




JULA^{FZE}

Company Profile

The World at Your Fingertips

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 JULA CONSULTANCY FZE
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■ About the Company

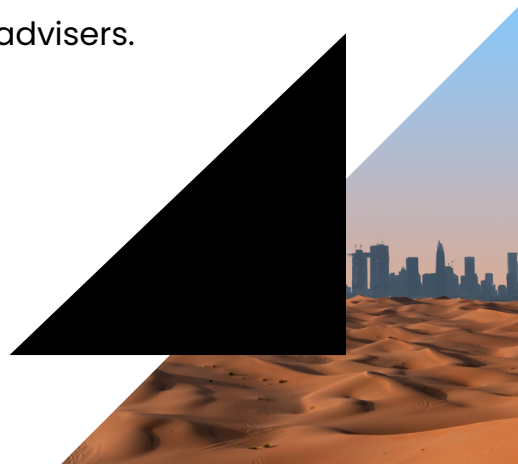


The advisers include professors from universities, former Ministers, prominent entrepreneurs and business executives as well as experienced hands-on individuals with expertise in development, government, and in business activities such as finance, mining, ICT, power and energy, logistics, marketing, real estate, travel and tourism.

■ Introduction

Jula Consultancy FZE is an international business and development consultancy, which advises and assists businesses and governments in Africa, the Middle East and other parts of the world. Jula Consultancy FZE has expertise in mining, real estate, Islamic finance, environmental, social and governance (ESG), and strategic management, in particular, and has a very wide international network.

Located in Sharjah, the United Arab Emirates, the Consultancy is based on an extensive network of associates spanning four continents, with Africa at the heart of its activities. In addition to the very long and global experience of its founder and CEO, Dr. Karamo N.M. Sonko, Jula's strength is derived from a diversity of knowledgeable professionals from Africa, the Americas, Asia and Europe who serve as expert advisers.



■ Mission and Vision

Our Mission

To provide advisory services to the international business and development communities.

Our Vision

To become one of the most reliable sources of business and development information, especially strategic advice on the world, in the Middle East.



■ Our Services

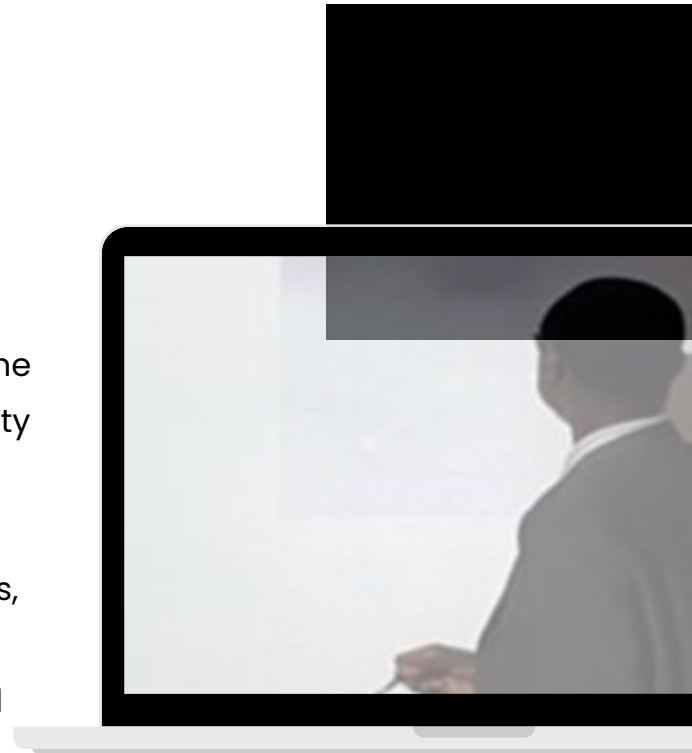


Jula Consultancy FZE is based on an extensive network of associates spanning four continents, with Africa at the heart of its activities and the world at its fingertips! We provide the following services in cooperation with our network of expert advisers:

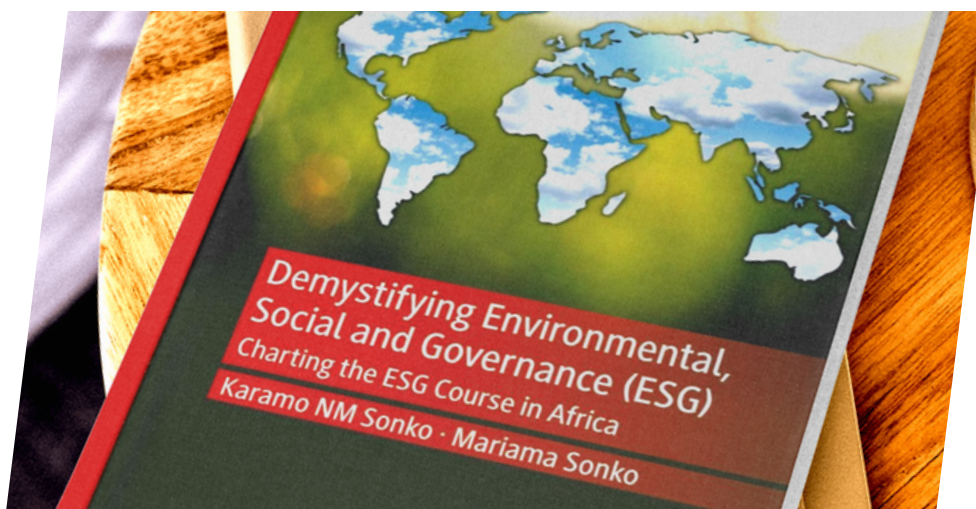
- Environmental, Social and Governance (ESG)
- Islamic Finance
- Strategic Management
- Business & Development Research and publications
- Mining opportunities & Management
- Company representation, formation and UAE visas
- IT Services
- Power and Energy
- Construction and real estate
- Travel, tourism and logistics
- Business conflict resolution

■ Our Audience

In recent years, Jula has won recognition as one of the most prolific sources of ESG/sustainability and strategic management. We have made public and private presentations on ESG, Strategic Management (African Pestle Analysis, which we developed into an app) and Islamic finance to the following, among others around the world:



- Dubai Electricity & Water Authority (DEWA), Dubai, UAE
- The Arab Bank for Economic Development in Africa (BADEA), Riyadh, KSA
- The Organisation of African, Caribbean and Pacific States (OACPS), Brussels, Belgium
- Etisalat Academy, Dubai, Dubai, UAE
- Al Dhabi Investment, Abu Dhabi, UAE
- Samil Industrials, Khartoum, Sudan
- Islamic Development Bank (IsDB) Regional Hub, Dakar, Senegal
- Islamic Development Bank, Jeddah, KSA
- Segia Gulf Group, Dammam, KSA
- NextEnergy Capital, London, UK
- Worldwide webinars on two path-breaking books on Islamic finance, ability and ESG

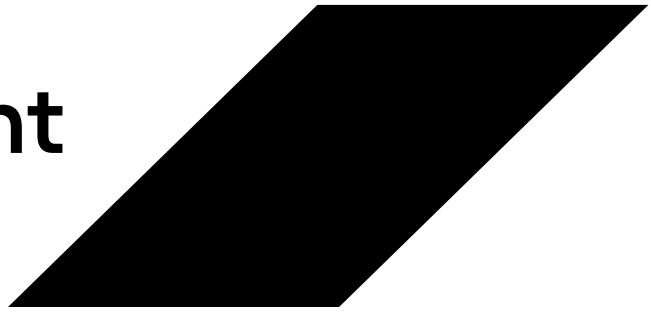


Events and Activities

- Publication of the first book ever on formal comprehensive or holistic ESG book by Palgrave Macmillan (New York & London, August 2023)
- Historic ESG book launch at COP28 in Burj Khalifa (Dubai, December 2023)
- Panellist at the Mining Show (Dubai, 2022)
- Initiator and organizer, The High-level ESG and Stakeholder Engagement in Africa webinar series (since 2022)
- Presentations to the Ministry of Minerals and the Sudanese Mineral Resources Commission (SMRC) (Khartoum, Sudan, September 2021)
- High-level exploratory financial missions to Eswatini and South Africa (November 2018)
- Speaker at the Annual Conference of the Moroccan Association of Exporters (Casablanca, March 2018)
- Keynote speaker at TAFCON (Brufut Gardens, The Gambia, 2017)
- Presentation on gold & artisanal mining at the United Nations Conference on Trade and Development (UNCTAD) (Geneva, April 2016)



Management Leaders



Karamo Sonko

Karamo NM Sonko is a world citizen and a multidisciplinary social scientist, with more than 30 years of experience in teaching, research, economic empowerment and social inclusion, Corporate Social Responsibility (CSR), environmental oversight, government relations, corporate governance and Islamic finance. He is Chairman, Heeno International; CEO, Jula Consultancy FZE; Chairman, Taf Africa Global; Strategic Adviser to the Managing Director & CEO, Perseus Mining; and Chairman, WellBoring (West Africa). He has worked at the UN and IMF and taught at five universities in Canada, France and the USA. Karamo and Mariama Sonko are the co-authors of the first book ever published on formal comprehensive or holistic ESG. Karamo is the author or co-author of several other books and journal papers. He and Mariama Sonko are the co-authors of the first book ever published on formal comprehensive or holistic Environmental, Social and Governance (ESG) (Palgrave Macmillan, New York and London, 2023), launched on the 8th of December, in Burj Khalifa, Dubai, during COP28. Dr Sonko has a PhD (with Distinction) from the Korbel School of International Studies, University of Denver, CO., M.Phil. from the University of Cambridge (England), and B.A. (First Class) from the University of Swaziland.

Mariama Sonko

Mariama Sonko has a bachelor's degree from the Paris Sorbonne (Abu Dhabi campus) and a Master of Science (with Distinction) from Heriot-Watt University (Dubai). She holds postgraduate certificates from the Cambridge Judge Business School in Circular Economy and Sustainability Strategies, Cambridge Institute of Sustainability Leadership in Sustainable Finance, and Harvard Business School in Financial Leadership. She is a GRI-certified Sustainability Adviser of the GRI Academy (Holland) at Jula. Mariama and Dr Karamo Sonko are the co-authors of a path-breaking book on Islamic finance and the first book ever published on formal comprehensive or holistic ESG (Palgrave Macmillan, New York and London, 2023), launched on the 8th of December, in Burj Khalifa, Dubai, during COP28.

Management Leaders



Lamin Sanneh

Lamin Sanneh is Special Assistant to the CEO of Jula. He is also Human Resources and Logistics Manager of Heeno International and Company Secretary of WellBoring West Africa, the West African division of the British foundation, WellBoring. Under his leadership WellBoring West Africa dug a record number of wells across the Gambia and Heeno International, in partnership with the Arab Bank for Economic Development in Africa (BADEA) and the Gambia Federation of the Disabled (GFD) trained in entrepreneurship and provided microfinance to hundreds of Gambians with disabilities/special needs. In addition, he administered direct assistance to persons in challenging situations throughout the country and in Ghana. Lamin's strengths include project implementation and monitoring and human relations. He has a bachelor's degree in Human Resource Management from the Islamic University College, University of Ghana, Legon.

Wellington Mpandi

Wellington Mpandi is the Project Manager of the African PESTLE Analysis (APA) of Jula Consultancy FZE. Wellington Mpandi is also the Vice-President of the South African Young Diamond Beneficiators Guild and incumbent Vice President of the African Diamond Manufacturers Association. Trained in advanced specialized diamond institutes, including the De Beers Institute of Diamonds and the Swiss Gemological Institute, he is a member of the South African Diamond Dealers Club and has been a Director for various manufacturers. His industry contributions have become most evident through his voluntary undertakings within its Social Responsibility Committee. His qualities of exceptional and in-depth industry awareness, together with a strategic propensity to achieve exigent business objectives, is what accurately defines this first-generation Diamantaire. Wellington is noted primarily for his assertive advocacy for implementation of advanced mining technology and skills transfer within the upstream and downstream sector of Africa's emerging mining markets. Mr Mpandi serves as an advisor for several investment firms and mining industry bodies within Sub-Saharan nations on a wide range of initiatives, which focuses primarily on improved compliance, environmental safety, private to governments liaison and youth empowerment. Wellington possesses a profound grasp of risks and challenges experienced by corporates, government, local businesses and indigenous organizations operating in some of the most remote diamond mining areas of Africa.

Additional Information

You may also visit the following for more information on:

Our Strategic Management Sustainability Application/Tool (APA) for the world

<https://apatool.com>

Our involvement in economic empowerment and social inclusion in Africa

<http://heenointernational.com>

Our historic ESG Book

<https://link.springer.com/book/10.1007/978-3-031-35867-8>

Our calls for human understanding and world peace

<https://youtu.be/NrxIU8rC0Ns?si=Hggr033Zed30NjN3>

Our involvement in dealing with climate change

<https://www.youtube.com/watch?v=uBn1s46V0ko>

Our LinkedIn Profile

<https://www.linkedin.com/in/karamo-sonko-ph-d-b0539280>

**Let's
Get In
Touch**

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