exists between the two countries, particularly after the recent change that took place in Sudan. The French diplomat promised that her country would continue cooperation with Sudan in various fields through supporting the transitional government.

In May, France hosted the Paris Conference, which was attended by a large number of representatives of countries, international

institutions, and businesses, organised to support the democratic transition in Sudan and encourage international investments and partnerships.

It aimed to encourage public and private international investments in Sudan after its removal from the USA list of state sponsors of terrorism (SST) and to establish investment partnerships with the international community, and has already resulted in debt relief for Sudan, following the Decision Point under the enhanced Heavily Indebted Poor Countries (HIPC) Initiative as announced in June by the World Bank and the International Monetary Fund (IMF).

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HISTORY IN THE MAKING OF ELGEZIRA SCHEME



El Managil (Picture: FGM International)

El Gezira Agricultural Scheme was begun by the British while the area was governed as part of Anglo-Egyptian Sudan (1899–1956). The agricultural scheme, between the Blue and White Niles south of Khartoum, used to be one of the world’s largest irrigation projects. Water from the Blue Nile was distributed through canals and ditches to tenant farms lying between the Blue and White Nile rivers.

Former president Al Bashir described the Scheme in late 2014, as “a burden on the country’s budget”. In September 2015, the Agriculture Ministry amended the El Gezira Scheme Act, aimed at transferring land ownership to the private sector and foreign investors. That same

year, the Farmers Union was disbanded by the Al Bashir regime. Farmers Alliance leader Hasabo Ibrahim warned in June 2016 for the consequences of “these destructive agricultural policies”.

The El Gezira and El Managil Farmers Alliance launched a rally in Khartoum in end December last year, in commemoration of the founding of Sudan’s Farmers Union in December 1953. The demonstrators also demanded the El Gezira Agricultural Scheme to be revived.

Food insecurity in Sudan

As reported by Radio Dabanga in June, the Ministry of Agriculture of Sudan, the Food and Agriculture Organisation (FAO) of the United Nations, and the United Nations World Food Programme (WFP), have called for greater investment in Sudan’s agriculture and

humanitarian assistance, as a new food security assessment shows that a record number of Sudanese will face acute food insecurity in the coming lean season.

The World Food Programme cites the latest Integrated Food Security Phase Classification (IPC) results for Sudan, that 9.8 million people are projected to be acutely food insecure (IPC Phase 3 and above) across the country throughout the lean season from June through September.

More than 20 per cent of Sudan’s population is projected to be facing acute food insecurity starting this month, the highest figure reported in the history of the IPC in Sudan, the statement says.

Food assistance

SUNA reports that the second shipment of American wheat assistance amounting to 48,000 tons arrived at Port

Sudan harbor today, where it was received by Wali (governor) of Red Sea State Engineer Abdalla Shangarai.

Addressing the occasion, the Governor voiced thanks and appreciation to the American government and people for supporting the Sudan and enhancing the efforts of democratic transformation in the country following the glorious December Revolution.

Director General of the Seaports Authority Captain Onour Mohamed Adam also addressed the occasion, commending the American support to Sudan and its transitional government.

Representative of the Agricultural Bank of Sudan and the Strategic Reserve Administration Emadeldin Ali Hussein, on his part, announced that the third consignment of the American wheat aid would arrive at Port Sudan harbour on the 11th of next August.

By Elhadi Gafar Abdalla



Elhadi is a former CEO, consultancy director and a specialist consultant in coaching, housing, relocation, facilities, property management, HR policies / strategic planning and research in Qatar, Middle East, Africa, and the UK. He provides management advice to key organisations and corporations and lend expertise to CEOs, and non-executives board of directors in the UK, UAE, Saudi and Qatar. He can offer property management advice, dual-couple / mid - career support to corporate HR departments in Sudan.

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LEADERSHIP AND SELF- MANAGING:

Manage yourself by managing your mid-career crisis as career opportunities

Managing your-self in a mid - career crisis in like challenging yet if managed in an emotionally aware manner, it is just a transition in our lives. It is important to reframe mid-life career as mid-life opportunities. That help you to be become growth mindset people who believe that our most basic abilities can be developed through dedication and hard work and positive reframing of adversary as an opportunistic challenge or period.

Mid-career is the most important transition for Sudanese expatriate and local executives, or directors can make in their life. Handled well the crisis can transform into an opportunity. A

negative approach it will create regret, failure and meaningless purpose to their life.

I left a CEO role to become a management consultant in early 2002, even though I had a feeling of making the wrong decision by then, leaving a permanent well paid role to be a consultant that sounded risky and expensive in rate to hire, but I always felt good about the future by acknowledge the fear and working hard with a positive mind for best and reframing “mid-career crisis” with what I now call “mid-career opportunities”.

This risky move gave me experiences and access to very important relationships

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

It is normal when you lack purpose and satisfaction in jobs, we feel regret. So, why do we get frustrated with our jobs even if they have fancier titles and even when we are achieving? Philosophers say because short projects or task achieved, getting a promotion are of a fixed nature, we feel emptiness by doing what philosophers call "telic activities". Telic activities are things we can finish and complete. So, when I was brought as CEOs to firefight and fix things and given an opportunity to developed 350 properties

for a housing company, when this was done with two years, I lost motivation because there was nothing do now things were stable, and properties are developed and rented.

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

That is why quite often a career with a purpose provide happiness. We all go through transitions and our needs change, but our minds trick us into believing that we are making wrong decisions or should have had a different career. You can do a fixed telic job in day - time and do

atelic activities as a volunteer or in the evening and be happy if you are a busy CEO and the role provide good standard of living.

One of the reasons why people change their career in their 40s is that they seek their own interests of their childhood, and a purpose or meaning in their lives' activities. In some cultures, your first career could be your parents' wish and in a mid-career you decide to re-instate what you really want to do and push for your identity re-direction. You still have another turn of career change when you reach 55 or 65, the age most would want model for a hoppy or run a retreat or buy a farm on Nile riverbank.

We shouldn't forget, promotion, birth of a child, having a different career ambition than your wife and living apart for a demanding career in the can all create mid-career crisis. If the implications are not discussed openly with wives or you seek advice well in advance, things can go wrong. If you are affected by issues in this article, please get in touch for advice.

Do you think restricting mobile

**phone internet data during school exams is required
whilst businesses lose an essential service?**

A decision made at the request of the Ministry of Education impacted mobile data provision to the populace, where internet outage lasted for 3 hours from the 19th to 30th June, during the national secondary school exams period.

The decision was a preventative measure for students to cheat and share leaked exam questions. A survey was conducted on social media, and the results were overwhelmingly 79% against such restrictions.

It is natural that globally there are student cheats,

Do you think restricting mobile phone internet data during school exams is required whilst businesses lose an essential service?

Yes

21%

No

79%

and unethical academics leaking exam questions, yet essential services such as telecommunications and mobile data are not restricted. Sudan is at a transition phase, heavily attempting to convince the international business community to invest, thus the economical damage must be evaluated, versus the

cost of implementing other restrictive measures such as highly secure exam centres, cybersecure servers and strict invigilators.

Other countries which have implemented internet outages during exam periods include Syria, Algeria, Jordan & Iraq.

THE NETHERLANDS CONTINUOUS TO SUPPORT THE AGRICULTURAL SECTOR



The ambassador of the Embassy of the Netherlands, Irma Van Dueren together with Almontaser Mahmood, Food and Nutrition Security Advisor met a delegation from Food and Agriculture Organization of the United Nations (FAO) and had been

briefed on the designing phase of the “fit-to-purpose” Agriculture Transformation Agency (ATA) in Sudan.

The under-establishment ATA expects to implement systemic interventions that address the significant

bottlenecks towards unlocking the agriculture potentiality for Sudan.

The Netherlands emphasizes its support for the agriculture sector transformation as a vital pillar to boost social and economic development for the Sudanese people.

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