



دال الفخائية
DAL FOOD

Good Food For Better Lives



One of the largest milling operations in the region - 1m ton capacity



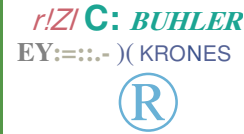
About a 1m litres of drinks produced every day



5,000 employees from 15 nationalities



220,000 bakers and home makers were trained in our Bakery Development Centre



DAL partners with the best like: SAP, Coca-Cola, Buhler, Tetra Pak, EY, Krones, Caterpillar, Mercedes, Mitsubishi, Kia, GSK, AstraZeneca, Pfizer amongst others (38 in total)



in Sudan to receive CSR awards

- CSR Arabia Award
- Social investments Pioneer Awards
- Stevie Award
- Management Consultancies Association (MCA) Award



About 200k acre arable projects



CAPO was the first company in Sudan to achieve ISO certification. DFRC (Central Lab) is ISO 17025 accredited, the first & only such lab

OHS ISO 450001:2018 / Env. M. System
EMS ISO 14001:2015

1996



Sayga Flour Mills was established, 1.2m tonnes of grain per annum

1997



DAL Dairy was established & grew to become the market leader by far

2000



First ISO certified company {DDF}/ Bakery Development School

2001



TCCC appoints DAL as a franchisee and sole bottler

2013



DAL Food was established as an integration of a number of Agri-food businesses

...

DAL Dairy farm imported 1K Holstein/ Friesian cows {current herd about SK}

2009



Animal Feed plant was established

2005



Nobo pasta was launched

2016



Traditional Foods range launched

2017



DAL Food becomes Sudan's largest exporter of agricultural commodities

2018



Spray dryer Plant was established

The Journey Continues..

IMPORTS & EXPORTS

CHALLENGES OF DOING BUSINESS IN SUDAN



● MARKET PLACE CHALLENGES

● COMMERCIAL TRANSACTIONS

● INFRASTRUCTURE

● TECHNOLOGY & INNOVATION

THE CHALLENGE:

Market Place

The marketplace challenges that are most apparent in our import and export are:

- ∞ Exchange rate spikes
- ∞ Long lead time
- ∞ Slow processing time

THE EFFECT:

Our Business

The marketplace challenges directly affected our business by:

- ∞ Declining purchasing power in Sudan
- ∞ FOREX losses and unreliability of profit margins
- ∞ Quality issues



THE CHALLENGE:

Commercial Transactions

The main commercial transactions challenges that directly affect our operations:

- ∞ Lack of Availability of a basic banking system
- ∞ FOREX unavailability & exchange rate fluctuations

THE EFFECT:

Our Business

The challenges of commercial transactions affect our business by:

- ∞ Lack of flexibility and choice in capital structures
- ∞ Long processes to access the capital contributed



THE CHALLENGE:

Infrastructure

Infrastructure challenges that directly affect our operations:

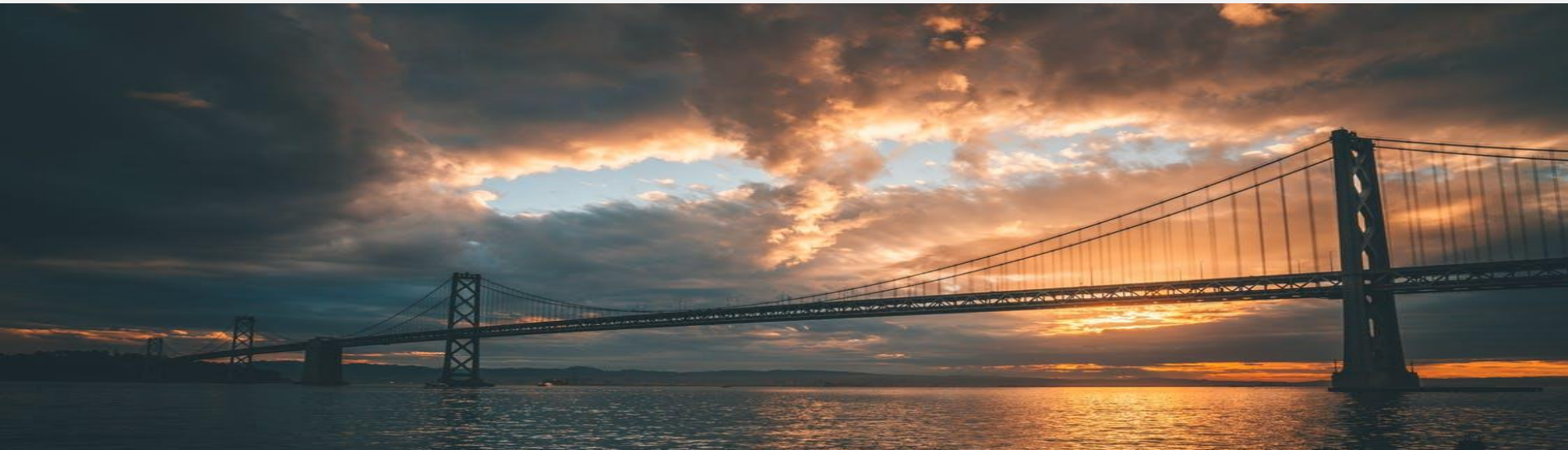
- ∞ Poor road conditions
- ∞ Old & Unreliable Railways
- ∞ Slow logistics processes
- ∞ Standards metrology

THE EFFECT:

Our Business

The challenges of lack of infrastructure affect our business by:

- ∞ Increased costs of transport & logistics
- ∞ Increased fuel consumption
- ∞ Complicated process and high processing costs



THE CHALLENGE:

Technology & Innovation

Technology & innovation challenges that directly affect our operations:

- ∞ Lack of agricultural technology
- ∞ Poor post harvesting practices

THE EFFECT:

Our Business

The challenges of lack of technology and innovation affect our business by:

- ∞ Poor yield in agriculture
- ∞ Reduced quality
- ∞ Difficulty in competing with other producing countries

