

### A LETTER FROM THE OPERATIONS DIRECTOR,

Welcome to the third edition of the SHUGUL Solutions bi-monthly e-zine, **FORWARD!**

This newsletter was made to keep you abreast of the developments within our company in terms of new services, discounts and offers. Starting from this issue, we've also added a section on business news in Sudan, to inform you of all the interesting business developments and acquisitions.

The private sector is not a place for the meek hearted; taking chances on new radical ways of doing business and technologies is the way to go. Increased focus on branding and advertising is part of this new approach. As the operations director, I find myself having to devise and implement newer and smarter ways of doing business. So, when SHUGUL offers a client advice on branding or advertising, we are imparting a lesson learnt and an idea that has been tested and proven successful.

Finally, I conclude with a message to our prospective clients: Whether you're a large corporation, private company, a government entity and/or an NGO, bring your branding needs to SHUGUL and we will provide you with all the required solutions!

Rania M. Osman  
Operations Director

### WHAT'S SO SPECIAL ABOUT SHUGUL?

So, you need a website, but aren't quite sure how to structure it. Your business has gone into serious expansion, and yet, you haven't had the time to update the company profile. Your logo's no longer appealing, and in need of a modern make-over. What you represent isn't quite what you're projecting...You know what to say, but aren't quite sure just how to say it...

Sometimes, it's difficult to express yourself in words and sometimes you just don't have the time. What makes for SHUGUL's most value added tool, keeping us on top of the Sudanese web providing industry, is our unique ability to do

all the writing for you! In English AND in Arabic! Not only do all SHUGUL clients receive an impressive service of graphic design, creating and/or re-defining the overall company image, but through personal one on one consultation, SHUGUL will work with you, from start to finish, on conceptualization, formalisation and development of content.

We will advise on company profile structure, suggest, create and enhance promotional texts, provide advice on both profile and web page layout, close in on value added information and ultimately assist YOU with overall public relations methodology.

SHUGUL's photography option also allows for the opportunity to simply sit back and describe all needs for visual expression. Our specialized consultants will then turn that vision into reality, continuously referring back to you and ensuring 100% satisfaction



## Business Flash!

### UAE Emaar & Amlak buy 60% stake in Sudan El Nilein Bank



Dubai-based Emaar Properties and Amlak Finance recently acquired a 60% (\$80 million) stake in Sudan's El Nilein Industrial Development Bank. El Nilein Industrial Development Bank's remaining 40% stake is still owned by the Government of Sudan, according to Shawgi Azmi, director of the Sudanese National Company for Securities, who also comments, "This deal proves that Gulf investments in Sudan are still pouring in despite the political situation and the pressure from the international community on the country". El Nilein Industrial Development Bank, one of the largest in Sudan, is the result of a merger in 1993 between the Industrial Development Bank of Sudan and El Nilein Bank. The Dubai companies' stake - one of several U.A.E. investments into Sudan - comes amid international concerns over the humanitarian conditions in the war-torn Darfur region of western Sudan.

### Sudanese Tycoon Funds African Good Governance Prize



A Sudanese self-made multi-millionaire recently announced an ambitious project to foster good governance in Africa, the Financial Times reported. Mo Ibrahim, who last year sold Cel Tel, his pan-African telecommunications company, to MTC of Kuwait for \$3.4bn has launched what he hopes to be a race between African heads of state to claim a \$5 million annual award, by delivering security, health, education and economic development to their people.

Critics however, have said the money would be better spent bolstering social and political grassroots movements. Teddy Brett, senior visiting fellow in developing studies at the London School of Economics, said: "The problem is the corruption of the top levels of the ruling class. Giving \$5m to the least corrupt of them is not going to improve it much." Ibrahim will also join with Nasser Al-Khurafi, majority shareholder of MTC, to establish the Kuwaiti Sudanese Holding Company and plans to invest \$110m into war-torn Sudan. He hopes to demonstrate to his associates in the Gulf that Africa is not a "black hole", but a continent where ethical investments could reap high returns. "I tell them there's trillions of dollars sitting [in the Gulf] earning next to nothing. Across the Red Sea, there are huge opportunities in agriculture, real estate, energy and mining" ..



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