

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
UKRAINIAN-AMERICAN CONCORDIA UNIVERSITY**

Faculty of Management and Business
Department of International Economic Relations, Business & Management

Bachelor's Qualification Work
**The influence of globalization on emerging markets and economic
development**
(Based on Sudagum's case)

Bachelor student of the 4th year of study

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Title: The influence of globalization on emerging markets and economic development (based on Sudagum case)

Abstract: The paper deals with the evaluation of globalization process and significantly reshaped landscape of global commerce, societal interactions, and economic development. This study explores the influence of globalization on emerging markets, focusing on Sudagum Company as a case study. Sudagum, a pioneering player in Sudan's agricultural sector, exemplifies the profound impact of globalization on local enterprises. The research delves into the theoretical framework of globalization, its impact on economic development, and the policy implications and regulatory frameworks necessary for fostering growth in emerging markets. By analyzing Sudagum's operations, challenges, and opportunities, the study provides insights into how globalization can drive economic prosperity and social upliftment in developing economies. The findings underscore the importance of strategic innovation, sustainable practices, and global market integration for the economic development of emerging markets.

Keywords: Globalization, Economic Development, Agricultural Sector, Strategic Innovation, Sustainable Practices, Global Market Integration.

Анотація: У роботі розглядається процес глобалізації та суттєво змінений ландшафт глобальної торгівлі та економічного розвитку. Це дослідження вивчає вплив глобалізації на ринки, що розвиваються, зосереджуючись на прикладі компанії Sudagum. Sudagum, провідний гравець в сільськогосподарському секторі Судану, демонструє глибокий вплив глобалізації на місцеві підприємства. Дослідження розкриває теоретичні основи глобалізації, її вплив на економічний розвиток та формування політики і нормативно-правові рамки, необхідні для сприяння зростанню на ринках, що розвиваються. Аналізуючи діяльність, виклики та можливості Sudagum, дослідження надає уявлення про те, як глобалізація може стимулювати економічне процвітання та соціальне піднесення в країнах, що розвиваються. Висновки підкреслюють важливість стратегічних інновацій, сталих практик та інтеграції в глобальні ринки для економічного розвитку економіки на стадії розвитку.

Ключові слова: Глобалізація, Економічний розвиток, Сільськогосподарський сектор, Стратегічні інновації, Сталий розвиток, Інтеграція у глобальні ринки.

PHEE-institute «Ukrainian-American Concordia University»

**Faculty of Management and Business
Department of International Economic Relations, Business and Management**

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Specialty **292 “International Economic Relations”**
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APPROVED

Head of Department _____

Prof. Zharova L.V.

“10” May 2024

**TASK
FOR BACHELOR’S QUALIFICATION WORK OF STUDENT**

Mujtaba Nasir

(Name, Surname)

1. Topic of the bachelor’s qualification work

The influence of globalization on the emerging markets and economic development

Supervisor of the bachelor’s qualification work

Prof. Glib Buriak,

(Surname, name, degree, academic rank)

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2. Deadline for bachelor’s qualification work submission “25” April 2024.

3. Data-out to the bachelor’s qualification work: The research is based on a study conducted during the internship period where the materials where received. Data from open sources, articles and books were also analyzed. In addition, based on experience gained throughout the years of studies.

4. Contents of the explanatory note (list of issues to be developed):

The research is divided into three main chapters: Theoretical framework, case study and recommendations. With three subheadings in each chapter outlining the exact aim of the research based on the topic. The main goal of the research is to outline the changes and effects of globalization in Sudan, its economy and Sudagum as a company, in addition, the modern innovation and how it affected Sudagum throughout its journey. It also clarifies the impacts of international trade during political instability and natural hazards with suggestions and recommendation on how to overcome the challenges based on market analysis and data. The paper as well analyzed the Sudagum’s economic development and future strategies.

5. List of graphic material (with exact indication of any mandatory drawings)

Graphic materials in total: 33 elements

Graphs: 19 elements

Tables: 10 elements

Images: 4 elements

6. Date of issue of the assignment

Time Schedule

№	The title of the parts of the qualification paper (work)	Deadlines	Notes
1.	I part of bachelor thesis	10.12.2023	
2.	II part of bachelor thesis	27.02.2024	
3.	Introduction, conclusions, summary	25.04.2024	
4.	Pre-defense of the thesis	30.04.2024	

Student  (signature)

Supervisor  (signature)

Conclusions (*general description of the work; participation in scientific conferences/ prepared scientific article; what grade does the student deserve*):

Paper presents a thorough exploration of the complex dynamics between globalization and its impact on emerging economies. The student has comprehensively outlined the various mechanisms through which globalization affects economic policies, market development, and socio-economic growth in developing countries. This work is characterized by a robust theoretical framework supported by empirical data, offering insights into both positive and negative consequences of globalization. The research is commendable for its depth and breadth, incorporating a variety of economic theories and models to analyze the trends and patterns within emerging markets. The student has adeptly utilized case studies and comparative analysis to enhance the understanding of globalization's multifaceted effects. The paper is well-structured, adhering to academic standards, and demonstrates a clear linkage between theoretical knowledge and practical implications.

Given the quality of the research, this work meets the requirements set forth by the educational institution and the Ministry of Education and Science. It is of practical and theoretical significance and should be recommended for defense with a positive preliminary assessment.

Supervisor  (signature)

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INTRODUCTION

In an era marked by unprecedented connectivity and interdependence, the phenomenon of globalization has emerged as a transformative force shaping the contours of global commerce, societal interactions, and economic development trajectories. At the heart of this global paradigm shift lies the intricate relationship between globalization and emerging markets, wherein the dynamics of trade, investment, and technological diffusion converge to redefine the landscape of economic growth and development.

Amidst this backdrop, Sudagum Company, a pioneering player in Sudan's agricultural sector, has afforded invaluable insights into the profound influence of globalization on emerging markets and economic development. Founded on the principles of sustainability, innovation, and market diversification, Sudagum epitomizes the symbiotic relationship between local enterprise and global interconnectedness, leveraging its strategic positioning within the nexus of regional trade networks to drive economic prosperity and social upliftment.

Sudagum's multifaceted operations encapsulate the essence of globalization's impact on emerging markets, encompassing agricultural production, trade facilitation, and market integration across borders. Through its dual mandate of agricultural export-import and local cultivation, Sudagum epitomizes the adaptive resilience and entrepreneurial spirit essential for navigating the complexities of a globalized marketplace while harnessing the rich potential of Sudan's agricultural abundance.

Understanding Globalization and Emerging Markets

Globalization, as a multifaceted phenomenon, transcends traditional boundaries to engender a paradigm shift in economic structures, market dynamics, and socio-cultural interactions. At its core, globalization embodies the integration of economies and societies through the seamless flow of goods, capital, information, and technology across borders. For emerging markets, characterized by rapid industrialization, dynamic demographics, and burgeoning consumer markets, globalization represents both an opportunity and a challenge—an opportunity to leverage global connectivity for accelerated growth, and a challenge to navigate the inherent complexities and risks of

interdependence.

Emerging markets, including Sudan, stand at the nexus of globalization's transformative forces, poised to harness the potential of global trade and investment to propel their economic development agendas forward. However, the path to economic integration is fraught with challenges, ranging from infrastructural constraints and institutional inefficiencies to geopolitical uncertainties and environmental vulnerabilities. Against this backdrop, the role of local enterprises such as Sudagum Company assumes paramount importance, serving as catalysts for sustainable development and inclusive growth amidst the ebbs and flows of global market dynamics.

Purpose of the Study and Tasks Covered: The purpose of this study is to explore the influence of globalization on emerging markets and economic development, using Sudagum Company as a case study. Throughout the paper, we will examine various aspects of globalization's impact on Sudagum's operations and Sudan's economy. Specifically, the paper will cover the following tasks:

1. Provide an overview of globalization and its effects on emerging markets.
2. Discuss the role of Sudagum Company in Sudan's agricultural sector.
3. Analyze how globalization has shaped Sudagum's business strategies and operations.
4. Examine the challenges and opportunities faced by Sudagum in a globalized market.
5. Explore the impact of technological innovations on Sudagum's agricultural practices.
6. Investigate Sudagum's involvement in international trade and market integration.
7. Assess the socio-economic contributions of Sudagum to local communities.
8. Evaluate the effectiveness of Sudan's regulatory frameworks in promoting globalization.
9. Propose recommendations for Sudagum to enhance its competitiveness and sustainability.
10. Discuss the broader implications of Sudagum's experience for emerging markets' economic development.

In the context of globalized markets, this research will take a comprehensive look at

how Sudagum is facing numerous opportunities, challenges and risks. The study highlights the potential for growth and innovation by looking at how globalization can bring about market expansion, technical progress as well as Strategic Partnership. At the same time, it will tackle important challenges in terms of market competition, compliance with regulations, supply chain vulnerabilities and sustainability pressures that Sudagum has to manage. In addition, the research will take account of social and economic impacts, political and economic instability, infrastructure deficiencies as well as cultural barriers which affect Sudagum's activities.

This study seeks to provide a comprehensive understanding of Sudagum's strategic position and the dynamic environment in which it works through an analysis of both advantages and obstacles stemming from globalization.

CHAPTER 1: THEORETICAL FRAMEWORK OF GLOBALIZATION AND

ECONOMIC DEVELOPMENT

1.1 Theoretical Fundamentals to Globalization and Emerging Markets

Within the modern worldwide scene, the marvel of globalization stands as a characterizing include forming the directions of countries, economies, and social orders. At its center, globalization typifies the interconnecting and interdependency of economies over the globe, encouraged by progressions in innovation, communication, and transportation. This section seeks to explain the basic concepts of globalization and its suggestions for developing markets, which speak to economies in move and fast improvement.

The Essence of Globalization: Globalization encapsulates the integration of markets, generation, and societies on a worldwide scale, rising above geological boundaries and cultivating phenomenal levels of interconnecting. It envelops the trade of products, administrations, capital, and data over borders, driven by components such as exchange liberalization, innovative advancement, and multinational speculation. The substance of globalization lies in its transformative effect on financial structures, social elements, and administration ideal models, proclaiming a period of expanded versatility, differing qualities, and complexity in worldwide undertakings.

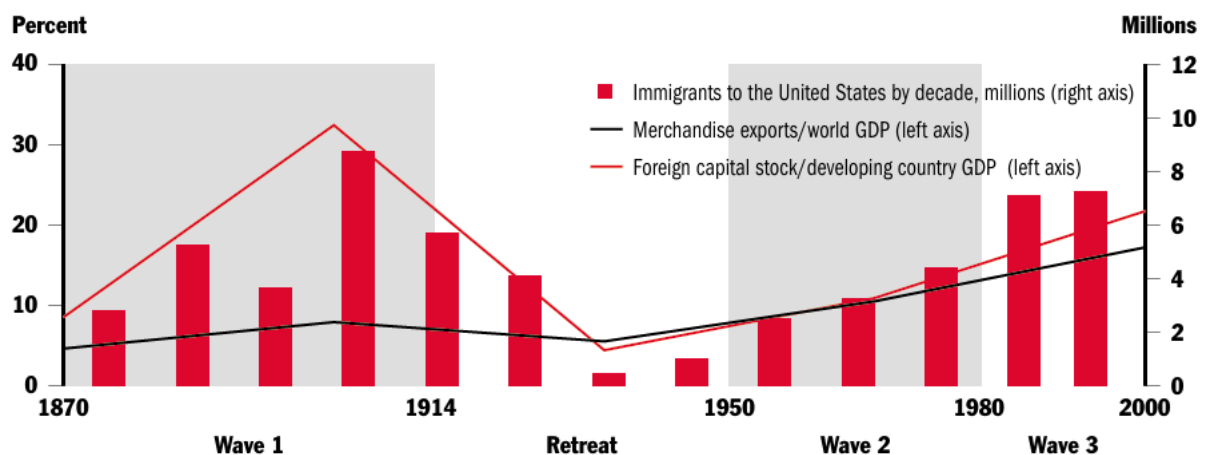
Primary Approaches to Globalization: Researchers and policymakers have proposed different approaches to understanding globalization, each emphasizing diverse perspectives of its multifaceted nature. From a neoliberal point of view, globalization is seen as a driver of financial development, effectiveness, and success, predicated on principles of free exchange, deregulation, and privatization. Then again, basic viewpoints highlight the unequal dispersion of benefits and dangers characteristic in globalization, emphasizing issues of social imbalance, natural debasement, and social homogenization. These differentiating approaches emphasize the nuanced and challenged nature of globalization, reflecting disparate translations and standardizing systems.

Why Globalization is important: The significance of globalization stems from its

significant suggestions for financial improvement, destitution mitigation, and worldwide administration. For developing markets, globalization offers openings for advertise get to, mechanical dissemination, and worldwide speculation, cultivating financial integration and mechanical updating. Additionally, globalization encourages information sharing, social trade, and collaborative arrangements to transnational challenges, contributing to upgraded worldwide participation and solidarity. In any case, the benefits of globalization are not equitably disseminated, with marginalized communities frequently bearing the brunt of its unfavorable impacts, underscoring the basic of comprehensive and maintainable globalization procedures.

Since approximately 1980 there has been phenomenal worldwide financial integration. Globalization has happened some time recently, but not like this. Financial integration happens through exchange, movement, and capital streams. Figure 1.1 tracks these streams. World exchange is measured relative to world wage. Capital streams are proxied by the stock of remote capital in creating nations relative to their GDP. Relocation is proxied by the number of migrants to the Joined together States. Generally, sometime recently almost 1870 none of these streams was adequately huge to warrant the term globalization.

Figure 1.1 Three waves of globalization



Source: Foreign capital stock/developing country GDP: Maddison (2001), table 3.3; Merchandise exports/world GDP: Maddison (2001), table F-5; Migration: Immigration and Naturalization Service (1998).

In outline, this area gives a foundational understanding of globalization as a complex and multifaceted wonder, investigating its pith, primary approaches, and centrality for rising markets' financial advancement. By unloading the key concepts and flow of globalization, we lay the foundation for a nuanced investigation of its impact on financial improvement.

1.2 Globalization Impact on Economic Development

Globalization has become a defining feature of the modern economic landscape, influencing markets, trade, and development across the world. This research delves into the role of globalization in economic development, focusing on Sudagum, a company based in Sudan that specializes in exporting and importing agricultural products. By examining Sudagum's operations, this study aims to illustrate how globalization can drive economic growth and development in emerging economies.

Globalization has become a driving force in shaping the economic landscape of countries around the world, including Sudan. The impact of globalization on Sudan's economic development is undeniable, as it brings both opportunities and challenges to the nation. By delving into globalization theories, we can gain a deeper understanding of how this phenomenon influences Sudan's current economic situation. This research will focus on examining the specific impact of globalization on Sudan, analyzing the country's economic development in light of globalization, and exploring the relevance of globalization theories to Sudan's unique circumstances. Understanding the interconnectedness of global markets, the flow of capital, and the influence of multinational corporations on Sudan's economy is crucial in assessing the effects of globalization on the nation. By exploring these aspects, we can gain insights into how globalization has shaped Sudan's economic development and identify potential avenues for growth and sustainability in the face of global economic forces.

Globalization has had a profound impact on the economy of Sudagum, influencing various aspects of trade patterns and market access. As economic globalization includes flows of goods and services across borders, reduction in tariffs, and the spread of technology, Sudagum has seen shifts in its trade dynamics due to these global forces.

According to Samimi and Jenatabadi (2014), the effects of economic globalization on economic growth are dependent on various factors, including the country's economic structure and complementary policies. Foreign investments and the presence of multinational corporations in Sudagum have played a significant role in its economic development, contributing to the country's integration into the global economy. The positive impact of economic globalization on economic growth in Sudagum is further enhanced by the presence of well-educated workers and a well-developed financial system, highlighting the importance of these factors in maximizing the benefits of globalization for the country.

Sudagum's journey of economic development through globalization can be contextualized by examining the expansion of its market reach, partnerships, and financial growth. This section outlines the countries where Sudagum has established significant business operations, the timeline of its development, and an analysis of the economic impact, including profits generated and other relevant metrics.

Table 1.2 KOF Globalization Index in highly developed countries

	Economic impact	Profits generated
United Arab Emirates (2010)	Volume of exports 10,000 tons by 2015	20% increase in Sudagum revenue by 2015
Saudi Arabia (2012)	Secured longed-term contract with major Saudi-food manufacturers	15% increase in Sudagum revenue through exports
Egypt (2014)	Increased exports to Egypt by 30% annually from 2014 to 2018	Generated annual profits of 726,000 USD by 2018
Kenya(2016)	Leveraging regional trade agreements, Sudagum increased its market share in East Africa	Kenyan operations contributed to 10% of Sudagum's annual revenue by 2020

Nigeria (2018)	Rapid market penetration with a 40% annual growth rate in export volume to Nigeria.	Nigeria's market generated annual profits of 300,000 USD by 2022
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Source: [KOF Globalisation Index – KOF Swiss Economic Institute | ETH Zurich](#)

Globalization has had a critical effect on financial improvement in Sudan. The nation, like numerous others, confronted challenges and openings as a result of this worldwide marvel. The conclusion of the Cold War, as depicted by Reich (1998), made a mental vacuum that driven researchers to investigate unused organizing standards, with globalization getting to be a central point in worldwide affairs. The different definitions of globalization, counting seeing it as a verifiable age or a change of social space, emphasize the complexities of this concept and its suggestions for nations like Sudan. Outside speculation and exchange play a pivotal part in forming Sudan's financial advancement, where the convergence of worldwide impacts can both emphatically and adversely influence the country's financial scene.

The thoughts of globalization as clarified by Ocampo and Martin (2003) demonstrate that globalization is multi-dimensional and not decided by economics alone. This is a fundamental element to contemplate concerning the impact of globalization on the Sudanese economy. Between the notions of globalization, the thoughts of globalization infers that Sudan will gain from the broader worldwide markets, capital stream, and technology exchange. Economic globalization likewise causes pay disparity and ecological degradation. These risks and openings must encourage the financial advancement of Sudan.

Components of Globalization

GDP is the total of all the services and products produced within the country and counts as the overall economic in account

Industrialization is when a country is driven by innovation and new modern techniques and technology

The Human Development Index shows the population life expectancy, knowledge, and education in a specific country.

Table 1.3 | 2021 Globalization index

	Index
United States	81.32
Canada	83.62
China	64.55
United Kingdom	88.39
Germany	88.97
Ukraine	73.41
Sudan	47.10

Source: KOF Index of Globalization, <http://www.globalization.kof.ethz.ch>

The changes in the level of globalization:

The KOF index provides all the necessary details to let check the differences in high develop countries since the 1990s.

Table 1.4 | changes of globalization level

	1990	1995	2000	2005	2010	2019
United States	70.59	75.01	78.19	79.48	80.18	82.09
Canada	71.56	78.29	83.18	82.32	83.04	84.44
Germany	73.11	79.14	85.29	86.91	86.90	88.86
Switzerland	79.00	83.40	88.71	88.64	89.23	90.57

Source: KOF Index of Globalization, <http://www.globalization.kof.ethz.ch>

The case of Sudagum demonstrates how globalization can substantially contribute

to economic progress in developing nations. By participating in international commerce, Sudagum has been able to expand its market presence beyond Sudan, accessing profitable markets in the Middle East and Africa. This expansion has not only increased the company's revenue but also provided a stable source of foreign currency for Sudan. Through the implementation of cutting-edge agricultural technologies and practices, facilitated by globalization, Sudagum has improved crop yields and product quality, enhancing its competitiveness in international markets. Furthermore, the integration into global supply networks has optimized Sudagum's logistics and distribution systems, further reducing costs and improving efficiency.

The process of globalization has had extensive socioeconomic ramifications for Sudan through the operations of Sudagum. The company's achievements in international markets have generated numerous job prospects, particularly in rural regions, thereby contributing to poverty alleviation and enhanced living standards. Sudagum's investments in local infrastructure, such as roads and storage facilities, have had positive spillover effects on surrounding communities. Furthermore, by adhering to international quality and safety standards, Sudagum has established a benchmark for other local enterprises, driving overall improvements in the agricultural sector. In conclusion, the role of globalization in Sudagum's growth underscores the potential for international trade and investment to drive economic development, foster technological progress, and promote socioeconomic well-being in developing economies.

1.3 Policy Implications and Regulatory Frameworks

Economic development has many chances as a result of globalization, but these opportunities must be maximized and possible hazards must be reduced in order to be supported by an efficient regulatory framework. The policy consequences of globalization and the regulatory frameworks required to promote economic development in emerging markets are examined in this section.

Policy Implications of Globalisation for Sudagum

Trade Policies:

Liberalisation of Trade: The Sudanese government has implemented policies to reduce trade barriers, facilitating easier access to international markets for companies like Sudagum. These policies include the reduction of export taxes and the simplification of customs procedures, which have lowered costs and expedited the export process.

Export Promotion: Initiatives such as export subsidies and the establishment of export processing zones have supported Sudagum's efforts to expand its market reach. These zones provide tax incentives and essential infrastructure, making it easier for Sudagum to compete globally.

Investment Policies:

Attracting Foreign Direct Investment (FDI): Sudan's policies aimed at attracting FDI have provided Sudagum with access to much-needed capital and technology. For example, offering tax breaks and ensuring political stability has made Sudan an attractive destination for foreign investors, benefitting companies like Sudagum.

Supporting Domestic Investment: The government has also implemented policies to support domestic investors, ensuring that local businesses can grow and compete on an international scale. This includes providing grants for technological upgrades and offering training programs to improve business practices.

Labor and Employment Policies:

Labor Standards: To ensure that the benefits of globalisation are widely shared, Sudan has enforced labor standards that protect workers' rights and improve working conditions. This has not only improved the livelihood of Sudagum's employees but has also enhanced the company's reputation internationally.

Skills Development: Government-led vocational training programs have helped Sudagum improve the skill set of its workforce, making them more adaptable to the needs of the global market and more efficient in their roles.

Technology and Innovation Policies:

Promoting R&D: Policies that promote research and development have allowed Sudagum to innovate and improve its agricultural practices. Government grants and incentives for R&D activities have led to advancements in crop yields and sustainable farming practices.

Facilitating Technology Transfer: Through partnerships with international organisations

and joint ventures, Sudanese policies have enabled the transfer of advanced technologies to companies like Sudagum, enhancing their productivity and competitiveness.

Regulatory framework:

Simplified Customs Procedures: To cut down on expenses and delays for companies Sudagum's exports, the Sudanese government has introduced electronic customs systems and transparent procedures.

Quality Standards: Sudan makes sure that Sudagum's products satisfy the demands of the global market by creating and upholding strict quality standards, which increases their competitiveness.

Investment Guidelines:

Investment Protection: Sudagum has been confident enough to grow its activities because of legal frameworks that safeguard both domestic and foreign investors. These consist of strong property rights, effective dispute resolution procedures, and contract enforcement.

Consistent Regulatory Environment: Attracting long-term investments to support Sudagum's growth has depended heavily on maintaining stable and predictable investment policies.

Rules Regarding the Environment:

Sustainable methods: Sudagum has been able to maintain environmental standards and cater to ecologically sensitive consumers because to environmental rules that support sustainable agricultural methods.

Financial Guidelines:

Growth of the Capital Markets: The establishment of strong capital markets in Sudan has made funding available to Sudagum, which is necessary for expanding operations and investing in new technology.

Anti-Money Laundering: By enforcing strict anti-money laundering laws, financial transactions are now more reliable, which has drawn in more international investment.

Social regulations:

Social Safety Nets: By providing support to individuals negatively impacted by globalization, social safety nets have helped to ensure equitable and inclusive economic growth.

Health and Safety: Sudagum's employees have been safeguarded by regulations that guarantee health and safety standards in the workplace, which has led to a more steady and effective workforce.

Compliance with International Standards: Sudagum's entry into global supply chains has been made easier by the alignment of local environmental legislation with international standards.

The policy implications and regulatory frameworks in Sudan have played a crucial role in enabling Sudagum to leverage the benefits of globalization effectively. By adopting comprehensive trade, investment, labor, technology, environmental, financial, and social policies, Sudan has created an environment that supports the growth and development of companies like Sudagum. These measures not only attract global investors and enhance export competitiveness but also ensure that the gains from globalization contribute to sustainable economic development and improved socio-economic conditions in the country.

Looking to the future, the continued prosperity of Sudagum and similar enterprises will hinge on adapting to the ever-evolving challenges of globalization. This means refining trade policies, promoting sustainable farming practices, and ensuring that economic benefits reach all levels of society. By striking a balance between global opportunities and local needs, Sudan can keep harnessing the benefits of globalization, driving sustained economic growth, and improving the lives of its people. The story of Sudagum serves as a testament to the potential of globalization to be a force for positive change, demonstrating how a local company can make a significant impact on both the national and international stage.

CHAPTER 2: CASE STUDY: SUDAGUM COMPANY AND GLOBALIZATION

2.1. Sudagum Company: Overview and Operations

Sudagum Exports is a well-known agricultural product exporter in Sudan that is dedicated to supplying high-quality agricultural products to consumers all over the world. The company is deeply committed to assisting farmers in Sudan and other developing nations in improving their livelihoods through sustainable farming techniques.

Agriculture items such as gum arabic, sesame seeds, and dates are grown, processed, and exported as major operations. The company also provide customers with a variety of value-added services such as market research and development and technical support.

Sudagum Exports is dedicated to environmentally friendly agricultural practices and social responsibility. The company collaborate closely with farmers to ensure that they use ecologically responsible methods and receive fair pricing for their products. In addition, it also contributes to a number of community development programs in the areas where it operates.

Sudagum Exports is dedicated to offering high-quality agricultural products to clients worldwide while also assisting farmers in Sudan and other nations in improving their lifestyles via sustainable farming techniques.

Sudagum Exports envisions a world in which sustainable agriculture is the norm and all farmers may flourish. This vision will be realized by:

1. Supplying high-quality agricultural products to clients all over the world while paying farmers fair prices for their crops.
2. Collaborating with farmers to put in place sustainable agricultural methods that improve soil health, reduce water pollution, and boost yields.
3. Contributing to community development programs in the locations in which it operates.

Main Activities:

1. Cultivation and Harvesting: Sudagum uses modern farming ways and to cultivate high quality crops. The company's farms are strategically located in fertile regions of Sudan..

2. **Processing and Packaging:** Sudagum invests in advanced processing facilities where crops are cleaned, processed, and packaged. This not only ensures product quality but also extends shelf life.
3. **Exporting:** Sudagum exports its products to various regions, including the Middle East and Africa. The company has made strong trade relationships and a good logistics network which makes everything works smoothly
4. **Importing:** Apart of exports, Sudagum imports technologies that can help and support local farming.

Role in Sudanese Economy:

1. **Economic Contribution:** Due in large part to its exports, Sudagum makes a significant contribution to Sudan's GDP. Sudagum's foreign exchange profits finance necessary imports and contribute to the stabilization of the country's economy.
2. **Employment:** The business generates a lot of job opportunities, particularly in rural areas where agriculture is the main source of income. Thousands of people are directly employed by Sudagum, and thousands more are supported by its supplier network.
3. **Rural Development:** Sudagum contributes to the development of rural areas by making investments in local infrastructure, including as roads, irrigation systems, and storage facilities. This raises living standards and gives local residents better economic opportunities.
4. **Technological Advancement:** By embracing new farming technologies, Sudagum has paved the way for other regional farmers to follow the way, hence pushing the agricultural sector's overall progress in Sudan.

Analysis of Sudagum's Market Position and Competitiveness:

Market position: Sudagum has become one of Sudan's top exporters of agricultural goods. Several important aspects support its excellent market position:

Quality and Reliability: Sudagum has established a reputation for reliably producing high-quality goods by upholding worldwide quality standards.

Broad Product Offering: By incorporating a range of crops into its portfolio, the

corporation spreads risk and minimizes reliance on a single product. Solid trading ties: Stable demand and advantageous trading conditions are guaranteed by long-standing ties with Middle Eastern and African buyers.

Competitive Environment: Sudagum works in a cutthroat industry both domestically and globally. The following are some facets of its competitive environment:

1. Regional competition

Other Sudanese Exporters: Sudagum competes with other regional exporters of agricultural products, making an effort to set itself apart via innovation, dependability, and high quality.

Policies of the Government: Local rivalry has increased as a result of government policies that favor infrastructure development and export-related enterprises.

2. Competition Worldwide

Regional Rivals: Businesses in neighboring African nations like Kenya and Ethiopia also export comparable agricultural goods, which puts Sudagum's market share at risk.

Global Market Dynamics: Sudagum's competitive position is impacted by shifts in the demand for its products globally, price fluctuations, and trade policies in importing nations.

Competitive Strategies: Innovation and Technology: Continuous investment in technology and sustainable farming practices.

Market Diversification: Expanding into new markets and developing new product lines to reduce risk and increase market presence.

Customer Relationships: Building and maintaining strong relationships with international buyers to ensure consistent demand.

Brand Building: Enhancing brand recognition through marketing and participation in international trade fairs and exhibitions.

The story of Sudagum, which began as a small-scale agricultural company and has since grown to become a major force in global markets, demonstrates how globalization can drastically alter developing nations. Through the creation of jobs, foreign exchange revenues, and rural development, Sudagum has not only strengthened its own growth but

also made a substantial contribution to Sudan's economic landscape by skillfully harnessing worldwide prospects. The company's deliberate investments in quality and technology have raised industry standards, highlighting how crucial innovation and flexibility are to preserving a competitive advantage.

2.2 Influence of Globalization on Sudagum's Operations

Globalization has recently impacted Sudagum, shaping its operations, strategies, and contributions to local communities. This section explores the various aspects of globalization's influence on Sudagum, including its export-import activities, technological development, innovation, and social-economic contributions.

Globalization gave a chance to Sudagum to expand its export-import activities, enabling the company to launch into international markets and diversify its product portfolio. Key influences include:

1. Market expansion: In order to access new markets in the Middle East and Africa, Sudagum has built up a customer base and revenue stream through globalization.
2. Trade liberalization: simplified export import operations for Sudagum, allowing the company to compete more effectively on the global stage, have been facilitated by the reduction of trade barriers and the signing of FTAs.
3. Supply Chain Integration: Through its participation in global supply chains, Sudagum has streamlined the import and export of agricultural inputs and finished products, enhancing efficiency and competitiveness.
4. Cultural Adaptation: Globalization has necessitated cultural adaptation in Sudagum's marketing and distribution strategies, ensuring products resonate with diverse international consumer preferences.

Technological Integration and Innovation at Sudagum in Response to Globalization.

Globalization has spurred Sudagum to adopt technological integration and innovation, driving improvements in productivity, quality, and sustainability. Key developments include:

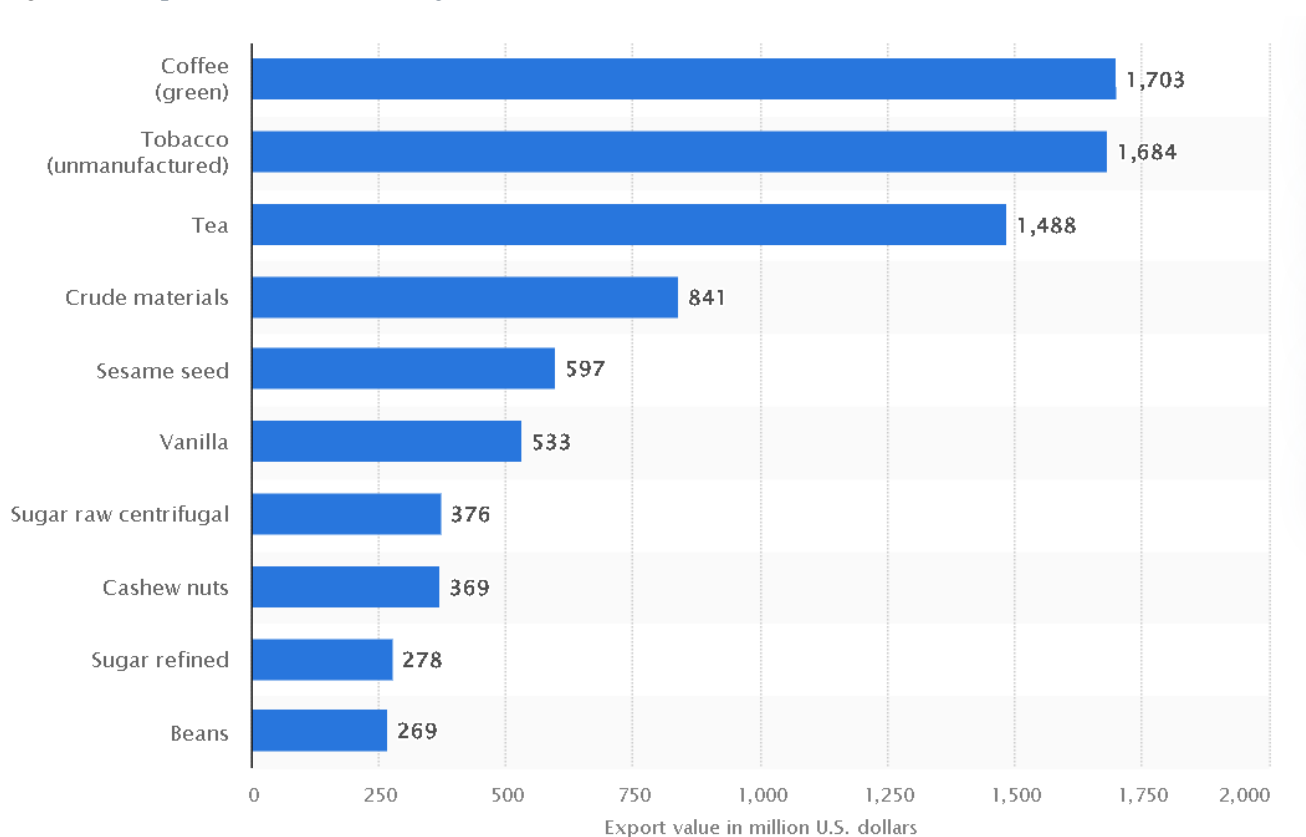
1. **Advanced Technologies Adoption:** Sudagum has invested in cutting-edge agricultural technologies, like precision farming equipment and automated processing machinery, to enhance efficiency and yield.
2. **Data-driven Decision Making:** Based on data analytics and digital platforms, Sudagum makes informed decisions on crop management, logistics, and market demand.
3. **Research and Development (R&D):** Sudagum's commitment to R&D covers the development of new crop varieties, improved cultivation techniques, and environmentally-friendly practices, ensuring long-term competitiveness.
4. **Sustainable Practices:** Responding to global environmental concerns, Sudagum integrates sustainable farming practices, such as organic farming and water conservation, aligning with international standards and consumer preferences

Sudagum's operations transcend business, enriching the socio-economic rise of local communities. Notable contributions include:

1. **Employment Generation:** Sudagum provides job opportunities for local residents, spanning farmers, processors, and logistics personnel, thus aiding in poverty alleviation and economic empowerment.
2. **Skills Development:** Through training programs, Sudagum equips local workers with essential skills, enhancing employability and socio-economic mobility.
3. **Infrastructure Development:** Sudagum invests in community infrastructure projects like roads, schools, and healthcare facilities, improving access to vital services and fostering community development.
4. **Community Engagement:** Active participation in corporate social responsibility initiatives, such as health clinics, education scholarships, and environmental conservation projects, enhances social cohesion and well-being.

Sudagum's journey underscores the transformative impact of globalization on business operations and community. By taking advantage of global opportunities and relying on sustainable practices, Sudagum stands still in term of responsible corporate in the global agricultural area. Committed to growth, innovation, and partnerships. Sudagum continues to navigate the complexity of globalization, ready for a future sustainable development and positive impact.

Figure 2.1 Export value of selected agricultural items from East Africa in 2020



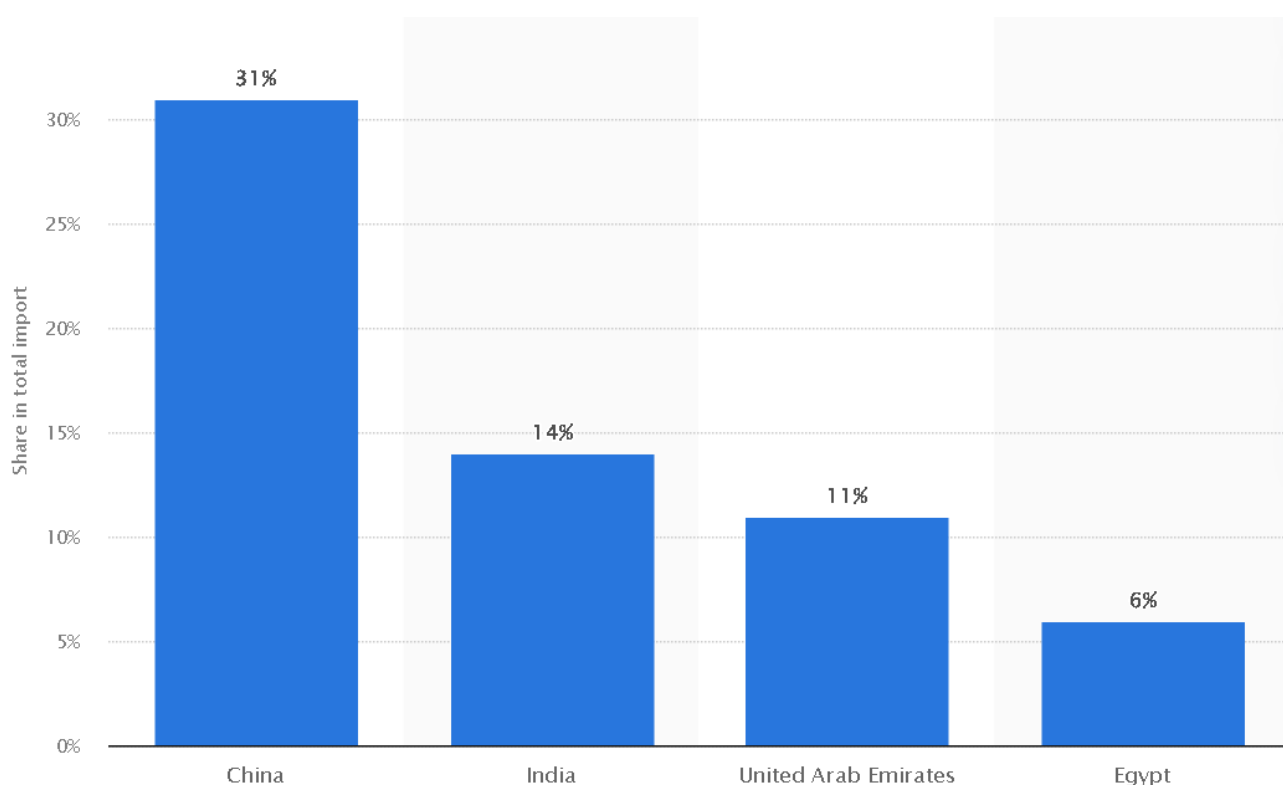
Source: compiled by the author based on data from www.statista.com

In the case of agricultural exports from East Africa in 2020, coffee not roasted and tobacco accounted for the highest export value. The two items recorded an export value of approximately \$1.7 billion USD each. Zimbabwe has been the largest tobacco exporter in the region from a country point of view. The tea industry, with an export value of approximately 1.5 billion U.S. dollars, has subsequently become one of East Africa's main

sources of agricultural exports. This might be a sign that shows how globalization affected the trade and economy in the eastern part of Africa compared to values before 2020. The data showed an increase in the main agricultural export from East Africa which typically proved to us that there is a very high amount in production and harvesting in the countries that are located in East Africa and therefore it will affect the economy of the country positively.

Globalization has influenced the East African and Middle East market which resulted in an increased connectivity through trade agreement, regional blocs as an example (COMESA, EAC, GCC) as well as infrastructure development projects has expanded trading opportunity and enhanced market access for all the businesses located in the region as we can see the most import partners in 2019

Figure 2.1 Sudan most import partners in 2019



Source: [Sudan - main import partners 2019 | Statista](#)

Globalization has also affected the economy of Sudan and Sudagum Company By expanding their trade partners beyond traditional market, this is because the equipment needed for Harvesting and manufacturing product for exportation is imported into Sudan

through the Middle East from particularly China, India and south East Asia. As these countries manufacture farming equipment that are affordable and approved locally. Below are some of the equipment used in the farming process in Sudan that are manufactured in India by Kubota.

Figure 2.2 Tractor M series



Source: Official website of Kubota, www.Kubota.com

Figure 2.3 Reaping Rice DC-105X



Source: Official website of Kubota, www.Kubota.com

Figure 2.4 TransplantingPRO1108



Source: Official website of Kubota, www.Kubota.com

Figure 2.5 Reaping Corn PRO988Q-Q



Source: Official website of Kubota, www.Kubota.com

Importing agricultural equipment from East Asia reflects the influence of globalization on Sudagum's operations in many ways:

1. Access to advanced technologies: Globalization makes it possible for Sudagum, to benefit from agriculture equipment made in East Asia. Sudagum could increase its operational efficiency, raise yields and maintain competitiveness in the world market through import of agricultural equipment like precision farming machines and automated processing machinery.
2. Diversification of Suppliers: Globalization encourages Sudagum to diversify its supplier base beyond local or regional sources. In order to reduce dependence on domestic

suppliers and task risks associated with supply chain disruption or quality management, Sudagum imports agricultural equipment from East Asian countries.

3. Cost Efficiency: Globalization facilitates international trade by reducing trade barriers, tariffs, and transportation costs. Compared to purchasing similar equipment from local or other regions, the importation of farm machinery from East Asia may provide a cost benefit for Sudagum.

4. Adaptation to market trends: Globalization makes it possible for Sudagum to react rapidly to changes in the markets and consumer preferences. Sudagum can take advantage of the innovation and trends in the global farming machinery market with imports from East Asian countries.

Overall, the import of agricultural equipment from East Asia shows how globalization has an impact on Sudagum's activities by providing access to advanced technology, several suppliers, increasing costs effectiveness and allowing it to adapt to market trends. Sudagum can improve its global position in the agriculture market, and contribute to a stable development of Sudan's economy on the basis of globalization.

In addition, further innovation and the adoption of best practices in agriculture can be fostered by partnerships and collaboration between these import operations. Therefore, globalization not only helps Sudagum's immediate operational capacity, but also contributes to long term capacity building and sustainable development in the agricultural sector of Sudan.

2.3 Challenges and Opportunities for Sudagum in Global Markets

Companies operating in exports and imports are facing a wide range of challenges and opportunities on today's globalized markets. The success of this sector depends on the ability to cope with global trade rules, conduct new markets and manage currency exchange rates in an efficient manner. For companies, it is essential to understand and comply with trade rules so that they do not incur high penalties or interruptions of their activities. In addition, growth opportunities and increased profitability can arise from the identification and entry into new markets with high levels of demand. Nevertheless, there

are risks that must be carefully taken into account if we are to make a lasting success in the new markets.

The fluctuations in currency exchange rates, which may have a significant impact on the profitability of foreign trade transactions, are one such risk. In the rapidly evolving global market landscape, companies need to be able to manage these risks and take advantage of opportunities in exports and imports. Companies can succeed in the dynamic world of globalization if they are able to manage the complexity of trade rules, explore new markets from a strategic point of view and keep currency exchange rates well managed.

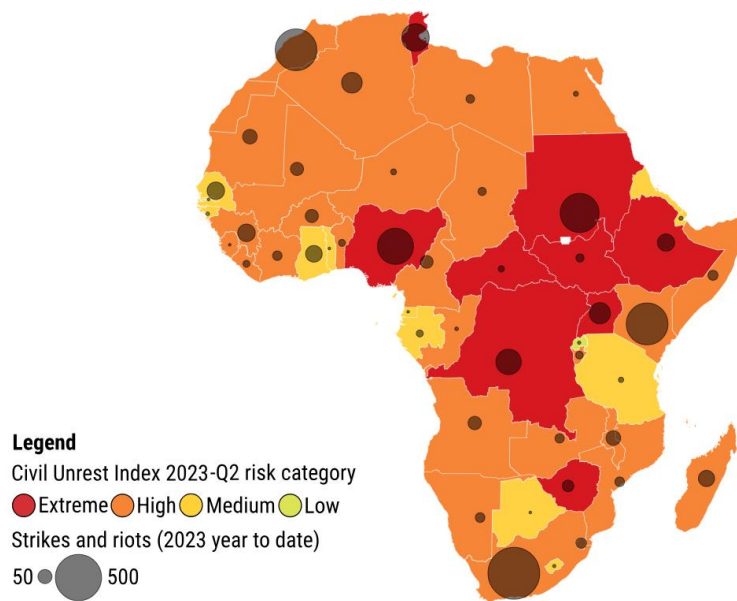
Challenges that faced Sudagum in globalized markets:

1. Market competition: Sudagum is facing intense competition from international and regional players as globalization opens up markets. It can be difficult to compete with established multinational companies, which have more resources and advanced technologies.
2. Regulatory compliance: differing legal standards and requirements exist in different countries. In particular as regards export documentation, quality standards and farming practices, it can be difficult and costly to comply with these regulations.
3. Supply Chain Vulnerabilities: Due to geopolitical tensions, trade wars or global pandemics such as COVID 19, global supply chains can be at risk of disruption. The availability and cost of critical inputs can be affected by these interruptions, which could have a negative impact on the efficiency of Sudagum.
4. Currency fluctuations: Sudagum is exposed to currency exchange risks when it operates in a number of foreign markets. Profitability, price strategies and Financial Stability can be affected by fluctuations in exchange rates.
5. Sustainability Pressures: The adoption of sustainable and environmentally friendly practices is under increasing pressure around the world. Significant investment in new technologies and procedures, which can be difficult for resource challenged companies, is required to comply with these sustainability standards.

These are most of the common challenges facing Sudagum throughout the journey in globalized market, most companies operating in the field of exporting and importing goods of different niches need to build up strategies to overcome the challenges. As no matter how the risk is small, a very efficient and well-studied plan needs to be implied. However the most serious and frustrating challenges to Sudagum in the region that it operates may expand to:

1. **Infrastructure Deficiencies:** Lack of infrastructure, for example poor road networks, lack of reliable energy supply and inadequate storage facilities, can hamper effective trade across parts of East Africa and other emerging market countries. In particular for agricultural products, these deficiencies can lead to increased operational costs, delays in transport and loss. Investments in infrastructure that require huge capital and may take a long time to complete could be needed by Sudagum.
2. **Quality Control and Standard:** It is a big challenge to maintain consistency in quality standards across the various markets. In terms of product quality, safety and compliance with health regulations, the expectations of global customers vary. Strict quality control measures, the lack of quality control may result in the recall of products, legal issues or damage to Sudagum's image.
3. **Cultural and Language Barriers:** In international markets, differences in cultures and languages can be a major problem. Effective communication, understanding local consumer behavior and adapting marketing strategies is important for success. Marketing mistakes, poor customer involvement and loss of business opportunities can occur as a result of misunderstanding or sensitivity to the culture. In order to overcome these issues, Sudagum must invest in culture training programs.
4. **Political and Economic instability (figure 2.6):** An unpredictably competitive business environment can happen in both domestic and international markets due to political instability, as well as macroeconomic fluctuations. Sudagum operates in areas where political instability, changes in government policies and economic sanctions can occur as we can see in figure 2.6

Figure 2.6 Africa, civil unrest index 2023 strikes and riots



Source: ACLED, Versik Maplecroft

These factors could cause significant risks for Sudagum's foreign operations, leading to disruption of business activities, as we can see in the figures Sudan's history of regime instability is marked by prolonged civil wars, military coups, and a struggle for control over natural resources. A major turning point was South Sudan's secession in 2011, but the country continues to face significant challenges to achieve lasting peace and stability.

However, there will still be a wide range of opportunities for Sudagum to catch. Even though it might be challenging and risky but through planning based on economic data and market analysis and researches conducted by experts it would minimize the risk to the lowest possible way.

Market Expansion and Diversification

1. **Access to New Markets:** Globalization provides Sudagum with access to a range of international markets beyond Sudan. Sudagum can diversify its customer base, decrease to rely on local markets and generate increased revenue through partnerships with new regions like the Middle East, Europe as well as Asia.

2. **Increased demand for agricultural products:** There is an increasing demand for agricultural products, particularly in emerging markets, as global population increases

and incomes increase. To take advantage of this trend, Sudagum can increase its product range and target high growth markets where demand for quality agriculture products is on the rise.

Technological Advancement

1. Adoption of Advanced Agricultural Technologies: Globalization conducts the transfer of new agricultural technologies from developed countries to emerging markets. In order to increase productivity, enhance crop yield and reduce operational costs. Sudagum can use modern technologies like precision farming, automatic irrigation systems or biotechnologies.
2. R&D: Sudagum can take part in research and development activities aiming at developing new crop varieties, improving cultivation techniques or addressing specific environmental challenges through cooperation with International Research Institutes and Agricultural Organizations.

Partnership and Alliances

1. Joint Venture and Collaboration: Globalization allows Sudagum to form strategic partnerships with international companies, nongovernmental organizations or government bodies. This collaboration could lead to joint ventures, and access to new distribution networks that would support Sudagum's market presence.
2. Knowledge and skills transfer: partnerships with global actors may ease the transfer of knowledge and skills to Sudagum's staff. The skills of local staff can be strengthened through conducting international best practices and training programs, including innovation and improving them.

Economic Growth and Investment

1. Attraction of Foreign Investment: Globalization increases the attractiveness of Sudan as an investment destination. This can be achieved by promoting the expansion of

Sudagum's activities, upgrading infrastructure and increasing production capacities through FDI.

2. Trade Agreements: Sudagum may be participating in global trade agreements and regional economic blocs.

Brand Recognition and Market Position

1. Global Brand Building: Sudagum's activities in international markets allow it to set itself globally. In the agricultural sector, a high brand reputation will help attract new customers, strengthen loyalty and support competitiveness.

2. Consumer Insight and Market Intelligence: Sudagum obtains essential consumer insight and market intelligence with access to a wide variety of markets, product development, marketing strategies and customer engagement efforts can be guided after a study of the global market consumers

In key regions such as the Middle East and Africa, the agricultural export sector is very competitive with a number of players competing for market share. Sudagum is faced with competition from both domestic and international companies in this environment. To develop strong strategies, it is essential to understand the competition environment. The figure 2.7 shows a list of the top 5 competitors in the agricultural sector in Africa.

Figure 2.7 Africa's top 5 Agribusiness companies

Rank	Name	Country	Turnover US \$BN	Employees
1	Tiger brands	South Africa	2.8	14,000+

2	Pioneer Foods Group	South Africa	2.2	11,000+
3	Cevital	Algeria	1.8	12,500
4	Tongaat Hulett	South Africa	1.5	42,000
5	Astral Foods	South Africa	1.2	7,700+

Source: The Africa Report 2011; Bloomberg. Financial data refers to 2009 or 2009/10.

One of the most important challenges faced by farmers today is climate change. Climate change has a broad and multifaceted impact, affecting everything from crop yields to availability of water resources as well as the prevalence of pests and disease. The consequences of climate change are severe to companies such as Sudagum, which depends on stable climatic conditions in order to produce and export agriculture products.

The section deals with the different ways in which climate change and environmental factors have an impact on agriculture, taking particular account of how Sudagum could adapt and mitigate these effects.

Impact of Climate Change on Agriculture maybe severe, for instance, the temperature change. The cycles of crop growth are seriously affected by rising temperatures around the world. In many crops, the optimum temperature range for growth is available and deviations can lead to lower yields. The maturation of crops may be accelerated by warmer temperatures, reducing the time during which biomass is grown and accumulated. In a warming climate, the management of crops such as sorghum, sesame and peanuts may be at risk of decreased yields and reduced quality for Sudagum.

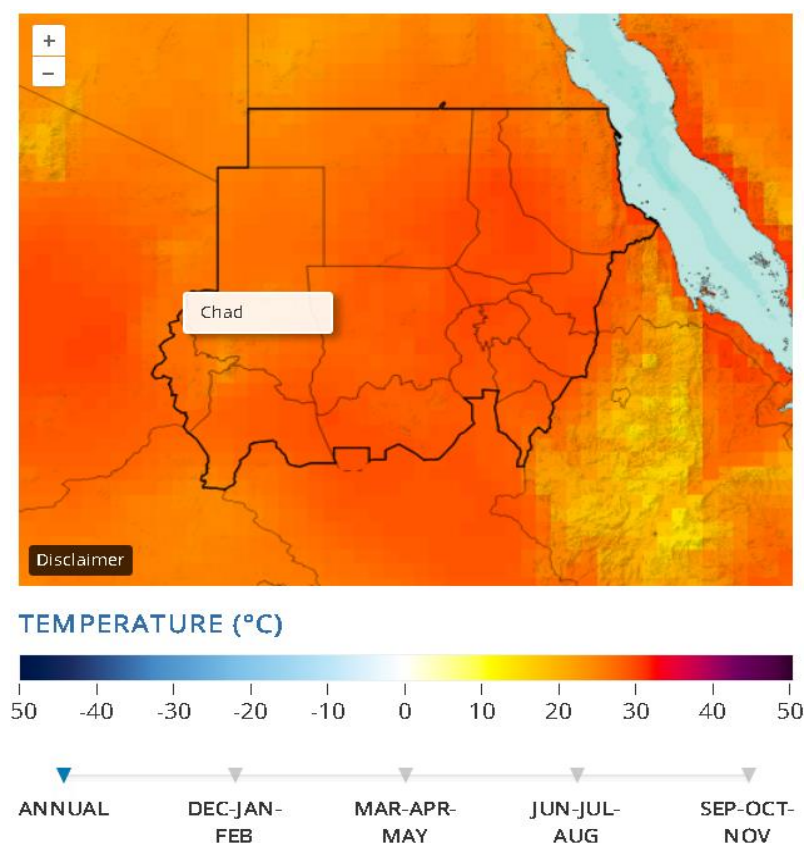
In some areas climate change results in more severe and unpredictable rainfall, leading to drought or flooding. Crop health is at risk in both extremes. Due to its needs on seasonal rains, Sudagum is particularly a victim to change of precipitation within Sudan where the company's activities take place. Droughts may lead to water shortages and limited irrigation of the crops, while heavy rainfall can result in soil erosion.

Increased intensity of extreme weather events, such as hurricanes, cyclones or heat waves, are disrupting agriculture. These events may lead to infrastructure disruption, and a reduction in the availability of land for farming and major crop losses. The entire supply chain, from field to market, may be destroyed by extreme weather conditions.

Increased rainfall intensity and higher temperatures are causes of soil degradation caused by climate change. In particular in regions such as Sudan where land degradation is already a major problem, soil erosion, loss of fertility and desertification are increasingly worrying. For Sudagum, the maintenance of soil health is essential to make sure there is a sustained crop production.

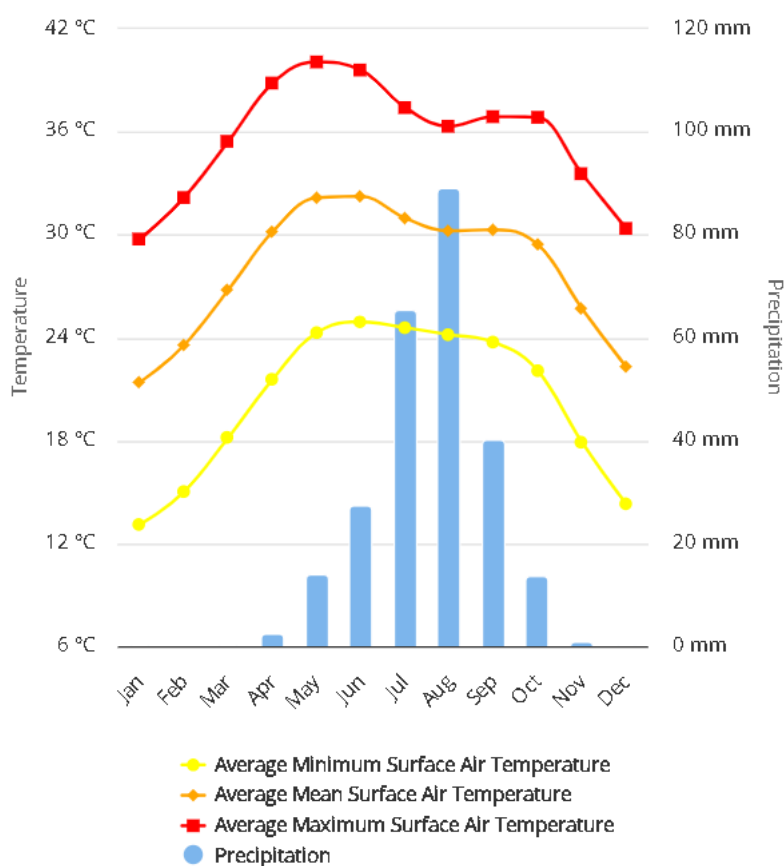
The distribution and prevalence of agricultural pests and diseases is changing as a result of climate change. The proliferation of pests such as locusts and diseases such as rust, blight is conducive to warmer temperatures and changing precipitation patterns as illustrated in figures 2.8 and 2.9. In order to face these emerging threats, Sudagum must adjust its pest control strategies.

Figure 2.8 Observed Climatology of Average Mean Surface Air Temperature 1991-2020; Sudan



Source: [Sudan - Climatology | Climate Change Knowledge Portal \(worldbank.org\)](#)

Figure 2.9 Precipitation 1991-2020; Sudan



Source: Sudan - Climatology | Climate Change Knowledge Portal (worldbank.org)

The impact of climate change on agriculture represents phenomenon that poses major challenges to agricultural productivity, food security around the globe as well as rural people. Urgent attention and effective action are needed to solve the different problems of climate change, such as shifts in temperature and precipitation patterns, a greater frequency of severe weather events, soil degradation, water scarcity or changes in pest and disease behaviour.

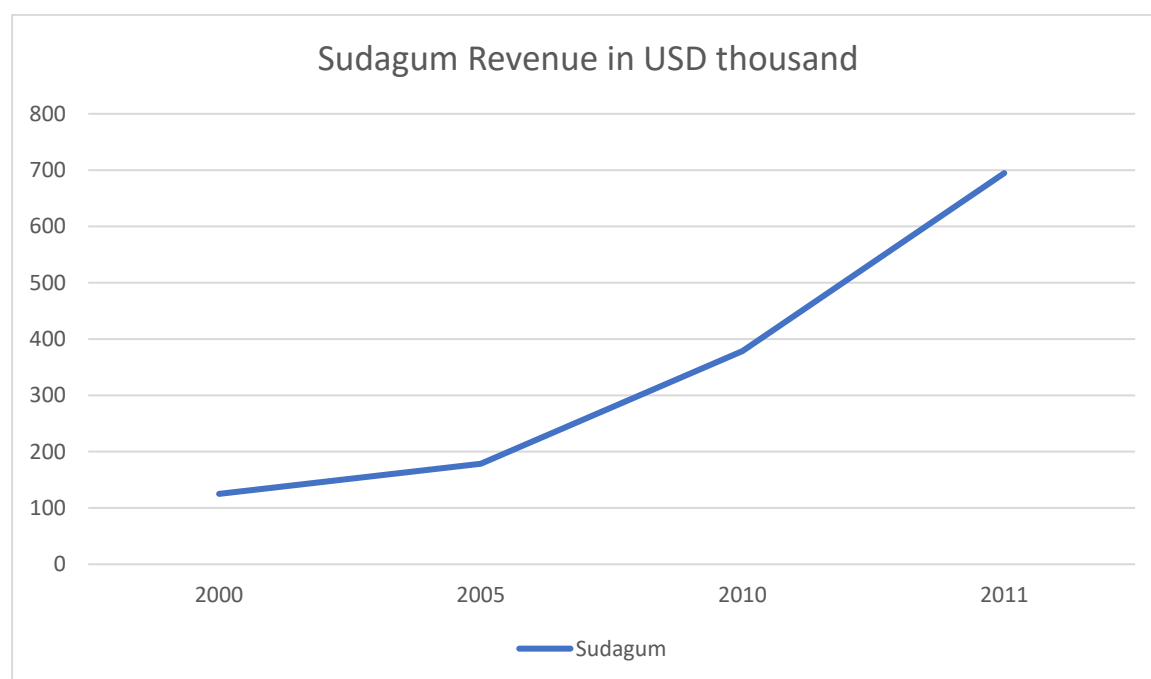
Sudagum is facing challenges such as strong competition in the market, legal complexities, supply chain and effects of climate change. But there are opportunities for growth, innovation and market expansion by strategic differentiation, technological integration and sustainable practices.

CHAPTER 3: ANALYSIS AND RECOMMENDATIONS FOR SUDAGUM'S ECONOMIC DEVELOPMENT

3.1 Analysis of Sudagum's Economic Development

Thinking about the export industry in the African region and Middle East, what comes to mind is not a country with plenty of conflicts and natural hazards. In fact, Sudagum has proven its existence by wide-spreading across multiple nations and cross sea. Manufacturing foods stuff from raw materials and crops was never an easy process to do with risk factors affecting the business. However, the competition still rises upon competitors in the field. The graph 3.1 shows the revenue generated for Sudagum between 2000 and 2020.

Figure 3.1 Sudagum Revenue Generated



Source: compiled by the author based on research on Sudagum financial report

The dynamic interaction of domestic capabilities with worldwide opportunities is highlighted by Sudagum's performance in the field of globalization. This analysis gives a broad overview of the opportunities for developing countries such as Sudan to take

advantage of globalisation in terms of economic development through an examination of economic indicators, growth trends and wider impacts of globalization.

Sudagum's Growth over the Years in Terms of Expansion

1. Geographical Expansion: In particular, Sudagum started its activities in Sudan with a focus on high agriculture regions that are well suited to the cultivation of several crops. In order to optimise the production and distribution, Sudagum has expanded its reach in Sudan over the years by establishing a network of farms and processing units throughout the country. Sudagum first targeted neighbouring countries in Africa, on the basis of geographical locations and similar agricultural needs. The company expanded its export operations to Europe, the Middle East and Asia as it grew. Strategic partners with international distributors and participation at global trade fairs have helped to achieve this.

2. New Product Introductions: Over time, Sudagum introduced high-value crops like tropical mango fruits that are highly in demand in the Middle East and Europe as well as gum arabic catering to both local and international markets where demand for organic and exotic produce was rising. In order to increase the value of raw agricultural products and improve its profit margins, it ventured into producing processed agricultural products such as oils, flours or packaged foodstuffs.

3. Infrastructure Development: In order to increase the efficiency of its supply chain, Sudagum has built new processing plants, storage tanks and distribution centres, the company has adopted modern agricultural technologies, including automated irrigation systems, high yield crop varieties, and advanced pest control techniques.

The training programmes have been established for farmers and staff, focusing on sustainable farming practices, efficient resource management and technological knowhow. Growth in employment: With its enlargement, Sudagum significantly increased the number of employees and contributed to local job creation and skill development.

Analysis of the staff list of the company employees and staff structure (by category, by level of education, by gender, by age) at Sudagum exports
By Category:

The following table shows the breakdown of Sudagum Exports employees by category:

Category	Number of Employees	Percentage
Management	20	10%
Professionals	100	50%
Skilled Workers	120	60%

By Level of Education: The following table shows the breakdown of Sudagum Exports employees by level of education:

Level of Education	Number of Employees	Percentage
High School Diploma or Equivalent	50	25%
Bachelor's Degree	150	75%
Master's Degree or Higher	20	10%

By Gender: The following table shows the breakdown of Sudagum Exports employees by gender:

Gender	Number of Employees	Percentage
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Male	170	85%
Female	30	15%

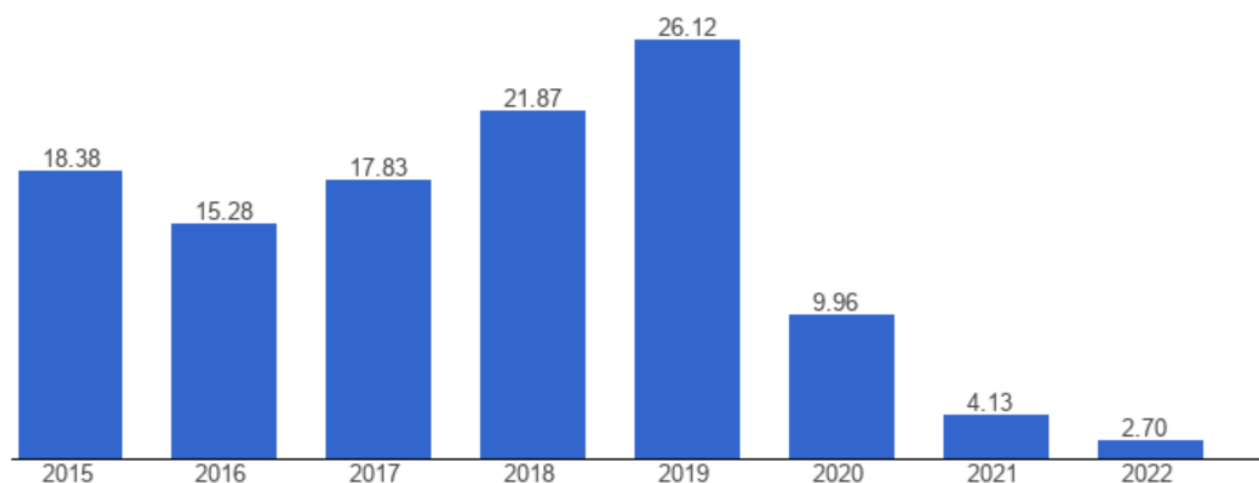
By Age: The following table shows the breakdown of Sudagum Exports employees by age:

Age Group	Number of Employees	Percentage
20-29	100	50%
30-39	70	35%
40-49	20	10%
50 and Over	10	5%

Now we provide data for Sudan from 2015 to 2022. The highest value for Sudan during that period was 26.12 percent in 2019 and a lowest of 2.70 percent in 2020.

Figure 3.2 exports plus imports as percent of GDP

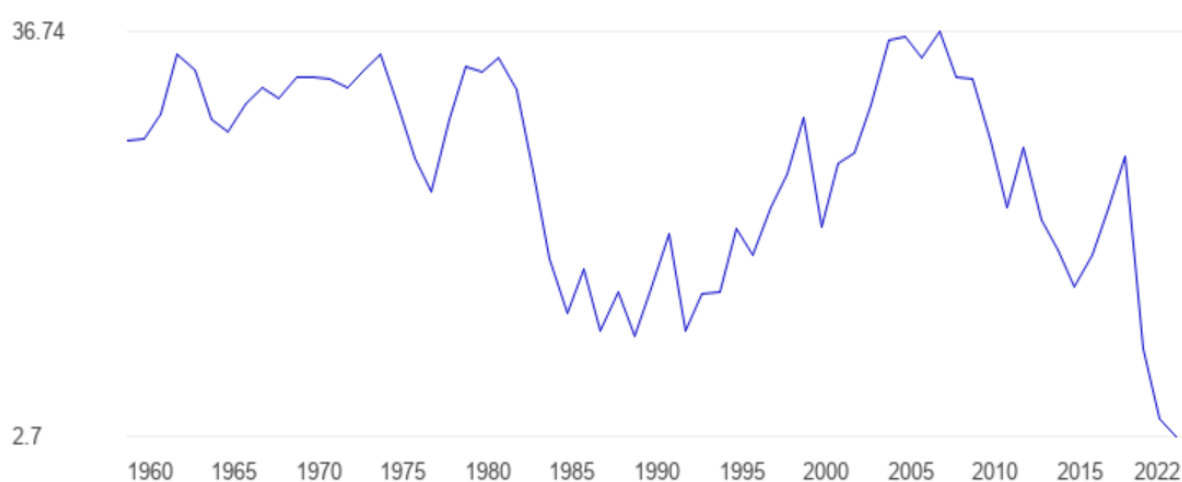
Recent values chart



Source: [Sudan Trade openness - data, chart | TheGlobalEconomy.com](https://www.theglobaleconomy.com/sudan/trade-openness/)

Figure 3.3 Historical chart of imports and exports

Historical chart



Source: [Sudan Trade openness - data, chart | TheGlobalEconomy.com](https://www.theglobaleconomy.com/sudan/trade-openness/)

Over the decades, different political, fiscal and social factors have played a role in Sudan's business environment. Historically reliant on agriculture, the country has rich natural resources, including oil, gold, and arable land. However, the steady growth of trade has been hampered by policy uncertainty, financial sanctions and conflicts.

Over the past few years, Sudan has undergone economic reforms to improve its integration with the world economy. New opportunities for trade growth have arisen from the lifting of some international sanctions and efforts to stabilise policy conditions.

To facilitate market entry and enhance trading conditions, Sudan has established multiple Bilateral and Multilateral Trade Agreements. Participation in regional groups like the African Union and the Common Market for Eastern and Southern Africa has been beneficial, leading to the formation of key international partnerships. Collaboration with organizations such as the World Bank and the International Monetary Fund has also provided technical and financial assistance for trade growth.

The Sudanese market presents an appealing investment opportunity due to its large national population of 44 million and the significant populations of neighbouring countries totalling around 230 million. Ethiopia and Egypt achieved remarkable GDP growth rates of 7.8% and 5.9%, respectively, in 2018, placing them among the fastest-growing nations worldwide. Sudan's strategic location offers easy access to East and North Africa, all the Gulf and Mediterranean region, positioning it well geographically.

Both foreign and local investors find Sudan to be an appealing destination due to its natural attributes. Despite this, investment levels remain low, at around 1.6% of GDP for both types of investors in the past three years. This is hindered by challenges such as a poor business environment, macroeconomic instability, and political unrest. Measures needed to enhance Sudan's business environment include:

1. Reforming the banking sector: It is essential that the banking sector function properly, Attract investment and facilitate business. Reforms are outlined in this area.
2. Reducing the cost of doing business, according to World Bank Doing Business. 2020 Report: The cost to set up a business in Sudan is low compared to Sub-Saharan Africa. Africa's average, although costs are still fairly high compared to the rest of the world

Figure 3.3 cost and time to import and export

Indicator	Sudan	Sub-Saharan Africa
Time to export – Border Compliance	180 hours	97.1 hours
Cost to export – Border Compliance	USD 967	USD 603.1
Time to export – Documentary compliance	190 hours	71.9 hours
Cost to export – Documentary compliance	USD 428	USD 172.5
Time to import – Border Compliance	144 hours	126.2 hours
Cost to import – Border Compliance	USD 1093	USD 690.6
Time to import – Documentary compliance	132 hours	96.1 hours
Cost to import – Documentary compliance	USD 420	USD 287.2

Source: [IGC-Sudan-in-the-global-economy.pdf \(theigc.org\)](https://theigc.org/publications/IGC-Sudan-in-the-global-economy.pdf)

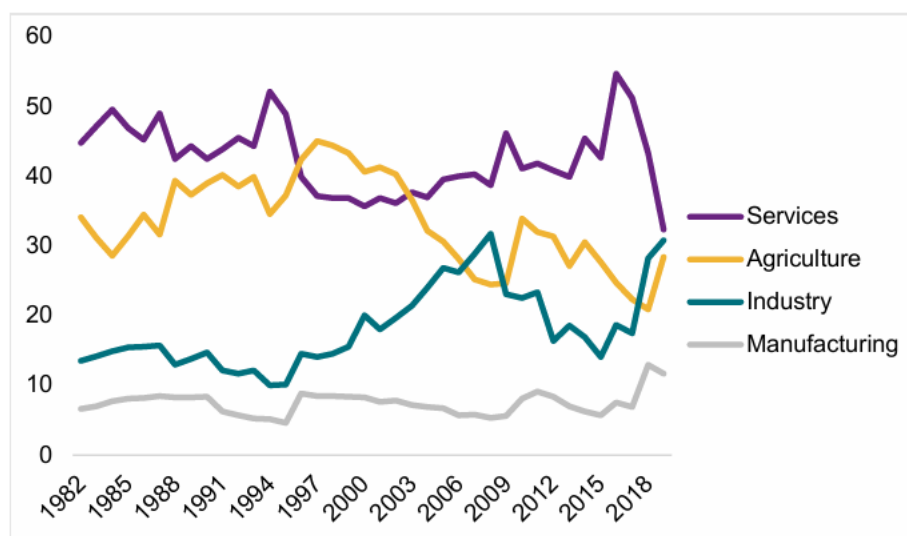
3. Improved service provision to ensure that companies are able to function well and without disruption, it is necessary for them to have access to efficient services such as electricity, water or waste management..

4. Making it easier for investments - Having clear and consistent investment laws and policies is essential for drawing in investments. Strong investment regulations make it simpler for foreign investors to access information and launch businesses. Streamlining property registration processes and obtaining necessary licenses also contribute to this goal.

5. Easing the playing field – Removing market closures and corruption it is important to attract investment from both home and abroad. Laws and regulations must apply equally to all investors, whether domestic or foreign, and practices that result in it is necessary to get rid of unequal treatment.

For years, there has been little growth in manufacturing value added, putting us behind neighbouring countries. Additionally, the decrease in government support for investing in and diversifying industries, combined with a focus on energy production in the 2000s, has led to a decline in other sectors. Changes are needed to strengthen local businesses and increase production in order to revitalize industries outside of oil and improve economic diversity.

Figure 3.4 Sudan's value added % 1982-2018



Source: [IGC-Sudan-in-the-global-economy.pdf \(theigc.org\)](https://theigc.org/publications/IGC-Sudan-in-the-global-economy.pdf)

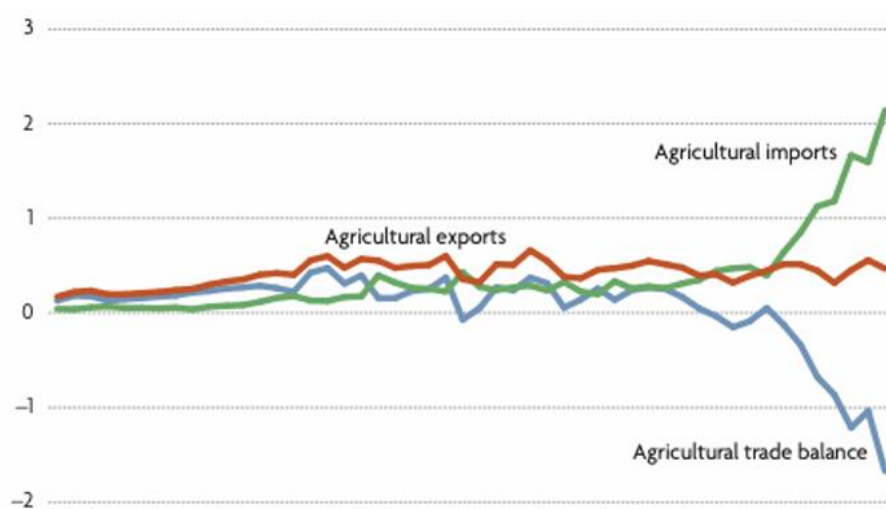
In theory, the Sudanese domestic market has a high population of 42.8 million people. As a major consumer market for domestically produced goods, this offers huge potential. However, according to the GDP, purchasing is not high enough. This has led to domestic production capacity not being fully utilized. Factors such as unstable economic conditions, unstable exchange rate, complicated foreign currency exchange, inadequate industrial capabilities, and poor infrastructure have all played a role in hindering the competitiveness of domestic production. As a consequence, there has been a rise in import trade, leading to a growing trade deficit, particularly in agricultural products and food items, as illustrated in Figures 3.5 and 3.6.

Figure 3.5 Sudan Trade balance USD 2000-19



Source: IGC International growth centre

Figure 3.6 Trends in agricultural trade in Sudan USD billion

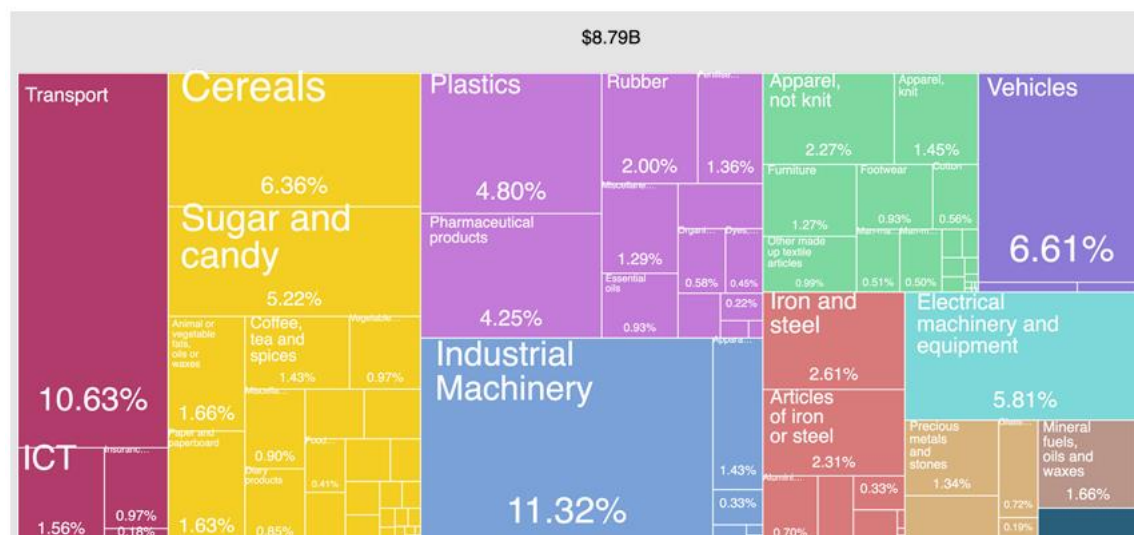


Source: IGC International growth centre

Current imports of agricultural products, such as wheat, flour, oil, sugar milk, fruits and vegetables are included in this category. Textile goods are a significant import category that could be focused on when implementing strategies for domestic-led growth. Additionally, by prioritizing the production and manufacturing of machinery through industry policy, which currently accounts for 11% of imports, it could become a key focus during various stages of industrialization. Producing these products domestically can

satisfy the local market demand, while simultaneously generating employment opportunities, boosting incomes, and ultimately expanding exports.

Figure 3.7 Sudan's imports by category (% of total) by 2018



Source: Homepage | International Growth Centre (theigc.org)

In a small number of foreign markets, including the Middle East and other Arab countries, as well as in the kingdom of Saudi Arabia exports remain very high in demand. Free Trade Area (GAFTA) (51% of total exports), and China (19% of total exports). In the interim, trade within the Common Market for Eastern and Southern Africa has been the important. Trade connections with Europe, the United States, and sub-Saharan Africa remain relatively low, accounting for only 11% of exports in 2019.

For Sudanese exports, a number of important markets in the region could be potential targets. Particularly in Egypt, Ethiopia and South Sudan which can contribute to diversification. The geographic concentration of exports in Sudan.

Egypt and Ethiopia: Egypt and Ethiopia have access to various natural and human resources that could foster significant economic cooperation between the two countries. With a combined population representing about 20% of Africa's total population, both nations possess important markets. Nevertheless, in order to effectively compete with these markets, Sudan's production capacity must be enhanced.

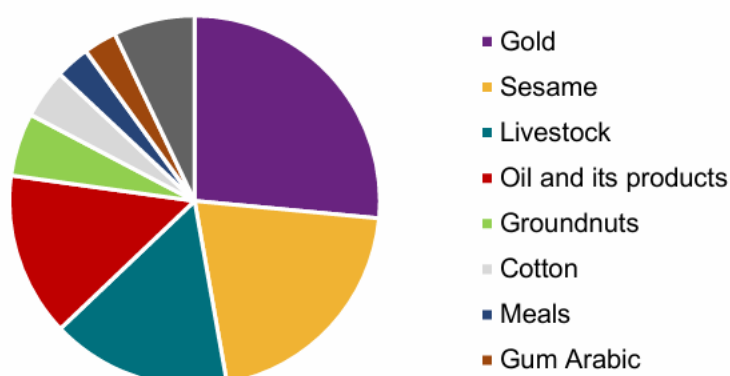
South Sudan: In the past, there has been some trading, particularly in agriculture products, but it has been inconsistent and is currently not operating at full capacity. This is partially due to the ongoing conflict in South Sudan. Some items such as medicines, fuel, clothes, and shoes are still being exchanged, often through illegal smuggling channels.

Export products: In terms of products, Sudan's exports in 2019 is primarily made up of gum arabic and unprocessed or partially processed agricultural products like sesame and cotton. Oil and related products account for about 12% of total exports, as depicted in Figure 3.8. Even when excluding gum Arabic and cotton from the analysis, the export products still show a strong concentration.

The main goal of the export promotion campaign is to increase the value of domestic products, allowing Sudan to fetch higher prices for its exports. Currently, there is untapped potential for adding value. For instance, although Sudan is the biggest producer of gum arabic in the world, the amount of value added within the country is minimal.

Increased national value added can have a significant positive impact on import volumes, foreign exchange earnings, and profits for companies, job creation, and household income.

Figure 3.8 Sudanese exports, 2019



Source: www.theigc.org

Inhibits the growth of both sectors. Cattle, sheep, goats, and camels, play a significant role in the agricultural GDP and export earnings. Agro-pastoral systems are mainly used in rain-fed farming areas. The export of animals, particularly sheep, is increasing and challenging cash crop sales for the title of fastest growing sector. In terms of agriculture, job creation and income opportunities are vital for promoting equitable growth.

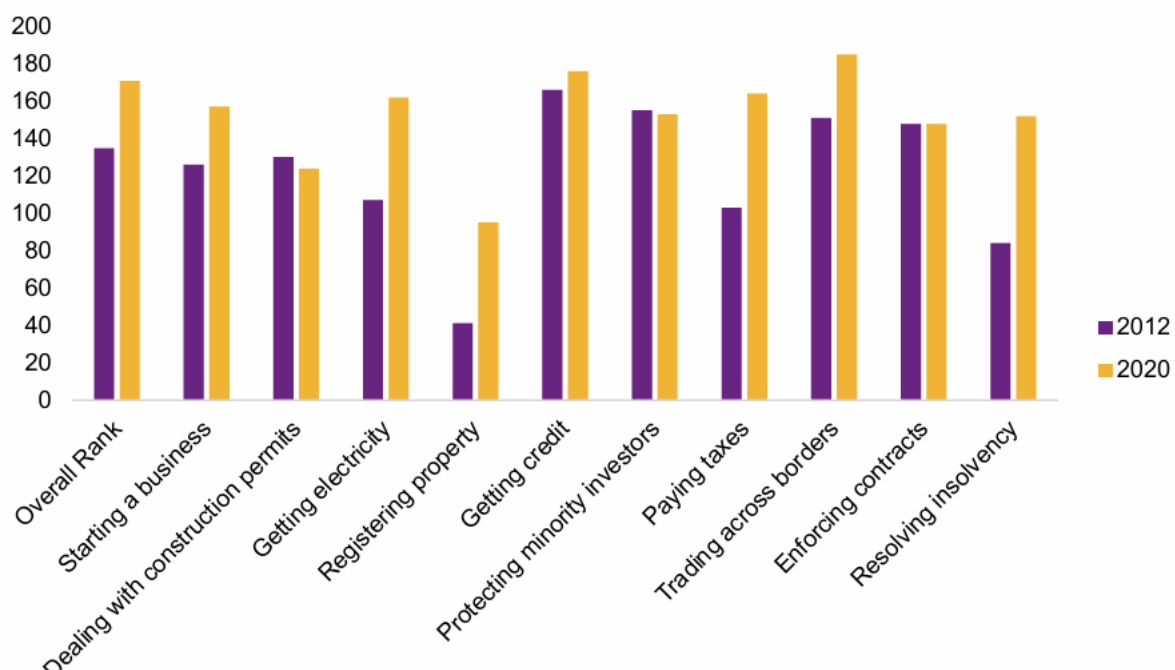
The agricultural sector in Sudan has the potential to further develop, especially with its proximity to the Blue and White Nile River. However, low productivity, are caused by outdated production methods, and the limited access to credit by the world bank or globalized countries, and lack of infrastructure are current obstacles that need to be addressed in order to unlock the full potential of both sectors.

Figure 3.9 exports growth and diversification through agriculture

Livestock	There is a surge in demand for camels, goats, sheep and cattle, which is connected to a strong export demand from Saudi Arabia, other Gulf countries, and Egypt.
Meat	The major importers of Sudanese meat are the UAE, Saudi Arabia, and Egypt. Despite a strong demand from these markets, Sudan fails to compete with other suppliers due to several internal constraints, including high cost of production, issues surrounding quality and standards, and unreliable supply. There is a good opportunity to expand exports and increase value added from meat exports by addressing these restrictions and building out cold storage and transport infrastructure.
Hides and skins	Hides and skins are sold to a wide range of markets, including the United Kingdom, China, UAE, Turkey, and Saudi Arabia.
Sesame	Sudan exports about two-thirds of its sesame production and is among the main exporters of sesame worldwide. Sudan ranks second after India in area cultivated, and exports 10% of the sesame traded globally, and ranks as the fourth largest exporter as of 2010. Sudanese sesame receives favorable prices compared to sesame from other African countries because of high quality and grading.

Source: [IGC-Sudan-in-the-global-economy.pdf \(theigc.org\)](#)

Figure 3.10 Sudan's ease of doing business 2012/2020



Source: [IGC-Sudan-in-the-global-economy.pdf \(theigc.org\)](https://theigc.org/publications/IGC-Sudan-in-the-global-economy.pdf)

Gold and oil- Although the oil reserves have been substantially reduced since South Sudan broke away in 2011, petroleum remains a major export sector for Sudan, which accounts for 14.2% of total exports in 2019. Since the discovery of mineral rich mines at Jebel Amer in Darfur, the country is the third largest producer of gold in Africa, after South Africa and Ghana, exports of gold have also increased significantly.

Nevertheless, despite the simplicity of initiating a business, the World Bank's 2020 Doing Business Survey shows that running a business in Sudan has worsened over the past ten years. In 2012, Sudan was ranked 137th, but it now sits at 171st out of 190 countries, as shown in figure 3.10. Indicators of Cross border trade and access to credit are particularly weak, with the payment of bills also lagging behind. When it comes to starting your own business operations, two key factors to consider are taxes and the process of obtaining a permanent electricity connection. In 2020, the time it takes to meet border compliance requirements for exports is 7.5 days, which is longer than the sub-Saharan average of four days.

3.2. Recommendations for Sudagum's Strategic Development

As we can see globalization had a great influence on Sudagum's market. But such chances should be used wisely and efficiently applied on real life and correct time. No matter how good business is rising, there is always a better way to push it forward. Hence, now we will discuss some of the useful tips and recommendations that Sudagum might use in order to prosper in such a challenging field.

Invest in technology innovation: using modern farming technologies to increase crop yield and productivity, such as precision agriculture, unmanned aerial monitoring and automated irrigation systems. **R&D:** Developing a research and development division to innovate new products and improve current ones, targeting varieties that are better adapted to climate change and diseases.

Technology innovation might be a bit tricky and challenging based on the analysis in figure 3.10. As electricity is a major problem and an obstacle to businesses in Sudan. Hence, instead of only suggesting complicated recommendation we will as well suggest some solution to help overcome the obstacle. The innovation techniques used in large scale farms consumes power and energy, especially if unmanned as it operates automatically. One of the best solutions to overcome this problem is an example used currently in the Sub-Saharan region, specifically in Morocco. Where solar panels are installed as a source of renewable and infinite solar energy source.

The panels might be a bit costly to install but definitely worth it as it pays back instantly. The energy generated by solar panels will contribute in the economic growth of Sudagum as it will boost the production using the innovative technology methods. In addition, solar panels can be used to expand the project and farm dimensions in order to increase the production rate. Another solution can be profiting from solar panels by providing electricity to neighbouring business and corporations in need with a fixed monthly charge or per usage. Using these methods will ease and facilitate production for the company and boost revenue in long term.

Improve the management of supply chains: to reduce delays and costs and to ensure timely delivery of products, invest in advanced logistics and supply chain management

systems. Local sourcing and partnerships: in order to guarantee a uniform supply of quality raw materials, it is necessary to build strong relationships with farmers and suppliers from the area.

Your competitor can be your partner, building strong bonds with local farmers in the area will help ease the transport and shortages needed.

Expand product range: By introducing value added products such as organic and processed foods, we can diversify our product portfolio. Target new markets by identifying and entering new international markets, in particular in regions with high demand for agricultural products, such as East Asia and the Gulf Cooperation Council countries.

Globalization offers the Sudagum a wide range of opportunities to develop economically sustainably. Access to their distribution networks and market knowledge can be facilitated by forming strategic alliances and partnerships with global agricultural companies, in order to enable them to enter or expand markets. The development of sustainable farming and innovative agricultural products, as well as strengthening the competitiveness and appeal of Sudagum's through cooperation research with international institutions can be achieved.

It is essential to adopt sustainable practices in order to achieve a lasting success. The health of ecosystems and the sustainability of agricultural productivity will be ensured by using environmentally sound farming practices, such as crop rotation, organically farmed or water conserving.

Another important element in the use of globalisation is access to finance and investment. The capital needed for expansion and innovation can be provided by attracting foreign direct investment through the promotion of Sudan's agricultural potential and growth prospects in Sudagum. In order to ensure that farmers and suppliers have access to the necessary resources and capital, and to support overall growth, cooperation with financial institutions to develop tailored financial products and credit facilities for farmers and suppliers

Effective risk management strategies are needed to cope with the complexity of global markets. The impact of unfavourable market conditions on any given product or

market will be mitigated by diversification of risk exposure through the expansion of product lines and entry into new markets. Political risk insurance, which provides Sudagum with a safety net for its international activities, can be used to mitigate the losses resulting from policy instability and changes in export market conditions.

It is essential to engage with policy makers and keep informed of trade agreements so as to create a favourable trading environment. Sudagum can increase its market access and competitiveness through active promotion of good trade policies and reductions in barriers. The favourable conditions for market entry and expansion can be provided by understanding and exploiting new trade agreements, which can further increase trade opportunities.

In order to maintain a highly skilled and qualified workforce, capacity building is essential. Investing in training programmes for workers and local farmers will improve their skills in modern agricultural practices and business management, driving productivity and innovation. In order to keep Sudagum at the forefront of agricultural developments, it is necessary to facilitate the transfer of knowledge through workshops and seminars with international experts.

A strong role is played by branding and marketing strategies in exploiting opportunities on the world market. A more widespread audience, as well as increased market visibility, can be attracted by developing a strong global brand that promotes the quality, sustainability and uniqueness of Sudagum products. The use of digital marketing strategies, including social media and e commerce platforms, will increase market reach and customer engagement, driving sales and brand loyalty.

In addition, it is essential to maintain continuous innovation and product development in order to remain at the forefront of world markets. New opportunities for product development will be identified by regularly analysing global consumer trends. Sudagum will become a major player in the farming sector by developing new products, such as health focused, Organic and Eco-friendly Products, which meet today's changing needs for global consumers.

Additional Strategic Recommendations Further strengthening the competitive edge of Sudagum and ensuring long term success can be achieved by a number of other recommendations, in addition to those basic strategies.

Digital Transformation: It is hard to let in digital transformation. Agricultural practices can be optimised by the use of smart farming technologies such as internet sensors that monitor soil health and crop growth in real time. In order to forecast market trends and improve yield forecasts, data analysis can be applied. Market reach and customer engagement will be boosted through the development and optimisation of e-commerce platforms, as well as by improving presence on social media.

Human Capital Development: A skilled workforce will be created by offering comprehensive training programmes to focus on new technologies, sustainable farming practices and management skills.

Improving financial management and investment by: Sustainable growth will be ensured by the development of sustainable finance plans and investment strategies to invest profits back into areas that are highly attractive.

Strategic Development of Sudagum in time of Conflict and Currency Depreciation

Product diversification: Sudagum should expand its product range to include other types of agricultural products. Sudagum can reduce its reliance on unstable markets and create additional revenue streams that are less risky by entering into value added products such as processed foods and herbal supplements.

Diversification of the market: opportunities for regional expansion into neighbouring markets, such as Ethiopia and Kenya, which are less affected by conflict, should be explored by the company. Moreover, regions with stable currencies and high demand for agricultural products should be targeted in their efforts to go into international markets. Sudagum will reduce on domestic sales and avoid the effects of local economic descending through these two market diversification approaches.

Adaptation to Currency Depreciation in Sudagum's financial stability and operational efficiency, currency depreciation is a big problem. To avoid this challenge safely, the company needs to take active measures for currency risk depreciation and cost optimisation.

Currency hedging strategies: Use of financial instruments such as forward contracts to hedge against currency volatility should be taken by Sudagum. The company can minimise the effect of currency depreciation on its revenues and expenses by setting exchange rates for future business transactions. In addition, diversification of currency holdings may provide a boost for fluctuations in the Sudan pound and so contribute to its stability.

Optimisation of costs: In view of the adverse impact of currency depreciation on import costs, Sudagum should prioritise cost optimization measures. Increased reliance on locally produced inputs and materials is also a way of reducing the exposure to imported products. Furthermore, efficiency improvements in all operations could contribute to reducing cost pressures and enhancing competitiveness with regard to currency fluctuations.

Long term planning: Sudagum must adopt a forward looking approach to strategic planning, which takes into account the dynamic nature of the social economic environment. Strategic investments in projects with sustainable returns, such as the development of infrastructure and technology improvements, are also part of this. In addition, Sudagum will be able to mitigate the impact of prolonged conflict and currency depreciation on its operations and financial performance through the development of robust risk contingency plans.

Industry Collaboration: Sudagum should actively participate in partnerships with industry peers and trade associations to collectively advocate for policies supporting the agricultural sector. By advocating for regulatory reforms and economic policies conducive to a favourable business environment, Sudagum can amplify its influence and expertise.

Stakeholder Engagement: Engaging with stakeholders, including employees, suppliers, and local communities, is essential for fostering trust and resilience in challenging times. Sudagum should prioritize transparent communication with stakeholders, addressing concerns and soliciting feedback to inform strategic decisions. By nurturing positive relationships with stakeholders, Sudagum can better navigate challenges and establish itself as a responsible corporate citizen.

In summary, Sudagum's strategic development requires a holistic approach emphasizing resilience, adaptation, and sustainable growth, especially amidst war and currency depreciation in Sudan. By diversifying products and markets, managing currency risks, focusing on sustainability, and fostering collaboration with stakeholders, Sudagum can navigate Sudan's complex macroeconomic environment and emerge stronger during crises.

These recommendations outline a strategic roadmap for Sudagum, enabling it to navigate turbulence and maintain a significant presence in Sudan's agricultural sector. Through proactive measures and unwavering dedication to its core values, Sudagum can overcome challenges and capitalize on opportunities for enduring success and sustainable development.

3.3. Policy Implications and Future Strategies

The journey of Sudagum in the context of globalization not only illuminates its own development, but also has profound implications for policy formulation and future development in the agricultural sector of emerging markets such as Sudan. The political implications of Sudagum's experience are explored in this section, as well as the future directions for economic development.

The experience of Sudagum can be used by policymakers to develop policies that support the development of agriculture in developing countries. In order to increase productivity, improve access to markets and foster innovation in the agricultural sector, this includes investment in research and development, infrastructure and extension services.

Building Policies: Governments in emerging markets should prioritize policies that enhance resilience against external shocks, such as conflict and currency depreciation. In order to overcome the impact of crises on businesses and communities, investments in infrastructure, social safety nets and disaster preparedness programmes are also included.

Trade Facilitation Measures: In order for companies such as Sudagum to be able to take advantage of worldwide markets, it is necessary to streamline trade procedures,

reduce bureaucracy and improve access to the market. In order to improve export competitiveness and attract investment from abroad, governments should focus on trade facilitation measures such as tariff reductions, reforms in the customs sector or investments in commercial infrastructure.

Looking ahead, Sudagum must capitalize on globalization trends and leverage its strengths to achieve sustainable growth and global competitiveness.

In order to reduce dependence on volatile domestic markets and mitigate risks associated with geopolitical instability, Sudagum should continue diversifying its product portfolios and exploring new markets. The growth of exports will be facilitated by the expansion in high growth regions, where increased demand for agriculture products is accompanied by strategic partnerships and market intelligence.

In its operations, Sudagum should focus on sustainability in terms of the use of environmentally friendly farming practices, resource efficiency techniques and corporate social responsibility initiatives. Sudagum can improve its brand reputation, attract premium markets and guarantee a sustainable future through an alignment with global sustainability standards and consumer preferences.

In order for Sudagum to remain competitive, it is necessary to embrace digital technologies. Productivity, cost reduction, and real time decision making will be enhanced through the use of digital technologies for precision, agricultural supply chain optimization, and market intelligence. In order to unlock the full potential of Digital transformation, Sudagum should make investments in technology infrastructure, skills development and innovative ecosystems.

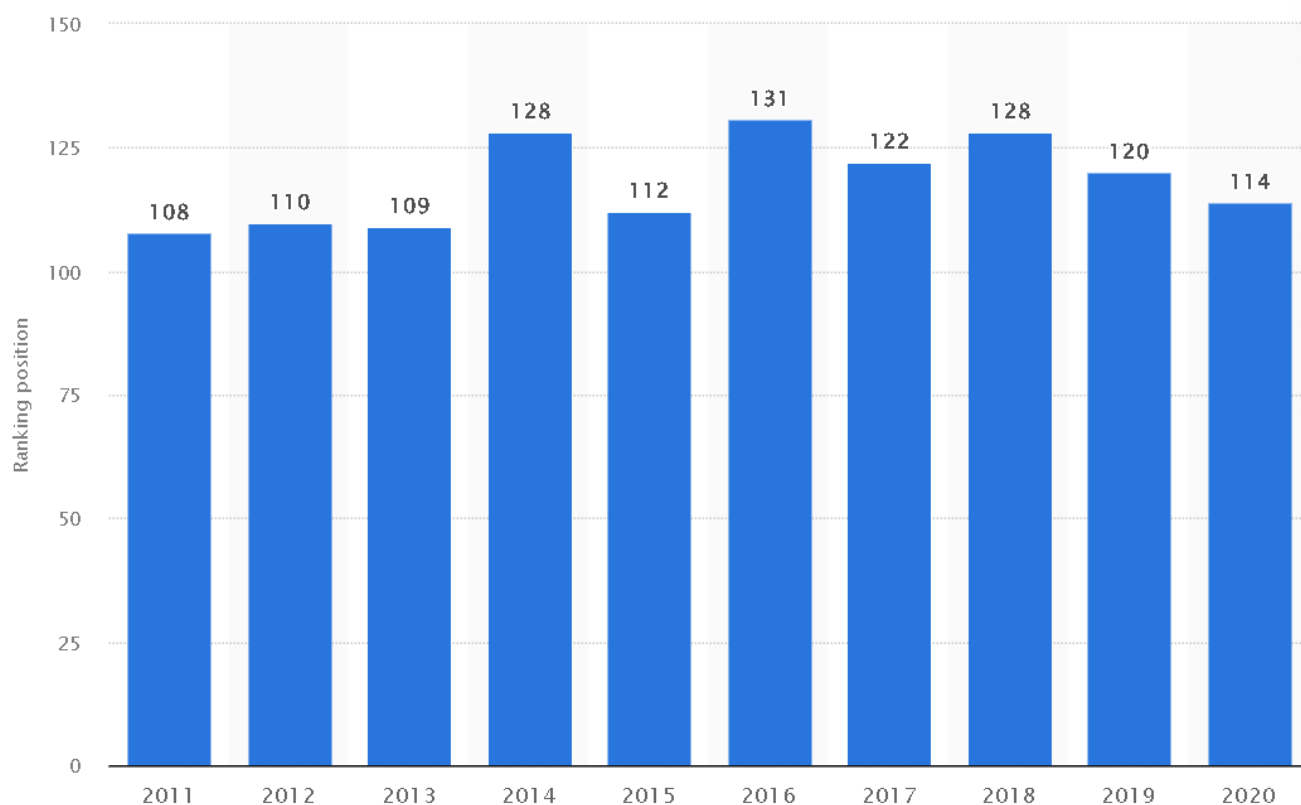
Synthesis of Key Findings and Implications for Theory and Practice:

Theory implications: Sudagum's experience shows the importance of a multisectoral approach to economic development, which is based on analysis from economics, sociology and business studies. The case highlights the importance of context specific strategies and effective management practices in dealing with challenging market conditions.

Practice implications: In Sudagum's experience, the critical role of strategic foresight, innovation and stakeholder involvement in driving sustainable growth and

resilience is emphasised for practitioners. In the face of uncertainty and change, companies operating in emerging markets must focus on flexibility, adaptability as well as continuous learning.

Figure 3.11 Ease of doing business ranking in Egypt from 2011 to 2020



Source: [Egypt: ease of doing business ranking 2011-2020 | Statista](#)

Figure 3.11 shows the ease of doing business in Egypt compared to figure 3.10. The challenges facing Sudan are bureaucratic red tape, corruption, inadequate infrastructure, and limited access to finance. Investors and businesses are often discouraged and hampered by the lack of transparency and cumbersome administrative procedures. In addition, the economic sanctions imposed on Sudan have limited trade and investment flows thereby exacerbating its economic difficulties.

Reforms: Sudan has undertaken reforms in order to improve its business environment, despite these challenges. Efforts have been launched to simplify the

procedures for registering businesses, simplifying taxation and improving access to finance. Nevertheless, the impact of these reforms has yet to be felt and business activities are still hampered by obstacles.

Introduction to the Egyptian business environment Compared to Sudan, Egypt has a more mature business environment and is supported by an expanding and diverse economy, strategic geographic position as well as relatively good infrastructure located at the crossroads of Africa and the Middle East.

Advantages: Egypt's economy is more diverse, driven by sectors like tourism, manufacturing and services. Foreign investment and facilitating business operations is attracted by the country's geographical location, good infrastructure with relatively large domestic market size. In addition, Egypt has undertaken reforms to improve its business climate, such as streamlining of the registration process, facilitating trade and enhancing investor protection.

Obstacles: Despite these advantages, Egypt continues to face obstacles in its business environment such as bureaucratic hurdles, corruption, legislative uncertainty and instability of governance. The obstacles to entrepreneurship and investment, which limit the country's potential for economic growth, are inconsistent enforcement of legislation and a cumbersome regulatory framework.

Implications for Policy Development: several policy implications for both countries can be seen from the comparison of Sudan and Egypt's business environment

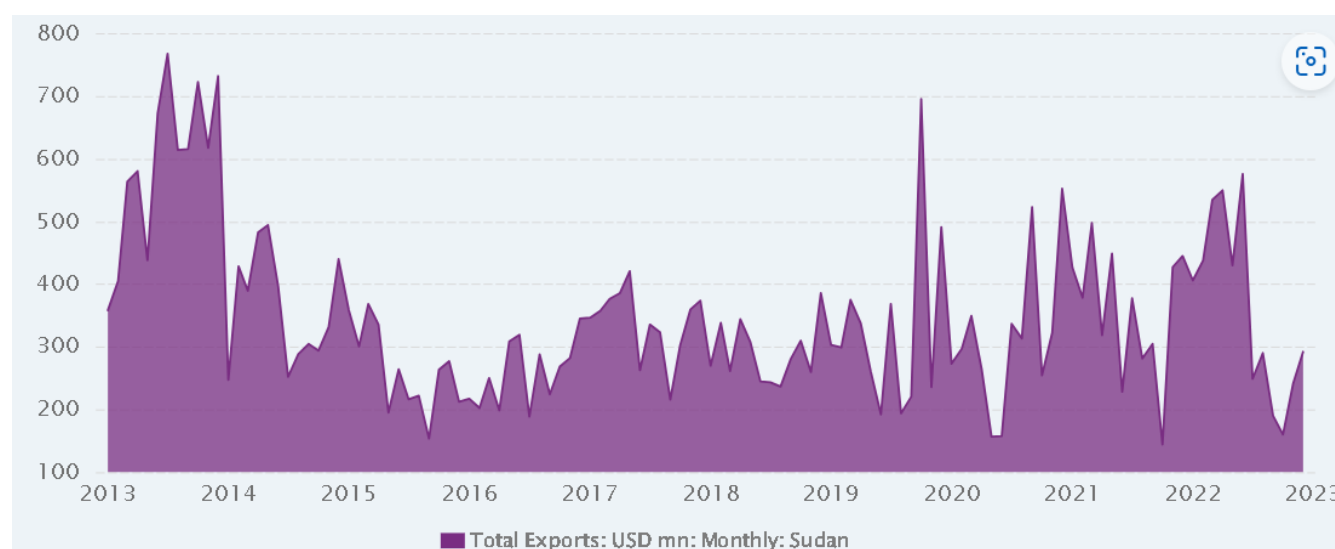
Sudan: The findings reinforce the urgent need to speed up reforms aimed at improving its business environment. Attracting investment, stimulating entrepreneurship and promoting growth requires addressing administrative inefficiencies, increasing transparency and fostering a more favourable legal environment.

Egypt: Although the business environment in Egypt seems more favourable than Sudan, there is room for further improvement. In order to unlock Egypt's full economic potential and foster sustainable development, continued efforts are needed to streamline administrative procedures, combat corruption, and strengthen the rule of law with a view to promoting investor confidence.

In view of the wider economic and institutional context in which enterprises operate, the ease of doing business between Sudan and Egypt is very different. Egypt is benefiting from relatively better infrastructure and political reforms, while Sudan continues to face serious difficulties in its business environment.

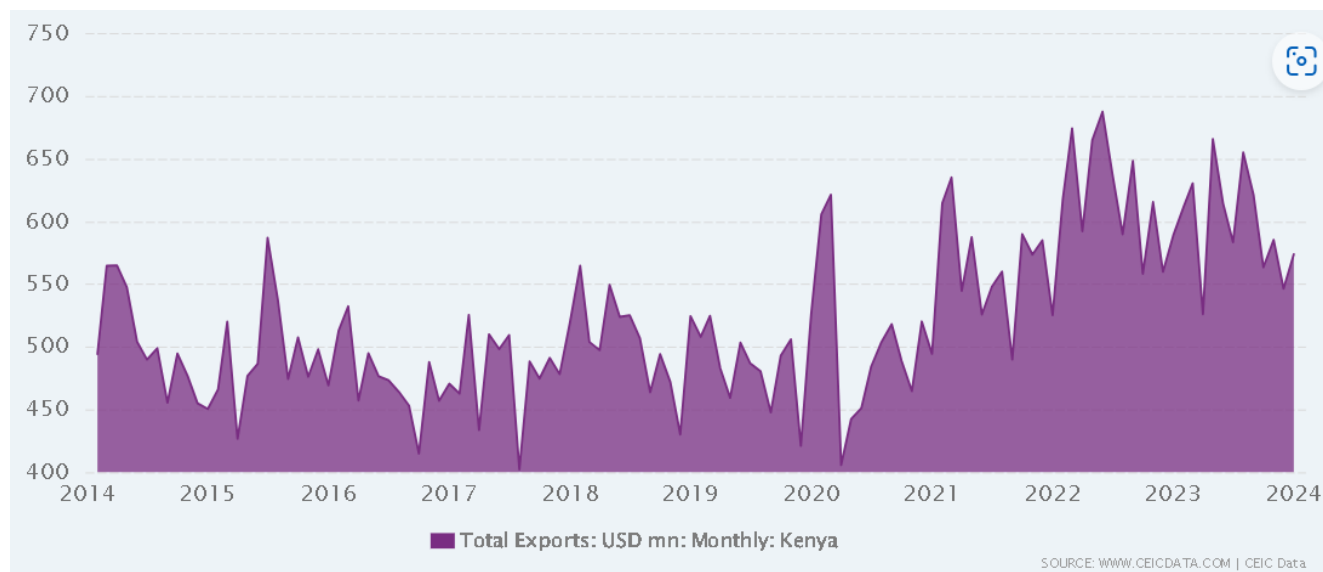
Efforts to improve the business climate, streamline regulatory procedures and foster transparency in order to attract investment, support entrepreneurship and stimulate prosperity should therefore be prioritised by both countries. The full potential of Sudan and Egypt as attractive investment and business growth destinations in the Middle East and North Africa region can only be realised through concerted policy reforms and sustained efforts to improve the business environment.

Figure 3.12 Sudan export growth 2013-2023



Source: [Sudan Total Exports, 2003 – 2023 | CEIC Data](#)

Figure 3.13 Kenya export growth 2014-2024



Source: [Sudan Total Exports, 2003 – 2023 | CEIC Data](#)

Trend: Over the last decade, Sudan's total exports have been subject to volatility due to fluctuations in global commodity prices and geopolitical events. During periods of strong oil prices, the country was experiencing an increase in exports but faced difficulties because of sanctions as well as production interruptions. Sudan's reliance on primary commodities continues to pose a major risk, despite efforts to diversify its export base.

Drivers: fluctuations in oil prices, farm productivity, infrastructure constraints and trade policies are the main drivers for Sudan's export performance. The country's competitiveness in the export market is hampered by a number of factors, including inadequate infrastructure, restricted value addition and legal barriers, which hinder its ability to exploit opportunities on the world market.

An overview of Kenya's total exports Kenya, which is located in East Africa, has a more diverse export base that covers areas like agriculture, manufacturing, tourism and services. Strategic geographical location, comparative advantages in certain sectors and policy reforms aimed at supporting trade and investment have strengthened the country's exports.

Trends: Kenya's total exports showed more resilience and growth than Sudan, as a result of the country's efforts to diversify its export base and gain access to markets both regionally and globally. Tea, coffee, horticulture, clothing and tourism services are

among the main export sectors. Kenya has managed to expand its export footprint and attract foreign investment in the targeted sectors, despite facing challenges such as infrastructure deficits and regulatory bottlenecks.

Driver: factors such as agricultural productivity, infrastructure development, trade facilitation measures and policy reforms influence the export performance of Kenya. Its export competitiveness and market penetration can be attributed to its strategic investments in transport infrastructure, export processing zones and trade promotion initiatives.

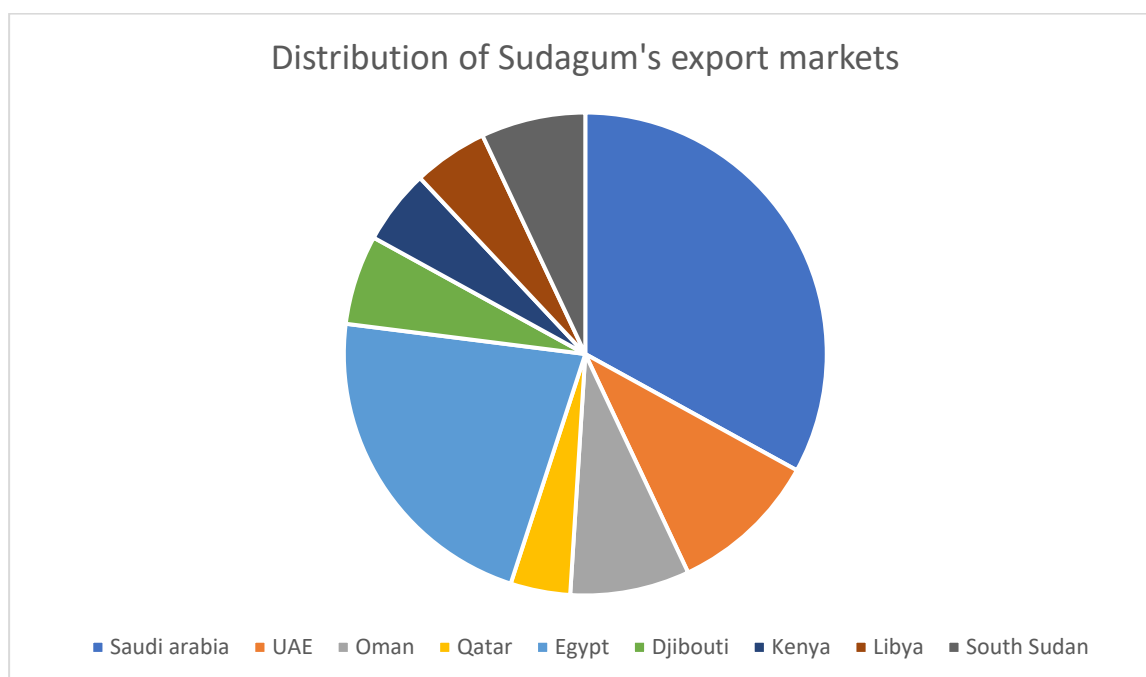
Comparative Analysis and implications:

Sudan: The volatility and reliance on primary commodities have characterised the export performance in Sudan, which has led to external shocks and vulnerabilities. In order to enhance Sudan's export competitiveness and resilience in the global market, it is essential to address structural challenges such as infrastructure deficits, value addition and trade obstacles.

Kenya: As a result of its comparative advantages in various sectors and proactive policy interventions, Kenya's export performance has been more robust and diversified. Kenya can use its strengths in agriculture, manufacturing and services to take advantage of the new opportunities on the markets, increase value added as well as strengthen integration with domestic and international value chains.

Overall, the importance of export diversification, infrastructure development and political reforms to stimulate economic growth and resilience has been underlined by a comparative analysis of total exports between Sudan and Kenya. Kenya's more diversified export base and proactive policy interventions make it a more dynamic player on the global market, while Sudan faces challenges related to commodity dependence and structural constraints. In the coming years, both countries will have to prioritise efforts aimed at addressing underlying barriers, promoting value addition and fostering a supportive environment for trade and investment in order to realise their fullest export potential and contribute to sustainable development.

Figure 3.14 Distribution of Sudagum export markets



Source: Compiled by author based on research on Sudagum activities

In particular, in the context of globalisation, market diversification is a crucial strategy for Sudagum's economic development. By expanding export markets beyond traditional boundaries, Sudagum can reduce its dependence on certain regions or countries and mitigate the risks associated with geopolitical instability or economic downturns in some markets by taking advantage of emerging opportunities in high growth areas.

In order to gain valuable insight into the diversification efforts of the company and to identify key growth markets, we analysed the distribution of the export market of Sudagum over time by means of a pie chart.

Looking ahead, Sudagum is at a critical juncture where strategic decisions and policy interventions can play an important role in shaping its course. Policymakers in Sudan and beyond can create a conducive environment for business growth and innovation, driving economic development and job creation through the alignment of policy priorities with Sudagum's Strategic Objectives.

Similarly, in order to become a leader in the global agricultural sector, Sudagum must take advantage of emerging opportunities, leverage digital technologies, and adopt

sustainable practices. In the face of evolving global challenges, Sudagum and policymakers can chart a course that promotes inclusive growth, resilience, prosperity through collaborative efforts and innovative initiatives.

CONCLUSIONS AND PROPOSALS

The analysis of the impact of globalization on emerging markets, particularly in the context of Sudagum Company, demonstrates a complex and varied influence on Sudan's agricultural sector and overall economic framework. Through the exploration of globalization and its implications for developing economies, this research has shed light on the interconnected nature of global markets, presenting opportunities for rapid advancement as well as substantial hurdles that demand cautious management. In the case of Sudan, globalization has proven to be a double-edged sword, providing pathways for economic development alongside vulnerabilities to the uncertainties and fluctuations of international markets.

The role of Sudagum Company in Sudan's agricultural industry highlights the significance of indigenous businesses in stimulating economic growth. Through its dedication to sustainability, creativity, and expanding market reach, the company has emerged as a key contributor in utilising globalisation for local economic advancement. An examination of Sudagum's commercial tactics and activities reveals that its flexible responses to worldwide market shifts have facilitated its success in navigating through intense competition and intricate international trade conditions.

Globalization has influenced the business strategies and operations of Sudagum, leading to the need for a more reactive and agile response to market requirements. Sudagum has leveraged the worldwide need for agricultural products by becoming part of international supply networks and broadening its market presence. Nevertheless, this incorporation has also mandated Sudagum to consistently introduce new ideas and adjust in order to uphold its competitive advantage.

The obstacles and potentials encountered by Sudagum within a worldwide market reflect the wider predicaments of developing market businesses. Although globalisation has expanded market possibilities and enabled the utilisation of cutting-edge technologies, it has also brought forth competitive demands and legal intricacies necessitating strategic oversight. Sudagum's encounter underscores the intricate equilibrium between harnessing novel prospects and managing risks.

The implementation of technological advancements has greatly influenced Sudagum's agricultural methods, resulting in increased productivity, efficiency, and sustainability. The integration of modern agricultural technologies has allowed Sudagum to enhance crop yields, minimise environmental repercussions, and streamline supply chain processes. This technological advancement emphasises the crucial significance of innovation in capitalising on the advantages of globalisation.

Sudagum's active participation in international trade and market integration has played a significant role in its development and prosperity. Through involvement in export-import operations and integration into global trade networks, Sudagum has widened its market reach and increased its revenue sources. This engagement has also enabled the transfer of knowledge and skills, leading to capacity building in Sudan's agricultural sector as a whole.

The socio-economic impacts of Sudagum on local communities are substantial. By creating employment opportunities, enhancing skills, and investing in community welfare, Sudagum has been instrumental in advancing local economies and enhancing the quality of life. The company's endeavours in promoting sustainable agriculture practices and community advancement serve as a model for demonstrating the beneficial outcomes of corporate involvement in developing economies.

Assessing the regulatory systems in Sudan for their effectiveness in enhancing globalization highlights various strengths as well as areas requiring enhancement. Despite certain measures that have facilitated market entry and international trade, there remain deficiencies in infrastructure, institutional capabilities, and regulatory consistency that must be rectified to fully leverage the advantages of globalization for indigenous businesses such as Sudagum.

The recommendations put forward for Sudagum to improve its competitiveness and sustainability involve expanding its range of markets, ongoing investment in technological advancements, and bolstering collaborations with both international and domestic partners. Prioritising sustainable methods and implementing measures to enhance resilience will be essential for Sudagum to effectively manoeuvre through the changing global environment.

Finally, the significance of Sudagum's experience for economic development in emerging markets is vast, demonstrating the possibilities for growth and advancement by actively participating in the global economy. Sudagum's example emphasises the crucial role of indigenous businesses in propelling economic advancement, the necessity of conducive regulatory frameworks, and the pivotal significance of innovation and sustainability for sustained prosperity. This study offers important lessons for other developing economies aiming to leverage globalization for their economic progress.

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