

Sudan Business

Monthly Business Magazine

September 2021

A 21ST CENTURY DENTAL PRACTICE

DR. REEM ABDELMONEM ELHASSAN TURNS PASSION INTO A BUSINESS

+ STRATEGIC GRAIN SILOS DELIVERED
IN GEZIRA STATE

+ \$65 MILLION HOTEL TO BE DEVELOPED
IN AL MOGRAN

+ CHINA & THE US COMPETE ON
SHIPPING PROJECT

+ SUDANESE AIRLINE CONTRACTED
FOR KABUL EVACUATIONS

+ CHINESE AUTOMAKER ENTERS
SUDANESE MARKET

+ BANK OF KHARTOUM REVEALS
SUDAN THEMED CREDIT CARDS





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Smart Africa Alliance visits the National Information Center



Ammar Hamdien, General Manager of the National Information Center, International Cooperation Advisor, Ministry of Communications and Digital Transformation met with CEO of the Smart African Coalition, Lacina Kone.

Hamdien conducted a presentation reflecting the new vision of the National Information

Center in digital transformation, the development in the digital map of Sudan and the strategy that would develop technological advances positively reflecting all sectors.

This visit comes on the occasion of Sudan joining the Smart African Coalition, strengthening relations with the African continent, opening the door for Sudan to participate in the continental digital transformation projects, and in support of Sudan in the digital transformation journey and benefiting from the alliance's experiences in African countries and transportation.

The Smart African Coalition, is a group of African countries, international organizations, bodies and companies in the global private sector that seek to strengthen and promote Africa's digital agenda to reach the single African digital market, and stands at the top of the coalition a group of leaders - led by President Paul Kagame of the Republic of Rwanda. The coalition are eager to innovate and seek to accelerate sustainable social and economic development on the continent and integrate Africa into the global knowledge economy through ICT and its use.

At the end of the visit, the visitor delegation took a tour of the workflow at the sections and units of the National Information Center.



UK Government provides Chevening Masters Scholarships to Sudanese future leaders

A distinguished group of Sudanese students were selected by the British Embassy in Khartoum to be awarded the Chevening scholarship.

The Embassy commented: "We wish them well as they are now preparing to travel to the UK this month to start achieving part of their ambitions and studying a master's degree in universities among the most special in the world. We will be waiting for your return more qualified and able to give to contribute to the future Sudan."

Chevening is the UK government's international awards programme aimed at

developing global leaders.

Funded by the Foreign, Commonwealth and Development Office (FCDO) and partner organisations, Chevening offers two types of award – Chevening Scholarships and Chevening Fellowships – the recipients of which are personally selected by British embassies and high commissions

throughout the world.

Chevening offers a unique opportunity for future leaders, influencers, and decision-makers from all over the world to develop professionally and academically, network extensively, experience UK culture, and build lasting positive relationships with the UK.





EUROPEAN UNION SUPPORT TO THE LIVESTOCK INDUSTRY

The European Union is one of the major donors to the livestock sector in Sudan.

Through the LESP-SLSP, the European Union pumps € 8 m to cover 8 states of Al-Dharf, Kassala, Sunar, Blue Nile, White Nile, North, South and West of Kordofan.

The entire European Union program is being implemented by the Sudanese Ministry of Livestock. LESP-SLSP will enable Sudanese producers and sponsors to obtain better income. Livestock is one of the main

sources of income for 50 % of Sudanese population.

The EU development agenda will help Sudanese authorities better control animal diseases, prevent their outbreak and reduce livestock outbreak. The program will also help reduce transmission of diseases from animals to humans like Maltese fever.

The European Union program will also help train local cadres in veterinary services and quarantine to ensure the quality of Sudanese livestock.

The European Union's support for the livestock

sector in Sudan will benefit more than half a million small holders and rural pastors who rely on livestock production.

According to the World Bank, livestock exports amounted to US\$ 855.8 million in 2018 (World Bank 2020), accounting for 20 % of Sudan's exports.

Livestock sector expansion will bring much needed hard currency to support Sudanese economy, which will improve economy and fight poverty in the long run.

The European Union is one of the main donors to the Livestock sector in Sudan. Through the LESP-SLSP program, the European Union is injecting 8,750,000 Euros to cover the eight states of Gedarif, Kassala, Sinnar, Blue Nile, White Nile, North, South and West Kordofan. The EU program is fully implemented by the Sudanese Ministry of Animal Wealth.

The LESP-SLSP program will enable the Sudanese producers and herders to gain better incomes. Livestock is a

major asset and source of income for 50% of the Sudanese population. The EU development program will help the Sudanese authorities to better monitor the animals diseases and prevent their outbreak and will reduce the livestock mortality. In addition, the program will help reduce the transmission of diseases from animals to people like the brucellosis. It will also train local cadres in the veterinary and quarantine services to ensure the quality of Sudanese livestock.

The EU support to the

animal sector in Sudan will benefit more than half million rural smallholders and pastoralists who depend on livestock production. According to the World Bank, Livestock exports were valued at US\$855.8 million in 2018 (World Bank 2020) accounting for 20% of Sudan's exports. The expansion in the exportation of livestock sector will bring much needed hard currency to the Sudanese economy, which will improve the economy and fight poverty in the long run.

India & Sudan conduct first Partnership Naval Exercise



India and Sudan conducted first ever maritime partnership naval exercise in September in Sudanese territorial waters in the Red Sea. Series of operational manoeuvres and training drills were conducted during the maritime exercise. INS Tabar from the Indian Navy and Sudanese ships Almazz and Nimer participated in the exercise.



Article Source: SUNA

STRATEGIC SILOS REACHING COMPLETION IN GEZIRA STATE

Zadna International's Director at Gezira State, Brig. Ismail Abdel-Latif has announced that a pilot operation for new silos project at Barakat area in Gezira State shall be approaching completion.

The storage capacity of the new silos is amounted to 100,000 tons of cereals.

Abdel-Latif said in statement to SUNA, following a meeting with the Gezira State governor Dr. Abdullah Idris that the silos represented one of most key projects in the state for their contribution in maintaining strategic reserves of cereals.

The governor on his part affirmed that the silos project is harmonized with the state plan that aims at maintaining cereal strategic reserve and reduces loss of agricultural crops in the state.

A portrait of Dr. Reem Abdelmonem Elhassan, a woman with dark hair wearing a beige hijab with small gold dots. She is looking directly at the camera with a slight smile. The background is a soft, out-of-focus grey.

Sudan's long wait for a modern Dental Practice

Dr. Reem Abdelmonem Elhassan is the Founder and CEO of Oralis Dental Center. A graduate from the University of Ribat in Khartoum, Dr. Elhassan has held roles as a clinical instructor and teaching assistant at universities in Sudan, and

held several positions from an intern to medical officer.

She is a member of the German Board of Oral Implantology and has worked in Sudan as a general dentist and practitioner since 2014 after receiving her Postgraduate diploma

in research methodology & biostatistics from the University of Medical Sciences & Technology.

We interview Dr. Elhassan to understand the passion and achievements made to reach this far.

Why did you choose to be a dentist? And what are the moral obligations which fulfil your desire to be in this business?

Becoming a dentist was one of my aspirations growing up. I've always been interested in Oral health and how important it is to have healthy teeth and gums. It's a big part of our bodies overall health and contributes to other non-dental diseases, it's also a reflection to a person's hygiene and self-care.

The moral obligations that fulfill my desire to become a dentist are mainly helping people and elevating their pain since dental pain is one of the most excruciating, also improving their appearance especially patients who require surgical treatments, teeth implants or dentures and those who want to improve their aesthetic. Dentistry really offers me the chance to see people gain confidence and smile brighter.

In addition to that I find it very important to spread awareness regarding dental issues and hygiene by counseling and educating our patients about preventive measures to avoid invasive dental treatments

Tell us about your journey from being a dentist up to starting your venture at Oralis Dental Center?

I worked in several hospitals and clinics, I also worked as a teacher assistant in a couple of universities. Besides clinical work my interest grew in business and management.

I wanted to combine my dental knowledge and passion with my managerial/ business skills and creativity, so starting Oralis Dental center was the opportunity to put my vision to life.



Reception



Waiting Area



What were your main challenges in reaching this goal?

With the increase of dental care demands a lot of clinics opened to provide services so it was quite a challenge to open my own clinic and offer services up to standards and gain patients' trust by staying consistent through the past 4 years in which our country went through a revolution and then Covid19. Adding to that, one of our biggest challenges is making sure of the availability of our dental materials at all times since we import from outside the country, as well as making sure our services are affordable at reasonable prices despite the inflation.





Which dental treatments are available at Oralis Dental Center?

We have an outstanding team of excellent dentists in all specialties, thus we offer a wide range of services including dental implants, braces & invisible aligners, aesthetic filling, aesthetic Crowns, veneers, teeth whitening, deep cleaning & gum treatment, root canal treatment, fixed & removable dentures and minor oral surgeries.

In addition, we have a special pediatric dentistry clinic. It provides dental services for infants, children, and adolescents, in a relaxing, caring environment specifically geared toward young patients.

We are equipped with 3 modern dental medical operating units

We have a highly equipped dental sterilization room, and our staff follows the best hygiene practices.

The majority of the Sudanese public who can afford travelling opt for treatments abroad, how can you convince the general public that treatments can now be completed with confidence and at affordable prices in Sudan or specifically at Oralis Dental Center?

Oralis offers a wide range of dental services and treatments with a high level of professionalism and care. We cater to every patient's specific needs offering a clean comfortable space, timely appointments and good dental health counseling giving every patient a clear treatment plan with affordable prices.

All instruments and materials we use are of the highest quality and only sourced from reputable manufacturers.

So, you can feel assured that the responsibility of your oral health is in the hands of experts.

Oralis Dental Center provides services to corporates to treat their employees, please elaborate on this service?

We have agreements with conglomerates like DAL Group in which we offer discounts to their employees.

Do you have plans in expanding to more locations within Sudan?

Of course, we plan to do so outside Khartoum even outside Sudan. Growth and expansion is our goal.

China Competes With U.S. to Revamp Sudan's State Shipping Firm



Written by: Mohamed Alamin

Sudan's state shipping company is considering a Chinese offer to revamp a fleet that's shrunk to just one boat as the African nation targets a boost in exports to help salvage the economy.

The proposal from state-owned China COSCO Shipping Corp. Ltd. comes as authorities talk with the Export-Import Bank of the U.S. and other potential foreign investors on ways to resurrect Sudan Shipping Line, Chairman Abdul-Azim Hasab Al-Rasol said in an interview in the capital, Khartoum. He didn't give further details on the

negotiations.

The dueling U.S.-China talks are yet another sign of a tussle for influence in Africa, where Beijing has made major investments as part of the Belt and Road Initiative and inflows into the continent have eclipsed the U.S.

China COSCO didn't immediately respond to an emailed request for comment sent Monday, a public holiday.

For Sudan, the revival plans would be part of an ambitious overhaul mooted for infrastructure and the transport sector in the wake of the 2019 revolt that ousted long-time

dictator Omar al-Bashir. The transitional government is racing to rebuild an economy ravaged by decades of mismanagement and sanctions. The U.S. lifted its nearly three-decade designation of Sudan as a state sponsor of terrorism last year.

Sudan relies on other lines to deliver vital fuel, wheat and fertilizer supplies to its Red Sea ports, and "our national shipping carrier can help the country save a lot of hard currency if we give it exclusive rights to transport all exports and imports," Al-Rasol said.

Exports Climb

After several years of contractions, Sudanese gross domestic product is on track to grow 0.4% in 2021, according to the International Monetary Fund. Exports climbed almost 70% to reach \$2.53 billion in the first half of the year, central bank data showed last week.

Al-Rosal said restoring Sudan Shipping Line, founded about six decades ago and briefly a joint venture with the former Yugoslavia, will be a “long and difficult process.” Its sole remaining vessel is a passenger ship that’s been out of service for two years.

The country lost three-quarters of its oil reserves with the 2011 secession of South Sudan and the chairman didn’t say whether the company would seek to ship the landlocked south’s oil, which arrives at Port Sudan via pipelines before being transported to world markets.

Sudan Shipping Line’s short-term plan is to lease ships and purchase them in five to 10 years. Lloyd’s Register is also conducting a study on how the line can reconstitute a full fleet, Al-Rosal said.

Sudan’s ports are also

seeing Chinese interest. China Harbour Engineering Co. is competing with DP World and an unidentified Qatari company to take roles in the management and development of facilities on the strategically located coastline.

Sudanese authorities have already enlisted Lufthansa Consulting GmbH to assist in the restructuring of Sudan Airways, one of Africa’s oldest carriers. They’re also planning a \$640 million rebuilding of the country’s shattered railway network that may include Chinese assistance.

BANK OF KHARTOUM REVEALS SUDAN THEMED CREDIT CARDS



Bank of Khartoum released Sudan themed skins for their Visa credit cards. One of the designs includes a view of the Meroe pyramids. The credit cards are available to any of the existing Bank of Khartoum account holders.

Applications can be made at branches in Khartoum, Bahri and Omdurman.

Furthermore, to encourage the usage of the Visa card, the bank is providing Merchant Point of Sale solutions to the retail sector.



UAE group to develop \$65million

hospitality project in Sudan

Project will see ESG develop a 16-floor hotel & residences

By Staff Writer, TradeArabia

Emirates Stallions Group (ESG), a listed company on Abu Dhabi Securities Exchange and a subsidiary of International Holding Company (IHC), and DAL Group, the largest private sector conglomerate in Sudan, have announced a joint venture to build a hotel in central Khartoum, within the Al Mogran Development.

The AED240 million (\$65 million) project will see ESG develop a 16-floor hotel and residences, which will comprise of 300 hotel and apartment keys.

ESG Chairman Matar Suhail Al Yabhouni Al Dhaheiri said: "This project is going to serve as a cornerstone asset for growing and enhancing the group's exposure to unserved

promising markets in the region. We have experience in developing hotels, and while this is our first hospitality development in Sudan, we have completed similar projects in Africa and Europe over the years.

"Moreover, we are pleased to have DAL Group as a partner in this project which will help and support the creation

of hundreds of hospitality-related jobs for the local market.”

DAL Group Chairman Osama Daoud Abdellatif added: “We are continuing to grow our partnership with IHC and its subsidiaries, expanding across different verticals.

“In this instance, we wanted to collaborate with a hospitality development company that had expertise in building hotels in emerging markets. ESG fits that profile, and we look forward to working together

to transform downtown Khartoum with this project.”

The hotel is a main part of the mixed-use development that consists of recreational areas, retail, entertainment, restaurants, and cafes. The hotel itself will have three restaurants, conference and meeting rooms, a fitness centre and an outdoor swimming pool located on the rooftop.

Launched in 2005, Al Mogran Development will cover an area of over 7,000,000 sq.m. and will cost more than \$4

billion with plots for 44 commercial towers, 18 hotels and 700 apartments.

Phase 2 will be residential and cover an area of more than 6,000,000 sq.m., including 650 villas, more than 7,000 apartments, an 18-hole golf course and more than 70,000 sq.m. of retail space.

Established in 2008, ESG is present in 20 markets, with assets of AED555 million as of the end of H1 2021 and over 3,000 employees.-

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LEGAL VIEWPOINT

FRANCHISE BUSINESS

Franchising business plays pivotal role in the global economy and likewise in boosting national economies in all parts of the world. We can easily say, this is the franchising era and the floor is open for smart business-minded entities to add value to their business affairs. Sudan is embarking, now, on very critical era that needs strong economy and real movement in production and service sectors. Sudan is open now for the whole world and real strong push is required to achieve this goal particularly from the private sector, which can benefit from the franchising industry and start its process in Sudan.

Sudan is a fertile market looking for many production sectors and services including, among others, agroindustry, mining, telecommunications, education, health services, IT projects, tourism, transport, etc. All this could find good market and hungry consumers in Sudan, whereas, they are available around the corner from top brand companies. The private sector, needs to move ahead and look

for franchising deals on business-to-business deals for the benefit of all parties. I take this opportunity and call for action and, in this respect, would like to highlight the meaning of a franchise business contract?

Franchising is a business model in which many different owners share a single brand name. A parent company, allows entrepreneurs \ investors to use the company's strategies and trademarks, in exchange, the franchisee pays an initial fee and royalties based on revenues. The parent company also provides the franchisee with support, including advertising and training, as part of the franchising agreement.

Franchising is a faster, easier and cheaper form of expansion than adding company-owned stores, because it costs the parent company much less when new stores are owned and operated by an interested third party. On the other side, potential for revenue growth is more limited because the parent company will only earn a percentage of the

earnings from each new store i.e. new franchise agreement.

Worldwide there are many industries using the franchising business model, and according to the International Franchising Association the sector earns more than \$1.8 trillion in revenues each year, if not much more. This business is most popular in the fast food restaurants, hotels, coffee shops, beverages, car rentals and other different services. The relation between Sudan restaurants and McDonalds could give a good example of fast-food let outs in Sudan also another example is the franchise contract between Coca Cola Co in Sudan and the parent company in America.... etc.

Legally speaking, the franchising business model consists of two operating partners, the franchisor, or parent company, and the franchisee, the proprietor that operates one or multiple store locations. Franchising agreements usually require the franchisee to pay an initial fee plus royalties equal to a certain percentage of the store's monthly or

yearly sales. Initial fees vary significantly across each industry and royalty fees are also variable. The franchisee also covers the costs of actually starting and operating the store, including legal fees, occupancy or construction costs, inventory costs, and labor. Franchise agreements usually have a term of between 10 and 20 years, depending on the policy and strategy of the company. The parent company authorizes the franchisee's use of the company's trademarks as part of the franchising agreement. Additionally, the franchisor provides training and support as well as regional and / or national advertising.

As advantages of franchising model, we could say, it requires less initial capital than independently starting a company and can use proven successful strategies and trademarks, franchisees are provided with significant amounts of training, not common to most entrepreneurs \ investors, the franchisor benefits because it can expand rapidly without having to increase its labor force and operating costs, using much less capital, franchised stores have a higher margin for the parent company than company-owned stores because of minimal operating expenses in maintaining franchised stores.

Whereas the drawbacks of franchising model, could include, franchising stores reduces the amount of control that the parent company has over its products and service, which may lead store quality to vary greatly from store to store, franchisees must pay a percentage of their revenues to the parent company, reducing their overall earnings, franchising becomes a much less desirable business model during tough economic times as during Corona epidemic because, franchisees must pay royalty fees based upon their revenue, regardless of whether or not they are earning profits, which adds to the franchisee's financial struggles in an economic downturn, furthermore, slower sales cause parent companies to reduce expansion plans....

Whether buying a franchise or looking to franchise an existing business there are numerous issues to consider. One important area affecting prospective business is deciding on which type of franchising is suitable to their individual circumstances. This is a complex process as there are several methods of franchising. With the terms of franchise agreements typically spanning years, the final decision carries long-term consequences. Most franchise systems are drawn

from five common methods of franchising. The different types are known as, the single-unit franchising or the sequential franchising or area development franchising or sub-franchising or area representation.

It is important to mention that each one of the five options got its own characteristics and differences from others and this opens the opportunity for the concerned parties to choose the best type that suits their requirements and needs including market challenges. The private sector and companies in Sudan are advised to look for the most suitable type that suit them before finalizing the deal to achieve optimum results and benefits for their companies as well as the big country.

PLEASE, proceed now and without any delay, however, you are advised to take care of all associated risks that could emerge, could be due to the product or the service or the local consumer's appetite which is very sensitive at certain times and events. By all means, franchising business is a very lucrative industry and there are many good golden suitable opportunities in Sudan. TAKE THE LEAD AND LEAD THE MARKET.

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Saudi Arabia talking to Khartoum about boosting infrastructure & more

Sudan mulls six investment sectors



Sudan is mulling the allocation of six investment sectors for Saudi Arabia under a plan to attract investment to address the country's economic issues.

“There are six sectors to be reviewed during the forum, including energy, electricity, mining, transport and communication, fishery and railways sectors,” said Al-Hadi Mohamed Ibrahim, Sudan's minister of investment and international cooperation, at the opening

session of a Sudanese-Saudi investment forum here on Sunday. At the event with the participation of organizations, companies and businessmen from the two countries, the Sudanese minister expressed hope that understandings would be reached regarding these investment sectors.

He stressed Sudan's keenness to remove all difficulties facing foreign investors, saying “the circumstances are currently suitable for investment.”

He said that Sudan's investment ministry has made great strides in unifying investment procedures through the establishment of a single window.

The Sudanese government was seeking to promote investment and encourage the private sector in a bid to establish an infrastructure that is conducive to attracting foreign investments.

Saudi Minister of Environment, Water and Agriculture Abdulrahman

Al-Fadley expressed Saudi Arabia's readiness to enhance economic and commercial ties and investment with Sudan in a manner that benefits both countries.

He referred to directives by the Saudi government to discuss investment opportunities in Sudan in the fields of energy, infrastructure, agriculture and telecommunication.

Meanwhile, Chairman of the Saudi-Sudanese Business Council Hussein Saeed Bahri was reported by the Sudan Tribune website as saying

that the size of the standing Saudi investment in Sudan currently amounts to \$4 billion. He noted that Saudi investors are expected to double that sum as soon as possible.

"Sudan enjoys promising opportunities, and we have directives from the Saudi leadership to invest in Sudan in the different fields under wide opportunities in mining, agriculture, animal and fishery resources, communications, ports, roads and railways," said Bahri.

The transitional government

in Sudan is seeking to attract foreign investment, especially from the Gulf countries, to support the country's reform and stumbled economy.

In March, the Saudi leadership vowed to establish a special investment fund for Sudan in which Riyadh would contribute \$3 billion and invites Gulf countries to contribute to the investment fund.

Saudi Arabia is expected to launch agricultural, animal and tourist projects in Sudan.

Article Source: masdarenergy.com

Sudan Resumes Exporting South Sudanese Oil

The Ministry of Energy and Oil announced that it had reached an agreement with the protesters in eastern Sudan to resume the export of crude oil.

The ministry confirms the opening of the Bashayer Petroleum Port and the regularity of oil export operations, as the shipping operations of one of the ships are taking

place, after the scheduling of the incoming ships to load oil for the export is organized.

The ministry also confirms that the supply of petroleum products in all states is very reassuring and is taking place normally and Khartoum Refinery's operates as usual to supply the country with petroleum products.

Chinese Automaker Chery Enters Sudan Market



Chinese automaker Chery has also entered the Sudanese market. The first launch in the country was held in Khartoum, the capital of Sudan. China's Ambassador to Sudan, Ma Xinmin, who attended the launch, congratulated Chery and Sudan's GIAD Engineering Industrial Group for their successful cooperation and noted that the first batch of 300 Chery vehicles arrived in Sudan and welcomed the assembly of these vehicles.

Noting that China has been Sudan's largest trading partner for many years in a row, Sudanese Ministry of Industry Undersecretary Ismaay Shamdin stated that Chery's entry into the Sudanese market will not only encourage the development of the country's automobile industry, but will also offer Sudanese consumers more choices.



Elbarbary Group and El Araby Group join forces for local manufacturing

A strategic partnership contract was signed by Elbarbary Group and El Araby Group to invest in Electronics manufacturing field targeting Sudanese consumers with a world standard quality with Sudanese and Egyptian experiences.

This project will create new job opportunities for the Sudanese youth, creating 15,000 jobs in 10 years. Through Elbarbary, El Araby Group will provide many services and projects in regards to health care and training the Sudanese medical staff.

Mr. Mohamed Kamel Elbarbary, Chairman of Directors signed on behalf of Elbarbary Group, and Mr. Mohamed Mahmoud El Araby, Executive Director of El Araby Group. The signing ceremony was attended by the Minister of Industry, President of the Sudanese Employers Federation, Commercial Attaché of the Embassy of Egypt, many companies' representatives, and media.



Article Source: social media

US Embassy to dedicate resources to train Sudan's police force



The US Embassy in Khartoum announced that it has signed an agreement to Sudan's police force. This agreement will dedicate resources to

enhance the police force's ability to protect civilians. The US confirmed its commitment in helping Sudan achieve its prosperity and security.

How can businessmen and CEOs stay positive even when things are not going to plan in the Sudan?

Many of you CEOs are tired and exhausted and the pandemic and all its negative effects on your work, growing price rises in the communities, on people and your own wellbeing. Some of you have been muscling through and staying positive, but many are reaching their limits with uncertainty in prices and policies.

It's important to remain optimistic, keep going and maintain hope. That is no small challenge, but there are ways to sustain energy and forward momentum in an environment like Sudan. Think of these as protective processes—ways to think and act which can help you tolerate uncertainty and difficulty to keep moving ahead in the next few months and years.

Validate your experience, resilience by protective steps. When times are tough, glossing over challenges is less helpful than validating experiences. As businessmen and women, I know when customers, employees and government policy makers listen and understood your problems, you are better able to stay positive and move forward constructively. Therefore, surround

yourselves with people with people who are good listeners (advisors and dedicated employees).

From my experience when businesses and their executive received compassionate coaching focused on the future, they experienced a positive boost in the parts of their brains responsible for cognitive, perceptual, and emotional openness. I advise you to do this for contributing better to your brains function and your ourselves as well. Validate your own feelings, be compassionate toward yourself and give yourself permission to be a little down. It's natural to feel less than perfect with all you've been through during the sanctions and limited supported support from decision makers.

In addition to validating your own feelings, it also helps to share them with others (I know the culture is hide failure and mistakes and worries from others) – Sometimes just getting something off your chest and feeling the support of a caring friend can be enough to help you move your business forward. Be careful not to over-emphasize difficulties or bring each other down though. Share,

listen, learn from each other, and empathize. Then ensure you're focusing on positives as well. Get support for what's tough and talk about future possibilities and motivate each other.

Empower yourself and act. You can also foster hope by acting. In Sudan a feeling of hopelessness goes along with feelings of being out of control. Remind yourself how much you've achieved established your business from scratch and how well you've been able to cope with the inflation in the last two years and associated demands from families and government. Also consider the small actions you can take, you can help other businessman, neighbouring business, volunteer to give a talk in a school, learn a new skill, or focus on eating healthier and exercising. While there is a lot which is outside of your control, you can still create the conditions for happiness and hope. So, empower yourself to take actions that will matter to you, your company, your family, friends, colleagues, and employees.

Expose yourself to what is good and positive and avoid bad news on how the economy is getting worse and other

news on social media. Another way to be more hopeful is to limit the bad news you're exposed to. Social media and media in general can focus on the negative, so getting away can help you keep perspective. Just as a steady fattening food can make you feel physically bad, a steady diet of bad news can reduce your positivity. Stay in touch with reality (not rumours) but be judicious about how much time you spend scrolling up and down so you don't overwhelm yourself with negativity.

At the same time, you're reducing the negative, you can also increase positive inputs, and focus on being grateful. When you feel greater gratitude, you also tend to feel happier. So, consider all the elements of your life you appreciate—not just things, but also people, conditions around you and your own capabilities. Foster gratitude in multiple moments of your day—the little profit you are making, number of employees you are keeping employed, the great business meeting you attended, or the son or daughter you trained and now helping you. Taking pleasure in small moments can increase your overall positivity.

Relationships. One of the hallmarks of resilience is strong relationships. When you feel a greater level of connection and belonging, chemicals are released in your brain that make you feel

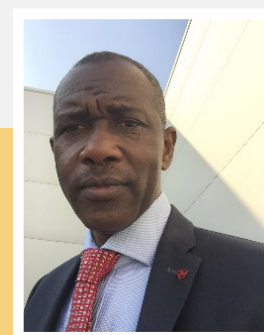
happier. As mentioned earlier, your network can also support you through hard times. Stay in touch with friends, prioritize activities with family and build relationships by investing time and energy caring about others. Talk with hopeful people, seek to learn from those around you and offer support at the same time you're also seeking support. Helping others, contributing to your community, and using your talents in meaningful ways all have positive effects on your own feelings of hope and optimism.

Meaning, purpose, and perspective. Another pathway toward more hope is to look for meaning in the circumstances you're going through in Sudan. Perhaps challenges at your company you appreciate you are lucky to employ excellent workforce who helped you to build your company because you've had to solve new problems constantly. Maybe the effects of corona you've experienced has ultimately helped you value your relationships and take more time with friends and families. Consider the way Sudan's challenges can help you see the bigger picture and develop a greater understanding of what matters most.

Finally, keep perspective. There is a saying, "Everything will work out in the end. If it hasn't worked out, it's not the end yet." Remind yourself the hard stuff will pass, and

you will get through it. Focus on the future and keep the end in mind. Even if you don't know how the comprehensive solutions to your biggest problems, just take the next logical step to keep moving forward. You can engage consultants or advisors to help.

Hope can be illusive, and optimism can be a challenge to maintain in Sudan when the conditions around you are deteriorating. But you can empower yourself to reframe your mindset and think positively, take constructive action and keep contributing to your company's growth, community and country. Being strong and optimistic is good for you, and it will do good for those around you who can learn from you and be inspired by the choices you make.



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End of U.S. Sanctions Breathes New Life Into Sudanese Airline

Sudanese carrier Sun Air is resuming flights to four destinations as the African country looks to shed its pariah status and rebuild the economy after years of U.S. sanctions. The family-owned airline has opened a route to South Sudan and plans to fly to Saudi Arabia, Egypt and the United Arab Emirates, Vice President Mohammed Saif said in a Wednesday phone interview from Khartoum.

The company also operated two evacuation flights from Afghanistan following the Taliban takeover, he said. That illustrated Sudan's improved relationship with the U.S. after the nation's removal from a list of state sponsors of terrorism after 27 years in 2020.

"We decided to relaunch earlier this year after the complete removal of U.S. sanctions," said Saif, whose father is the founder and main owner. "The Sudanese government is doing good things in terms of turning back to the international community." Sudan is looking for growth after decades of mismanagement and lost oil wealth under former President Omar al-Bashir, who was ousted by the army following an uprising two years ago.

The revived carrier could eventually help to establish Khartoum as a hub after losing ground to Ethiopian Airlines Group's base in Addis Ababa, if it can add enough destinations, Saif said.

Travel Recovery

Sun Air is also looking to fill a gap left by state-owned Sudan Airways. Lufthansa Consulting, a subsidiary of German carrier Deutsche Lufthansa AG, is advising on a restructuring of the airline. Sun Air's revival is the latest sign of a recovery in African air travel following the coronavirus pandemic, though border restrictions within the continent have been notably less strict than in many other parts of the world. South African Airways resumed flights after 18 months last week, while Chicago-based United Airlines Holdings Inc. signed a new southern Africa

codeshare and unveiled plans to open routes to Nigeria and Ghana. Sun Air is in talks with authorities in Uganda, Nigeria, Ethiopia, Lebanon and Syria about adding those destinations, Saif said. The carrier is planning to use two Embraer SA E190s, a pair of Airbus SE A330s and a brace of A321s, according to the website.

The stabilization of the dollar rate versus the Sudanese pound combined with an end of sanctions as an incentive to return to the skies, Saif said. Wild price fluctuations in recent years made it next to impossible to predict costs or set ticket prices, he said.

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