



CTC GROUP
Moving Forward

Introduction



1956 was the year of aspirations and achievements in the history of Sudan. The nation gained independence, marking the beginning of a new era of choice and opportunity. Shortly, the country also witnessed the birth of one of its first independently owned business houses – CTC Group. It was also the beginning of a partnership in the path of progress, towards a self-sufficient and successful future. From a private limited company to a multi-faceted conglomerate, CTC Group has witnessed unprecedented growth while making its mark in diverse realms of business. Today CTC Group is known for its quality products, value added service, as well as being a responsible corporate citizen serving society with commercial enterprise and charitable support.

For over 50 years, driven by progressive thinking and ambitious entrepreneurial spirit, CTC Group has been touching lives in all walks of life – from agrochemicals to automobiles, electronics to telecommunications, engineering to manufacturing and more.

Message from the Chairman



Amin Abdel Latif, Chairman of CTC Group, is a man with an unrelenting spirit to drive ahead. As Chairman of the Board of Directors, he has led the team to success with his sheer determination and hard work.

With a sound reputation in Sudan and the region at large, his enterprising fortitude has been a shining example to all. With over 40 years experience in pioneering development, Amin Abdel Latif has successfully worked to raise Sudan's business standards to international levels.

“ Vision is a force that pushes you forward and helps you achieve your goals. Without vision, you go no where ”

Amin Abdel Latif, Chairman – CTC Group

CTC Group was founded with a vision to develop not just a growing business but an enterprise that would benefit the people of Sudan by providing them with products and services that enhanced the quality of life in every field, be it Industrial Technology, Agriculture, Finance, Engineering and Trade. CTC Group's business has always been people centric with a view to fulfil a larger societal purpose. Local commerce and industry accelerate employment and employment brings along with it economic prosperity. It is our vision to bring economic prosperity to Sudan as our commitment goes beyond the market place into the homes of people who work for CTC Group and to the customer who believes in us.

CTC Group is a corporate citizen of Sudan, growing together and implementing initiatives that will ensure a future where all dreams turn into reality.



Company Philosophy

Our goal at CTC Group is simple - achieve complete customer satisfaction through our commitment to provide exemplary service in all aspects of company activities. CTC Group accomplishes this by the implementation of a world-class quality system in line with the requirements of international standard ISO-9001: 2000 and the continual improvement of CTC Group's quality management system.

Mission

The Group's overriding mission is "to build a sales and service organization, that is committed to providing quality products and services that deliver customer satisfaction for all clients. CTC Group delivers services that are superior, comprehensive, and trustworthy through the integration of process, people and technology to be a leader in the Sudan market and this underpins all group company activities.

Vision

To maintain a professional approach and carry out operations with integrity. To ensure ethical and fair treatment to all its stakeholders, customers and employees by fostering an atmosphere of trust, respect and dignity.

The Core Business



The growing years:-

Established as Central Trading Company (CTC), the company soon rose to be a leading name in the entire region. Since inception, the company has been actively involved with multinational corporations to acquire and hold their exclusive representation in Sudan. In the decades that followed, CTC gained an enviable reputation as general merchants, traders, exporters and manufacturers by maintaining the highest standards in international import-export management services.

The company's philosophy of growth is based on fostering great regard for the values and beliefs of its corporate alliances. This has gone a long way in building long lasting concrete relationships beyond business objectives, and shaping a company that keeps human values at the forefront of its developments.

Agrochemicals

CTC Group pioneered the agro revolution in the country by bringing in better pest control and crop management techniques through prudent use of high quality insecticides, pesticides and fertilisers. The following are the core areas of its activities:

- Agrochemicals
- Fertilisers
- Seeds

Agrochemicals

Agrochemical services are one of the main activities in the CTC Group with over 30 years of experience in the field. CTC Group has well established relationships with, and currently represents, a number of leading multinational companies in this field. Today, CTC Group accounts for about 30% of the local demand for agrochemicals. The company has experts in all aspects of the field; in addition, it markets all the tools and services necessary for application of pesticides, insecticides and other pest management products.



Agrochemicals

CTC Group strongly believes in its responsibility of bettering agricultural practices and in developing relevant know-how to aid the local agricultural industry. Towards this end, it has established a number of technology transfer centres in the main agricultural areas to facilitate the demonstration and transfer of best practice to the farming community in Sudan.

Fertilisers

CTC Group is a leading supplier of fertilisers such as Urea and TSP to the Sudan market. CTC Group is also active in the import of foliar fertilisers to meet the macro and micro - nutrients needs of high value crops.

Seeds

Having introduced hybrid and improved variety of seeds to Sudanese farmers and enabling a better agricultural output, CTC Group is a leader in this field.



Engineering



CTC-Engineering is a solution provider company in the equipments and machinery markets that believes in adding value by enhancing demand, ensuring availability of equipment, guaranteeing quality, efficient logistics and dedicated customer services.

CTC-Engineering is one of the leading companies in this field in Sudan. The company represents on an exclusive basis a number of large multinational companies dealing in Agricultural Equipments, Construction Machineries, Automotive Vehicles, Generator Sets, Irrigation Systems and Factory Plants.

CTC-Engineering is mainly engaged in the supply, sale and support of the following products:

- **Agricultural Machineries:** CTC Engineering prides itself as the only full range agricultural machineries solutions provider in Sudan. Our product line-up includes Tractors (35hp-500hp), Zero Till Planters, Pneumatic and Precision Planters, Land Preparation Implements and Combine Harvesters.
- **Construction & Earthmoving Machineries:** A state of the art, fuel efficient and low operating cost line-up that features Excavators, Motor Graders, Dozers, Wheel Loaders, Backhoe Loaders, Telehandlers, Skid Steer Loaders, Dump Trucks, Rollers and Asphalt Pavers.
- **Irrigation Solutions:** Pivot Irrigation, Plastic Fluming Irrigation (hydroflume), Sprinklers, Pumps as well as Water Management Consultancy Services.
- **Railway Engineering:** Rail Loco Machinery, Wagons, Track Equipment.
- **Industrial:** Ginning Factory Equipment, High Capacity Presses, Spinning Weaving Equipment, Handling Equipment, Belts and Workshop Tools
- **Automotives:** Sports Utility Vehicles (SUV), Recreational Vehicles (RV) and Utility Services.
- **Generator Sets** from 10KVA – 400KVA
- **Tyres Solutions:** Passengers, Trucks and Buses





Consumer Electronics

In light of the economic developments in Sudan, and in response to increasing customer demand for premium products and services, CTC Group launched Central Advanced Digitech, a new concept in sales and after sales services of consumer electronic products in the Sudan market.

Digitech was established in June 2003 and within this short period the company has exceeded expectations and has firmly established itself as one of the top consumer electronics companies in Sudan. The company is the exclusive distributor for LG Electronics in Sudan, as well as OCEAN Products.

Central Advanced Digitech was born to serve the breed of customers who believe in the good life philosophy-providing innovative services and

products that enhance the lifestyles of the Sudanese customers. Digitech, today, is the most sought after consumer durable brand in Sudan with operations in retail, telecom, service and distribution. Currently, the operation of Digitech includes 11 company owned showrooms and over 75 distributor outlets. Digitech also has branches, service centers and warehousing facilities spread across Sudan employing over 500 people.

It offers the full range of consumer electronics, household appliances, audio visual appliances and IT products through its network of premium retail outlets in Khartoum, Khartoum North, Omdurman, Medani, Port Sudan, Al Obeid and Al Gadarif. In addition, Digitech has an extensive network of over 200 exclusive dealers covering all regions of Sudan.

“We are committed to being the leading provider of consumer electronics & home appliances as well as the leading provider of after sales service in the Sudanese market”.





Consumer Electronics

Digitech Service Centre

Is housed in a purpose built, well equipped, state of the art facility. It is staffed with a team of over 115 qualified technicians both expatriate and local from diversified backgrounds. Main business functions of DSC are:

- Maintenance of all products sold by Central Advanced Digitech covering the entire LG range of products distributed in Sudan
- Installation of all LG products including LCDs, Automatic Washing Machines and air conditioning systems
- AC Project management and free consultation
- Provision of original materials & spare parts
- Customer care
- Execution of annual maintenance contracts

Digitech Service has recently been appointed as exclusive distributor in Sudan for Otis Elevators, providing quality design, installation and after sales support for Otis elevators and escalators.

The Service network includes

- Country wide regional branch network.
- 2 service centre branches in the heart of Khartoum.
- An expanding network of over 20 Authorised Maintenance Centres
- Centralised call center with highly qualified agents.





Telecom



While Sudan was witnessing a revolutionary change in the telecommunication field by opening up the sector to multinational operators in telecommunication, CTC Group had the vision to be the most influential and respected communication services and equipment provider. Its mission was creating real and sustainable value for its clients, growth opportunities for its people, and long-term value for its stakeholders. This was attained through partnering with principal players in the field and establishment of the following companies:

Digitech Telecom

Digitech Telecom with its alignment with LG Mobile has been known as the main supplier and distributor of CDMA handsets and terminals to the Sudanese market. Digitech Telecom is LG exclusive distributor and service partners in Sudan. Digitech Telecom remains committed to availing of latest technologies to increase customer convenience and experience.

CENCOM

CENCOM through its alliance with its principal NOKIA has become the largest mobile supplier and distributor of Nokia handsets and accessories in the country. With a fleet covering more than 52 cities and towns, multiple hubs across Sudan, Nokia flagship stores, multiple retail outlets and state of the art service center, CENCOM has achieved an unparalleled distribution network in Sudan. CENCOM's success in Sudan was recognized by NOKIA, and was granted Nokia distribution rights in multiple West African countries.

WAFTEL

WAFTEL caters mainly to the development of the telecommunication services in the West African emerging countries. WAFTEL's main office is in Senegal, with offices in Mauritania, Ghana, and soon in Nigeria and others. WAFTEL's main focus is introducing an unprecedented new level of supply, distribution and service of mobile terminals in West Africa.





Real Estate



Property Development :

CTC Group established Estates Investment and Development Company (EIDCO), to address the growing \requirement in Sudan for quality real estate. EIDCO is working on various projects in the hospitality, residential and commercial real estate fields, all to be planned, designed and executed to world class standards with the goal of firmly establishing itself as the leading player in Property Development in the Sudanese market.

Construction :

CTC Group established its construction arm, CTC Construction, to meet the company's requirements in managing and building its infrastructure to meet the growing expansion in its activities. CTC Construction's core areas of activity are general construction, interior finish, works for commercial, manufacturing, warehousing and residential buildings. CTC Construction is now established as a general contractor offering its services to CTC Group companies and to the Sudanese market at large.

Facility Management:

CTC Facility Management has been established with the objective of managing and maintaining real estate properties situated within Sudan. In addition, CTC Facility Management provides world class facility management services to CTC Group entities and to others in Sudan.



Manufacturing



CTC Group incorporates a number of manufacturing concerns in the fields of plastics, textiles and edible oils.

CTC Group has recently acquired Nile Industrial Complex, a fully integrated industrial complex located on 500,000 square meters of prime industrial property less than 5km from central Khartoum.





Our Proud Partners



People are our main asset

“We believe in people. People are our most valued asset - our core strength.” Hence we foster an atmosphere of trust, respect and dignity among our employees. We strive to provide security, satisfaction, recognition, superior working conditions, equal opportunities and openings for development through competent management, based on concrete principles, values and ethics.

Furthermore, at CTC Group we strive to raise the technical capabilities of our employees in different disciplines with an aim of guaranteeing the quality of services given to our valued customers.

Our Values and Beliefs:

We treat each employee fairly and with respect. We provide them with the opportunity to give their valuable suggestions on how to continually improve performance. We foster an open door policy that encourages interaction, discussion and idea generation to improve the working environment, which ultimately delivers productivity enhancements.

We deliver competitive, impeccable services to our customers. We believe in “Do It Right the First Time”, which is our commitment as a group and our only way of doing business. This commitment assures continued growth and prosperity.

We provide the most effective and efficient after sales service for products sold to ensure customers’ delight.



Network



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