

Sudan's agro-tech pioneers

By **AHMED ABDELLATIF**

GROUP PRESIDENT, CTC GROUP



AHMED ABDELLATIF has been the Group President of CTC for ten years. Over his career with CTC he has led the transformation of CTC from a family business with less than 50 employees into one of the leading multi sector corporates in East Africa, employing over 1,500 professionals. Ahmed Abdellatif sits on the board of a number of companies and is actively engaged in various civil society organisations. He is the founding President of the Sudanese Young Businessmen Association and a founding member and Vice Chairman of the US Sudan Business Council (USSBC).

The Group adopts modern Warehousing Management Systems (WMS) to manage one of the largest retail operations in Sudan

CTC Group leads the transfer and implementation of world-class agro technologies into the Sudanese agricultural sector. Under our tagline Moving Forward, the Group's vision has always been to develop an enterprise that would fulfil a larger societal purpose, bringing economic prosperity beyond the marketplace and into the homes of people in Sudan.

Over our 60-year history, CTC Group has built a diversified business portfolio and is now also Sudan's market leader in the manufacturing and distribution of consumer electronics and home appliances, IT infrastructure and software solutions, and also has interests in construction and property development, commercial vehicles, earthmoving and construction machinery and agricultural commodity exports. CTC continues to foster partnerships across the globe with enterprises that share our commitment to transforming people's lives, exclusively representing over 60 world leading global brands in Sudan.

An equal opportunity employer, CTC Group emphasises the development of Sudanese human resources, running apprenticeship and graduate programs to give vocational training and university graduates the opportunity to build successful careers. Now one of the leading conglomerates in Sudan, we have over 1,500 full time employees, of whom 1,000 work in agriculture.

Pioneering the transfer of agrotechnology

Agriculture is the most important sector in Sudan,

contributing one third of GDP (31.3 per cent), generating over US\$30bn and employing over 80 per cent of the workforce. CTC Group is the leading independent private sector company in the Sudanese agricultural inputs and agro technology sector with three specialised companies delivering an integrated range of products and services across the agricultural cycle:

- CTC Agrochemicals is the leading player in the field of agricultural inputs, providing technology packages such as agrochemicals, fertilisers, hybrid and improved seeds and pesticides application equipment. CTC Agrochemicals promotes the responsible use of its products.

- CTC Engineering has partnered with the world's largest manufacturers of agricultural equipment, providing tractors, harvesters and tools customised for Sudan. CTC Engineering is also a market leader in irrigation and water management systems, pumps, pivot irrigation systems, land preparation, harvesting technologies, post-harvest and storage technologies and cold storage systems, with a nationwide service and parts network and comprehensive client support services.

- CTC Farms has established the first modern nurseries in Sudan for the production of seedlings and their distribution to greenhouses and fields to ensure quality of production.

Technology Transfer Centres

CTC Group has used its 60-years' experience to improve agricultural practices in Sudan, introducing the first private technology transfer centres (TTCs) to keep farmers' abreast of the latest developments.

Our TTCs facilitate the transfer of agricultural technology to farmers by increasing capacity, conducting field demonstrations (pilot farms) and educational seminars, improving input supply, machinery/implements and spare parts and providing expert advice.

These world-class centres are equipped with agronomists, service teams, workshops and warehouses with the equipment to address customer needs throughout the year. The network has grown to include Sudan's major agricultural areas, with branches in Khartoum, Gadarif, Medani, Kadugli, Sennar, Damer, Obaid, Eldabba, Dongola and Nyala.



Capacity building & in-field support

CTC Group has also invested in training centres equipped with the latest educational tools and technologies. The Group recently set up the CTC Academy, equipped with modern simulators for operator training and certification, as well as the CNH Training Centre in partnership with Case New Holland - the latter being the first regional hub in East Africa for all CNH customers.

The Group has also developed a Farmers to Farmers Program, a networking platform to share best practices and success stories between farmers who have adopted customised technology packages provided by CTC Group that helped boost productivity and yield.

Some of the success stories include the increase of Sorghum yield in the state of Gadarif where CTC Agrochemicals introduced a series of technology packages that improved yields from 300kg/ha to over 2ton/ha and helped increase the total planted area by 40 per cent.

Commodity exports

Sudan has many commodities in global demand, notably gum arabic, exporting almost 80 per cent of world supply. CTC Group is a leading gum arabic exporter, putting community protection and welfare at the core of its partnerships with global food ingredients companies. The Group is also setting up processing plants across Sudan to add value locally and boost farming communities' incomes.

Environmentally and socially responsible

CTC Group encourages the transfer of modern agricultural practices aligned with Good Agricultural Practices (GAP), meeting strict international standards in providing the safest and best quality of inputs from reputable global suppliers. CTC Group is committed to meeting community interests as well as protecting the environment.

As a major exporter of gum arabic, the Group has worked closely with farming communities to develop sustainable infrastructure and facilities to improve living standards.

CTC Group believes in doing business "the right way," behaving ethically, contributing to sustainable development and improving the quality of life of its workforce and their families by designing its activities to be financially profitable, socially beneficial and ecologically sustainable. CTC Group is a signatory to the UN Global Compact, and all CTC Group employees are formally required to adhere to the



CTC Group Code of Business Ethics.

CTC is also a founding sponsor of Mashrouy, a Youth Entrepreneurship Programme, in partnership with the British Council and the British Embassy in Sudan.

In November 2015, CTC Group sponsored and hosted the first ever Sudanese private sector-funded US Congressional Delegation visit to Sudan in partnership with leading US think tank the Humpty Dumpty Institute. The delegation visited Sudan at the start of the process to normalise relations between Sudan and the United States that led to the lifting of US sanctions in October 2017.

Sudan has 40 million hectares of unused arable land. At CTC Group, we believe that agriculture will remain key for Sudan and presents attractive investment opportunities in agri-services and logistics, livestock, agri-manufacturing and other areas. We remain committed to investment in, and the development of, this sector and to keeping the Sudanese agricultural sector Moving Forward.

Since our establishment in 1956, CTC Group remains committed to investment in, and the development of, Sudanese agriculture

Top:

Al Damer TTC: the latest in an ever expanding network of Technology Transfer Centres across Sudan's main agricultural areas

Below:

Visiting US Congressional delegates inside CTC Nursery in Khartoum North

