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Ahmed shams Eldin is a senior lecturer in marketing, public relations and communication management relations department (undergraduate students) in Sudan Academy for Banking and Financial Sciences - Sudan -Khartoum He is a graduate in Banking and Financial Studies and Marketing at the Academy of Sudan for, Banking and Finance Sciences holds a bachelor's degree in banking and finance from the Academy of Sudan for Banking and Financial Sciences Studies. He has also obtained an **MBA** from the same academy, and has worked as an administrator to individual clients and institutions at Arab Sudanese Bank relations, and other international Arab bank institutions. Ahmed holds a training of trainers on the connection and leadership certificate from United Nations Organization at the University of AUW, a **CMA** certified management accountant and a **CDCS** certified documentary credit specialist as international certificate contribute in the world trade and how to contact with other people from other culture and language.

He has contributed to foundations and controls for the development of the Bank in Sudan engagement in social responsibility, and keeps contact with the Sudanese banks and institutions for the definition of the social responsibility culture.



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