

# Jenaan partners with South African firm to boost hay production in Sudan

Jenaan Investment has announced a strategic partnership agreement with South African company Suidwes, in which Suidwes will provide technical assistance to the UAE-based company's \$160 million worth of agriculture projects in Sudan.



Mohamed Otaiba, Chairman of Jenaan Investments (left), and Pierre Vercueil, Chairman of Suidwes. Jenaan Investments and Suidwes signed a new strategic agricultural partnership agreement at SIAL Middle East this week, aimed at increasing animal foliage production in Sudan.

The new agreement was signed today at SIAL Middle East, the trade exhibition for the food and beverage sector, between Mohamed Otaiba, Chairman of Jenaan Investments, and Pierre Vercueil, Chairman of Suidwes. The official signing ceremony was also attended by Their Excellencies Dr. Abed Al Halim Al Mutaafi, Minister of Agriculture of the Republic of Sudan; Dr. Gebre Egziabher, Minister of Agriculture in the Republic of Ethiopia; Dr. Meratu Meles, Minister of Industry in the Republic of Ethiopia; and Rashed Al-Shuraiki, General Manager of Abu Dhabi Food Control Authority.

Jenaan Investments, one of the UAE's largest agriculture and livestock investment companies, currently has three individual projects in Sudan covering a total area of 55,000 acres, producing alfalfa hay, Sudan Grass, and Millet.

In its capacity as technical advisor on the three projects, Suidwes will provide detailed soil chemical analyses and soil correction recommendations to help increase production levels, mitigate risks, and lower operational costs. By 2015, some 1.4 million metric tonnes of livestock foliage is expected to be harvested.

Mohamed Otaiba, Chairman of Jenaan Investments, commented: "One of the main factors always maintained by Jenaan in conducting business is the utilisation of world class technologies as well as the best scientific methods in the fields of agriculture and livestock projects.

“For that purpose, Jenaan has established a network of strategic alliances with world leading companies, which now extends to Suidwes in Sudan. Initially focusing on the production of animal foliage in Sudan, the partnership will be extended to other countries and will also incorporate the production of rice, corn, and wheat. I would also like to thank the organisers of SIAL Middle East for providing the platform for this very important agreement to pass.”

Established in 2005 in strategic partnership with the Abu Dhabi Government through the Abu Dhabi Food Control Authority (ADFCA), Jenaan Investments' agriculture projects have extended to several countries including the USA, Spain, Egypt, Sudan, and Ethiopia, totalling almost \$500 million worth of investment.

Suidwes is one of South Africa's largest agriculture and farming financing companies, with revenue turnover of \$600 million annually. Employing 2,000 people, the company provides technical advice to agricultural projects spanning 13.5 million hectares, and is also a leader in grain storage and bunker storage technology.