

Dutch companies to invest in Southern Sudan

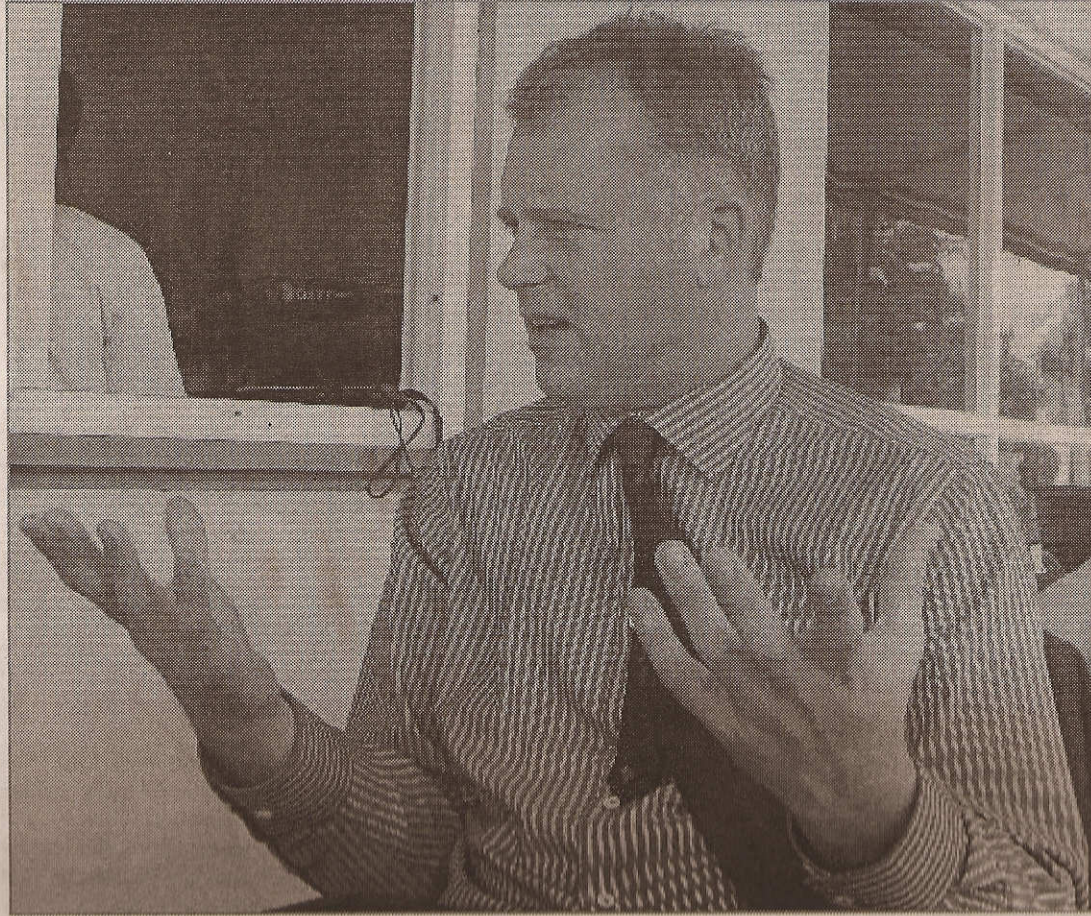
(By Sarah Keji)

JUBA (11 May) – Seven Dutch based companies have made a trip to Uganda and to South Sudan for investment assessment purposes in the two countries especially south Sudan that is just coming out of a civil war following the signing of the comprehensive peace agreement in 2005.

The business boom across south Sudan has attracted companies around the globe. The Dutch companies have met officials of the government of Southern Sudan to determine what areas of investment the country needs to develop in the local private sector according to the head of the delegation, Mr. Bob Van Der Bijl.

Mr Bijl further said that the respective companies would want to promote trade and industry which will help south Sudan to solve the financial crisis which is already a problem to GoSS, and it's their role to direct these companies to improve the sector which needs more investment and funding.

Among the companies on this assessment mission is Setet Holland Company an agricultural producing company dealing in producing high breed potatoes and enriching farmers with quality agricultural skills and agricultural loans which could be transferred to beneficiaries in south Sudan; the manager of the company, Henk Holtslag has said. The Undersecretary of the Ministry



The head of the delegation Mr. Bob Van Der Bijl

of Commerce, Mr. John K Panpagar explained that, the principle aim of the delegation is to survey strategies of investment in south Sudan and soon they will start operations. The Under-Secretary also added that when these investors are allowed to invest in the country they will be monitored and those compa-

nies with clean records will be accepted to operate their business for the future development of the industrial sector in south Sudan. More so this survey will help prioritize the industries that will have an impact on the people in providing the needed utility products and services for the citizens who in

return will benefit from the output; adding that this survey will give opportunities to areas like Yambio in Western Equatoria State, Wau in Northern Bahr El Ghazal State and Juba - Central Equatoria State and eventually the other ten States.

White bull lager, a new taste testing the market,

(By Esther Muwombi)

JUBA (11 May) - South Sudan beverages have introduced a new beer that will add to the already many brands of beer in Southern Sudan. According to a press release by (SSBL), the SSBL's team spent years getting to know the Southern Sudan consumer, their tastes, their demands, and their expectations about quality beer.

With SSBL's new beverage plant situated in Juba, and with long horned bull symbols on the beer's bottle, white bull lager is already on the market and is set to compete with the current brands.

The approximate US\$37m investment has considerably more than an economic impact as it will create employment for hundreds of Sudanese locals once manufacturing commences and has already employed a large number of skilled labour-