

Sudan Business

Chinese Winning
Streak Trains &
Slaughterhouse

Special Coverage
International
Support for
Flood Victims

Gum Arabic
Market Shakers



A DROP OF WATER

NGO Co-Founder tells us more

BAKINAM RAHAMA

Other Features

BUSINESS NEWS

SPECIAL FEATURES

MARKET TRENDS

INVEST IN SUDAN

APPOINTMENTS

INTERVIEWS WITH INDUSTRY LEADERS



Contents

09

Oil Pipeline from South Sudan – A revenue stream

11

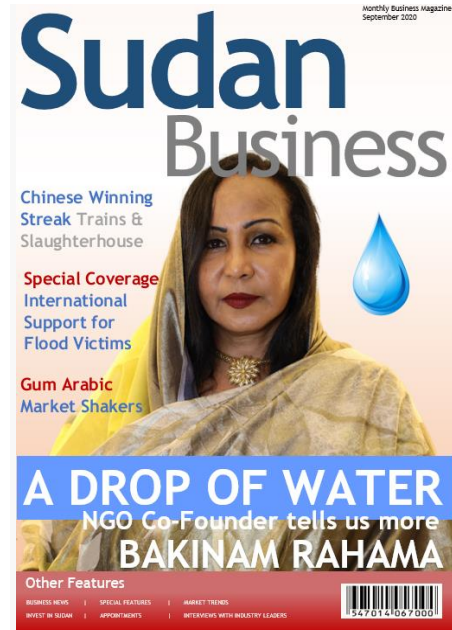
Ministry of Finance & China agree to establish a \$76 Million Slaughterhouse

14

Executive Interview: NGO Co-Founder Bakinam Rahama talks to us about A Drop of Water

19

Gum Arabic Market Shakers



Sudan Business Magazine

September 2020

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 non-infringement.

COVERING SPECTRUMS

Gum Arabic



Sudan and the Netherlands have agreed to support and facilitate establishment of Gum Arabic processing factories in Darfur, Kordofan and other states. In the Netherlands, gum Arabic is an essential ingredient in the country's famous liquorice and other confectionery

Medical Equipment



Ebarbary Medical Co. introduced a simple and revolutionary ultrasound diagnosis system into the Sudanese market which only requires a minisono transducer and a Microsoft surface tablet using a USB connection. The manufacturer of the system is Alpinion Medical Systems of South Korea.

Aviation



Saudi Arabian low cost airline Flynas is resuming flights to Khartoum and shall operate routes on short notice, from Riyadh, Jeddah & Dammam to Khartoum

Shipping



Sudan Shipping Line is planned to be restored as a large and efficient company that will bring foreign currency with the help of existing highly competent and experienced personnel. Fleet size and immediate plans are to be announced.

#TRENDING

Helping Sudan Flood Victims



Hikma Pharmaceuticals
194,511 followers
Tw • 🌐

Proud of our team's volunteer efforts in Sudan, handing out essential food packages directly to over 270 families most impacted by devastating flood rains.

#HikmaCares #SudanFloods



LuLu Group International
120,800 followers
5d • 🌐

+ Follow ...

In a joint initiative by Abu Dhabi University titled "For Sudan", LuLu Group provided relief for Sudanese families impacted by the recent heavy floods, in collaboration with Emirates Red Crescent. The charity initiative aims to collect both monetary and in-kind donations which will be sent to affected Sudanese families.

#luluhypermarket #lulugroup #lulugroupinternational #charity #donations #uae #redcrescent #yusuffali #sudan #africa



ADU launches 'For Sudan' initiative in collaboration with ERC, Lulu Group International

Islamic Relief USA
5,520 followers
21h • 🌐

+ Follow ...

As we support our brothers and sisters affected by recent floods in countries like Sudan, Niger, and Pakistan, we also reflect on how climate change is causing more frequent and damaging floods all over the world. ...see more





Hassan Malik • 3rd+
President of UNIDO Staff Council
21h •

I'm very proud of Al Hosh Al Kabeer Charity Organisation in Sennar - Sudan who are managed to implement the project of relieving people in Sennar State who are terribly affected by the recent flood. The funds are generously made available by the #IAEA Staff Association, and donations from Staff of the UN Vienna Based Organisations through #UNIDO Staff Council initiative, including other Sudanese sponsors from KSA and local businessmen—— thank you!



Qatar Airways Cargo
33,508 followers
1w •

+ Follow

Qatar Airways, in partnership with Qatar Charity and Monoprix Qatar – a member of Ali Bin Ali Holding – has delivered an aid programme that enabled citizens and residents of Qatar to donate almost 100 tonnes of food and other essential supplies to Sudan, following the devastating floods in the country. We shipped the donated essential supplies free of charge from Doha to Khartoum on freighter flight QR8792. The donations will be distributed on the ground in Sudan by Qatar Charity. #qatarairways #qatarairwayscargo #movedbypeople



The OPEC Fund for International Development
5,904 followers
1w •

+ Follow

The #OPECFund has approved a US\$300,000 #emergencyaid grant to support relief efforts in #Sudan following severe flooding.

The grant will be channeled through the International Federation of Red Cross and Red Crescent Societies - IFRC. It will ultimately support the Sudanese Red Crescent Society (SRCS) in providing essential supplies and assisting those who have lost livelihoods.

Learn more: <https://bit.ly/3iKXhYr>



وزارة الدولة للإعلام @SMInfoEg · 18 Sep
The State in a Week

Under the directives of President Abdel Fattah Al-Sisi, **Egypt** continues to intensify airlift flights to provide support to those affected by the **floods** in the State of **Sudan**.



State Ministry Of Information



SMInfo



SMInfoEg



sminfoegypt



Abu Dhabi University
72,788 followers
5d •

+ Follow ...

Watch the highlights of our 'For Sudan' initiative. In collaboration with Emirates Red Crescent and Lulu Group International, and in the presence of H.E Mohammed Ameen Al-Karib, Sudanese Ambassador to the UAE, Hadeel Anwar, Sudanese champion of the 2019 Arab Reading Challenge, representatives of the ERC, and senior university officials, the event was organized to enable the community to make donations to aid Sudanese families impacted by the heavy floods. Select members of the ADU community, who are volunteers on the COVID-19 frontline, helped organize the initiative.

مقتطفات من مبادرة "من أجلك يا السودان" لإغاثة المتضررين جراء الفيضانات المدمرة في السودان، بالتعاون مع الهلال الأحمر الإماراتي وبرعاية مجموعة اللولو العالمية. وتشرفت المبادرة بحضور سعادة محمد أمين الكاربي، السفير السوداني لدى الدولة وممثلين عن مكتب الأمين العام للهلال الأحمر الإماراتي، وبطلة تحدي القراءة العربي في دورته الأخيرة هديل أنور من السودان وعدد من كبار مسؤولي الجامعة، وقد شارك في تنظيم المبادرة المتطوعون في خط الدفاع الأول من طلبة جامعة أبوظبي.

#myADU #Sudan #covid_19 #ERC #ForSudan
#فيضانات_السودان #جامعة_أبوظبي

See translation



ستعود الحياة للسودان
LIFE WILL RETURN TO SUDAN

ساهموا معنا في إغاثة أهلهم من الفيضانات المدمرة
Contribute to help the people of Sudan from the devastating floods



Dearborn.org موقع ديربورن • 3rd+
News & media website
1w •

...

Saudi Arabia's KRelief donates tents, shelter aid packages to Sudan flood victims



International Federation of Red Cross and Red Cres...
140,221 followers
1w •

+ Follow ...

Red Crescent volunteers and staff have been at the forefront of the response to Sudan Floods. They have been involved in search and rescue operations, providing emergency relief items, giving first aid services and psychosocial support. Thank you team ❤️ #Sudan





Penny Appeal USA

431 followers
1d •

+ Follow ...

The people of Sudan are having difficulty accessing clean water and food with floods destroying and contaminating available supplies. There are 2,000 water sources that have been contaminated, which can lead to waterborne diseases.

Our emergency response team is currently on the ground providing food and hygiene kits to affected people in Sudan's capital of Khartoum, the hardest hit city by the floods.

Learn more: PAUSA.org/Sudan

#PennyAppealUSA #Sudan #Floods #Emergency #Aid #Food #CleanWater #SmallChangeBigDifference



Francisco Miguel Sousa • 2nd

Managing Director at Talabat Qatar | LinkedIn Gulf top Voice 2019
1w •

On behalf of Talabat Qatar, we would like to thank all our close partners [Qatar Airways](#) - [Qatar Airways Cargo](#) , [Monoprix](#) - [ALI BIN ALI Group](#), [Qatar Charity](#) as well all people of The State of Qatar for the donations during these last 3 days. Is important to not forget that thousands of families need aid in the wake of these record-breaking floods. All donations made a difference despite the distance. The flight to Khartoum is expected to departure Tomorrow.

#standforsudan #madeithappen



Osama Zarzour • 2nd

General Manager (care taker), ICT at Omantel
2w • Edited •

لك الله يا السودان SD ... السودان منا و أهله في القلب ... من عماتل ٣ أيام من الاتصالات المجانية للسودان لتطمئن على أهلك وأحبائك وتساندهم في محتنتهم. ♥Our hearts with #Sudan so

From #Omantel, 3 days of free calls to Sudan to reach out to your loved ones and check up on them

[See translation](#)





The UAE has sent 100 tonnes of crucial aid to support the victims of devastating floods that have swept through Sudan.

A UAE aircraft was loaded with relief goods after the country was hit by a deluge that killed dozens and affected 100,000 homes, and badly hit neighbouring South Sudan.

"We stand in solidarity with Sudan following the devastating floods," said Sheikh Mohamed bin Zayed, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces.

"Our sincere condolences go out to the families of the victims and we pray for the swift recovery of the injured.

"Our thoughts remain with the Sudanese people during these difficult times."

The shipment, directed by Sheikh Mohammed bin Rashid, Vice President and Ruler of Dubai, was due to fly to arrive in Khartoum on Sunday night, with a delegation from the Emirates Red Crescent.

SHARE



In collaboration with Sharjah Charity International, [#SharjahCoop](#) distributes 500 food parcels to support the people of [#Sudan](#)

بالتعاون مع جمعية الشارقة الخيرية، يسعدنا توزيع 500 طرد غذائي لدعم اخوتنا في [#السودان](#) الشقيقين [#لأجلِك_يا_سودان](#)

[See translation](#)



[#Sharjah](#) Charity International Launches its [#Sudan](#) Relief Campaign

[#uaedonation](#)
[#sudan](#)

جمعية الشارقة الخيرية Sharjah Charity International



تنفيذاً لتوجيهات صاحب السمو الشيخ الدكتور سلطان بن محمد القاسمي عضو المجلس الأعلى حاكم الشارقة بإطلاق حملة "من شارقة الخير إلى السودان الوفاء" تم اليوم وعبر مطار الشارقة تسير أولى رحلات الإغاثة بحضور سعادة الشيخ صقر بن محمد القاسمي رئيس مجلس إدارة جمعية الشارقة الخيرية وسعادة علي سالم المدفع رئيس هيئة مطار الشارقة الدولي وسعادة الشيخ فيصل بن سعود القاسمي مدير الهيئة وأعضاء مجلس إدارة الجمعية.

Following the directives of His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, to launch the campaign 'From Sharjah to Sudan' through Sharjah Airport, the first relief flights were conducted today, in the presence of His Excellency Sheikh Saqr bin Mohammad Al Qasimi, Chairman of the Sharjah Charity International, and His Excellency Ali Salim Al Midfa, Chairman of Sharjah Airport Authority, His Excellency Sheikh Faisal bin Said Al Qassimi, Director of Sharjah Airport Authority, and members of the Association's Board of Directors

[#مطار_الشارقة](#) [#الشارقة](#) [#الإمارات](#) [#خيرية_الشارقة](#)
[SharjahAirport](#) [#Sharjah](#) [#UAE](#) [#Sudan](#)

[See translation](#)





Italy in Sudan 🇮🇹 @ItalyInSudan · Sep 25

Tonight in #Khartoum @cooperazione_it handed over to the Government of #Sudan nearly 10 tons of aid as part of the European Civil Protection Mechanism humanitarian response to the recent floods. Thank you @ItalyMFA @ecdelre @AicsKhartoum @DPCgov @MofaSudan @EU_SUDAN



US Embassy Khartoum @USEmbassyKRT · Sep 19

This donation of #humanitarian supplies from @USAIDSudan for people affected by historic floods in #Sudan-including blankets, water containers & plastic sheeting for emergency shelter-is part of US Govt's continuing commitment to help #Sudanese @IOMSudan @USAIDSavesLives



Arab News @arabnews · Sep 24

#Oman's Royal Navy ships aid to #Sudan following massive flood caused by heavy rains arab.news/rqybx



Spain MFA @SpainMFA · Sep 21

#Spain sends 12.6 tons of humanitarian aid to #Sudan to alleviate the effects of the recent floods, which have affected over 730,000 people.

The cargo consists of 145 family tents, some 1,300 canvas shelters and about 3,000 containers for collecting and transporting water.



Oil Pipeline from South Sudan – *A revenue stream*

Source: africaoilandpower.com

Sudan & South Sudan signed an agreement in 2012 under which South Sudan would compensate Sudan for the loss of oil production revenue and for the destruction of pipeline infrastructure caused by the civil war.

The compensation was agreed to amount to USD \$3 billion, to be paid as a fee per barrel of oil produced, while the reconstruction of the oil infrastructure is expected to cost up to \$1.5 billion according to the South Sudanese Petroleum Ministry.

Initially designed to last for three and a half years, the Transition Financial Arrangement was extended in 2016 to reflect the collapse in oil price and global demand. In December 2019, the document was once again extended for a three-year period, set to end by March 2022.

It establishes that South Sudan should pay \$26 for each barrel transported through the Greater Nile Pipeline (GNP), operated by Petrolines for Crude Oil Ltd., and \$24.1 for each barrel that passes through the Petrodar Pipeline, operated by the Bashayer Pipeline Company.



These fees include the actual crude oil transport costs and a \$15 per barrel fee that corresponds to the \$3 billion South Sudan must compensate Sudan for.

After 2022, if no further extensions are needed, the cost per barrel should come down to \$9.1 and \$11 for the GNP and Petrodar pipelines respectively, reflecting the conclusion of that payment. The agreement also states that South Sudan must supply as much as 28,000 barrels of crude oil per day to the Khartoum refinery.

As per report by africaoilandpower.com, the revenue figures are assuming that South Sudan is producing and exporting oil continuously which is not the case.

ACROPOLE
HOTEL

Your Home Away From Home

ESTABLISHED IN 1952
Khartoum | Sudan
Email: acropolekhartoum@gmail.com
Tel: +249 18 377 2860



Startups & company names “International, Investments, Trading”

A name not reflecting the core business or company vision does not provide confidence to suppliers, clients or consumers.

Common Sudanese company names include “International”, Investments and “Import & Export”, which have not practised these activities reflecting these labels.

African companies at large do not have credibility in receiving responses from blue-chip companies, and online presence, branding and company names has an impact.

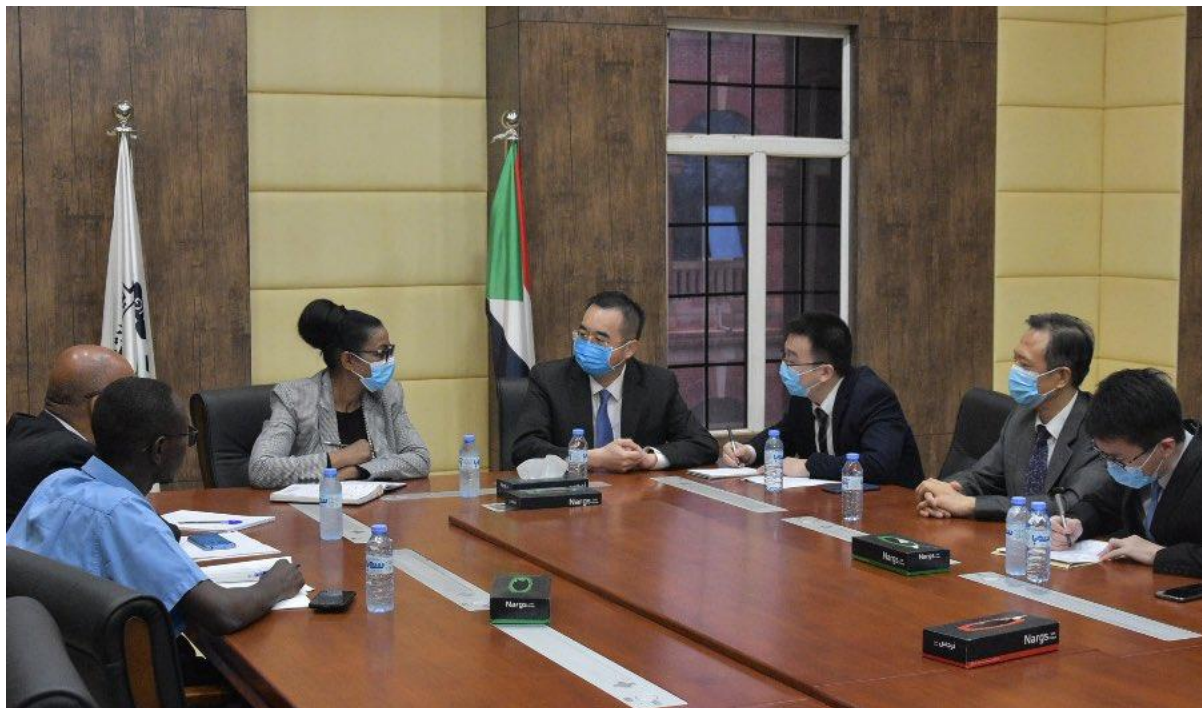
As Sudanese companies attempt to tap into every available opportunity, it is advised to drop such company labels, for example, a “Trading” branded company is questioned whether they have the capability to carry out construction works.

Keep options open, think of company names which are not gimmicky and not common.

If adding “Trading” to your company name reflects trading activities, then there is a justification.

Ministry of Finance & China agree to establish a \$76 Million Slaughterhouse

Source: MOF



The Ministry of Finance and Economic Planning agreed with the Ambassador of the People's Republic of China to establish a slaughterhouse with international standards, with a grant of equivalent to (76) million dollars to benefit from the enormous livestock that Sudan provides and from the added value of meat products.

This came during a meeting with Dr. Heba Muhammad Ali Ahmed, Minister of Finance and Economic Planning and the Chinese Ambassador and his accompanying delegation in her office who discussed the donation of the External Funding Department at the Ministry and to review the draft agreement submitted by the Chinese side

and all the existing active projects funded by the Chinese government and identifying the suspended projects to bring them back to the operating path.

The minister emphasized the strength of economic relations between Sudan and China which are spanning decades, and reviewed aspects of cooperation between the two countries in implementing several projects. For his part, the Chinese ambassador stressed the importance of the partnership between the two countries and his country's readiness to consolidate relations in the coming period.

The difference between Sales & Business Development?



Written by Mohamed Alnus
Marketing Intelligence Manager
DAL ENGINEERING DIVISION - DED

There is a lot of ambiguity surrounding the concept of business development, especially since many Sudanese companies integrate this function within the sales or marketing department, or the employee may be performing a sales job yet the job title is Business Development Manager. In this article I will try to explain the job to clarify this role.

The work of the business development department is completely different from the sales department, and it is a difference stemming from the nature and objectives of both, the business development function which is mainly related to the task of research and exploring new markets for investment, introducing new innovative products, searching for strategic partnerships with customers and service providers that contribute to achieving productive diversification of companies to improve performance and increase opportunities for future growth, investing in various fields that have not been previously mentioned.

The Business Development Unit does not deal at all with the products and the current customers of the company, because this task is at the heart of the sales department, and it does not interfere in direct sales. Rather, all agreements have a future and natural nature and a long-term strategy.



I think that many Sudanese companies need to activate the role of the business development department and separate it from sales of a short-term tactical nature, as the sales management needs a detailed daily operational effort, and I do not think that the nature of the daily pressures that sales managers are exposed to allows them to pay attention to the long-term goals of the organization.

More deals with China Ministry of Finance finances a contract to import 27 railway trains worth 50 million Euros

Source: MOF

The Designated Ministers of Finance, Economic Planning, Infrastructure and Transport, Dr. Heba Muhammad Ali Ahmed and Eng. Hashem Ibn Auf, supervised the signing of a contract to import 27 railway trains with a value of more than 50 million euros From the Chinese company (CRRC Ziyang), in the presence of Mr. (Ma Xinmin) Ambassador of the People's Republic of China and representatives of the Chinese company. This agreement is considered one of the most important stations in the railway pelleting process.



Dr. Heba stressed the importance of the role of the railway sector, which is the artery of the Sudanese economy in achieving development and stressed that the development and expansion of infrastructure is one of the most important priorities of the transitional government, and it will contribute to increasing production and the renaissance of the economy, which will be positively reflected on all citizens. For his part, Al-Bash has praised the engineer, Hashem Ibn Auf, Minister of Infrastructure and Transport in charge of the important role of railway workers over the years, he touched on the partnership between Sudan and the People's Republic of China, which extended for a long time.



A Drop of Water

An NGO which is changing lives

We interview Bakinam Rahama, Co-founder of NGO A Drop of Water which helps provide water to rural areas in Sudan.

How did A Drop of Water initiative start?

The idea of a drop of water started when myself and friends were visiting the Al-Fateh area, west of Omdurman, with the intention of providing charity in respect to the memory of my late

grandmother. After examining the conditions of the residents and their suffering in obtaining potable water, the idea of establishing the organization was born. After organizing ourselves, with many discussions and three and a half years, we registered the organization.

How many people benefited from your projects and how do you feel Drop of Water changed lives?

The Al-Fateh area, was developed by our organization. Its population is about 500,000 people who are distributed over four villages. We designed and built water networks which were connected to their homes. We managed the excavation, drilling of wells, and eventually powered the network with solar panels.

This also resulted in the urbanization of the area, creating easy access to water, which was used for the production of cement blocks for the construction of service sites, fencing and afforestation of

the area. Indeed, the organization had a strong impact on its projects in the region, thus creating jobs.



Sudan is facing a flood crisis, and with regret we still have water scarcity in some regions, how could we have better used this flood water?

The rich savanna belt of Sudan is famous for its abundance of rain in the autumn season. There is a weakness in utilizing rainwater because there are no storage facilities in remote areas and most of the storage methods are porous earth pits,

hence the dams or the walls and base leak, which causes a lot of wasted water hence scarcity thus thirst. It is possible to take advantage of the flood by building concrete dams to collect water and fencing it with tall trees to reduce evaporation.

arise that require the organization's intervention and the scarcity of resources is an obstacle to spread, especially since the organization is still dependant on donations and subscriptions from members. There are

“It is possible to take advantage of the flood by building concrete dams to collect the water and fencing it with tall trees to reduce evaporation”

While the water of the Nile flood can be used as a storage terminal with tributaries which can be excavated transporting water outside the course of the Nile to irrigate forests and farms.

What is your organization's main challenge in delivering water to the needy?

The challenges facing the organization are expanding into other affected areas. Whenever a project is completed, cases

no continuous or sustainable donations where proceeds are spent on the implementation of the activities of the organization.

Can the Sudanese supply chain provide your organization with local solutions or do you rely on foreign products and services?

There is one factory in Sudan that works with qualified specifications to some extent and uses imported raw materials of plastic. Majority of the



equipment and material are unavailable locally and imported. Sudan needs to establish infrastructure projects that keep pace with the development and increase in the population, specifically to the availability of water and its services from sanitation to other uses. The organization depends and works with local suppliers, recognizing the financial burden in importing foreign products, hence advises local production to be implemented.

If you have a message to other NGOs and Sudanese philanthropists to assist your organization, what would it be?

My message to the authorities is to facilitate the tasks of NGOs because we are the real support in the renaissance and development of our country, this can be done via exempting bureaucracy and relaxing the rules rather than allowing for unregulated activities which are counter productive. Such changes can allow new projects and raising finance a reality. A message to other NGOs, our roles are complementary amongst us, especially as they do not

seek to profit, but rather the goal is to develop societies and advance the country through humanitarian initiatives, so you should not spare an effort without contributing by exchanging ideas and working with each other when activities have synergies. Together we can manage all these projects.



A message to the Sudanese public who need access to water, you are the basis of development, and without you, society does not exist, therefore, your gains and implemented projects must be preserved and together we need to work to develop and protect them so that all of us and future generations enjoy high standards and sustainable community services joining other developed countries.



If you would like to support A Drop of Water NGO, please contact Bakinam Rahama via email.

b.rahama@bakinampalace.com

A Drop of Water NGO are looking to assist the flood victims via the "Sudan with No Floods" initiative which was launched due to the recent natural disaster which impacted Sudan.

made in Sudan machinery

ROCKET Engineering & Supplying Services

With the growing need of local machinery and automation technologies, Khartoum based Rocket Engineering and Supplying Services designs, engineers and fabricates equipment covering different spectrums, including agricultural sorting equipment, processing lines, conveying systems, tanks and storage vessels.



Rocket is also covering exclusive dealerships with a wide range of European manufacturers in the area of Air Compressors, Power Generators, Gearboxes and Steam Boilers.



Made in Sudan – Gravity conveyor belt

Sudan has historically relied on foreign expertise for industrial solutions, and common neglected issues were after-sales customer service, spare parts and availability of technicians.

Rocket is covering the market gap covering additional turnkey solutions for full plant EPCI delivery.

Advertise
WITH
US

for more information please contact us
advertise@sudanbusinessmagazine.com

Sudanese Achievers

Hania Morsi Fadl

Editor's Choice



Our choice for this month is humanitarian and we are proud to feature Dr. Hania Morsi Fadl.

Fadl practised medicine in Sudan for four years before moving to the United Kingdom on a government scholarship, then specialised in diagnostic radiology, working for several years at St Bartholomew's Hospital.

In 1987 she was appointed as a consultant in radiology in Birmingham. She joined the National Breast Cancer Screening Program as a consultant in Charing Cross Hospital in 1990, and remained there until 2008. She is a Fellow of the Royal College of Radiologists.

In 2008 Fadl established the Khartoum Breast Cancer Centre, a not-for-profit facility that provides screening and diagnostic services to vulnerable women. She was one of the first radiologists in Sudan, and the first to diagnose breast cancer. The centre was supported by Mo Ibrahim Foundation, and the only one of



its kind in the Horn of Africa and offers subsidised and often free treatment.

The centre uses medical equipment purchased from US General Electric, which was impacted by economic sanctions on Sudan.

In 2015, the US embargo against Sudan resulted in Fadl lobbying the US government for ten weeks to repair the only digital mammography machine in the country.

Fadl was appointed an Officer of the Order of the British Empire in the 2015 Birthday Honours, "For services to improving healthcare for women in Sudan". That year she was also awarded an Order of Distinction from the President of Sudan. Fadl was awarded a Social Leadership Award at the London Arabia Organization's Arab Women of the Year 2017 awards. In 2018 she was interviewed by the World Association for Sustainable Development. In February 2018 OkayAfrica recognised Fadl as one of Africa's Top 100 women. Dr. Hania Morsi Fadl is Sudan's National Treasure.

The Gum Arabic

Market Shakers

A Recent market report on Gum Arabic identified a list of organizations which are global major traders. A vast number are Sudanese based organizations and some are international declaring Sudan as a country of origin of their product, indicating the quality and world demand of the vast natural resource available in Sudan. Kordofan Hashab has been the standard against which all other gums are benchmarked. Thus, it provides the main reference price in the international market.



International Organizations which are in the business of processing raw Gum Arabic and are listed in stock markets shy away from declaring the country of origin, even though the US government provided US sanctions exemptions on the product to be openly traded.

The Gum Arabic Market Size is predicted to grow to \$555 Million By 2025.

List of global major traders of Gum Arabic

Organization	Headquarters	Declared / Assumed Sourcing of Gum Arabic	Remarks
Prodigy NIG Limited	Nigeria	West Africa	Private Company
Gum Arabic Company	Sudan	Sudan	Private Company
Hawkins Watts	Australia/New Zealand	Unknown	Private Company
Nexira	France	Sudan/Senegal	Nexira, a family business, claim 40% of world market share of Gum Arabic
Ashland	USA	Senegal	Listed in New York Stock Exchange
Kerry Group	Ireland	Unknown	Listed in London Stock Exchange
Archer Daniels Midland Company	USA	Unknown	Listed in New York Stock Exchange
Tic Gums	USA	Sahelian Region	Private Company
Farbest Brands	USA	Unknown	Private company
Agrigum International Limited.	United Kingdom	Sudan/West Africa	Private company with Sudanese roots.
Abnaa Sayed Elobied	Sudan	Sudan	Private Company
Elnasr Industrial Trading Limited	Sudan	Sudan	Private Company
Dansa Gum	Nigeria	West Africa	Private Company

The United Kingdom endorses UNITAMS & donates over \$176 million

Source: www.gov.uk



Ambassador Jonathan Allen, UK Chargé d'Affaires to the UN, at the Security Council briefed member states requesting support for Sudan.

The United Kingdom has contributed over \$100 million towards the family support program, which will help mitigate the negative impact of some of the necessary economic reforms being pursued by the Government of Sudan. And in 2020, the United Kingdom is donating an additional \$76 million of humanitarian aid to UN agencies and NGOs to meet the most urgent needs of those affected.

Ambassador Allen further stated that UNITAMS will be at the core of international support, working to ensure that it is coordinated and effective, urging that the United Nations to work with the Government of Sudan to facilitate the swift deployment of this mission and crucially, to ensure that UNITAMS has adequate resources and a geographical presence to enable it to respond to needs on the ground and fulfil its mandate.

VERBAL AGREEMENT VS. A SIGNED CONTRACT- IS THIS AN ISSUE IN SUDAN?



by Mohamed Mostafa

The norm in Sudan for a business agreement has been predominantly built on trust. In many occasions, we see successful businesses- between two or more parties- formed on a basis of verbal agreement without any written documentation. Well, as a business starter, and despite the enormous trust that exists between the partners. Make sure to answer the upcoming questions prior to perpetrating in a verbal agreement:

- What is a verbal/oral agreement?
- Is a verbal agreement legally binding in Sudan?
- What could be the implication in case of breach/conflict?
- How about going through the hassle of providing proof?
- What is the situation of inheritance in case of, God-forbid, death of one of the partners?

What is a verbal/oral agreement?

It is mainly an oral contract that is outlined and agreed to via spoken communication, but not written down.

Is a verbal agreement legally binding in Sudan?

In fact, words may not always be the bond for contract. Although a verbal agreement could be legally binding in the eyes of the law in Sudan, its legitimacy can be called into question. In a case that relies on the

evidence of a verbal contract, the appointed judge is asked to decide which version of events he prefers when handing out a verdict. This isn't ideal, as cases should be judged on facts rather than opinion.

What could be the implication in case of breach/conflict?

Most business owners understand that a poorly worded contract, or a verbal one, may result in serious legal problems if there is a disagreement. However, those who work with friends may believe that an informal verbal contract is sufficient. For instance, Hussain and Ali are friends. They started off a business to import cosmetic products from overseas and sell it to retailers in Sudan. One day, Hussain made an equivocal decision without consulting his partner Ali- based on their friendship- to take the risk of importing goods into Sudan without fully checking the eligibility of importation & customs. This unevaluated decision led to putting the company under financial distress, and an argument begins to erupt between Ali & Hussain. Both might have a valid reason to believe there was a breach of contract. They may be able to take the matter to court, but the judge would likely not know the original terms of the contract. Unless either side could offer tangible proof that the other person breached the contract, the judge might be forced to drop the case or make a judgment based on his or her discretion, rather than the actual contract terms. It is easy to see how a written contract may avoid a dispute with associates and possibly preserve friendships.



How about going through the hassle of providing proof?

Even though a verbal contract may seem obvious, the individual still need to be able to prove it in a court for it to hold up. This is where evidence gathering becomes a hassle and an extremely daunting task. Let's take example given above; since there is no a written contract, IF Ali wants to appeal, he 'll need to look for core evidences as minimum to present to court such as 1) Source witnessing: simply he needs to demonstrate the terms of the verbal contract by identifying witnesses to any conversations he had with Hussain , and receiving a written statement from them. That being the case, the more independent the witness the better. 2) Documentation: evidence that demonstrates the terms of the contract and that it was entered into willingly. This could include, Emails and text messages referring to the agreement that was made; Notes made at the time of reaching the agreement; Bank statements showing payments were made; Invoices demonstrating the unpaid debt the dispute is based on...etc.

What is the situation of inheritance in case of God-forbid, death of one of the partners?

This situation could be very problematic. As explained earlier in this article, proving the business while both partners are alive

is very challenging, and needs a lot of evidence. Imagine the situation in case of absence of one of the business partners!

Certainly, to preserve the rights of the heirs, without having a written agreement, would be extremely tough.

Should the Sudanese trust, relationship and honouring a verbal agreement culture change?

Honesty, trust & integration are the defining qualities that distinguish our Sudanese people from other cultures. We do not want to lose those qualities at any cost. Having a legal document between friends or family members does not mean lack of trust or reliability among them. In contrast, it is more to protect family relations and friendships from being compromised.



From now on, and in order to preserve the good relations & friendships we need to look at writing down our business agreements and avoid oral agreements at all cost- which may lead to disintegration of our society in Sudan.

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 associate 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

SHARP

Be Original.

JAPAN TECHNOLOGY

There is only one **SHARP**.
There is only one **YOU**.
BE ORIGINAL.



Showrooms

Riyad - Mashtal St.
Siteen St. - Next to Amarat
Centre
Omdurman - Al Azhari Round
About
Bahri - Maouna St.
Bahri - Baladiya St.
Port-Sudan
Kosti

www.elbarbarygroup.com

electronics@elbarbarygroup.com

Tel: 0183-568666 or 0183-568770



شركة أحمد حافظ البكري المحدودة
AHMED HAFEZ ELBARBARY CO. LTD.

SOLE AGENT