




# Aseel Group

We are Young as Our Sudanese Revolution





We make some of the best  
known brands, and those brands  
are used by peoples every day

# We are 2000+ Working Together

We are aiming to:

- Make sustainable living every where.
- Serve society.
- Improve health & well-being.

Every **Aseel** Supports Women.

Every **Aseel** enhance Eco friendship.

Every **Aseel** empowers (**Made in Sudan**).

Every **Aseel** supports local entrepreneurs.

Every **Aseel** does more than just taste good.

We are using Iodized salt

Because we're committed to provide  
the highest level of quality through  
the use of the best raw materials.



we are the leader and A leader  
never stop progressing






# Introduction

## Aseel Group

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We are a leading group in the Sudanese market, keeping pace with business development  that supports our sustainability and growth, with a wise leadership and an insightful vision for the future. We rely on innovation and creativity.

Now we are a group of ten companies which are developing and expanding... thanks Allah.

**Aseel Group** provides a wide range of services in different sectors depending on a group of specialists and experts.

It is no secret today that the new Sudan will - hopefully - occupy a prominent position in all fields, at the level of African, Arab, Middle East countries and the whole world, transforming into a fertile land for many investments in all sectors, which increases the level of competition among private sector companies. In this sense, Aseel Group was grown.

We are paving the way for qualified Sudanese youth to participate in serving their home.

Our career was, and still, rich of diverse investments that aim to - effectively - contribute to build the private sector's work system in the Sudanese market, and supporting participation in the governmental sector projects related to our activities (PPP). Therefore, the group's wise leadership, with the help of an efficient staff, managed to create and attract investment opportunities that form solid grounds for the group's diverse activities, as the group's business and investment expanding, we assure our readiness to do whatever helps Sudan and all human beings.

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**YASSIR AHMED KAMBAL - YAK**  
CHAIRMAN





# Relationship with multinationals

## Options for agreement:

- Joint venture.
- Under license.
- Technical and marketing assistance.
- Full agency.
- Territorial agreement.
- Toll manufacturing and agency for distribution for all products.

# EnvironmentalPolicy

**Aseel Group** recognizes that environmental protection is one of the most important aspects of corporate management, and as such it is moving forward with initiatives for the environment based closely on the unique characteristics of its products and businesses. ”

## Basic Environmental Policy

1. We will comply with environmental laws and regulation as well as other required matters we agree to as a Group.
2. We will focus on the following key points of emphasis based on the nature of our business activities:
  - a. We will develop and manufacture environmentally-friendly products as well as source environmentally-friendly raw materials.
  - b. We will seek to enhance our environmental technologies and expertise.
  - c. We will sell products that help customers lessen their environmental impacts and prevent pollution.
3. From the point of view of the life cycle of products, we will strive to reduce the consumption of resources and energy, and industrial waste at all stages of business activities.
4. We will establish an environmental management system as well as take measure to achieve continual improvements and prevent pollution.
5. We will set environmental objectives as well as regularly revise each.
6. We will inform all employees and persons involved of this Basic Environmental Policy, and provide training opportunities for all employees to ensure their understanding and abiding by this policy.
7. This Basic Environmental Policy will be made public as necessary.

# History

We founded in early 1930 by the late father the founder Mr. Ahmed Mohamed elhassan Kambal- May Allah bless his soul, his Son Eng. Mr. Yassir owned the only one factory in 2004.



# Vision

To be the Sudan market leader, while creating a performance based environment for our people to thrive in and maximize their potential.

We are committed in providing products and services of leading brands and high levels of quality and value that which improve the lives of people. As a result, customers provide us with the support we need, which in turn ensures prosperity for our staff, shareholders and communities. made in Sudan

# Mission

We have taken it upon ourselves to provide the best product with the best scientific and health conditions and the highest standards of occupational and social safety, in addition to the constant research on the new and good tirelessly.

To Develop and produce quality, which promote a healthy lifestyle.

**Efficiency**

**INTEGRITY Credibility**

**Collaboration**

**Innovation**

**CORE VALUES**

**Health & Safety**

**QUALITY**

**Sustainability**

**UN Suppliers  
Code of Conduct**



# Core Values

1. Credibility and integrity **Aseel** produces products that have a direct impact on the health of our consumers, our employees take this responsibility at heart to demonstrate the highest level of integrity in their day to day activities and interactions.
2. Quality: The pillar which gives our brand value and distinguishes us from the competitors. **Aseel** will continue to do what it does best, produce superior quality products in terms of safety, taste and nutrition.
3. Collaboration: **Aseel** 's success stems from the ability of its team to collaborate throughout the entire production cycle from ideation to distribution. We view our direct customers as an extension of our team and aim continuously to build long lasting and mutually beneficial partnerships.
4. Innovation: **Aseel** is able to adapt to changing market situations and has demonstrated from time to time that it is able to adapt to successfully pioneer “out of the box” products and concepts.
5. Efficiency: We are committed to continuously finding ways to optimize production without compromising on quality through continuous process improvement and investment in latest technologies.
6. Sustainability: We are conscious of sustainability in every decision we make and we also maintain a high standard with respect to environment friendliness by adopting the latest technologies to reduce wastage and optimize the usage of our resources.
7. Health Safety & Environment: **Aseel** is determined to maintain a high HSE standard.
8. Seizing opportunities: We are constantly looking for new opportunities and looking forward to development that improves the service of our customers. We are constantly studying the market to find durable solutions to overcome any market challenges.
9. UN Suppliers Code of Conduct: We are fully following the UN Code of Conduct, by establishing goals toward meeting the standards set forth in this Code of Conduct.

# Our goals:

- To provide new opportunities for the labor market.
- Promoting the industrial sector and stimulating the economic cycle in Sudan.
- Achieving a unique position by expanding our list of customers locally and internationally.
- Utilizing technical and technical knowledge and modern laboratories and modernizing the mechanism of technical production technology that conforms to international quality standards.
- Contributing in providing the needs of the Sudanese and international market of materials that were imported from abroad and thus provide hard currency.
- Set a basic objective of increasing exports and compete regionally, and internationally.
- To increase market share by developing our production capacity.
- We aim to meet the taste and requirements of our customers.



# Social Responsibility:

We commit ourselves to act as a company that respects sustainability standards (going to join Global Compact soon) and engage in a range of community initiatives. We are committed in protecting the environment (we have an environmental Policy) and achieving balanced results for all our partners, including shareholders, employees, customers and the community as a whole. We are working to increase the knowledge, understanding and awareness of employees to encourage participation and engagement in sustainability initiatives and we have a lot of contributions. This came in response to the call by the Secretary-General of the United Nations for business sectors to play their role in the areas of human rights, labor and the environment to be part of the solution in the face of the challenges of globalization. Social responsibility in our simplest sense is a moral obligation. It is not just a gift or charity offered by us.



**WE SUPPORT**



# Code Of Conduct

1. Avoid conflict of Interest in dealing with internal and external parties.
2. Business Courtesies, Expensive Gifts, Invitation and Favors are not accepted.
3. Insulting, harassing or offensive conduct is unacceptable.
4. Official electronic network with all associated applications such as Emails and Internet are meant to be used for official purposes only.
5. Never engage in bribery or corruption in any form anywhere.
6. Never make, offer, and promise to make a payment or transfer anything of value to any parties for the purpose of business advantage.
7. Company's documents and correspondences should not contain any thing that is contrary to law, ethics and lawful competition.
8. Spokespersons for corporate matters are limited to the Board of Directors and CEO and those other individuals who may be specifically designated by the CEO.
9. No employee shall, directly or indirectly, make a materially false or misleading statement to an auditor.
10. Utilization of any confidential or proprietary information in the company obtained while serving the organization.
11. Staff is obliged by ethics to report to the management any incident or information he comes to know on violations, fraud or financial malpractice.
12. Staff will not compete with organization during his/her service period with the organization.
13. All the employees will keep all the information relat.

# Group Overview

## Aseel Group

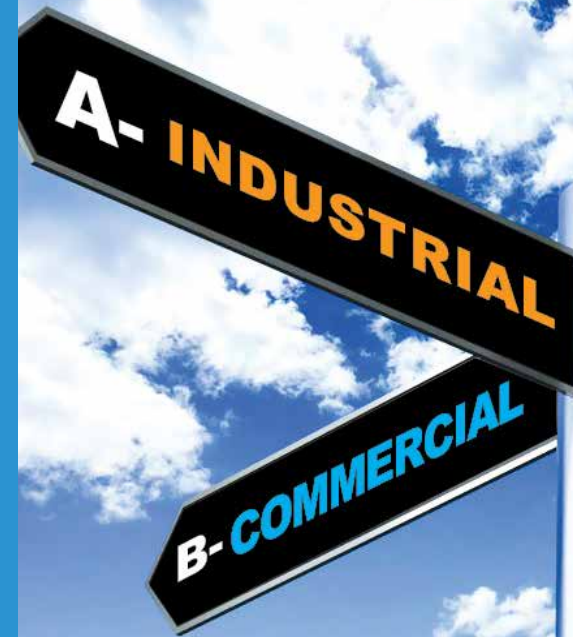
We are producing more than 100 products, different sizes, types and shapes of soap, laundry detergents and toilet soap. We also produce biscuits, vermicelli, pasta varieties, cardboard, booklets, oils and plastics.

With reliable laboratories

The Group operates through a number of its affiliated companies and factories in various sectors:

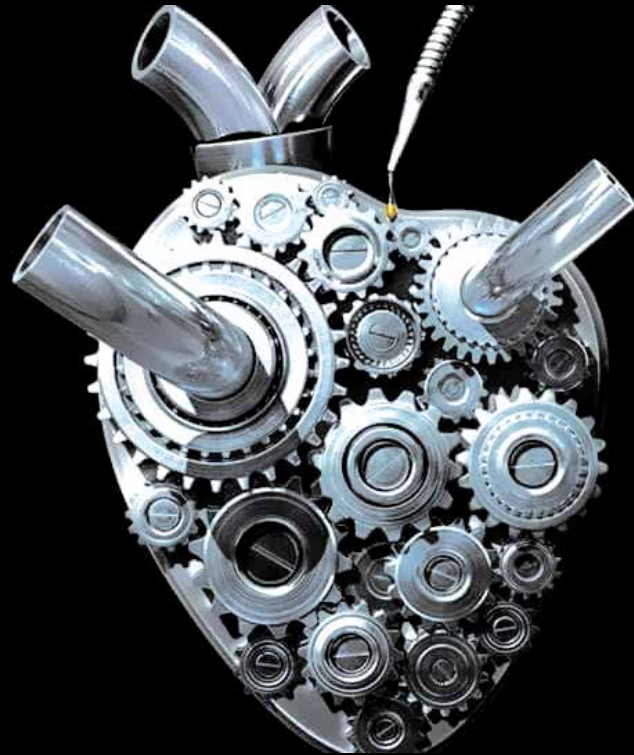
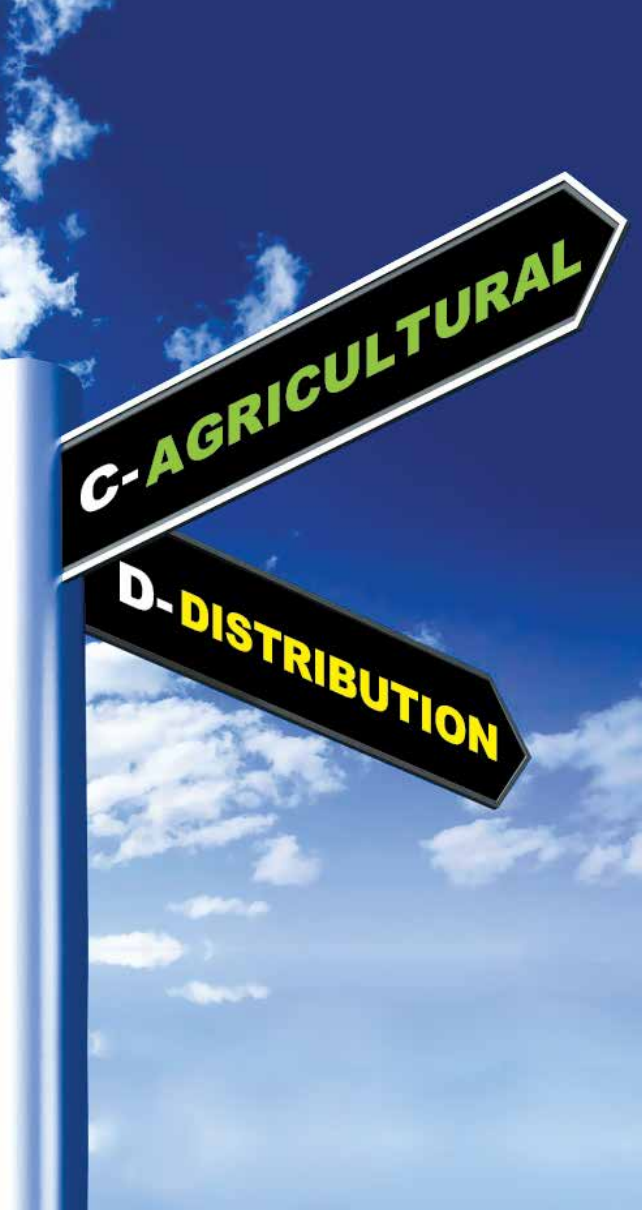
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**industrial, commercial, distribution and Agricultural**



# | A-Industrial Sector:

We make some of the best known brands, and those brands are used by peoples every day





# Fresh Factory

## Products

Toilet: B fresh, Fresh Body, Fresh Beauty.

Laundry: Aseel & Fresh



# Fresh Factory

## for Liquid & Paste Soap

### Products

Toilet: B fresh, Fresh Body, Fresh Beauty.

Laundry: Aseel & Fresh





# The Sudanese

## Iron and Steel Industries



Office Furniture  
Kitchen

Sitting Rooms  
Dining Rooms





# Power Powder Soap

## Products

Aseel & Fresh

Color

Power white.

Power Blue

Perfumed Powder Detergent

With **Aseel** Bubbles ...

Forget all Washing Troubles





# Adrian

## Products

### Laundry Soap

Abu Deek, Perfumed Faneek,  
Glycerin and Fresh Laundry Soap.





## What is Palm Oil?

It's an edible vegetable oil that comes from the fruit of oil palm trees, the scientific name is *Elaeis guineensis*.

## What Products is it in?

Palm oil is in nearly everything – it's in close to 50% of the packaged products we find in supermarkets, everything from pizza, doughnuts and chocolate, to deodorant, shampoo, toothpaste and lipstick. It's also used in animal feed and as a biofuel in many parts of the world.



# Green Valley for Oils

## Al-Shihab Oil, Al-Wafi Oil

### Products

Al - Shihab oil, Jarkan, Al-Wafi oil is a crystal bottles peanut oil, and also Palm oil

### Peanut

Natural peanut

no additive

Sweet, and flavorful peanut oil is organic edible oil obtained from pressing peanut kernels. Peanuts are believed to be originating in Central American region from where they spread to other parts of the world by Spanish explorers. Today, peanuts are widely cultivated as important oil seeds and a prime commercial crop in China, India, African nations, and the United States of America.







# Aseel Complex for Corrugated Cardboard and Carton

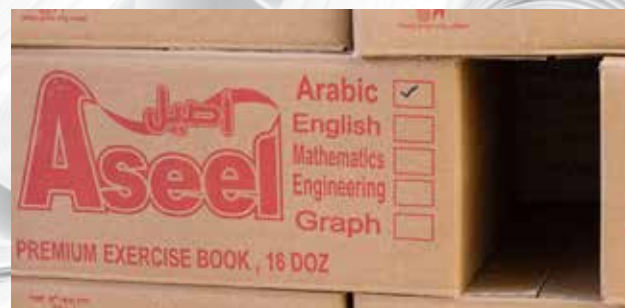
## Products

The factory manufactures all kinds of common corrugated board.

1. Single Face.
2. Single Wall.
3. Double Wall.







# Booklets

## Products

schoolbooks of all types and sizes according to international standards

Arabic

English

Mathmatic

Graph





- 18 Liter



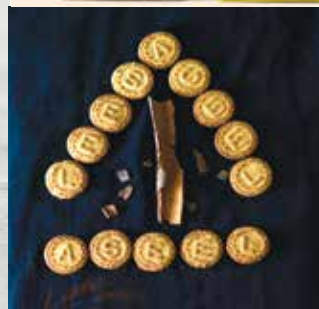
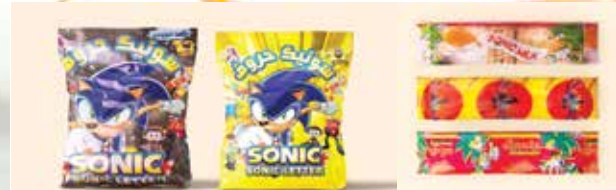


# Omiga Plast Plastic Factory Plastics

Products

Aseel







# Al-Khairat Flourmills for Cereals and Biscuit Industry

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## Products

### Biscuit

Excellent|Sonic|Sonic Letters

Flavors: Milk, Coconut & Chocolate







# Algarnouk Factory for Macaroni and Pasta

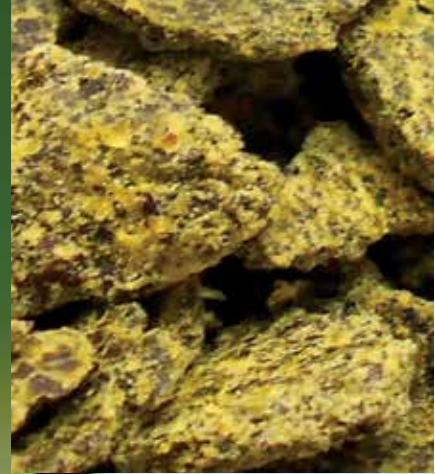
## Products

Cereals, Macaroni, Pasta and vermicelli

**Aseel**



# |B- Commercial Sector:







# | Al Rawabi Company

## The company's main objectives:

1. To be at the forefront of import and export companies that acquires the confidence and satisfaction of the customers.
2. Providing all agricultural crops that apply the highest standards of quality and safety through the achievement of the latest means of export and control and advanced production methods.
3. Developing the working team according to the latest administrative and technical development methods.
4. Expanding the company's base through providing the best services to customers and importers.

- acacia
- cotton
- Hibiscus
- Arabic Gum
- Peanut Cake
- Dried Lemon
- Watermelon seeds
- Red & White Sesame
- Peanuts, & Peanuts Oil

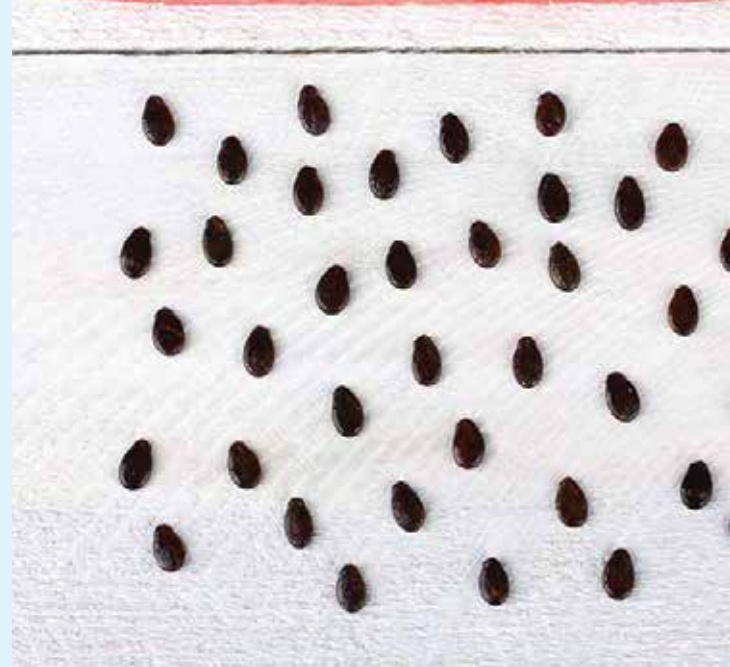
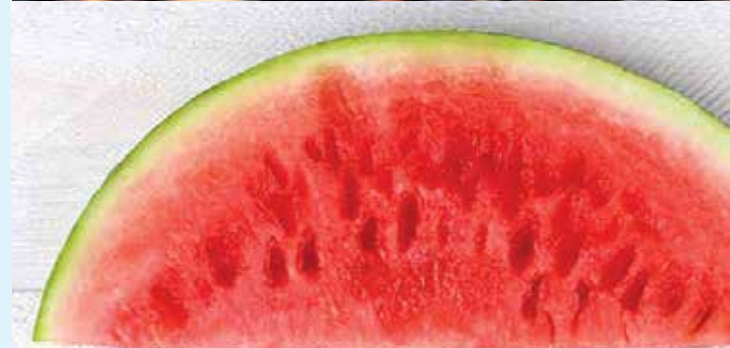




## Samples of our imports (FMCGs)

Due to our strong potential, and excellent relations with a well known international organisations who can fit our requirements in an easy way effectively and efficiently.

We use to choose the sources of our imports carefully (as the butterfly and bee do).







# |C- Agricultural Sector:





# Power Agricultural

Omdurman - Sudan







# |D- Distribution Sector:

## Sharaf for Transports

### Products

With a fleet of trucks **(300+)** to facilitate the distribution all over Sudan within a week.





# Alkhairat Trading FZE

## Shortly About us :

Alkhairat Trading (FZE) is a General trading company in Sharjah airport international free zone, United Arab Emirates .

We established longer and closer working relationships with our clients and supplier not only provide immediate and reliable service but to continually exceed expectations and goals.

We create commercial flows, import and export products, arranging and managing international projects with our partners.

Supported our network, we are able to integrate all these functions with our fruitful experience. Our numerous competencies allow us to respond to the needs of industries looking for a new market.

We look forward to welcoming you to our company and work to develop and enhance your current business.



## Our line business:

Building Factories, Machines For example, liquids filling lines, pasta lines, bottles filling machines, capping machines, labeling machines, Packaging machines.

Cars and Trucks

Sesame, Peanut, watermelon seeds and Arabic Gum

Raw material for factories

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Z# 41 Saif Zone

**P.O Box:** 121043

Sharjah, UAE

**Tel:** 0097165560070

**Mob:** 00971552277069

**E-mail:** Alkhairatuae@aseelindustrial.com





# International Relations

UAE, china, Turkey, Malaysia, India, Pakistan, Indonesia, Qatar, Uganda, Tanzania, Ethiopia, Eretria, Egypt, Chad, Kenya, South Sudan, Poland, and United State of America



# LOCALIZING THE SDGs

## Localizing the Sustainable Development Goals (SDGs)

## GOALS



  
 TRANSFORMING OUR  
 WORLD  
 THE 2020 AGENDA FOR  
 SUSTAINABLE  
 DEVELOPMENT  
 gillicaest vilicaet; et L. Ad rei patia

# | Partners



# | Entrepreneurship



# | Accreditation





# 2000+ Working Together



Great things in business are never  
done by one person. They're  
done by a team of people.







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 [www.aseelindustrial.com](http://www.aseelindustrial.com)  
 [info@aseelindustrial.com](mailto:info@aseelindustrial.com)  
 Aseel Industrial  
 #Aseel Industrial  
 AseelGroup  
 HotLine: 1980