

Monthly Business Magazine
May 2022

Sudan Business

- + Ocrim to build flour mill for Morouj
- + Kuwait to fund railway line studies
- + Hisham Salih Yagoub receives France's Order of Agricultural Merit
- + Orooma organizes Sudan's largest career summit

A portrait of Liu Hongbo, General Manager of Shanghai-Sudan Pharmaceutical, wearing a dark suit, white shirt, and patterned tie, with his arms crossed.

SHANGHAI-SUDAN PHARMACEUTICAL

BRINGING BETTER HEALTHCARE
GENERAL MANAGER LIU HONGBO
SETTING THE BAR HIGH



607014057004

SUDAN BUSINESS MAGAZINE

May 2022

www.sudanbusinessmagazine.com

EDITOR

editor@sudanbusinessmagazine.com

ADVERTISING

advertise@sudanbusinessmagazine.com

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OVER 14,000 HEADS OF SHEEP AND 239 CAMELS EXPORTED TO SAUDI ARABIA

Article Source: SUNA

The General Quarantines and Meat Health Directorate at Ministry of Animal Resources and Fisheries announced that 14,524 heads of sheep and 239 heads of camel have been exported to Saudi Arabia within the past Wednesday and Thursday.

KINGDOM of Saudi Arabia is considered one of the biggest market for the Sudanese camel. Meanwhile, an international camel racing festival will be launched today at the East Nile Locality in Khartoum and will be attended by a number of institutions and organizations from inside Sudan and abroad.





OCRIM TO BUILD FLOUR MILL FOR MOROUJ IN SUDAN

Article Source: world-grain.com

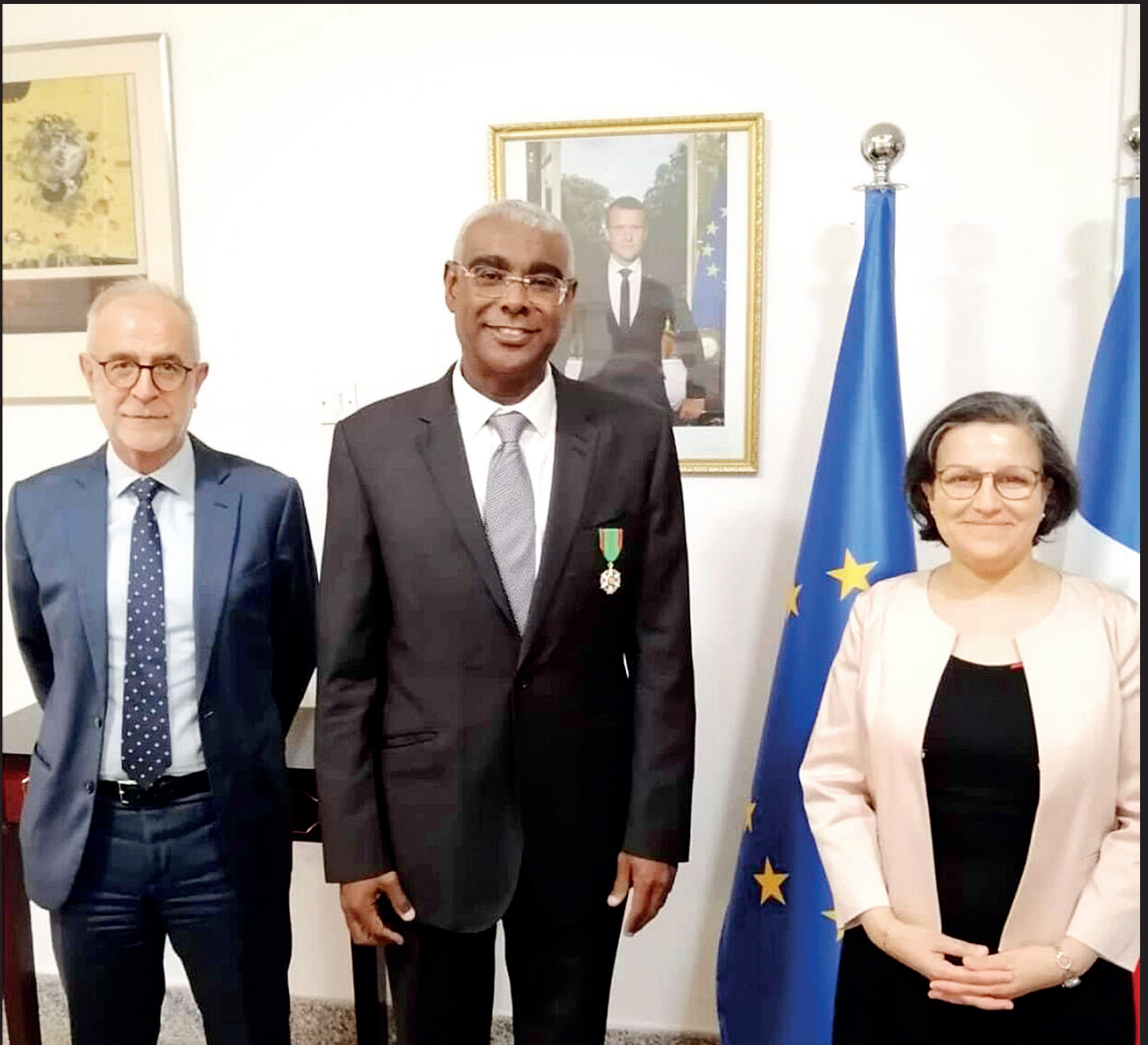
Morouj Commodities Ltd. is building a new flour mill in Sudan with Ocrim providing the construction.

MOROUJ, founded in 2005, is considered one of the largest companies in the food packaging, processing, importing and exporting sectors in Sudan. It provides a diverse range of products. This is its first flour mill.

The new 600 tpd mill will produce flour for pasta and bakery products. It will include 1,200 tonnes of flour storage with an integrated 40-tph mixing line that also allows for the production

of special flours through the addition of micro-ingredients.

The facility will be configured with the modular milling concept, which Ocrim said allows for cutting-edge maintenance. It is possible to stop only a part of the mill, resulting in greater productivity and flexibility in planning scheduled or unexpected maintenance. Ocrim said all that is possible through technological solutions for layout, plant engineering and automation.



HISHAM SALIH YAGOUB RECEIVES FRANCE'S ORDER OF AGRICULTURAL MERIT

Article Source: Twitter

HISHAM Salih Yagoub, President of SAY (Salih Abdelrahman Yagoub) Group, was decorated by the Ambassador of France, Raja Rabia, the Knight Medal of the Order of Agricultural Merit. The SAY Group has a track record in exporting commodities such as gum arabic and peanuts to reputable French companies.

SAY Group was founded by Salih Abdelrahman Yagoub, and has been in business for over 50 years with expertise in agricultural and industrial and construction other services.





OROOMA ORGANIZES SUDAN'S LARGEST CAREER SUMMIT

Article & Photo Source: Social Media

Thousands of job seekers attended Sudan's leading Orooma Career Summit held at the Khartoum International Fair. The event was held in May with over 500 vacancies available to all calibre of job seekers.

THE large turnout was a clear message to the industry leaders exhibiting at the event with their HR teams, that the Sudanese job seeker are well versed in communicating with the employers directly. Equally, employers have made a large contribution in providing confidence that there are employment opportunities in Sudan within a corporate environment.





EUROPEAN UNION CONTINUOUS DELIVERING LARGE QUANTITIES OF COVID 19 VACCINES TO SUDAN

Article Source: Twitter

THE EU, in coordination with several EU Member States, has advocated strongly for Sudan's eligibility to receive COVID 19 vaccines. In April, An Air Europa flight delivered large quantities of vaccines through its donors France, with 218,400, Germany with 357,600, Hungary with 200,000 and finally Spain being the largest donor at 604,800 vaccines.



SUDAN, SOUTH SUDAN WORK TOWARDS RENEWING PETROLEUM AGREEMENTS

Article Source: energycapitalpower.com

A South Sudanese delegation led by Hon. Awow Daniel Chuang, Undersecretary in the Ministry of Petroleum, and Hon. Ujang James Karlo, Undersecretary in the Ministry of Finance, traveled to Khartoum in Sudan to discuss the renewal of petroleum agreements signed in 2012 between the two countries last week. The high-level visit aims to reopen dialogue around joint cooperation on petroleum with respect to technical and financial agreements.

In 2012, an agreement was signed between both countries whereby South Sudan's oil resources would be processed at Sudan's facilities. With the agreement having expired in March 2022, the visit centered around the

need for the renewal of joint agreements in the field of petroleum, recognizing the role the sector has and continues to play in kickstarting regional socioeconomic growth.

During the meetings, parties discussed the renewal of existing petroleum agreements; challenges experienced preventing agreement maximization – specifically regarding political and technical factors; scaling up production and expanding the regional oil industry; and how to implement petroleum agreements going forward.

Meanwhile, the discussions went one step further, with parties introducing the possibility of new agreements that center around transportation and processing. According

to the delegation, parties have already started discussing the features of these new agreements, with a number of technical and financial meetings commencing.

With both Sudan and South Sudan's oil sectors heavily reliant on each other, renewing the agreements will be critical for scaling up production and meeting local demand.

For its part, South Sudan views Sudan's facilities as instrumental, enabling the full development of the country's 3.5 billion barrels of reserves. Correspondingly, Sudan's facilities rely predominantly on South Sudan's resources, creating a mutually beneficial relationship that both countries are committed to maximizing.



DELIVERING PHARMACEUTICAL EXCELLENCE

TO THE SUDANESE MARKET

Mr. Liu Hongbo joined Shanghai-Sudan Pharmaceutical as General Manager in 2019 and has been working in Sudan for over three years.

MR. LIU HONGBO holds a Masters in Economics and a Bachelor of Chemistry from China. He joined the stock exchange listed Shanghai Pharma (HKSE: 2607) in 2006 and held senior roles in global trade, commerce, third party logistics and the business development departments. He has a deep understanding in the pharmaceutical industry with a passion to grow Shanghai-Sudan Pharmaceutical.



WELCOME TO KHARTOUM, HOW IS YOUR EXPERIENCE SO FAR?

Thank you. This is my first time working overseas, and it has been an unforgettable experience to date. I am the eighth general manager of Shanghai-Sudan Pharmaceutical. Prior to my arrival, my predecessor had been based in Sudan for more than 15 years. He shared his experience and briefly explained the differences between the cultures and interesting facts about living and running a business in Sudan. He was spot on, I am pleased to share with the world that the Sudanese are very friendly, hospitable and optimistic about life, which left me with a deep impression. At the office, we have a very harmonious team, where everyone is honest with each other and willing to share ideas. Sometimes we have different opinions though, we can always reach consensus through rational communication.

Shanghai-Sudan Pharmaceutical is my first foray into pharmaceutical manufacturing. Although the economic situation in Sudan has been challenging in recent years, I have generally enjoyed working here and contributing to the economy.

TELL US MORE ABOUT THE BACKGROUND OF SHANGHAI-SUDAN PHARMACEUTICAL AND THE JV WITH THE MINISTRY OF HEALTH?

Established in 1998, Shanghai-Sudan Pharmaceutical has become a first-tier pharmaceutical enterprise in Sudan under the management of both shareholders (Shanghai Pharma and National Medical Supply Fund, a subdivision of the Sudanese Federal Ministry of Health). Unlike other pharmaceutical companies in Sudan, the shareholders are government backed, which determines that the company's purpose is to pay equal attention to both economic and social benefits.

In fact, the history between Shanghai and Khartoum in the medical field dates back to 1993, when a Chinese delegation visited Sudan and the representatives of Shanghai Pharmaceutical Company accompanied the delegation, thus establishing cooperative



relations. With the deepening of bilateral cooperation, Shanghai Pharmaceutical Company and the National Medical Supplies Fund signed a joint venture agreement in 1997, which turned from trade cooperation to an industrial cooperation and opened a new chapter.

Since its inception in 1998, the joint venture being Shanghai-Sudan Pharmaceutical has been committed to implementing the concept of pragmatic management. Sudan's drug supply problem has not been fully resolved for many years, and local pharmaceutical companies have not yet been able to enforce Good Manufacturing Practice (GMP). From the very start, we decided, either not to build a production line, or if we build one, we must build it in line with GMP requirements. Over the last two decades, we have been striving to provide affordable products for the Sudanese market as much as possible under the premise of ensuring the quality of medicines, so that more people can afford them. We hope that our practical actions can facilitate the whole local pharmaceutical industry to improve the development quality of the industry. In addition,

we also actively introduce additional new drugs to compensate the replacement of older products. For more than 20 years, the company has completed two or three generations of product upgrades, keeping the products affordable whilst also providing more options to the Sudanese market.

As the company grows, so does our sales network. At present, the company covers all 18 states of Sudan through public institutions, agents and pharmacies. In this way, people in remote areas will not be denied medical care because of poor transportation.

HOW MANY LOCAL EMPLOYEES WORK FOR YOUR ORGANIZATION AND WHAT TYPE OF TRAINING IS PROVIDED TO MEET YOUR TARGETS?

At the beginning of 2020, the company completed the construction of a new investment, a β -lactam solid preparation workshop, which is a good supplement to the company's business. As a result, the number of employees has grown rapidly in recent years, from 130





employees in 2019 to more than 220 today, including more than 30 Sudanese employees at supervisor level or above. The rapid growth of the number of employees brings some new requirements for internal management, including the need for training.

We usually make annual plans according to the development targets of the company at the beginning of each year and carry out staff training programs in different forms. When employees join the company, the first training they receive is HR training, as well as the necessary on-job training, so that they are aware of the legal protection of their rights and obligations at work. Training takes a variety of forms; within the department, or training from other departments within the company, or training from external sources. We also provide training to employees before

they are promoted or transferred. We hope that through training, employees can obtain the necessary knowledge, which can not only ensure the quality of our products, but also bring stability to the company's talent team, so that our people can play a greater role.

HOW MANY PRODUCTS IS YOUR FACTORY PRODUCING IN SUDAN? DO YOU HAVE ADDITIONAL PRODUCTS BEING IMPORTED FROM CHINA?

At present, we produce more than 60 products locally in Sudan, with a total annual output of 400 million tablets/capsules from two production lines. The main product lines are in the fields of anti-malaria, antibiotics, cardiovascular, diabetes, gastrointestinal, other common diseases and chronic diseases. In accordance with our vision, we will continue to focus on

local R&D and production efforts in the future. For imported products, there will be some adjustments, mainly based on the demand of the Sudan market, hoping to achieve a win-win situation for enterprises and society.

WHICH PRODUCT HAS THE LARGEST MARKET SHARE IN THE SUDANESE MARKET?

Our products are well received in the Sudanese market, which is also the reputation that we have been adhering to "Quality First" for 20 years. Among these products, antimalarial and antibiotic products are the most popular, especially for oral antimalarial preparations, where we are the largest local manufacturer in Sudan. The market is the best touchstone, when you produce a product with the patient in mind, recognition becomes a natural thing.

DO YOU HAVE ANY FUTURE INVESTMENT PLANS IN SUDAN?

Over the years, we have been thinking about how to expand operations and feed back to the Sudanese market. Regarding the future, the senior management team has also had in-depth discussions, committing to the long-term confidence in the market, and has proposed several plans for further investment.

The β -lactam solid preparation workshop, completed two years ago, is part of this package. The actual operation of the production line is slowly coming to its potential. In the long term, we still believe in a positive future in the Sudanese market, and as a result, a justification to expand our operations. Before that investment opportunity comes, we will prepare ourselves and make efforts to improve the medical and pharmaceutical situation in Sudan with our professional skills.





CAMEROON, CHAD, SUDAN TO SOON BE CONNECTED BY TERRESTRIAL FIBER CABLE

Article Source: Ecofin Agency

The coronavirus pandemic accelerated digital transformation in Africa but it has also boosted demand for high-speed internet. To meet the rising demand, operators are stepping up infrastructure investments.

TELECOMMUNICATIONS companies Camtel, SudaChad Telecom, and Sudatel plan to build a fiber optic cable that will interconnect their respective countries: Cameroon, Chad, and Sudan. The project, baptized West to East Africa Network Access (WE-Africa-NA), will provide high-speed connection with speeds estimated at 100 Gb/s.

The about 3,500 km-long cable will run from Port-Sudan on the Red Sea in Sudan to Kribi on the Atlantic Ocean in Cameroon via Chad.

The initial phase of the project will consist of the interconnection of existing cables, which will later be upgraded around the third quarter of 2022.

WE-Africa-NA is the operators' response to the high demand for broadband internet and the acceleration of digital transformation in Africa since the onset of the coronavirus pandemic in 2020.

According to Khalid Abdelatif (photo, left), CEO of SudaChad Telecom, the project is part

of the African Union's (AU) 2020-2030 digital transformation strategy, which "seeks the establishment of an integrated digital society and economy to improve people's quality of life, strengthen the economy, and enable diversification and sustainable development."

"The WE-Africa-NA partnership is a historical step toward this vision as it will deliver the shortest and most resilient terrestrial connectivity between the east and west coasts of Africa," comments Sudatel Group CEO Magdi Taha.



KUWAIT TO FUND STUDIES FOR EGYPT-SUDAN RAILWAY LINE

Article Source: railjournal.com

EGYPT and Kuwait have signed a Dinars 750,000 (\$US 2.45m) agreement to prepare technical, economic and environmental feasibility studies for a rail connection between Egypt and Sudan.

THE funding will be provided through the Kuwait Fund for Arab Economic Development.

Egyptian minister of international cooperation, Ms Rania Al-Mashat, said the grant builds the efforts undertaken by the Egyptian government to enhance economic relations with the countries in the African continent within the framework of the 2063 Development Agenda.

Preliminary studies for the 363.5km line, which would connect the two countries' rail networks, were completed in February with the line to be built in two stages. The first is a planned 283.5km line from Aswan to Toshka and Abu Simbel, in southern Egypt, with the

second stage extending the line a further 80km to Halfa in northern Sudan.

The two countries agreed to construct the line in April 2021, following similar proposals made in 2010 and 2018. Freight and passenger trains would use the line, with Egypt keen to use it to export goods to Sudan, central Africa and the rest of the continent.

The governments of both countries signed a joint cooperation agreement in November 2020 to carry out economic, social and environmental feasibility studies for the creation of a new cross-border railway. That agreement specified that construction would be in accordance with Egyptian rail specifications.



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