

UNCTAD

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Extractive Industries and Sustainable Job Creation

**In Pursuit of Success and happiness:
My Story and Lessons I have learned**

By

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Founder & General Manager of Bee Group, Sudan

The views expressed are those of the author and do not necessarily reflect
the views of UNCTAD.

IN PURSUIT OF SUCCESS AND HAPPINESS

MY STORY AND LESSONS I HAVE LEARNED

Eng. Widad Yagoub

Founder & General Manager of Bee Group



WHAT MADE ME ...ME ?

- Born in a small poultry farm in Sudan .
- My mother Radiya Hussein Elsaigh was a farmer. She was awarded by the UN (FAW) for her efforts in poultry breeding 1964 .
- My father was a teacher ,he educated him self ,in 1968 he was promoted the general manager of agricultural bank of Sudan.
- Both were passionate for education .

EDUCATION ... EDUCATION... EDUCATION...

- **The Sudan national certification exam. 9th out of about 45000 exam takers.**
scored full mark in mathematics.
- **I was one of only 7 female students studying engineering in the University of Khartoum.**
- **Studied construction management in USA 1984.**

**My first bank loan
in 1985 to buy a
manual concrete
mixer.
The first
construction
company in Sudan
in selling flats .**



- Started by 3 employees in 1985 Bee group now hire more than 1000 distinguished staff.



- First building 1985

- **In 2010 we built the electrical grids for 22 residential blocks in west Omdurman area**



- **In 1998 we started petroleum construction in the first pipeline 86 km western Omdurman**
- **In 2005 Bee was granted 210 km in the second pipeline in eastern Sudan**
- **In 2009 Bee worked in Roseiris dam heightening**



- Bee now is one of the major contractors in Hegleg oil field working for Greater Nile Petroleum Company
- In 2010 we were contractors in the developing of Petrodar oil fields now in South Sudan
- Also we worked on road construction in South Kordufan and Blue Nile states



BEE PETROLEUM

- First national Petroleum distribution company in Sudan



BEE PETROLEUM

- More than **43** gas stations & More than **15** Oil Depots all over Sudan and South Sudan



- Pioneers in Africa
Sub-Saharan in
LPG for cars
- By the year
2005 , 15000
vehicles were
operated using
LPG in Sudan



BEE AVIATION

- We fuel airplanes in Khartoum & Juba airports.



BEE DRILLING COMPANY

- Started 2008
- pile foundation
- core drilling
- oil drilling .



BEE MINING

- Started in 2012
- Newly Starting
- Gold mining .



BEE AGRICULTURAL

- We believe that agriculture is a very important sector for the development of the whole economy
- Bee agricultural company is developing farming schemes in Sennar state and in the Northern state
- Our Goal is to expand to 100,000 Acres InshaAllah.



BEE GROUP SOCIAL RESPONSIBILITY



- (He is not a believer whose stomach is filled while the neighbor to his side goes hungry)

عن ابن الزبير يَقُولُ سَمِعْتُ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ يَقُولُ
لَيْسَ الْمُؤْمِنُ الَّذِي يَشْبَعُ وَجَارُهُ جَائِعٌ إِلَى جَنْبِهِ

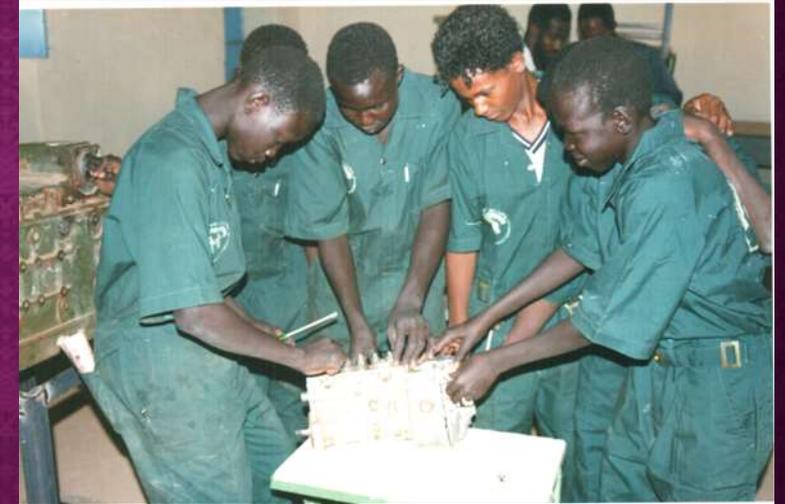
INTERNATIONAL ORGANIZATION FOR PEACE AND DEVELOPMENT

- Sudan has been devastated by civil war for the past 60 years and more recently by the unrest in Darfur.
- In 1995 I founded this organization to work in the war affected areas to refugee women and children ,
- It is now a member of the UN ECOSOC



CHILD DEVELOPMENT FOUNDATION (CDF)

- From several visits to refugee camps and war effected villages I have noticed that there are many children who are outside the educational system and aren't willing to go back to school
- Vocational training is the suitable education for such children
- Is now a member of ECO-SOC and a member of the European Union Aid
- Our yearly donations exceeds 1,000,000 euro



ALL FOR EDUCATION ORGANIZATION

- Singing with girls during the opening ceremony of eng Widad girl school in Kalema displaced camp in Drafur 2008



**I BELIEVE THAT : ACCESS TO FINANCE IS A RIGHT
FOR EVERY HUMAN BEING ...**

FAMILY BANK



- I am very Proud to be the founder of family bank in 2006 as the first micro-finance bank in Sudan.
- Started with a capital of **400,000 \$** from my pocket, now reached more than **100,000,000 \$** with **41** branches all over Sudan.
- The bank Financed more than **250,000** family and counting Alhamdolilah .

OMDURMAN MATERNITY HOSPITAL

Irish Healthcare Awards Excellence in Healthcare Management in 2009 for decreasing maternal mortality by 86% and child still birth by 50 %



BEE RESEARCH AND DEVELOPMENT UNIT

- Being aware that energy is a problem
- Dr GamalEldin Osman ,chairman of Bee Group, invented the first solar vehicle in Sudan



CHAIRWOMAN OF SUDANESE BUSINESS WOMEN ASSOCIATION 2002-2008

- I believe ,To give Business Women more opportunities, Businesses Women association should be merged with the Business Men Union
- Now we have at least 20% business women in each business chamber.



NATIONAL & INTERNATIONAL AWARDS

Bee Group has been awarded
the International Europe award
for quality



Eng Widad Yagoub has been awarded the Golden Shield of Excellence to distinguished women in entrepreneurship from Arab Women's Council & Arab Organization for Social Responsibility Jordan . Amman October 2015



قال تعالى: " أرأيت الذي
يكذب بالدين فذلك الذي
يدع اليتيم "



MY LONG JOURNEY LESSONS

- 1. Dream Big and Always initiate...**
- 2. Trust your instincts ... they are usually right.**
- 3. Where there is Risk ... there is Rizq....**
- 4. Be Professional...**
- 5. keep your word and Earn your clients respect...**
- 6. Don't be afraid of being a Pioneer...**
- 7. If you only work with in your comfort zone you will never grow...**
- 8. Think Big...**

9. At Bee group we consider our employee as the most important asset.....

10. Be flexible to change...

11. Be positive and optimistic

12. Don't cry over spilled milk...

13. Happiness is a choice ...

14. For Us women it's all about balance

15. Forgive ... Forgive ... Forgive...



career

health

family

spiritual

spiritual

Thank You!

