

Sudan Business

**CSR &
Branding**
Have your brand noticed

Gold Bourse
Global gold rates to
be traded in Sudan

Made in Sudan
Emerging self sufficiency

**AHMED
HAFEZ
ELBARBARY**
**ELEVATING
the Toyo
Tire Brand in
the Sudanese
Market**



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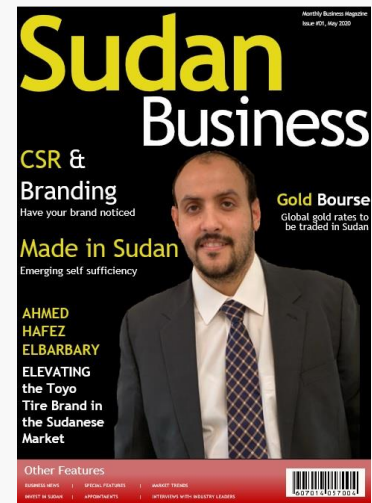
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COVERING SPECTRUMS

Oil & Gas



The Transitional Council of Ministers, issued a decree allowing the private sector and banks to import fuel for transport, mining and industrial sectors from the export

Power



The Ministry of Energy and Mining announced that a new electricity deal with Egypt had been concluded and would begin its operations to produce 60 megawatts of power for the northern states that border Egypt.

Medicine



The Ministry of Health announced reforms in the local manufacturing pharmaceutical industry which indicate that price fixing of locally manufactured medicines shall be implemented.

Aviation



Khartoum International Airport remains closed for commercial flights unless special permission provided. FlightRadar24 shows 3 aircrafts on 9th May 15:00, normally a more congested airspace.

PRIVITIZATION OF FUEL TRADING



Introducing a free market and competition in the importation and retail in the fuel market shall allow new "brands" to be established to source and sell their own fuel. The move will provide customers with availability of fuel and the freedom to access different grades and prices.

The caveats yet remain for the trading companies, hedging on foreign currency fluctuation against the Sudanese pound at official rates and as indexed by the Central Bank.

#TRENDING



UNDP SUDAN @UNDP_Sudan · Apr 29

Bread is essential in **#Sudan** but locally grown wheat is limited. With 🇸🇩 & 🇪🇺 we've trialed farms in new areas, kept workers **#COVID19** safe, 🍞 harvested 4.86m loaves-worth of wheat & created 1,400 **#jobs**, mainly for **#refugees**.

Read more: cutt.ly/sydKERa



Koen Vervaeke
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Thank you Dr Elbadawi for hosting us virtually. You can count on EU support > 460M€ engaged and working hard with other partners **#IMF** **#WB** **#Gulf** towards a successful Berlin conference co-hosted with **@AuswaertigesAmt** **@UNDPPA** in support of **#Sudan** remarkable transition.



Brian Shukan @USCDASudan · May 2

Yesterday, **@USEmbassyKRT** assisted 124 US citizens, 80 legal permanent residents, and their families depart **#Sudan** on a repatriation flight. I wish you a safe and healthy return home. **#AmericansHome**



WFP Sudan @WFP_Sudan · Apr 30

#ThankYouThursday: Our work in **#Sudan** would not be possible without the generous support from our donors.

We thank our donors for their continued support 🙏



Chika Ohashi @ChikOhashi · May 2

Community volunteers are protecting their town from **#COVID19**, by ensuring all visitors a mandatory handwashing before they proceed to the town - Hamshkoreib, Eastern **#Sudan**.





Banks in Sudan to introduce Visa payment systems

Source: Reuters

Several banks in Sudan are introducing Visa payment systems as the country seeks to develop its financial sector following decades of isolation, a

central bank official and the U.S. financial services company said.

Bank of Khartoum, Qatar National Bank and United Capital Bank (Bank Almal) have

received approval to start using the systems, which were expected to be launched in about three weeks, said Omar Amrabi, head of electronic banking services (EBS) at Sudan's central bank.

A further six banks have applied for approval and were awaiting a response, he said.

Commercial and financial transactions in Sudan have been restricted by US sanctions.

Sanctions were lifted in 2017 and the United States has indicated that Sudan will be removed from the terrorism list.

Mobile Money, An Alternative



Fewer than 10 percent of people in Sudan have bank accounts, and daily cash withdrawal limits implemented by banks makes it difficult to trade.

Mobile money is an option, relatively cheap to use. Funds are transferred from mobile phone to mobile phone with no data usage required.

Cashing out is a challenge and ranges from 5%-10% of the funds.

Dubai Expo postponed to 2021 - Sudan Pavilion



The Pavilion's contemporary design, inspired by the Nubian house known for its sustainability and environmentally friendly features, will capture the attention of visitors. The Sudanese delegates shall unveil infinite opportunities in agriculture, agribusiness, industrial and mining. Information and data regarding these sectors will entice investors' appetites.

The Dubai Expo 2020 has been postponed to 2021 due to the COVID-19 pandemic and travel restrictions.

Alibaba.com Founder's Donation to Sudan



A Coronavirus donation for Sudan from Chinese businessman, Jack Ma, arrived in Khartoum Airport via Ethiopian Airlines.

The donation received, at Khartoum airport by the Health Minister, Dr. Akram Ali Altom, and the Ambassador of Ethiopia to Sudan.

The told reporters that the donation is first aid package of medical assistance to a number of African countries to compact coronavirus, indicating that it includes, protective masks, and protective uniforms.

He pointed out that they will contribute to the efforts being exerted to counter the virus in all states, in addition to, six crossing points determined by the Technical Committee in the Health Ministry.

The Minister thanked Chinese businessman Jack Ma and Ethiopian PM, Dr. Abiy Ahmed, who directed Ethiopian Airlines to transport the donation.

Sudan sets up bourse for *Gold* opens up market

Source: Reuters



Sudan is opening up for a free market economy allowing prospector miners to trade locally.

Sudan, is Africa's third biggest gold producer, is setting up a bourse for the precious metal and will standardize the price in accordance with the global rate, Sudanese Prime Minister Abdalla Hamdok said in a statement on Monday.

In January, Sudan started allowing private traders to export gold, a measure designed to crack down on smuggling and attract foreign currency into the country's cash-strapped treasury.

Before the new regulations, the central bank bought gold at a discount to the international price. As a result, an estimated 70-80% of it was smuggled abroad, according to government officials, hurting the treasury's coffers.

Sudan produced an estimated 93 tons of gold in 2018, which would make it Africa's third biggest producer after South Africa and Ghana, according to the U.S. Geological Survey.

Ministry of Energy and Mining Multiply Gas Distribution

The authority assured that the fuel crisis that the country is witnessing is on the way to a radical solution.

It has been revealed the arrival of a large number of ships to Port of Sudan since April 28, where 4 ships each carrying about 40 thousand tons, a gasoline ship carrying 36 thousand tons, two cooking gas ships, and 6 ships of wheat, indicating that a number of them were unloaded and the rest are in the stage Unloading and shipping, promising the supply of wheat ships to the port.



The port has entered the stage of modernization and development and the entry of new support equipment to the port, pointing out that the next stage will witness upgrades at the port to facilitate unloading, handling and shipping.

TOYO TIRES
driven to perform



Ahmed Hafez Elbarbary, Director at Ahmed Hafez Elbarbary Co, joined the family business and spent his career developing the Toyo Tires brand in Sudan.

Tires that last

When did Ahmed Hafez Elbarbary Co. start its involvement in the tires business?

Our company started dealing in tires since the early nineties, however I became the Director for the tires business in 2008, and a year later our company was appointed the sole agent for Japan's Toyo Tires in Sudan.

Why are Toyo Tires superior?

Experience and lower cost per kilometer. Toyo has delivered high quality tires worldwide for more than 75 years. Toyo Tires offer a firm hold onto the surface no matter the nature of the terrain. Toyo invests heavily in R&D, testing, and manufacturing processes hence the quality control is covered throughout the life cycle from lab to driver experience.

Which key sectors are the key clients to Toyo Tires?

We cover the full range of tires from Trucks and Buses to passenger cars



and light trucks. We actually carry more than 100 different sizes in stock. The main customer for Toyo tires in Sudan is the retail customer and fleet owners who care about the quality of the tire installed in their car. Most Chinese branded tires available in Sudan have a lifetime less than 1 year. With Toyo Tires the life expectancy can reach up to 4 years.

What are the market challenges and key lessons learned in the tire business?

One of our biggest business challenges is the volatile Sudanese Pound versus the Foreign exchange rates. This was especially true in 2018 and 2019, when Sudan suffered hyperinflation during this time ensuing in continuous changes in prices for all imported products, not just tires.

Our main goal is to try and avoid extreme price increases to our customers. However, usually it is easier said than done due to the persistent devaluation of the Sudanese pound.

Moreover, when clients are offered cheaper, non branded tire options in the market, many clients do not

consider safety, durability and life expectancy. With Toyo Tires, Sudan's rough terrain and poor road condition means you change tires less frequently. Moreover for the long distance drivers, safety needs to be considered.

Clients need to understand that buying tires is the same process as buying a car. Price reflects safety and durability. Fleet vehicle owners appreciate this concept as downtime to their vehicles means revenue loss.

What are the future technologies of tires and is Sudan receptive to such a change?

Since 2006, Toyo Tires has been working in achieving "maintenance-free tires" and to find a "spare-less solution."

In 2017, I can proudly say that Toyo Tires became the first company in the industry to develop the technology for new "noair", airless tires.

This technology is niche globally and we think on a case by case basis, the Sudanese market may have an appetite.

“

Buying tires is the same process as buying a car. Price reflects safety and durability

“

Do you have any new marketing plans for Toyo Tires in 2020?

We plan to establish 2 or 3 Toyo Tire Care Centers, where customers can enjoy the comfort of our waiting lounge, which will include free coffee, tea and refreshments while their vehicle's tires are being replaced.

We also plan on setting up a Free tire delivery service, where a customer orders their tire by phone or online and it gets delivered right to his doorstep within a short time.

Neo-futuristic airless concept tire

noair



1. X-shaped spoke configuration

An "X-shaped spoke configuration" that alternately crosses the width of the tire from the inside to the outside and vice-versa greatly improves durability. Additionally, the number of spokes has been increased to 100 pitches which reduces the load on each spoke and achieves a quieter ride.

2. Tread

Fuel efficient rubber developed using material design platform technology "Nano Balance Technology" is used for tire tread that comes in contact with the road.

3. External diameter ring

The external diameter resin ring is reinforced with Carbon Fiber Reinforced Plastic (CFRP), which serves to reduce the load imposed on the spokes.

Corporate Social Responsibility (CSR) & Brand Identity

Owners of Sudanese organizations are charitable at large yet donations are made on an individual capacity.



Today customer interaction with brands is changing. Community contribution has an impact on the psychology of purchasing or doing business. Target customers demand not only quality, price, and after service elements, but they feel CSR definition of the organization connects them further with the product or service.

The following organizations are some which have been identified with an active and consistent CSR policy, and have made significant contributions to the Sudanese society:

- Elnifeidi Group
- Moawia Elberier Group
- DAL Group
- Araak Group
- Haggar Group
- Bank of Khartoum
- Kenana Sugar Company
- Savola Group
- Zain
- Amipharma Laboratories

With the above names respected and trusted by the Sudanese public, we can only come to one conclusion about corporate responsibility: It is essential to any brand's image.

Sudanese Achievers

Mo Ibrahim

Editor's Choice



When I read the book 'Africa's greatest entrepreneurs, by Moky Makura, Mo Ibrahim's profile was featured amongst dozens of other Africans who achieved business success.

The remaining African entrepreneurs, featured in the book were all traders and industrialists, yet Mo did stand out as an academic and technologist who sold his

Company Celtel for over USD\$3 Billion. Mo Ibrahim later established the Mo Ibrahim Foundation which recognizes African Governance and he is an active philanthropist to Africa at large.

In my view, Mo Ibrahim is Africa's Elon Musk, and the legacy in revolutionizing the global telecommunications industry raised Sudan's profile globally.

The Ibrahim Prize



Awarded to a former African Executive Head of State or Government who demonstrate leadership, lifting people out of poverty, and embrace sustainability.

With a \$5 million initial payment, plus \$200,000 a year for life, the Prize is believed to be the world's largest, exceeding the \$1.3m Nobel Peace Prize. Recipients of The Ibrahim Prize include Nelson Mandela and Botswana's former president Festus Mogae.

Made in Sudan



When Covid-19 hit Sudan, the government took unprecedented measures to battle the virus, a new wave of self-sufficiency emerged.

An array of locally manufactured ventilators designed by a number of Volunteer Sudanese Engineers and Inventors provided strength to hospitals. The programme is labelled as the Sudanese Initiative for Manufacturing and Maintenance of Ventilators (SIMMVent). The prototypes have been tested and are going through approvals for mass manufacturing, 20 thousand units.

Three groups consisting of eighteen Engineers and Supervisors worked around the clock on the final three prototypes.

One of the groups are employees from Amipharma Laboratories, a leading pharmaceutical company and manufacturer of generic medicine. Their prototype consists of one mechanical system and one electrical system.



The ventilators are versatile and can be powered by direct current, batteries, AC generator or even solar panels.

“Is this an export opportunity to neighboring African countries?”

Once Sudan’s needs are fulfilled, the ventilators can be further enhanced and tailored for neighboring African countries. Sudan can achieve new export revenue streams as a result of this initiative.

UNDP creates 1,400 jobs in farming

Source: UNDP

A workforce of almost 1,400 labourers and farmers were recruited to open new land for wheat cultivation, and an additional 2,700 households provided equipment and training to develop small, single-family farms while commercial operations expand.

UNDP developed 46 square kilometres of new farmland, fed by 86 kilometres of newly-dug or rehabilitated canals from the White Nile, ensuring water-demanding crops such as wheat can flourish.

The Swedish International Development Cooperation Agency and the Government of the Netherlands, provided substantial supplies of farming equipment, some sourced from Belarus.



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