

[CHECKED AGAINST DELIVERY]

**Remark by H.E. Mr. Ryoichi Horie,  
Ambassador of Japan to the Republic of the Sudan,  
on the Occasion of the Business Seminar  
hosted by Sudanese Businessmen and Employers' Federation (SBEF)  
at 10:15 on 14<sup>th</sup> October 2012, at SBEF HQ**

H.E. Mr. Al-Sadig M. Ali, State Minister of Higher Council of Investment,  
the Government of the Republic of the Sudan

Mr. Bakri Yousif Omer, Secretary General, Sudanese Businessmen and  
Employers' Federation (SBEF)

Mr. Hiroyuki Mori, the Resident Representative, JICA

Distinguished Guests,

Members of the Media,

Ladies and Gentlemen,

Good Morning.

It is indeed an honor for me to be here this morning to welcome you to this seminar on Business Opportunities in Sudan. As everybody presented here knows, the peace agreements between Sudan and South Sudan signed on 27<sup>th</sup> September in Addis Ababa will ease tensions and constitute a giant step forward towards "Peace and Stability" in Sudan.

Distinguished Guests,

The Moment is now. We must begin to contribute to Sudan's prosperity and development through the business sectors of our two nations. I believe your presence today is a testament to the commitment to enhancing

business cooperation between our home countries, Japan and Sudan, and creating opportunities for both the Sudanese and the Japanese counterparts.

I would like to express my sincere appreciation to the Sudanese Businessmen and Employers' Federation (SBEF) for inviting me to this seminar and all the preparations made to make this event happen.

It is my honor to bid a warm welcome to the Japanese participants, representing various trade associations and companies. These participants may not be as numerous as their Sudanese counterparts today but they are the early birds on Sudan's developing business scene. Thus, I strongly believe your presence to this seminar will be highly rewarding in the near future.

Distinguished Guests,

Sudan, with her vast fertile lands, rich water resources, and highly educated and trained human resources, has great potential especially in agriculture, mining, and live stock farming. Therefore, Sudan is the country to be an attractive market to many foreign companies despite existing various difficulties. I assure Japanese participants you can find many excellent Sudanese companies and entrepreneurs, some of whom I had the privilege to meet with, who are extremely impressive.

Distinguished Guests,

Business in Sudan is definitely not easy, however, this does not mean it is impossible. An example to follow despite obstacles is the direct investment from Japan to Sudan seen in the case of the Japanese Tobacco International purchase of the Sudanese Haggag Cigarette & Tobacco Factory Ltd. by 450 million USD, last year. As the Japanese Ambassador to Sudan, I am ready to work with you to prepare the better business environment for years to come in cooperation with the Government and the people of Sudan.

Distinguished Guests,

This seminar serves as an important platform for both Japanese and Sudanese businessmen to build closer business ties with the two countries and tap into new and profitable markets in this region. Today, we are fortunate to have expert speakers who will share their experience and knowledge on this topic I am certain you will make the most of this opportunity.

I would like to urge that this seminar will not prove itself to be a “NATO” type of seminar, meaning “No Action Talk Only”. I believe that while our dreams should be big, our approach must be practical and realistic. This must be done to firmly establish our success and presence in this business scene and in order to enhance the Japanese-Sudanese business relationship. I sincerely hope this seminar will lead to significant success stories that will later serve as models for future discussions.

Distinguished Guests,

Before I take my leave, I would like to once again extend my appreciation to H.E. Mr. Al-Sadig M. Ali, State Minister of Higher Council of Investment, the Government of the Republic of the Sudan, and Mr. Bakri Yousif Omer, Secretary General, Sudanese Businessmen and Employers’ Federation (SBEF) for supporting this event.

Thank You.

**Fin**