



# CTC Group

Khartoum, Sudan

[www.ctcgroup ltd.com](http://www.ctcgroup ltd.com)

# About CTC Group

Over our 60-year history, CTC Group has built a diversified business portfolio and is now Sudan's market leader in agricultural technology and agri inputs, as well as 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.



### Teamwork

We accomplish more working together across CTC Group

We get better outcomes when planning, deciding & executing cooperatively. Understand your role in the team and in the overall Group's direction



### Value Consciousness & Quality Focus

Cost consciousness and value for money, while doing it well at international quality standards

Attacking waste and inefficiencies while always maintaining quality. Seeking efficiency by preventing loss of resources and achieving the best optimization possible in utilizing these resources. Apply relevant & reputable international standards across business functions



### Customer Focus

Being obsessed with customers' needs

Know your customers' needs well & go beyond expectations in meeting these needs



### Professionalism

Professionals are disciplined, driven by a high self-standard and personal achievement

Professionals are result oriented, dependable, fair and consistent



### Moving Forward

Leading markets in which we operate and continuously growing

CTC Group is a market leader in its areas of operations and is always looking into the future and eyeing new opportunities to develop



### Employee Focus

Attracting, developing & retaining the best of the best through empowerment & meritocracy

Create a business environment that attracts top quality talent and facilitates growth and development, through empowerment whereby the necessary authorities are delegated & communicated, and access to full information is granted to employees to deliver on their tasks and allow space for creativity. All decisions are made purely on their merits



### Integrity

Working with ethics, respect, and meeting Commitments

Conducting business with ethics & integrity in a sustainable and socially responsible manner. Treating all stakeholders with respect. Meeting company commitments towards its staff and stakeholders. Commitments made by CTC or any of its members with an internal or external party will be binding and supported by the Group.

## Human Rights

CTC Group continues to observe & comply with the Sudan Labour Law 1997 and related local Industrial Regulations. CTC Group provides safe work environments and suitable work facilities to its staff, via applying international standards and best practices. Accredited third parties are responsible for measuring and monitoring these international standards- CTC Group Companies are ISO 9001:2015 Certified.

Through the On boarding program, employees are made aware of CTC Group Code of Business Ethics. By these principles employees are encouraged to respect the dignity of fellow employees and to maintain a 2-way communication where they can safely offer their feedback. (See Annex A, which refers to CTC Group President's message to customers & employees regarding the global crises caused by COVID19).

## Labour

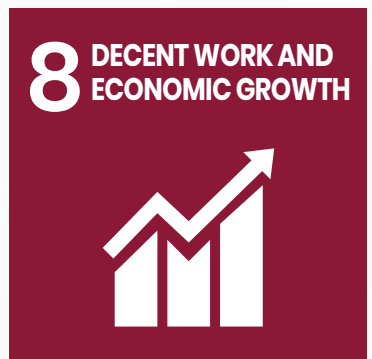
CTC Group abides with Sudan's Labour Law and regulations which entails freedom of association; abolition of child labour; and avoiding discrimination in respect of employment and occupation. Internally, the Human Resource Department ensures that recruitment is free from all forms of forced labour, compulsory labour and discrimination by virtue of HR Recruitment Policy. CTC Group is exerting continuous efforts to improve health insurance services & provide decent transportation for its employees as well as catering for the wellbeing of staff through different initiatives including a consistent Food Package granted equally to each & every employee every other month, irrespective of their grades or position.

CTC Group emphasizes the development of Sudanese human resources. CTC Group has initiated career development programs for its employees and has also tailored special programs for Youth such as; Young Development Program (YDP), and Engineers Development Program (EDP). Further, Central Advanced Digitech, a member of CTC Group, electronics & household appliances company continues to develop & equip private technicians, in remote regions, with the required tools, knowhow & skills to run their own workshops as Authorized Service Technicians in their local areas. CTC Group has also invested in training centres equipped with the latest educational tools and technologies for Air-conditioning system & electronics household appliances. 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.

Furthermore, in 2020, CTC Group enriched Health, Safety & Environment (HSE) Unit, to allow for better preventative measures as well overseeing the on-going practices related to the safety across the group. This Unit shall be governing the existing policies & procedures related to the HSE across CTC Group including HSE Policy & Emergency Plan.

CTC Group adopts a meritocratic policy in relation to offering equal opportunities across the Group and for any prospective employees. Our policy runs across all division lines of gender, ethnicity, age, religion, etc. Furthermore, and as the Group continues to expand geographically we always put local communities as a key consideration to assess the impact on their lives.

Hence all above is supporting SDG # 8 Decent Work & Economic Growth, while contributing to Principle #6 with regards to Fair Labour Condition.



## Environment

CTC Group complies with the local environmental regulations. Furthermore, CTC Group has introduced First Aid & Fire Fighting Training to a selected group of employees, and such training will continue to cover a larger number of staff by 2022.

In 2020 it is planned to have a resident GP Medical Doctor to serve staff.

CTC Group Energy Conservation Initiative has been launched in 2019; started with awareness campaign revealing bad behaviours on energy consumption, and attaching them to a metaphor (Energy Dracula) so that staff refrain from such behaviours like; leaving lights on after working hours, leaving doors open while AC is on & so on. Introducing a simple Call-For-Action of setting Air-conditioning system temperature at @ 24 degree Celsius had a significant positive impact on energy consumption. Furthermore, a giant move was made by installing Power Factor Correction (PFC) systems which delivered a number of benefits, including:

- > Significant savings on electricity bills, with ROI typically within two – three years (actual savings vary depending on local utility penalties).
- > Improved energy efficiency.
- > Reduced energy use waste.
- > Increased available power.
- > Reduced carbon footprint.

Thus contributing to SDG # 7 “Affordable & Clean Energy”, and SDG # 13 “Climate Action”



Furthermore, 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” by designing its activities to be financially profitable, socially beneficial and ecologically sustainable.

## Anti-Corruption

CTC deals with multiple principal suppliers (large multinational companies) in different industries. CTC Group applies strict governance practices necessary for the continuation of business relationship with these principal suppliers.

CTC Group international procurement & local purchase policies offer sufficient protection against embezzlement & bribery. In addition, CTC Group Code of Ethics clearly outlines similar protection against corruption such as Gift Policy, Whistleblowing Policy, etc.

Furthermore, the Group Internal Audit and the Quality Management System (ISO) serve as guardians of conducting business right.

## Sudan’s Agro-Tech pioneers

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.
- CTC Agricultural Products Export is a leading gum Arabic exporter. Sudan has many commodities in global demand, notably gum Arabic, exporting almost 80 per cent of world supply. CTC Group is 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.

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. Today, there are 13 Technology Transfer Centres (CTC TTCs) in Sudan, and counting, to properly support farmers and farming across Sudan. These world-class centres are equipped with agronomists, service teams, workshops and warehouses with the equipment to address customer needs throughout the year.

## Technology Transfer Centres Impact on Productivity

CROP	TRADITIONAL	UNITS	MODERN TECHNOLOGIES	FOLDS
Sorghum	2	sacs/fed	10	5
Sesame	2	kantar/fed	8	4
Sunflower	150	kg/fed	600	4
Cotton	2	kantar/fed	8	4

The activities at TTCs include among other things, capacity building, extension activities, technical support, and technology enabling solutions. Example: Adoption of weed control technologies plus mechanized solution increased productivity and reduced cost of weeding operation.





### Principle #1 No Poverty

CTC is contributing to increasing agricultural produce through bringing in machineries, agricultural inputs & technology that increase productivity thereby improving directly the livelihood of the farming community especially for sorghum which is the main food of people of Sudan. TTCs play their role.



### Principles #2 Zero Hunger

CTC aims to promote sustainable agriculture to farmers & their communities. This is part and parcel of CTC Engineering & CTC Agrochemicals' everyday business activities contributing to improving Sudan's food security.



### Principles #8 Decent Work & Economic Growth

CTC is promoting decent employment for its staff thru introducing social protection measures free of charge, door-to-door transportation, and subsidized breakfast at work. CTC also contributes to economic growth through the role CTC is taking to encourage entrepreneurship in Sudan through "Mashrouey – My Project".



### Principle #17 Partnership for the goals

CTC welcomes partnerships with high impact that serve the local communities in Sudan, whether farmers to improve farming practices, entrepreneurs to develop their business endeavours, or skilled labour to secure livelihood for them & their families from working as authorized technicians to household electronics & appliances.



### Principle #15 Life on Land

CTC Group continues to promote agricultural best practices that protect the local ecosystems by ensuring farmers are given the right technology packages, precision agricultural machinery, adequate training and supervision, beneficial off-take prices, all in an effort to ensure that local forests, rich soils, endangered species are not encroached upon.