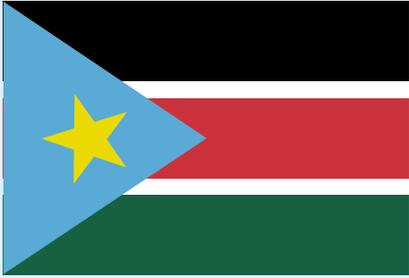


Country Introduction



South Sudan is a landlocked developing country located in eastern Africa, whose small open economy is one of the least diversified and most oil-dependent in the world.

- **Border:** It shares borders with Ethiopia to the east, Kenya to the southeast, Uganda to South, Democratic Republic of the Congo to the southwest, Central Africa Republic to the west and Sudan to the north.
- **Total Area:** Approximately 644,000 square kilometers
- **Independence:** gained its independence on 9th July, 2011, after more than two decades of civil war between Government of Sudan (GoS) and the Sudan People's Liberation Movement/ Army (SPLM/A).
- **Capital City:** Juba
- **Climate:** Tropical. Rainy season from April to October
- **Official language(s):** English language
- **Local Languages spoken:** 64 Indigenous languages
- **Currency:** South Sudanese Pound
- **Population:** Estimated at 8.3 million in 2008 Census. Given Census was done more than a decade ago, this estimate may be distorted. According to this Census, the population is likely to reach 25 million by the year 2030 from current estimated 12.2 million in 2021 over the ten-year period, the rate of population growth is projected at 2.8% per annum.



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SOUTH SUDAN PAVILION

**South Sudan – Land of Great Abundance.
with untapped business and
investment oportines in different sectors.**

**The country is not only a preferred
tourist destination but also a preferred
business/investment destination.**

Exhibition Concept

South Sudan is the world's youngest nation with untapped and unforeseen opportunities for businesses/investments. The Expo 2025 is an opportunity to introduce its economic potential to all visitors, potential tourists and investors.

- Highlighting our country's business opportunities, attractiveness, natural beauty, women and youth resilience in economic hardship, cultural diversity and identity, socio-economic potentiality, unique heritage, biodiversity, and tourism attractive sites etc.

- Making them understand and consider visit to and investment in South Sudan. Let us have business opportunities together.

- The wooden crafts, cultural artifacts and sculpture products that showcased here: equip you with actual understanding of the dynamics shaping the future of tourism in South Sudan, to enable you make informed decisions and leverage opportunities within this evolving scenery, and consider our country as attractive tourist destinations, which we all need to safeguard for sustainable tourism for future generations.

- Encouraging peaceful coexistence and successful participation in addressing today's fast-changing global environment is one of our concern. Conserving our environment for healthy live- 'Turn Bottles into Bricks' - Protect Nature which gives real happiness and improved livelihood.



The Untouched Beauty of South Sudan: A Land of Scenic Wonders and Rich Biodiversity

South Sudan is a beautiful tourist destination with vast diversity of fauna and flora, scenic beauty, diverse cultures, wonderful wetlands which are inhabited all year round with thousands of endemic bird's species and some migratory such as the great white pelican, the black crowned crane the white Tan and shoebill stock etc., variable climate and historical sites such as Deim Zubeir-Slave Route Site.

The Sudd wetland is one of attractive areas of South Sudan with an estimated area of approximately 57,000Km², and is one of Designated in 2005 by UNESCO as World Ramsar Site, wetland of international important.

Exploring South Sudan: The Majestic Nile, Stunning Landscapes, and Thrilling Adventures

The River Nile the longest in the World (photo 3) which crosses South Sudan through northeastern Africa to the Mediterranean Sea and other Rivers within South Sudan represent a major tourist attraction sites and can provide a venue for other tourist activities such as cruise launching, sport fishing, white water rafting, birds watching and admirable cinematography, it has several hot springs, waterfalls and rapids, the most famous one being the fulla falls at Nimule National Park (Photo). Don't miss to visit South Sudan. It will provide you:

- Rainforests
- Woodlands
- Grasslands
- Mountains and hills
- Caves
- Cliffs

Otuho crafted-attire: Hidden Sacraments

In Otuho tribe ladies wear carefully crafted skirt from the goat/sheep skins. This is an attire worn by married women and mostly during celebratory dances. Similar to other tribes of South Sudan such as Lopit, Otuho have different dances for different occasions. For example, "Echaha" is a dance praising and dancing for the king, and the "Ekanga" is a dance celebrating harvest. Another popular dance this attire is worn during it is the "Efira", a handover celebration done after every 22 years. A handover of leadership from the previous generation to the next. The last handover done was September, 2021.

Dinka's beaded attire: Hidden wealth

Dinkas traditionally view the body as a focal point for artistic expression and what better way to be expressive then adorn one's body with carefully crafted pieces of attires such as the Dinka's ancient cultural beaded corsets. The beaded corsets are initially sewn at a very tender age. Removal of the beaded garments, which serve as a great representation of the Dinka tribe's creative abilities, is not initiated until the wearer is ready for marriage. Their wealth is measured according to the height of the back of a corset (Photo 11); the higher the projection, the richer the wearer is.