

Sudan Business

Monthly Business Magazine

February 2021

UAE CONTINUES TO
SUPPORT SUDAN

MAHGOUB SONS
GROUP
PARTICIPATE AT
GULFOOD 2021

FIFA
PRESIDENT
VISITS SUDAN

WORLD BANK
GROUP COUNTRY
MANAGER VISITS
249STARTUPS

OPENING OF THE
SECOND
GUM ARABIC
MANUFACTURING IN
NYALA

Elbarbary Medical

Q&A WITH RANDA ELBARBARY ABOUT
HEALTHCARE IN SUDAN

Other Features

BUSINESS NEWS

SPECIAL FEATURES

MARKET TRENDS

INVEST IN SUDAN

APPOINTMENTS

INTERVIEWS WITH INDUSTRY LEADERS





Sudan Business Magazine February 2021

www.sudanbusinessmagazine.com

Editor

editor@sudanbusinessmagazine.com

Advertising

advertise@sudanbusinessmagazine.com

DISCLAIMER

Sudan Business Magazine, publishes news, information, analysis, opinion, and commentary. The magazine includes both reported and edited content and unmoderated posts and comments containing personal opinions on a wide range of topics.

Sudan Business Magazine does not routinely moderate, screens, or edits content contributed by readers. The content and any information therein are provided without warranty of any kind, including the implied warranties of merchantability, fitness for use of a particular purpose, accuracy, or noninfringement.

Contents



4



14



22



12



20



23



24

4

UAE continues to Support Sudan

6

Start Ups on the rise in Sudan

8

Elbarbary Medical

10

Showing value vs showing off which one wins?

11

Launch of first international quarantine for the export of sheep and camels in North Kordofan

12

Opening of The second factory For gum arabic Manufacturing in nyala

14

80 tankers of diesel and petrol with 40 tanks of gas are

15

Sudanese Meat selling on UAE shelves

16

Succession plan in Family Companies

18

#InSudanWeMeanBusiness

19

World Bank Group Country Manager visits 249Startups

20

Finance Ministry and UNIDO Assign 300 Million Dollars to Protect Small- Scale Investors

21

Mahgoub Sons Group MSG; Sudan's First Representative in 2021 Gulfood F&B Trade Show!

22

Sudan Devalues Currency in Hopes of Righting Economy

23

Sudanese- French animal production cooperation

24

FIFA President visits Sudan

26

Sudanese Achievers

UAE continues to Support Sudan

Source: SUNA



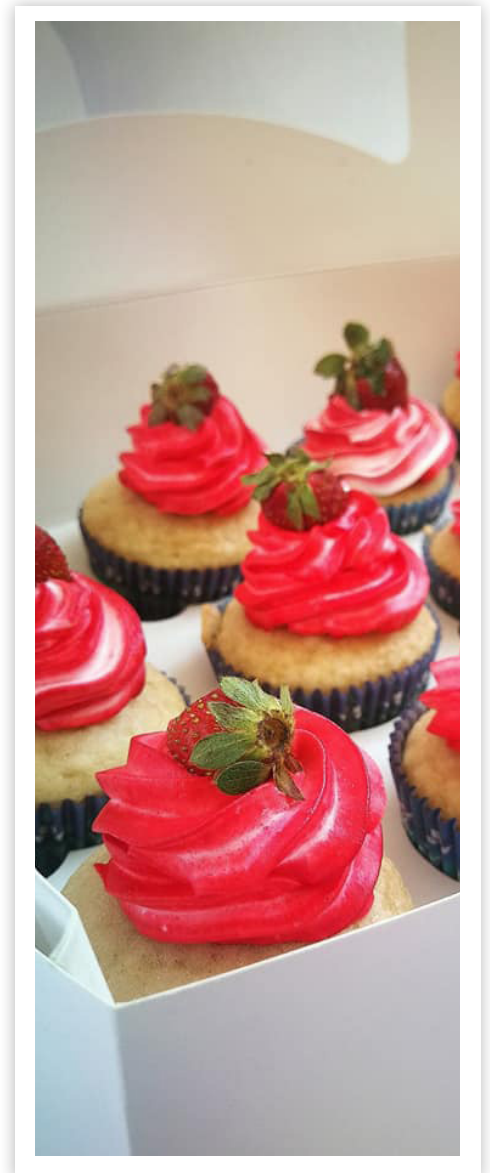
CEO of Dubai International Humanitarian City , Guiseppe Saba stated that Humanitarian City and WHO, upon approval of His Highness Sheikh Mohammad bin Rashid Al Maktoum ruler of Dubai, are flying again into Sudan with more than USD 700K of medicines and medical supplies.

We chartered 2 aircrafts
from our partner of the
“Dubai Vaccines Logistics
Alliance (DVLA)
Emirates SkyCargo and
“all together we delivered



START UPS ON THE RISE IN SUDAN CHOCO LOCO CAKE & CUPCAKES!

Launched in 2019, Hind Idries started her business utilizing her passion, making cakes and cupcakes. With the support from family and friends, the business has grown to servicing numerous events, birthdays and corporate functions. Choco Loco is becoming a renowned name in the baking industry in Sudan.





SUDANESE BUSINESS OWNERS TAKE YOUR COMPANY WHERE IT HAS NEVER GONE BEFORE

Stanford Seed is looking for high-potential CEOs/founders based in Africa and South Asia who are motivated for growth. The Seed Transformation Program is an unconventional, online learning experience that goes beyond acquiring business skills. Stanford's world-renowned faculty and dedicated team of experts work with leaders throughout their 12-month journey to growth.

Apply Now!

LEARN MORE:

stanfordseed.co/Sudan21

Stanford | Seed



Elbarbary Medical



Elbarbary Group, operates in multiple divisions and represents a number of renowned agencies, why did you tap into the Medical industry?

An important factor in the economic growth of any country is healthcare. Given the condition of our healthcare services in Sudan, Elbarbary Group believes it is our responsibility to assist in providing a better quality of life in order to contribute to the social and economic sustainability of our country.

Elbarbary Medical introduced multiple product lines to the Sudanese market, please tell us more about the products being offered?

We collaborate with experts such as B. Braun to facilitate initiatives in which experts from the medical field share their expertise, thereby assisting us in transferring knowledge to Sudanese doctors. We are proud to say we have developed this market with B. Braun and key anaesthesiologists in Sudan. We also offer Alpinion ultrasound imaging machines- a solution for OB/GYN, cardiology and other medical professionals who are looking to utilize high-end technology at affordable prices. Elbarbary Medical has also launched two new divisions: a pharmaceutical division, which aims to supply life threatening medication and nutrition, and a medical servicing division. Our medical servicing division aims to share management expertise

with hospitals and doctors in order to improve the operation of their respective units, thereby allowing them to efficiently treat a higher number of patients per day, resulting in added value to patient care.

How do you educate the doctors and general public about these products and their added value?

We conduct yearly workshops in different states in Sudan. We partner with hospitals and clinics to share our expertise in order to provide a better quality of life for the patients.

What are the challenges which you face to operate in the medical market?

Mostly regulatory affairs and registration of items. This has become a real issue over the years. It usually takes pharmaceutical companies 2-3 years to register drugs. With the emergence of the Covid-19 pandemic, many countries have adopted online site checks of manufacturing plants. It is a cost effective method, and although, we, in Sudan, are still lagging in this area, we should look at adopting similar concepts to combat the shortage of medicine.

What final message would you like to deliver about Elbarbary Medical and the Sudanese medical scene?

Given the multiple challenges that the healthcare system in Sudan is currently facing, we

believe we should all contribute towards alleviating the pressures that are hindering the provision of quality healthcare. We must work together in different areas to support the system. We need to support further training of medical professionals. We should also engage in knowledge sharing initiatives with other African countries who have faced similar problems and have managed to overcome them. Understanding their journeys and listening to their success stories could provide real insight into how we could adopt a similar healthcare vision on a national level.





Randa Elbarbary graduated from the University of Medical Sciences and Technology with a BSc in Marketing and joined the Elbarbary Group in 2010, beginning a career in the sales, procurement and finance departments. Shortly after joining the group, Randa partnered with PIL Logistics to initiate a project for inland transportation. Working alongside the PIL Logistics partners in Singapore over the last 6 years has honed her managerial skills significantly. Randa is currently enrolled in Harvard Business School's Senior Executive Program, and has recently been accepted into Stanford's LEAD Business Program.

WHICH ONE WINS?

WRITTEN BY: MOHAMED MOSTAFA



A friend of mine bought a luxury 4 x4 in Khartoum with a personal loan. I wondered why! The guy has just started a small business manufacturing soap, and certainly, he does not make enough money to afford a car like that. Well, we have come across that guy who owns a new small

business, and all of a sudden, he turns up in an expensive luxury car like my friend. No one can deny that good representation is important in the business world, and first impressions last. Having said that, as a startup, the focus should be given more to strengthening your core-business and bringing more value to your customers. This is how people compete and last longer in the a very competitive market.

Buying a luxury 4 x 4 has never been the key factor to build good a reputation or to improve your product or your service, or even to get higher value loans from the bank. Unfortunately, banks do not care about the fancy car

an individual drives as opposed to company credit reports and track record. This is the way the business gets evaluated.

No harm of buying luxury cars if affordable, but the message I'm trying to get across is that owning a fancy car should not be a burden. A luxury car is a liability not an asset, and it should not consist more than 10% of the business owner's net worth. A wise business owner may delay the decision to get a very expensive car at the initial stages of their start up, and rather invest in his business to bring more value to the market.

Be wise!



Launch of first international quarantine for the export of sheep and camels in North Kordofan

Source: SUNA

The Minister of Livestock, Hafez Ibrahim Abd Al-Nabi, and Mr. Khaled Mustafa, Wali of North Kordofan, were attended by the Ambassador of the State of Qatar and a number of officials at the Federal Ministry of Livestock, in Bara locality, Ashi quarry in Bara locality, for the export of sheep and camels as the first quarry for an investor in North Kordofan State.

In a statement to Sudan News Agency, the governor emphasized the importance of the quarry and the role it plays in exporting livestock, as it represents a real addition to the economic sector, praising the advanced and modern boom that the quarry possesses. He revealed the state government's efforts to rehabilitate the Rahad quarry to its previous state so that it can fully assume its role in the economic process and contribute to the export of livestock.

For his part, Al-Bashir Ashi, the owner of the quarry, explained that the quarry is one of the modern quarries for the export of sheep and camels in Sudan,



adding that the total capacity of the quarry is 100 thousand heads of sheep and camels and has been built with the latest international specifications and has many veterinary departments beside the incinerator, referring to the services it provides to the people of the region beside The job opportunities it provides to the people of the region.

Professor Al-Tayyib Ahmed Idris, Executive Director of Bara Locality, explained that the opening of the quarry is

an addition to the economic institutions in the locality, and added that it comes within the direction of the locality aimed at taking care of the sources of livestock, indicating that the coming period will witness intensive work in establishing livestock markets in the various local administrations, and he emphasized the great role that it will play The quarry is at the service of local citizens.



OPENING OF THE SECOND FACTORY FOR GUM ARABIC MANUFACTURING IN NYALA

Source: SUNA

The “FAIR” factory for the manufacture and packaging of natural gum arabic was inaugurated in Nyala, the capital of South Darfur, as the second factory of its kind to be opened in Sudan after the Al-Baqir factory.

The inauguration of the plant in Nyala, Acting Governor of South Darfur, Hamid Al-Tijani Hanoun, and the deputy Dutch ambassador in Khartoum, Shourd Ethamith, was inaugurated.

A memorandum was signed between (Foga) and the Cooperative Union of Gum Arabic Producers to develop gum Arabic and increase production. Hamid Al-Tijani Hanoun, the representative of the governor of South Darfur, confirmed that the doors of the state are open to everyone to invest in all fields without restrictions or conditions. Hanoun promised to overcome all difficulties and simplify procedures for investment and investors in the state, and said that the opening of the gum Arabic factory is a title for cooperation and Sudanese-Dutch relations. He added that the establishment of the factory will



bring good to the producers in the state, stressing that gum arabic is no less important than the gold supplier, promising to lead an initiative with (Foga) so that the gum Arabic will return to the vanguard position in leading the country's economy. Hanoun pointed out that the establishment of the gum Arabic factory is one of the achievements of the glorious December revolution, which corrected the course of foreign relations, pointing to the leadership of the renaissance through awareness and education of producers. The Dutch deputy ambassador, Hanoun, called for the adoption of a partnership to develop small industries and dairy products, and to train and support universities and forests.

The Dutch deputy ambassador, Shord Ethamith, stated that the inauguration of the gum arabic factory in Nyala was preceded by the opening of a similar factory in Khartoum, indicating that (Foga) entered to work in gum Arabic since the year 2019 with various efforts that convinced the Dutch government to work in four areas and support the

production process. Providing a remunerative price for producers and increasing the added value of the final product, in addition to training producers to increase production and plant trees, stressing that the previous government's policy was sterile and hindered, which did not enable Foga to implement the project because it did not obtain plots of land to set up the factory in Nyala and Khartoum, besides that the financial policy did not Allow input of resources. Hanoun stressed the determination and keenness of "Foga Group" to work hard and sincere that leads to achieving positive results that will drive the success of the project. He pointed out that gum arabic contributes (70%) to Sudan's exports and faces problems that need to be solved, noting that gum arabic exports raw, which reduces the value of gum. He added that the "Foga" group had added an additional value in order not to export raw gum, and that Sudan entered a new stage by signing peace and social reconciliation, stressing the need to focus on supporting production and producers in order to support the economy.

80 TANKERS OF DIESEL AND 40 TANKS OF GAS ARE PETROL WITH DISPATCHED TO THE STATE

Source: SUNA

The Ministry of Energy and Oil organized the tankers after the ships were unloaded. The quantities destined for all states of Sudan were shipped from Port Sudan warehouses and moved through a convoy that was strongly secured by the Economic Security Authority in order to ensure that the vehicles reached Khartoum and the remaining States in a short time and to prevent smuggling and leakage.

Mr. Usama Al-Ghabshaw, Director General of the Supply Department, stated to the reception of the fuel tankers at the entrance to the Al-Jaili area in the state of Khartoum that all the tankers had arrived in Khartoum and then allocated to the states' authorities according to the distribution guidelines agreed upon by the ministry and the states, and that the supply will continue daily until the situation stabilizes. The quantities pumped are estimated at (30,000,000) liters of diesel, (30,000,000) liters of petrol and (381) tons of gas



Sudanese Meat selling on UAE shelves

Concord Group announced the delivery of Sudanese lamb & mutton to the UAE. The lamb was distributed to renowned supermarkets including Nesto Hypermarket and Carrefour. The packaging clearly states the origin of the meat being Sudanese.

Sudanese meat is renowned to be the highest quality meat amongst the GCC nations.



SUCCESSION PLAN IN

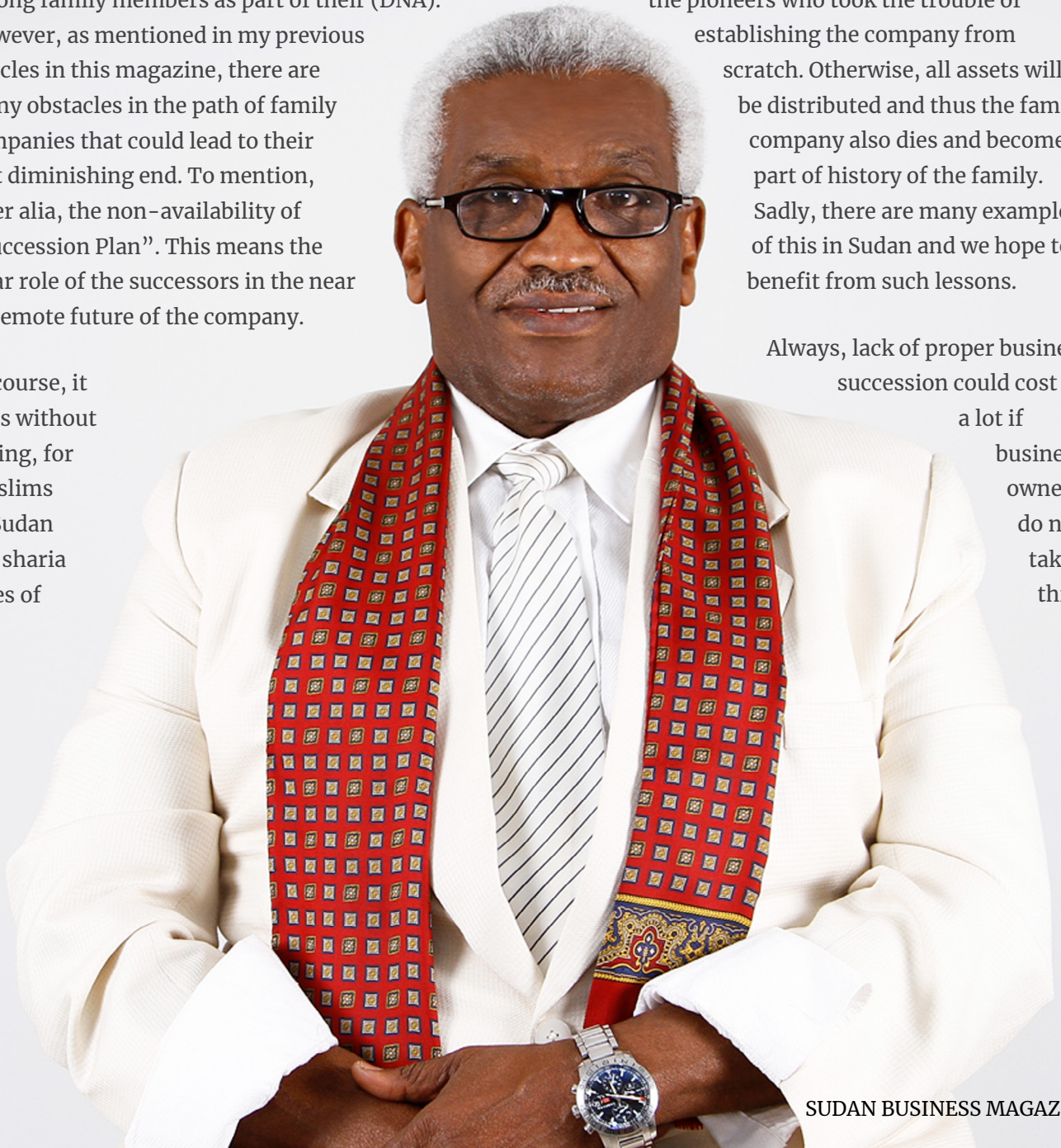
FAMILY COMPANIES

Family companies, denote the type of companies that belong to the family itself. This type starts, continues and goes among family members as part of their (DNA). However, as mentioned in my previous articles in this magazine, there are many obstacles in the path of family companies that could lead to their fast diminishing end. To mention, inter alia, the non-availability of “Succession Plan”. This means the clear role of the successors in the near or remote future of the company.

Of course, it goes without saying, for Muslims in Sudan the sharia rules of

inheritance will be applied when one dies. However, what we are looking for is the continuation of the family company irrespective of the death of the pioneers who took the trouble of establishing the company from scratch. Otherwise, all assets will be distributed and thus the family company also dies and becomes part of history of the family. Sadly, there are many examples of this in Sudan and we hope to benefit from such lessons.

Always, lack of proper business succession could cost a lot if business owners do not take this



seriously with top priority. Business succession planning has now become more crucial at the global level, particularly for family companies, similarly in Sudan we need to follow suit. This is highly needed as business owners in Sudan need to protect themselves from future risks, especially when things go wrong or the sudden unfortunate death of senior members in the family.

Business owners need business succession more than ever to ensure their financial assets and wealth are protected in cases of death or disability or otherwise. As we see, most business owners in Sudan, spend all their days developing business, generating assets and wealth. However, they don't do anything to protect the wealth and the interests of the family and successors. We know, this is normal among most business owners in Sudan. However, this could lead to very dangerous grave unsuitable situations.

It is important for the business owner to ensure that his successors gain access and control of his assets in the businesses, or a fair value if they want to exit the business. Without proper protection plans or suitable policies, they usually do not get their fair share or even receive nothing.

Family businesses, informally represent 80-90 per cent of global commerce. Irrespective of this, in most cases, they are not run professionally and lack

transparency and accountability, let alone applying corporate governance principles. Moreover, the family businesses contribute remarkably to the national gross domestic product (GDP) and employ up to 70-80 per cent of the labor force. Yet only very little percent of businesses have a robust, documented and communicated succession plan in place.

A critical scenario that needs to be carefully managed is when a shareholder decides to exit the family business and sell his equity stake. Proactively managing that process is essential for assuring long-term family business continuity, harmonious family relations, and ownership responsibility. Many family businesses have ceased to exist after the demise of their founders due to succession and legal issues owing to succession. There are many valid cases, where some legal successors have seen their father's assets changing hands depriving them from their dues. These are unfortunate and hard facts of life and happens when a businessman fails to take actions while building his business empire and wealth. This could happen to any of you, as most businessmen remain too busy to think of their succession planning.

Business protection plans, based on a suitable legal arrangement can provide a simple way to protect all interests. Should the surviving partners be unable to source the required funds, the deceased's estate could force an

unsuitable bad sale or the winding up of the business at loss.

While things are going normal, most people do not think of dark days and therefore do not undertake protection. Herein, clear policies are crucial for family business to ensure peaceful transfer of wealth and smooth succession, As mentioned, most people do not think about these risks which should be a priority for every wise businessman who has generated substantial wealth for the next generation.

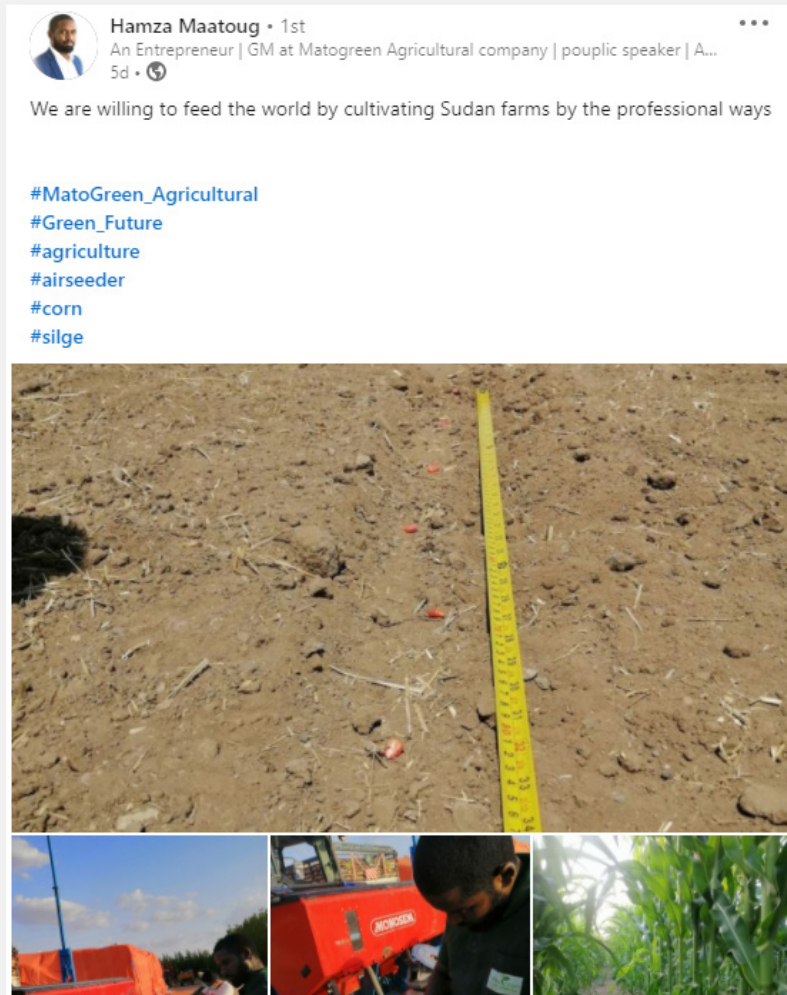
I urge every one of you to protect your earned wealth, assets and business interest against growing risks. If you have any questions don't hesitate to look for help. Wise people, prepare ahead for many things including succession plans that could lead to promising fruitful future for new generations in new Sudan. Take it very serious, please.

**Dr. AbdelGadir
Warsama Ghalib**

Corporate Legal Counsel

Email:
AWARSAMA@warsamalc.com

#INSUDAN WEMEANBUSINESS



WORLD BANK GROUP COUNTRY MANAGER VISITS 249STARTUPS

249 Startups received the World Bank Group Sudan's Country manager Milena Stefanova & Microfinance consultant Maissoun Badawi. They were welcomed by The Directors & Team of 249Startups. They toured at the HUB and presented the services provided to entrepreneurs, including facility , internet services, support programs for entrepreneurs, business advisory services, access to legal and tax affairs, as well as access to finance programs for startups.

The tour was concluded with discussions of the importance of creating an inclusive business environment in Sudan that is conducive to SMEs & private sector development, and a sustained ecosystem with some recommendations and insights were discussed to have more sustainable businesses, support job creation in Sudan.

The World Bank in Sudan aims to support the Government of Sudan's efforts to reform the economy, build a more equitable social contract, and provide a better future for Sudanese people.



Finance Ministry and UNIDO Assign 300 Million Dollars to Protect Small-Scale Investors

Source: SUNA

The Ministry of Finance and Economic Planning has agreed with the United Nations Industrial Development Organization (UNIDO) to establish a Sudanese sovereign fund of 300 million dollars to protect the small scale investors, in addition to the method of financing and the uses of the fund. The two parties also agreed on cooperation in developing the national strategy for entrepreneurship and the law regulating it.

The meeting discussed files relating to entrepreneurship, youth employment and providing funding to implement these programs.

This was reached during the official visit paid by the former interim Minister of Finance and Economic Planning, Dr. Hiba Mohamed Ali, to the Kingdom of Bahrain.

She held a series of meetings in Bahrain with officials and experts of a number of financial and economic institutions and discussed the cooperation between the two countries.

The Minister of Finance and Economic Planning has met in Bahrain with the Head of the Regional Office of the United Nations Industrial Development Organization

(UNIDO) Dr. Hashim Hussein and the Chairman of the Board of Trustees of the International Center for Entrepreneurship and Investment Promotion. Sheikh Ibrahim bin Khalifa Al Khalifa,

Dr. Hiba also addressed a video conference meeting of the Arab Union for Small and Medium Enterprises, which was held in Egypt under the auspices of the UNIDO Office for Investment and Technology Development, to inform the gathering about the Sudanese experience and to benefit from international experiences relating to the transform entrepreneurship into a pivotal sector for economic growth, especially at the level of the most poor regions and states.



MAHGOUB SONS GROUP

SUDAN'S FIRST REPRESENTATIVE IN 2021 GULFOOD F&B TRADE SHOW!

Following the general theme of similar Food & Beverage (F&B) trade shows around the world like Anuga in Germany, Gulfood came about to create a meeting point between F&B businesses in the Middle East, Asia and other continents around the globe. After the economic set back the whole world struggled through with the pandemic this year's trade show had to set a high and dynamic revival for the world of F&B. Accordingly Gulfood 2021, starting from the 21st till the 25th of February, did not fail to meet and exceed the high expectations. Featuring more than 2500 exhibitors and fascinating shows through the Pastry Art corner, the Flour Kitchen and many more platforms to ensure a successful flow of ideas and business connections.

Mahgoub Sons Group (MSG) the only F&B company representing Sudan and through its' food division MSG Food showcased its wide variety of food and agricultural products. MSG's booth included displays of its' hulled and pure sesame seeds as well as their packaged Tahini and Halva among other crops. Looking around the booth you would find data, pictures and info-graphics to further reflect MSG's contribution in the Agriculture and Food

industry in Sudan and the region, as well as its' role in strengthening Sudan's position and market share in the international F&B market.

Representing MSG stood a team of high level employees; such as Umnia Wagdi Merghani, Business Development Manager and Suad Sharaf Eldin, Export Specialist at MSG Food. "The audience were happy to finally see a Sudanese company exhibiting in Sudan's name" said Ms. Umnia Wagdi; "The positive outcome is [that] we put Sudan on the map and hope to extend the reach of Sudanese products to the world".

As MSG thrives to encourage small Sudanese businesses, and aid in the success and growth of F&B startups, it issued an open invitation for these businesses to be featured in MSG's booth. Through their food label 'Jood', Afrimex were selected and therefore featured their packaged powdered Sudanese drinks like hibiscus "Karkadeh", Gum Arabic and Baobab.

Umnia adds "A few other Sudanese companies were there and we agreed next year that we should try and join forces together and go as 'Sudan Pavilion'". Noting MSG was the only F&B Company exhibiting in Sudan's name; marking a monumental

success and paving a bridge for more Sudanese F&B companies to follow suit.

To learn more about MSG, visit their website: www.mahgoubsons.com or their social media accounts FB & LinkedIn: Mahgoub Sons Group



A photograph showing three men in suits at a press conference. The man on the left is speaking into a microphone. The man in the center is wearing a blue surgical mask and looking towards the speaker. The man on the right is holding a green pen and looking down. A large black podium with a gold emblem is in the foreground. The background is a blue wall with a logo.

SUDAN DEVALUES CURRENCY IN HOPES OF RIGHTING ECONOMY

Source: voanews.com

Sudan's central bank has sharply devalued its currency, the Sudanese pound, in an attempt to get debt relief, crack down on the black market, and attract money back to the country. The bank unified the price of the currency with the black market at 370 pounds for one U.S. dollar. Sudan's annual inflation rate is more than 300%, one of the world's highest, and sparked protests over the struggling economy.

The government says the decision is aimed at attracting investments and controlling imports and exports.

Khartoum-based economist Abubakr Omer welcomed the government's decision.

Omer says it is a positive step and it is necessary to reform the Sudanese economy. Unifying the exchange price shall lead to stabilizing the exchange rate and encourage the investors to invest in Sudan. Investments shall

create movement in the Sudanese resources that need big capital for production... and open doors for Sudan to get involved in the international economy by utilizing its natural resources.

Sudan's foreign debt reached \$70 billion in 2020, and the budget deficit exceeded \$1.5 billion.

The inflation rate recently surpassed 300 percent, and the Sudanese pound has steadily lost value against foreign currencies.

Some economists like Waleed Alnoor think the step to devalue the pound is risky and will have a severe negative impact on people and the economy.

He says the devaluation will be massive if the central bank does not have enough cash savings of the hard currency. He added that the greatest impact will be on the middle class and the people with low income.

But analyst Abubakr Mohamed

says the effects on average people will be small, as the official economy was not controlled by the market.

He says the does not think the negative impact will be big, as the economy was not built on the official economy. All of the markets dealing prices, especially the imports and the exports and imported life necessities, were evaluated with the black market rate. Now the official sector and institutions will be rid of the political and administrative restrictions that forced them to set unreal prices on the market.

Late last year, the U.S. removed Sudan from its state sponsors of terrorism list, paving the way for the country to get financial help from the World Bank and International Monetary Fund.

A delegation of the World Bank recently visited Sudan and agreed to begin a loan relief program in March if Sudan made economical and structural reforms.



Sudanese– French animal production cooperation

Source: SUNA

The Acting Minister of Livestock and Fisheries, Dr. Adil Farah Idriss has affirmed the importance of mutual cooperation between Sudan and France in fields of animal production and rehabilitation of infrastructure for quarries.

This came when the minister met, the French Ambassador to Sudan, and discussed with her the French government technical and financial support to the animal production sector in the fields of quarries and rehabilitation of export terminal.

He praised France efforts to support the Minister and to cooperate in animal production fields.

FIFA President visits Sudan

Source: fifa.com

Additional investment and commitment for further support were some of the key messages delivered by FIFA President Gianni Infantino on his visit to Khartoum. The FIFA President notably met with the Chairman of the Transitional Sovereignty Council, Abdel Fattah al-Burhan, with the Minister of Youth and Sports, Yousif Adam Aldai, and with the President of the Sudan Football Association (SFA), Kamal Shaddad.

Sudan was a founding member of CAF, and has been one of the first African nations to join FIFA,” the FIFA President said at Khartoum Stadium, the venue for the 1957 African Cup of Nations tournament. “Now we must work together, to bring the success of the past to the future. I can guarantee that FIFA will work closely with the whole football community in Sudan, with women and men, to continue to develop football and to bring Sudan back where it deserves to be, at the top of African football.

The stadium visit was followed by a meeting with Abdel Fattah al-Burhan and Yousif Adam Aldai, where central to discussions was the need to restore Sudan’s rich football heritage and the ways in which FIFA could best support the country to further develop and strengthen football through the FIFA Football for Schools programme, as well as providing funding to refurbish the Khartoum Stadium.



I was saddened when I visited Khartoum Stadium and witnessed its current state,” the FIFA President said when subsequently speaking to members of the media. “This is an historical venue and we need to protect and cherish its history. We will invest and work together with the government and the SFA to make everyone in Sudan proud of the stadium again.

We spoke with the Chairman of the transitional sovereignty committee about investment in football, because there is incredible talent in the country to be developed,” the FIFA President added. “We spoke about football being part of the school system and about women’s and girls’ football – a very important area of the game. The Sudan Football Association is already doing excellent work in this regard, and it can only increase once combined with the continued support of the Sudanese government and FIFA. We are all part of the same team, and we will all work together and show that we care about the people of Sudan and football here.

During the visit, the FIFA President also attended a women’s football training session at the academy located next to the SFA, and had the opportunity to meet with members of the teams.



SUDANESE ACHIEVERS



Source: wikipedia.com

Mohamed H. A. Hassan is the co-chair of IAP, the Global Network of Science Academies, and chairman of the Council of the United Nations University (UNU). He also serves on a number of Boards of international organizations worldwide, including the Board of Trustees of Bibliotheca Alexandrina, Egypt; the Council of Science and Technology in Society (STS) Forum, Japan; the Board of the International Science Programme, Sweden; the Board of the Science Initiative Group (SIG), USA; and the International Advisory Board of the Centre for International Development (ZEF), Germany.

After obtaining his DPhil in Mathematics from the University of Oxford in 1974, he returned to Sudan and later became Professor and Dean of the School of Mathematical Sciences, University of Khartoum. He has a long list of publications in theoretical plasma physics and fusion energy, wind erosion, and dust and sand transport in dry lands. He has also published several articles on science and technology in the developing world.

Dr. Hassan was the founding Executive Director of the Academy of Science for the Developing World (TWAS), President of the African Academy of Sciences, President of the Network of Academies of Science in Africa (NASAC) and Chairman, Honorary Presidential Advisory Council for Science and Technology, Nigeria. He also is a founding member of the Lebanese Academy of Sciences.

Among his honours: Comendator, Grand Cross, and National Order of Scientific Merit, Brazil; and Officer, Order of Merit of the Italian Republic.

He is a member of several merit-based academies of science, including TWAS; the African Academy of Sciences; Islamic World Academy of Sciences; Academia Colombiana de Ciencias Exactas, Físicas y Naturales; Académie Royale des Sciences d'Outre-Mer, Belgium; Pakistan Academy of Sciences; Academy of Sciences of Lebanon; Cuban Academy of Sciences; Pontifical Academy of Sciences and Academy of Sciences of South Africa.

Does your business have a story to tell?



A profile in our executive interviews section places you among Sudan's most successful and prominent business leaders. The experience provides you and your company with a number of benefits, including:

- ▶ allow you to develop an engaging and inspiring article.
- ▶ an opportunity to boost your company and profile and associated your business among our influential subscriber and distribution base.
- ▶ a chance to share your insights and ideas with the next generation of executives and Entrepreneurs.



Ready to share the key to your success?
Contact us on editor@sudanbusinessmagazine.com