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## SENEGAL



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PORT  
AUTONOME  
DE DAKAR

# MISSION

**A logistics player serving  
West African economies**

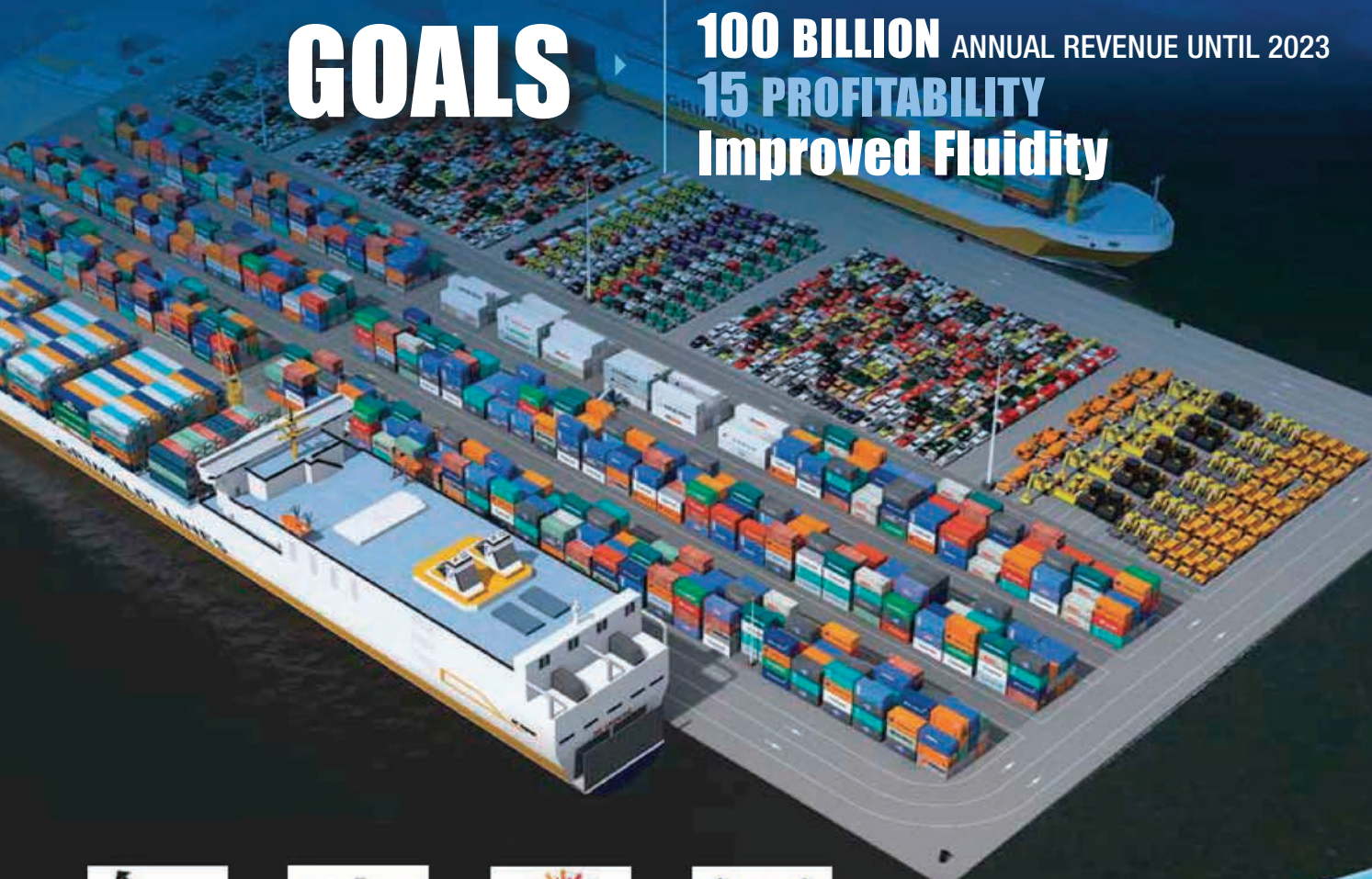
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"They say you die twice. One time when you stop breathing and a second time, a bit later on, when somebody says your name for the last time." Banksy

You are greatly missed Lamine.

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# R

enowned for being one of Africa's most politically stable countries as well as one of its fastest-growing economies in recent years, Senegal's success lies in its persistent drive to improve its business climate, expand private investment and boost trade opportunities in West Africa's regional market.

In 2014 President Macky Sall launched an innovative transformative governmental policy framework, the Plan Sénégal Émergent (PSE), giving the nation's economic growth further impetus and direction. This impressive and ambitious plan aims to reach a GDP growth rate of 8%, create 600,000 formal jobs through schemes such as its Youth Employment Initiative and obtain a middle-income status by 2035. In order to promote inclusive growth, the PSE focuses on four key sectors, namely energy, agriculture, ICT and transport, honing in on fiscal consolidation, human capital and public infrastructure, the implementation of structural reforms to attract Foreign Direct Investment (FDI), further advancement of private investment and export diversification.

As a consequence of the PSE, Senegal's Foreign Direct Investments (FDI) have risen considerably with the total stock of FDI coming in at US\$5.3 billion (22.1% of GDP) at the end of 2018 from a variety of countries such as France, Morocco, Indonesia and

the US. Sahid Yallou, Managing Director of Ecobank Senegal confirms, "Due to its democratic tradition and attractiveness on account of the positive social climate for foreign investors, Senegal provides investors with profitability and low risk."

In order to promote its immense potential as regional business hub for logistics, services and industries connecting Africa to the rest of the world, Senegal has significantly invested in the upgrade of all of its transport infrastructure. With the Autonomous Port of Dakar at the crossroads of three key trade routes (North America-Africa, Europe-Africa and Europe-South America), Senegal serves major shipping lines as well as a transshipment centre for landlocked countries in West Africa. Major modernisation and extension plans are currently underway while a US\$ one billion investment is developing a colossal new deep-water port at Ndayane. Alongside large-scale road construction and rehabilitation projects, Senegal is also looking into improving connectivity through rail. Work on the Regional Express Train (TER) linking Dakar to the Senegal's world-class standard Blaise Diagne International Airport (AIBD) is currently underhand. This project aims to open up the capital as well as international rail networks. "The level of Senegal's infrastructure is very high," explains Samba Bathily, Founder and CEO of ADS Groupe. "Senegal has a competitive advantage in its transportation and airport and the potential to be a hub for the region."

Senegal's large range of economic drivers, including mining, renewable energy and agriculture, are of great attraction to investors and the PSE Priority Action Plan has identified a funding gap of US\$5 billion spread across several diverse projects. "The private sector is pivotal for the industrial development of the country," says Youssef Omais, CEO of Patisen. "We have gold, gas and oil, which will increase the purchasing power of our young population and contribute to our targeted growth."

United in its vision for a private-sector based investment plan, Senegal has structurally transformed its economy through the provision of competitive production costs, a skilled workforce and the promise of full ownership of a business by foreign investors. "I am convinced that the PSE will secure Senegal as one of the pillars of Africa," declares Omar Cissé, CEO of InTouch. "It will be key to our operations, development and future." There is no doubt that Senegal is a nation burgeoning with opportunity for all, while driving economic growth and development in the region.





## Ministers' Roundtable

# Key Sector's Schemes Stimulate Senegal's Socio-Economic Recovery

In line with Senegal's ambitious development plan, the Ministers of Trade and SMEs, Agriculture and Rural Equipment, Finance and Budget and Tourism reveal the initiatives and strategies they have implemented in order to enhance productivity, promote long-term growth and guarantee full economic recovery.

**What initiatives and strategies has your Ministry implemented in order to guarantee national economic growth?**

**Hon. Diatta (Trade):** The difficult situation that we have experienced has given the Ministry of Trade and SMEs the opportunity to effectively fulfil its mission. Everyone feared a sudden breakdown in supply chains, but this has not happened. On the contrary, the market was heavily supplied and prices have remained stable and affordable for some time. The Ministry of Trade and SMEs took emergency measures very early on to guarantee both a good functioning and correct market supply and this has made it possible to guarantee our country availability in terms of essential necessities. Commercial regulation strategies have also been implemented by the Ministry, as well as the establishment of a support project for the modernisation of the bakery sector.

**Hon. Baldé (Agriculture):** The development of agriculture is at the heart of the PSE and the Programme for the Acceleration of Senegalese Agricultural Growth (PRACAS) has been key to this. Agriculture needs management, mechanisation and a quality frame. My initial idea was to better manage rice crops, while adding value and increasing production so that they became profitable following the PRACAS' specific rice scheme. In order to be self-sufficient, Senegal needs to produce one million tonnes of paddy rice. In the South of the country SODAGRI had 6,000 ha, the rest was informally farmed, following traditional agriculture and no management. We have changed all of this now; the South has amazing potential and SODAGRI has become one of the PSE's most important players. As a consequence of the pandemic, we have also introduced a programme to boost horticulture and peanut production. We called for every producer or landowner to start producing, students also worked as farmers, and our cereal production reached 3.8 million tonnes, over one million more than



**Hon. Aminata Assome Diatta,**  
Minister of Trade  
and SMEs



**Hon. Abdoulaye Daouda Diallo,**  
Minister of Finance  
and Budget



**Hon. Moussa Baldé,**  
Minister of  
Agriculture and  
Rural Equipment



**Hon. Alioune Sarr,**  
Minister  
of Tourism and  
Aerial Transport

2019, while peanut production increased beyond all our expectations to 1.8 million. We aim to continue this trend.

**Hon. Diallo (Finance):** In 2021, we have been working on a recovery plan with a budget aiming for a growth rate of 5.2% and a deficit at about 5%. We are initially looking to support the sectors that have been most affected, such as tourism, air transport, the informal sector, etc. Senegal will continue to work on diversifying its economy so that it is not completely dependent on oil and gas and so that we achieve food self-sufficiency. This involves investing much more in agriculture, as well as in the service industry. We think that all this will contribute to making Senegal an interesting investment destination.

**Hon. Sarr (Tourism):** Our ambition is to make tourism and air transport the real catalysts in the revival of the national economy. Our actions are structured around the Adjusted and Accelerated Priority Action Programme (PAP2A), with CFAF 307 billion in initiatives being implemented between 2020-2023. These include: the promotion of domestic tourism, boosting hotel and tourist credit, the rehabilitating of hoteliers, promoting small and medium-sized businesses in the tourism value chain, rehabilitating the cultural and natural UNESCO World Heritage sites and developing the Destination Senegal marketing strategy, including the air hub project. In order to deal with the crisis, we have set up an Air Transport Resilience Fund amounting to CFAF five billion, with CFAF 2,510,850,000 paid to private companies in the sector for working capital needs. The Strategic Tourism and Air Transport Plan (PSDTTA/2020-2025) is also playing an important role with its focus on infrastructure and the development of Integrated Tourist Zones (ZTI). These multi-service hubs will strongly contribute to making Senegal a benchmark tourist destination and improve the well-being of its people by creating wealth and decent jobs.

# Promoting Change And Growth To Drive Development

CEO of APIX since 2013, Mountaga Sy is on a mission to reinvent, recover and reshape Senegal's investment landscape through reforms, infrastructure development and a robust business friendly landscape.

## How has APIX prioritised its projects in order to revitalise Senegal's economy?

We have implemented 16 reform projects and these act as the pillars for the recovery Priority Action Plan (PAP2A). We are looking to support small and medium-sized enterprises by installing them into Special Economic Zones (SEZs). Today, we have four SEZs operating in the country. The Diamniadio park, for example, already has seven hangars which have provided around 3,000 to 4,000 jobs. The government intends to inject more funding into the industrial parks to guarantee further development (such as roads and connectivity via electricity and fibre optics). The four SEZs have incomparable tax incentive packages.

Tourism is also a major priority and we have developed interesting projects for regional airports as well as the restoration of the Saly beaches, which in turn has enabled 17 hotel infrastructures to resume their activities. This project was carried out by APIX in its capacity as contracting authority for the realisation and implementation of major projects.

We are also launching agricultural pools, otherwise known as community agricultural farming (agropoles). This is an integrated agricultural activity with inter-municipal cooperation.

## Can you tell us a little bit about some of your infrastructure projects?

As part of the Recovery Plan, important projects are being carried out in view of the considerable prospect of oil and gas. For the first time, the private sector and the Senegalese government are working together to raise the considerable funds needed to tackle these projects and reforms are being put into place to secure prospects. The State has also invested in groundworks and infrastructure such as the VDN northern clearance track and the Regional Train Express (TER), PSE's flagship project which will connect the city centre of Dakar to the Blaise Diagne airport in 45 minutes. Currently in its first phase, the train will begin commercial operations at the end of 2021. Other infrastructure projects include Senegal's Stadium which

is also in the process of being finalised, with construction being completed by February 2022, as well as the construction of the Sambangalou Dam.

## What role does Senegal's member state in the AfCFTA have in driving investment?

Senegal is a gateway to access the African market safely. Senegal has anticipated the need for large aircraft platforms in Africa for cargo by investing in Air Senegal, thus boosting our vision to become a regional air hub. The AfCFTA is about highlighting opportunities and Senegal is full of possibilities from a cultural, legal and oil and gas perspective.

## What message do you have for investors who want to come to Senegal?

We are a stable and beautiful destination for private investment and very competitive. There are a number of criteria that encourage private investment in Senegal: there is no discrimination between a private investor and a local investor, guarantees are carried out under investment protection, there is no limitation on debit transfer and there is great flexibility with the Labour Code.

APIX S.A. is the agency in charge of investment promotion and major projects; we coordinate the entire reform programme in relation with different line ministries and lay down the roadmap for the nation's reforms. We have several major divisions in place, such as the Business Environment Division which manages business advancement reforms and monitors competitiveness. We also have a Marketing Division focused on prospects and the attraction of small and large investments in order to boost national economic growth. Additionally, there is the Investor Service Division which supports, facilitates and assists investors. APIX's scope is all-encompassing and furthermore, in order to have better territorial penetration, we have implemented various investment platforms. We have five regional offices plus the one in Dakar and have transformed those regional offices into investment platforms.



**"We coordinate the entire reform programme in relation to the different Ministries and lay down the roadmap for the nation's reforms."**

# Invictus Capital & Finance

Financial Services For Every Sector

## Supporting SMEs, SMLs And Senegal's Drive To Emerge

With its broad network of international partners, Invictus Capital & Finance have access to a broad range of capital that guarantees clients the provision of perfectly tailored solutions.



**"We support the government, SMEs, SMLs and institutions to help them develop and raise funds on the financial markets."**

**El Hadji Mbacké Fall,  
President and  
CEO of Invictus  
Capital & Finance**

With a top management and over 15 years of experience in the international financial sector, Invictus Capital & Finance (ICF) is a brokerage firm (SGI) with a registered capital of 500,000,000 XOF (five hundred million CFAF). ICF is licensed by the Regional Council for Public Savings and Financial Markets (CREPMF), the market regulator, under the registration number SGI/2019-02, with its head office located in Dakar, Senegal.

ICF's purpose is to support businesses, governments, local authorities, financial institutions and individuals by providing them with tailored financial services. Acting as the broker of financial transactions across various sectors, ICF also executes financial market transactions on the BRVM stock exchange and monetary market transactions in addition to off-marketplace transactions. "We support the government, SMEs, SMLs and institutions to help them develop and raise funds on the financial markets," states El Hadji Mbacké Fall, President and CEO of Invictus Capital and Finance. ICF is on a mission to enable competitive advantages in a context of profound digital change.

Indeed, in October 2020, ICF was the sole arranger and leader of the placement syndicate of 60 billion XOF (US\$ 169 million) bond loan for the construction of the future multifunctional port of Ndayane, thus setting the record for the largest investment for the Port Autonome of Dakar. "Infrastructure is what develops a country," explains El Hadji Mbacké Fall. "Achieving the ability to build a port of the future is one of the pillars of the Emerging Senegal Plan (PSE). Creating a new port and industrial zone in Ndayane will drive development in the area, with thousands of jobs being created as well as new industries, new companies, new transformations, storage and a whole logistics hub."



ICF is also deeply aware of the importance of the private sector in developing local industries and small and medium-sized companies in Senegal. "One of the best way to create jobs is through SMEs and SMLs and the development of self-employment," declares El Hadji Mbacké Fall. "As financial advisors, our role is to help democratise access to financing through innovative methods. We reinforce that by empowering financial inclusion."

Invictus' leading quality in providing personalised solutions and tailor-made assistance for its client's projects is also at the core of its very solid and reliable growth, El Hadji Mbacké Fall says the future of the company is bright, "We aspire to grow little by little and become regional, mobilising more resources. The potential and competent human resources are in place."



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# Navigating Change To Expand And Shift Senegal's Port Paradigm

Senegal's leading establishment is set to consolidate a prosperous, profitable and green future for Senegal and secure its position as a logistic sub-regional hub.

The Port Autonome de Dakar (PAD) is a public enterprise that over the years has worked its way up to becoming one of West Africa's largest deep-water seaports and a gateway to Senegal's international trade. "When I arrived at Port de Dakar in 2017, there was an incredible amount of congestion that created excessive costs for trade," explains Aboubacar Sadikh Beye, CEO of Port Autonome de Dakar. "However, in only two years, we managed to improve the port's performance and profitability and relaunch the port."

With an exceptional geographic location at crossroads with Europe, America and West sub-Saharan Africa, the PAD's multipurpose terminals for both domestic and international maritime ships and a container terminal capacity of 300,000 TEUs per year (and rising) have played a crucial role in driving Senegal's economic development, modernisation as well as the government's Plan Sénégal Emergent (PSE) goals. "We aim to be a sub-regional logistic and industrial hub," continues Beye. "Senegal will become an oil producer from 2023 and the port needs to support this by becoming a logistical base for oil and gas activities, not only for the production but also for exploration in the sub-region. We have dedicated three hectares for the oil sector so that they can have a regional base of international class." The PAD has also proved itself a pioneer in President Macky Sall's call for local content law in application to oil and gas projects by signing two port concession contracts with a national private sector consortium for a terminal for logistics support in port activities and a liquefied gas terminal.

However, the PAD's commitment to the PSE does not end there. In December 2020, Private Infrastructure Development Group (PIDG) company and the Emerging Africa Infrastructure Fund (EAIF) signed an agreement whereby they would invest US\$1 million in a local currency capital market bond issued to PAD in order to create a 1,200 hectare deep water port in Popenguine-Ndayane, 35 kilometres by sea and 70 kilometres by road from its current site. "This is the biggest project in terms of investment for

Senegal," declares Beye. "It is the most important project in the history of the country. We want to be a logistic and industrial hub and change the paradigms concerning the port; the new port will not only add value but it will create new jobs." The 19-metre deep water port will respond to all shipping market demand and enhance Senegal's international competitiveness, as well as benefitting the whole region through the provision of considerably faster turnaround times. It will also belong to a new special industrial zone, which also comprises of Dakar's international airport. Initiating operations with container-based shipping, followed by roll-on/roll-off (RoRo) traffic and other activities, the new port will be a great generator of jobs and will follow a 'green port strategy.' This involves reducing the port's carbon footprint through the reduction in congestion and pollution in Dakar and a commitment to large-scale tree-planting programme in order to compensate for deforestation in other parts of Senegal.

The PAD is also leading the way in its CSR vision, it was the first company in West Africa to have a Directorate of Human Capital and Organisation and its Port Autonome de Dakar Foundation is dedicated to upgrading, training and motivating its workers while establishing projects and policies that support the most vulnerable in issues such as health, education and housing ('a port, a roof'). "The foundation has just adopted a strategic plan which we have based upon two important objectives: health and education. We have signed a protocol with the city of Dakar to allocate resources in the rehabilitation of 13 schools," declares Beye. "We were also the first structure in the country to donate CFA one billion in the fight against COVID."

The all-encompassing and expansive vision of the PAD as a fourth generation industrial port is guaranteeing its place amongst the most advanced ports on the global horizon as well as mooring Senegal's future to certain prosperity, vast opportunity and success.



**"It is the most important project in the history of the country. We want to be a logistic and industrial hub and change the paradigms concerning the port."**

**Aboubacar Sadikh Beye,  
CEO of Port  
Autonome de Dakar**



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## Technology

Building Africa's Tomorrow

# West Africa's Technological Hub

## Fostering innovation for a technological revolution and pan-African connectivity.

Dakar is considered to be amongst the top 10 digital cities in Africa with incubators for start-ups. This combined with the government's aim to ambitiously create 35,000 new jobs in the field of technology by 2025, thereby harnessing Senegal's populous and talented youth, is ensuring the nation's youths and women are coming on board as key players in the nation's technological revolution. Indeed, in June 2019, Dakar hosted the first ever African edition of 'Digital Women's Day' (which had previously been hosted in Paris for seven consecutive years) with over 650 people and 26 corporations attending and witnessing tech creations that focus specifically on providing solutions to the female challenge and experience. APIX SA, the agency which has been set up specifically to support business creation, claims driving digitalisation is one of Senegal's major strategy for growth. CEO of APIX, Mountaga Sy, states, "Today, we have mobile platforms that the Senegalese can access from home, to operate formally in sectors of activity relevant to their

region." The importance of fintech in constructing Senegal's future plays a crucial role essential according to Sahid Yallou, MD of Ecobank, "Over the past five years, we have invested in order to be able to provide digital platforms and solutions integrated with the rest of our services. Today, we have created partnerships with fintech and mobile money players."

In light of the incredible technological milestones Senegal has undergone over the years, it makes sense that in June 2021, President Macky Sall announced governmental intention to move all government data and digital platforms from foreign servers to a new national data centre in a bid to strengthen digital sovereignty. The new 70 million euro data centre was financed through a Chinese loan and built with Huawei's equipment and technical support in Senegal's state-of-the-art Digital Technology Park in the city of Diamniadio. Managed by Senegal's state IT firm State Informatics Agency (ADIE), the centre will tap into global networks through an undersea cable, as well as through the nation's already existent 6,000 kilometre fibre optic network, boosting internet connectivity and positioning Senegal as a technological hub for the whole of West Africa.

## Banque Internationale pour le Commerce et l'Industrie du Senegal (BICIS)

### Supporting Senegal's Economic Development

## Leaning On The Pillars Of Predictability To Guarantee Growth

### Providing world class innovative banking products and solutions.

A subsidiary of BNP Paribas, BICIS' presence in the country goes back to 1939 before being founded in 1962. Today, it is one of Senegal's leading commercial banks, with a network of 33 branches across the country as well as a dedicated business centre for its corporate clients. It offers a vast range of services and products such as: mobile and online banking, loans, insurance, savings and investments as well as personal and corporate banking. "BICIS' presence in the country has been long standing," claims Bernard Levie, General Manager of BICIS. "We are a universal bank present in all segments of the economy; however, we are leader in international trade and finance, mainly due to the fact that we are part of a world class banking group and the group is strongly positioned in export and project finance."

The Bank's commitment to the private sector brings a noticeable contribution to Senegal's economic growth, particularly in its role in supporting the generation of national infrastructure. "Infrastructure can be innovative, bring more inclusive economic growth and create perennial economic activity," states Levie. "We have been part



**Bernard Levie,**  
General Manager  
of BICIS

of many important projects in the country and we are proud to have accompanied companies in projects that directly increase the output of the economy, adding value and creating jobs."

BICIS is also committed to the promotion of SMEs and supports entrepreneurs and midcaps in Senegal. In October 2020, BICIS was additionally responsible for creating and setting up a CFAF 350 million line of credit financing plan for the female farmers, members of REFAN (Réseau des Femmes Agricultrices du Nord), operating irrigated rice-fields in the Senegal River valley. Furthermore, the Bank is particularly engaged in the promotion of green projects such as renewable energy solutions and it had even installed solar panels in some

its branches in a bid to further advocate climate friendly solutions.

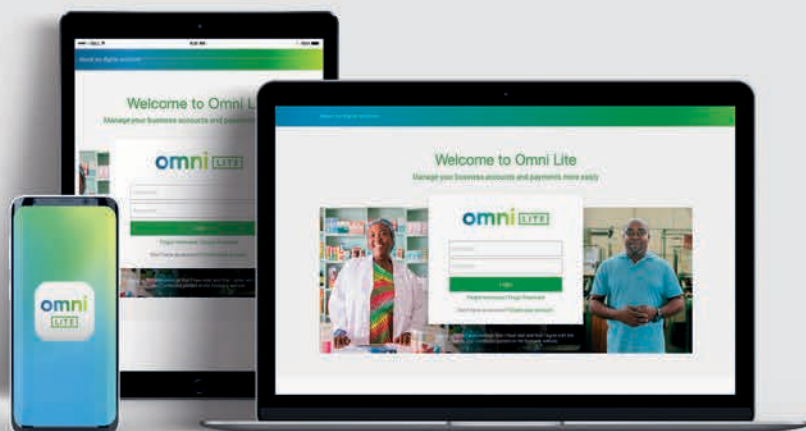
BICIS is leading the way for innovation in banking and in the promotion of digital and financial inclusion. Levie confirms, "We are very active in e-commerce and have an ongoing scheme to always continue to innovate."





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# Bassirou Samba Niasse

Managing Director of Direction Générale des Impôts et des Domaines (DGID)

## Extending Solidarity To Empower The Nation

Managing Director of DGID, Bassirou Samba Niasse, is on a mission to guide and modernise Senegal's tax legislation and land management through innovative planning and digitalisation.



**“Taxation is simply a part of the added value created whereby value increases because we have provided guarantees.”**

### What is your vision for DGID?

My vision for the General Director of Taxes and Estates (DGID) follows a strategic plan launched by the Minister of Finances and Budget, covering the period of time from 2019 to 2023, and named SRMT (Stratégie de Mobilisation des Recettes à Moyen terme). The DGID is divided up into two sections: tax and land. The tax part is all about the mobilisation of revenue intended for the state and covers two thirds of domestic tax revenue, customs covers the remaining third. Therefore, two-thirds of the state's tax revenue constitutes of DGID intervention from legislation proposal to collection, including the tax audit and the liquidation of taxes. This means that we have departments in charge of tax control, intelligence, legislation and recovery. We also have the land component and manage the private domain of the state (such as land conservation), as well as the cadastre. The cadastre guarantees the physical integrity of the land (the demarcation and all these elements are managed at the level of the General Director of Taxes).

Revenue is a result of a combination of two things: a tax base and deposits that symbolise tax policy (the number of taxes that exist, the tax rates that exist, combined with a tax base), and this tax base refers to the number of taxpayers that exist, which are in reality determined by economic activity. Our number of taxpayers is currently very low compared to the economic activity. In 2019, we had 85,000 taxpayers but over 450,000 businesses in Senegal. We realised we had to increase our tax base and, hence, put into place the implementation of the Yaatal plan in January 2020, in response to the SRMT strategic plan. Yaatal is a Wolof term which means 'to expand', but which can also mean 'solidarity', or 'sharing'. We launched the programme to move from a cap of 85,000 to one of more than 500,000 by 2023. This requires the massive recruitment of taxpayers and optimal use of existing information resources.

If I have to increase my baseline, companies will constitute my target. The characteristics of

these companies show that they have a duration of five years. This is why, in the plan, we take on the other aspect of the DGID mission, which is the land aspect. In Senegal, less than 10% of our land is registered and about 90% in what is called the national domain or the unregistered domain. Yaatal looks to expand land registration through the principle of predominance of legal economic reality. The economic reality is that this land, which is used by the farmer, belongs to the farmer, so I match the legal appearance, register the land and give the farmer a formal title. This, in turn, will provide the farmer with access to financial resources and the capacity to develop their activity. Taxation is simply a part of the added value created whereby value increases because we have provided guarantees. In turn, the farmers are in our database and our tax revenues are also increasing.

### What are the biggest successes of your strategies so far?

Every year, since 2018/2019, our revenues here at the DGID have increased by 24%. This is in favour of the implementation of the Yaatal plan. In 2019/2020, despite COVID, which slowed down economic activity for many, we not only achieved our targets, but we also grew by 1.6%, which is roughly equal to the growth rate of the economy. The medium-term revenue mobilisation strategy is much more inclusive. The strategy encompasses customs and treasury, so it also aims for digitisation, an increase in human resources and a training of skills. This also presupposes the lifting of several barriers and closer collaboration with all administrations. Tax has an upstream and downstream flow; one pays to pay the expense at the end, but paying the expense involves wealth creation in the meantime and the taxpayer is ultimately the one to receive payment because he is the one who is carrying out an economic activity. Economic growth is nothing more than saving time that is used to create value. At DGID, we create a spirit of working under duress while targeting performance with specific objectives. 🎯





REPUBLIQUE DU SENEGAL  
Un Peuple - Un But - Une Foi  
MINISTÈRE DES FINANCES  
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DIRECTION GÉNÉRALE  
DES IMPÔTS ET DES DOMAINES



Programme Yaatal  
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**"Today, private banking stands for one third of our credit portfolio and we have substantially reorganised the bank."**

**Abdel Mumin Zampalegre,  
Managing Director  
of Bank of  
Africa Senegal**

With a presence in Senegal since 2001, the Bank of Africa Senegal (BOA Senegal) is the only Senegalese bank that is currently listed on the Regional Stock Exchange of Securities (BRVM). In line with the Bank of Africa Group's additional 17 banks, BOA Senegal is a universal commercial bank operating in retail, corporate and financial markets and offers a vast diversity of products and banking solutions for individuals and businesses alike, including loans, private and international electronic payments and e-banking solutions and initiatives, as well as the 'Credit Oxygen' initiative created during the pandemic in order to support enterprises and employees from private and public sectors. In 2010, the BOA Group became majority owned by BMCE Bank which has further equipped it with powerful strategic and operational support and a direct access to international markets (due to its presence in Europe and Asia).

Over recent years, BOA has purposely looked to shift direction in order to align itself with Senegal's vision for growth, as Abdel Mumin Zampalegre, BOA Senegal's Managing Director since 2018, explains, "When I arrived at BOA, the bank had a corporate focus. I was given the mission to provide a balanced transformation and support SME financing and retail banking. Today, private banking stands for one third of our credit portfolio and we have substantially reorganised the bank, creating procedures in order to get an ISO certification in terms of quality service and standards."

The Bank's focus on Senegal's SME has boosted the sector through the creation of software and a workflow system which has provided SMEs with innovative, efficient and effective solutions. "In order to support our commercial staff, we have created a scoring software for their analysis and decision making," continues Zampalegre. "Moreover, we have allocated dedicated agents to provide SMEs with the necessary credit and counselling." Through the implementation of new digital tools and the advancement of its e-banking system, the BOAweb, BOA Senegal has had the knock-on effect of improving the Bank's reactivity and transparen-

cy. The Bank is also certified to comply with the demanding payment card security standards in electronic payments.

With bankerisation rates below 30%, BOA Senegal is fully aware of the need to boost financial inclusion in the country. In November 2020, in a bid to provide solutions to client demand, BOA Senegal launched an entry-level pack, the Tawfekh Pack, which consists of a current account, a savings account, an automatic overdraft, access to the MyBOA application, access to credit and debit cards and free daily transactions. This package will allow more people to use banking services and benefit from basic and all-encompassing banking services. "Financial inclusion means proximity to clients; BOA disposes of 59 agencies throughout the country, 27 of them are in Dakar while the remaining ones are spread out around the country," states Zampalegre. "We have developed several products and services aimed at a broad range of customers. Today, the informal sector can use several specific products, so that they are not excluded by the banking system and we also provide credit to microfinancing. Although we know that we cannot be everywhere, we are intent on financing microfinance institutions in order to redistribute credit and create the emerging economy our nation needs."

BOA Senegal exemplary support of entrepreneurship and regional development is blazing a trail in Africa. It was crowned Best Bank of the Year 2020 by Media Sept Afrique and was ranked seventh West and Central Africa's top banks 2020 by African Business. "BOA has been ranked amongst Africa's leading banks," confirms Zampalegre. "We have extensive experience in Africa and our majority shareholder is Banque Marocaine du Commerce Extérieure. Today, we can say that Morocco has succeeded in going from being a developing country to becoming an emerging country. The measures that have let this happen in the Moroccan financial sector are the same that we adopt here with a local touch. This has the outcome of making us an important global partner for our customers."



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**BANK OF AFRICA**

BMCE GROUP



# Orabank Senegal

Driving Senegal's Trajectory For Economic And Social Development

## Accounting For Change, Empowerment And Growth

Orabank fosters financial inclusion, powers the nation and promotes sustainability through its award-winning international platform and high global standards.



**"We have built an international network and provide our clients with services which respect and reflect global standards."**

**Luc Morio,  
General Manager  
of Orabank Senegal**

Oragroup is an outstanding and multi-award winning regional banking platform, established in 12 countries in West and Central Africa, of which Orabank Senegal is a subsidiary. "The peculiarity of the Orabank Group is that we are the only bank group in Africa which has its managing structure in Francophone Africa and has institutional shareholding," explains Luc Morio, General Manager of Orabank Senegal. "Today, most of our competitors are foreigners, or do not come from Francophone Africa." In spite of recent challenges caused by the pandemic, in 2020 Oragroup announced a 24% increase in operational activity, with Orabank Senegal winning the prestigious 'Bank of the Year 2020' award at The Banker Awards by The Banker (Financial Times Group) in recognition of its financial and managerial excellence and accelerated growth trajectory.

Key to driving Orabank's achievements lies a clarity in its vision and a variety of financial products and tailor-made services catering to its client demand (be it for individuals, small and medium enterprises [SMEs], corporates to institutions). "The nation's financial sector has undergone a very tangible growth over the years and as a bank we have played an important part in this growth, comprehending and adapting to the environment while guiding its players," states Morio. "We have built an international network and provide our clients with services which respect and reflect global standards."

The Group's prioritisation of financial inclusion through the provision of digital financial services such as Ora@net and Oramobile has also played an important role in driving social and economic development in the country and empowered individuals and SMEs across all of Senegal's economic sectors "We try to support microfinance institutions, refinancing them so that they can function upon the base of pyramid clients," declares Morio. "These institutions need banks that listen to them and it is part of our DNA to support these institutions in a reflective and thoughtful way so that we can have a recovery rate that reaches our

standards while providing them with the support they need." Orabank has also been a key player in providing support for a number of factory projects in the private sector context, this in turn has been key to boosting job creation.

Indeed, it comes as no surprise that Orabank's CSR roadmap 'Growing together and for Africa' is integral to driving Orabank strategy. With a focus upon the transition of energy transition, environmental and social risk management, as well as the well-being of the public and its employees, Orabank is on a mission to guarantee the United Nations Sustainable Development Goals are achieved.

In view of this, over the years, Orabank Senegal has financed a number of energy projects, such as the Energy Service Company (ESCO), Green Yellow Senegal, in 2017. In alignment with the government's Plan Sénégal Emergent, in March 2021, Orabank also signed a CFA 50 billion bridging loan for Africa50 for the construction of a new 120MW combined cycle thermal power plant in Malicounda. The plant is set to produce over 956 Gwh per year and is scheduled for completion at the end of 2021. It will also be responsible for driving Senegal's transition towards cleaner, more accessible and cheaper electricity as well as creating nearly 150 direct jobs and 76,000 indirect jobs. "Malicounda is the biggest thermal power plant currently under construction," affirms Morio. "Moving forward, we will also need to invest in transportation, access facilities and other such infrastructure. However, many people are currently investing and interested and this has been a consequence of reforms being carried out."

Orabank's contribution to national economic development is indisputable, as is the immensity of its scope. Morio is unequivocal about the Group's strengths and aims for the future: "We have local knowledge and international standards. We work with many multinationals and foreign investors, as well as with the European, Spanish, Portuguese and Italian Chambers of Commerce. Our openness towards partnerships with external partners mean we are able to develop new opportunities, import substitution and walk together on this path."



**Orabank**

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# Generale Alimentaire Africaine (GAA)

Securing Food Self-Sufficiency In Africa

## Providing Quality And Quantity From Field To Fork

Guaranteeing safety and sustainable development through the implementation of modern farming systems and technology. GAA is on a mission to encourage the production of healthy products.



**“We need to invest in agriculture through its modernisation and choosing the right technologies.”**

**Ibrahim Seydi,  
Founder and  
Managing Director  
of GAA**

With over two decades experience and a presence in the Ivory Coast, Senegal, Guinea-Bissau and Gambia, Generale Alimentaire Africaine [GAA] provides seed and other inputs and transforms production and is on a mission to secure food security in the continent.

To date, GAA has cultivated more than 255,000 hectares for the provision of domestic demand of vegetables, fruit, milk, meat, fish and cereals; enhancing agricultural production's value chain through the implementation of innovative, modern, sustainable and integrated family farming methods that take into account new technology development for agriculture, arboriculture, beekeeping, breeding and fish farming through efficient irrigation systems, renewable energy use, organic fertilisers and permaculture. In collaboration with its partner, SAFIC, GAA is also involved in the business of fund-raising for the implementation of integrated organic farms. The company also provides agricultural machinery and after-sales servicing. “We produce organic products for the people, both here and in the Ivory Coast,” explains Ibrahim Seydi, Founder and Managing Director of GAA and recently nominated President of the South Agropole in Senegal. “We started with rice before moving onto fonio, maize and millet because they are all daily food commodities here, the introduction of other cereals also address the food self-sufficiency issue. We are focusing on gluten-free products and recently we released a new product, tagliatelle with gluten-free fonio and moringa, making sure to incorporate Senegalese traditional ingredients.”

With an allocated several hundred hectares in northern Senegal for rice production, GAA's quality rice campaign encompasses the whole rice value chain and includes the growth and

distribution of whole, intermediate, broken and Basmati rice, as well as fertilisers and agricultural equipment. GAA has also partnered with Ivory Coast for 200,000 hectares of rice grown there. “We work with cooperatives which are the beacons in the value chain,” continues Seydi. “We provide cooperatives with good quality seeds, training, equipment and, once the harvest is done, we work with our factories which transform the products, before packing them off to market, both locally and for export.” GAA also owns and runs its 100 hectares Niakoulrab farm which breeds Dutch and mixed cows for milk while goats, sheep and poultry are reared for the production of meat, eggs and milk. “The industrialisation of Africa is dependent upon agriculture,” states Seydi. “We have an important role to play in transforming our products and solve the issue of food self-sufficiency. Industrialisation must be based on local resources. We have good seeds, the necessary equipment and our products are made to meet international standards.”

Fully equipped to accommodate the food industry's crucial biotechnological projects within a laboratory environment, GAA's modern biotechnology park works to deepen the agro-industry conversation in the region. The Park carries out in vitro seed multiplication and the development and biological research of local medicinal plants and provides technical and practical training in agricultural and livestock biotechnologies.

Through its high expertise in the study of agro-industrial sectors, GAA is determined to provide consumers safety and quality, offering a wide range of services that reduces risk, guarantees quality and improves productivity along the whole agri-food supply chain.



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# InTouch

**Providing Africa With Access To An Inclusive Digital Service Distribution and Payment Platform**  
**Facilitating Financial Inclusion In Africa**

Disrupting Africa's ecosystem for payment and digital services.

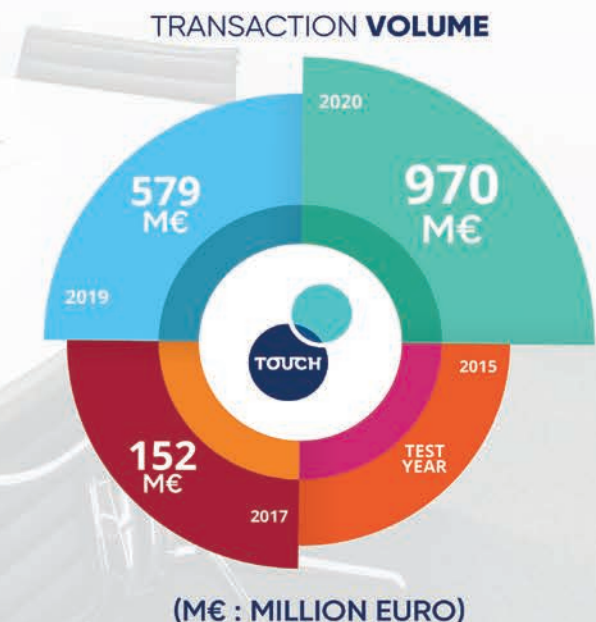
Created in 2014 in Senegal, InTouch is a revolutionary Pan-African fintech start-up specialising in payment and digital services aggregation through all-in-one solutions (platforms, applications and APIs). Its universal platform known as Guichet Unique Touch (Touch One-Stop-Shop) provides access to a variety of services such as mobile money and card payment acceptance, digital cash web payments, bill payment, money transfer, prepaid cards charging, banking and insurance services, to name a few. "If you walk the streets in Dakar, you are going to find several digital services offered in local traders' shops," explains Founder and CEO of InTouch, Omar Cissé. "The problem is that it is necessary to open an account for each service, and have a device for each service and that is very complicated. We wanted to bring a unique solution whereby with just one contract, you have access to every payment and digital service provider and with just one application you are connected to every mobile money and financial services operator."

developed e-learning platforms for example, has forced us to review our distribution model and organisation at all levels." InTouch is also working with the UN Capital Development Fund (UNCDF) to develop financial inclusion in rural zones. "We believe that if we want to live in a sustainable world, wealth must be equally distributed at all levels. We want to go to rural zones of the country and create points where you can transact money, access credit, access digital services, develop business and make this model sustainable."

InTouch has been a resounding success and has rapidly expanded its presence in the continent (Ivory Coast, Mali, Burkina Faso, Guinea Conakry, Kenya, Cameroon, Nigeria, Tanzania and Uganda). It also aims for a fast roll-out in another 5 African countries before the end of the year and 38 countries in total. Mister Cissé states: "We want to be the trusted partner for each digital transaction in Africa."

**Omar Cissé,**  
CEO of InTouch

With a view to facilitating financial inclusion in Senegal, where the bankerisation rate is low, in November 2020, InTouch partnered with the Mastercard Foundation to launch its 10,000 Jambaars project which aims to support and mentor young entrepreneurs, with a particular focus on women, in Senegal. "We want to create 10,000 jobs in the digital economy in three years," affirms Mister Cissé. "This ambition to fast track the employment of young people and train them on in-house







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More than  
200,000  
transactions  
per month

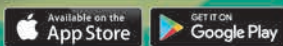


Over  
250,000  
B to C  
users



Moni is an application developed by iNTech Group, the first PCI DSS certified fintech in Senegal to be launched very soon.

- Moni is an electronic wallet that allows access to several financial services via mobile and without a bank account. Moni aims to be a distributor of electronic money through its network of service points.
- This electronic money issuance actively promotes banking and financial inclusion, through access to financial services for all socio-professional categories. The Moni Wallet allows you to:
  - Transfer money
  - Pay your bills
  - Buy phone credits
  - Top up your balance
  - Create and recharge a virtual bank card



- Moni's goal is to guarantee quality services in order to allow its customers to carry out secure, simple and fast transactions.

One of the major objectives of Moni will be to offer its distributors a revolutionary and very interesting compensation plan.

Mouhamet MBOW  
Group CEO

“ INNOVATION AND ADAPTATION  
DRIVES INTECH GROUP'S  
KEY MISSION. ”



**Founded in 2019, iNTech Group is launched as a young dynamic team that is passionate about the web and the opportunities that new technologies offer.**

iNtech Group is a PCI DSS certified Senegalese company specialising in the aggregation of payment means and digital services, as well as the creation of added-value services in the field of technology.

To date, iNtech Group has developed the following solutions:

- Sama Taxi, to order a taxi with one click on your Smartphone in real time.
- Yonema, to deposit money into a mobile money account with a bank card.
- PayTech, to accept all means of payment in your point of sale or your website in an ALL IN ONE account.
- Diapci, to allow your loved ones to chip in and support your cause via crowdfunding with the possibility of contributing with mobile money and a bank card.
- The University Manual, intended for students to have a digital version of their documentation (courses, exercises and exams) in addition to being able to communicate instantly with each other.
- Intech Business, to efficiently send money in bulk to wallets or bank accounts.
- Pointech, to better monitor employee attendance time with geo-localised pointing and facial identification and a notification text message sent to the manager in the event of staff member tardiness.
- Paytick, a collection tool to receive periodic payments from customers via a reminder text message with a payment link.
- Intech SMS, for your mass SMS campaigns with customisable headers.

Beyond these solutions, iNTech Group offers APIs of Cash IN - Cash OUT for the collection and disbursement of funds from your platform, AIRTIME for the purchase and sale of telephone credit, SMS and payment of invoices.

Drawing on its experience and status as payment methods aggregator, iNtech Group develops high-performance websites, intuitive applications, CRMs and secure business software for its partners.

iNtech Group carries out more than 200,000 transactions per month, more than 250,000 B to C users and more than 1,000 B to B partners.

With a young, dynamic and extremely talented team, as well as the success acquired over recent years, we have learned to build a relationship based on trust with our clients and are proud to support them across the whole of Africa.

We invest in every individual project, seeking to create projects that stand out and whose main objective is to provide real added-value and allow our clients to shine in the face of competition.

iNTech group's ambition is to become a pan-African fintech present in the 8 WAEMU countries by 2024 and to become one of the major players in Africa's digital ecosystem.

### Contributing To Change Through Cotton Cultivation

**SODEFITEX is on a quest to improve cotton productivity and drive industrialisation.**

A subsidiary of Gèocoton (51%) and the Senegalese state (46.5%), SODEFITEX's main mission lies in developing and boosting Senegal's cotton agro-industry while securing national economic diversification and growth. "Cotton is a very important crop for Senegal, it helps structure rural economies in our country," states Papa Fata Ndiaye, General Manager of SODEFITEX. "Beyond the agricultural aspect of cotton, there are other links in the value chain, including the development of the textile industry. I believe that by investing in Senegal to set up large spinning mills we would not only consume Senegalese cotton, but Malian cotton, Burkina cotton, Benin cotton and all the other West African cottons. This in turn, will make it possible to have a real structuring industry, provide jobs and accelerate economic growth and industrialisation."

With five ginning factories with a capacity of 65,000 tonnes of seed cotton in Kahone, Tambacounda, Kédougou, Vélingara and Kolda, the corporation works to consistently boost cotton production in order to achieve its ultimate ambition to reach



**Papa Fata Ndiaye,**  
General Manager  
of SODEFITEX

full cotton production potential. It has been ISO 9001 certified since 2005 and owns a state-in-the-art production unit for chemically delinted cotton seeds and works consistently in the stimulation of research, development and education within the sector, from seed to sowing and fertilisation through to ginning and marketing lint and seed. It also provides management advice to farms, rural micro-enterprises and professional organisations. In 2019, its commitment to educating farmers secured it with the UNESCO prize for its literacy and vocational training programme in rural Senegal.

SODEFITEX's commitment to agricultural development also extends to other areas. "SODEFITEX has a rice

production plant in Kédougou, in the southwest of Senegal," explains Ndiaye. "We also have a flour mill in Tambacounda, while in the centre of Senegal, in Kahone, our subsidiary BANTAARE produces and exclusively markets the AFLASAFE SNO1, an aflatoxin biocontrol product. All this contributes to the development of agriculture and our participation in Senegal's economic emergence."

**SODEFITEX**  
Le Dynamisme Innovateur

**BANTAARE**  
Services

**SODEFITEX Group goes green to secure the future.**

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Youssef Omaïs

Chairman and CEO  
of PATISEN

The PATISEN group  
implements and  
is driven on a daily  
basis by key values  
such as team spirit,  
responsibility,  
commitment, respect  
and creativity.



Patisen, an African champion, is challenging multinational companies thanks to product and marketing innovation.

Founded in 1981 and headed by Youssef Omaïs, **PATISEN** is a leading company in Senegal and a major player in West and Central Africa, specialising in the trading, production and distribution of food products.

**PATISEN** has more than 40 brands and is present in more than 35 countries in Africa and elsewhere. Examples of its products include: a wide range of seasoning (cubes, tablets, powders and liquids), natural spices, vinegars, salts, spreads, peanut pastes, powdered chocolate and fruity drinks, syrups, flavoured sugars, coffee, flavoured sugars, mayonnaise, margarine, food preparations, edible oils, pasta, edible essences, coffee, tea, bread improvers, wheat flour, etc.

**PATISEN** also has a "HORECA" division (products for Hotels, Restaurants and Cafes) as well as a division for products for bakeries, pastry shops, self-services and supermarkets.

**PATISEN**'s strategy is driven by the key values of team spirit, responsibility, commitment, creativity, respect, ethics and professional integrity.

**PATISEN** is ISO 22000:2005 certified for food safety and in accordance to Halal Food Standards.

An innovator and pioneer, **PATISEN** very recently created an electronic money distribution service (Adja Money) and started a radio channel, initially launched as a filmed web radio mode (Adja Radio), aiming for financial inclusion and women empowerment.

As part of its expansion strategy, **PATISEN** has subsidiaries in Ivory Coast and Nigeria, and has marketing and sales support teams with extensive budgets in virtually every country in West and Central Africa.

One of **PATISEN**'s strategies is to ensure the company is involved in every aspect of its business, be it research, development, marketing, production, logistics, communication or distribution, etc. This allows for superior levels of management every step of the way and guarantees high quality services at convenient prices while promoting responsiveness and enhancing confidentiality.

**PATISEN**'s products attract consumers because:

- Quality is ensured by a set of mechanisms and raw materials are natural and healthy.
- Our packaging and ingredient suppliers are No. 1 globally.
- The production, transport and storage operations for our products are all certified.
- We pay attention and listen to consumer demand.
- We have the capacity to innovate and stay ahead of our competitors by offering consumers a wide choice of quality products at a lower cost while satisfying their expectations in taste.

We respect all the standards to which we are subject. We also comply with all recommendations in terms of food safety, which has earned us the ISO 22000:2005 certification and Halal Food Standard certification. We also comply with the Senegalese standard on foodstuffs, based on the CODEX Alimentarius.

Additionally, we are in constant contact with consumer demand and in maintaining our leading role in the sector. Beyond our presence in the field and depending on the messages that need to be conveyed, we make use of several relevant channels including mass media such as TV, radio and digital. **PATISEN** also

has a Market Information System (MIS) which helps us collect and verify information relating to consumer needs and market trends, among other things.

Our leading role within the sector allows us to ensure the successful promotion of our brands as well as guarantee product quality and safety while raising awareness in good food practices and the promotion of consumer well-being and satisfaction.

One of **PATISEN**'s major objectives is to be the leading food industry from Dakar to Djibouti. Therefore, we consistently carry out studies concerning consumer expectations to guarantee the provision of quality products which meet their needs, from breakfast through to dinner!

Furthermore, we are currently developing projects for the cultivation and processing of groundnuts, oil refinery and salt marshes.

**PATISEN** is also very socially responsible and aware. We carry out a number of projects to benefit the underprivileged, such as providing funding for schools and hospitals. Environmental issues are also of immense importance and **PATISEN** is invested in the improvement of promoting a healthier planet by focusing on the development of green spaces and the implementation of green energy.

We are primarily working on our expansion in the African regional market. We plan to eventually have production units in each of the CEMAC (Cameroon), SADC (Kenya), COMESA (South Africa) economic zones which allow us to operate in these markets with all the advantages entailed in taxation and proximity.





## SENEGAL'S LEADING AGRI-FOOD INDUSTRY & DISTRIBUTION PLAYER



**500** vehicles  
**40** years of activity  
**3,500** jobs (Senegal)  
**3,500** jobs (Africa)  
 Present in + **40** countries  
 + **1,000** advertising billboards  
 Certified **ISO 22000:2005 Halal**  
**15** production and storage sites  
 + **50** food product brands  
 + **US\$ 200** million in revenue



A wide range of broths, natural spices, liquid flavouring, vinegars, salts, spreads, peanut pastes, chocolate and fruity powdered drinks, syrups, flavoured sugars, mayonnaise, margarines, food preparations, edible oils, pasta, edible essences, coffees, teas, bread improvers, wheat flour, etc.



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**FOOD SERVICE:** BOULEVARD DE LA LIBERATION DAKAR SENEGAL. +221 33 849 65 65

**IVORY COAST:** RUE DES BRASSEURS TREICHEVILLE ABIDJAN. +225 21 24 74 09

**NIGERIA:** LTD. 12, HAKEEM BALOGUN STR. AGIDINGBI, IKEJA LAGOS. +234 812 618 1285

## Jumia Group

Senegal's Online Shopping Channel Of Choice

# Navigating New Levels Of Quality, Convenience And Safety

Senegal's biggest online marketplace, Jumia Senegal, is providing a digital platform of excellence, connecting sellers and buyers and guaranteeing innovation, integration and inclusion in the country.



**"Before travel restrictions were implemented, we had already decided to focus our business on consumers' everyday needs and provide fast-moving consumer goods."**

**Mohamed Hapté Sow,  
CEO of  
Jumia Senegal**

With present-day electronic commerce on the rise in Senegal, as in the rest of the world, Jumia Group is well prepared to meet e-commerce demand and expertly bridge the consumer and seller gap. Otherwise known as the 'Amazon of Africa', Jumia is Africa's first unicorn, achieving a US\$1 billion start-up valuation, as well as being the first African brand to be listed on a major global exchange, the New York Stock Exchange. A pan-African company, Jumia was launched in Nigeria and currently is found in another 10 African countries, including Senegal. Jumia Senegal's presence in the country dates back to 2015 and currently has numerous branches outside Dakar (in Thiès, Touba, Saint-Louis, Pikine, Kaolack, Ziguinchor, Diourbel and Kolda, to name a few) with over 2,000 sellers and a million references related to the digital platform. "For a long time now, Senegal has shown itself to be extremely advanced in technology and internet," states Mohamed Hapté Sow, CEO of Jumia Senegal. "It's no surprise that many tech companies have established themselves here since both country and internet connection are stable. E-commerce is booming and Senegal has all the potential to allow this to happen because its population is mostly made up of young people."

Honouring the company's pioneering spirit, Jumia was Senegal's first online shopping forum and remains its largest. Its platform offers the comfort of home shopping of a vast diversity of products at extra advantageous costs, these include: electronics (video games and smartphones), branded and stylish clothing, shoe wear and fashion accessories (watches and jewellery), pharmaceutical and beauty products (makeup, body creams, hair masks and perfume), home and office, sport and car equipment, books and food delivery. Ever attentive to consumer demands, Jumia Senegal success lies in its flexibility and ability to shift perspective. "Jumia is a marketplace that connects vendors and buyers," explains Hapté Sow. "Before travel restrictions were implemented, we had already decided to focus our business on consumers' everyday needs and provide fast-

moving consumer goods [FMCG]. Prior to the pandemic, we had partnered with Carrefour in order to deliver groceries and this, I believe, is indicative of our huge capacity for adaptation." Jumia Food is the e-commerce company's response to ensuring convenient online food orders, including the collaboration with a vast diversity of eateries in order to connect people with the best restaurants around them while paying particular attention to the efficient purchase and delivery of the food.

The optimisation of efficient, quality and safe delivery is key to the e-commerce company's vision for innovation, integration and inclusion. In partnership with Senegal's postal services, La Poste, Jumia has secured and continues to develop a level of high-class delivery services. "We have decided to partner with La Poste and are encouraging them to carry out e-commerce digital transformation," announces Hapté Sow. "We have piloted four pick-up stations with them which were active from November to December in Dakar and we have extended that partnership so that even in rural areas you are able to pick up your Jumia package. We currently support and are supported by 17 postal offices but we also want to help and encourage start-ups and other small home delivery companies such as Paps. They emulate our work procedure because we have a strong team and are able to guarantee constant means for improvement."

Jumia is contributing significantly to building up a functional and economically viable digital landscape for Senegal through the catering of innovative and quality products and the provision of opportunity to sellers and start-ups, while creating jobs, promoting economic growth, sustaining safety (with the comfort of a click), connecting the nation and developing new skills. "Over the last two years, we have opened many pick-up points around the country because many products come from Dakar; in this way people know what kind of product and at what price they can get it and they don't have to stick to local vendors," concludes Hapté Sow. "And, every day, this is having a positive impact upon Senegalese lifestyle."



# DRIVING DIGITAL AND ENERGY TRANSFORMATION IN AFRICA

## INFRASTRUCTURE

CFAO supplies private companies and public organisations with the necessary support required for digital transformation, infrastructure implementation, vertical transportation and energy transition. Our team of experts work across the entire value chain: defining needs, drawing up designs, integrating solutions and providing financing and infrastructure maintenance.



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## Closing

# The Land Of Teranga And Opportunity

With a national philosophy rooted in hospitality, the promotion of its youthful population and a rich culture to boot, Senegal is a haven of peace and diversity, widely attracting tourism and business alike, while promoting progress and innovation.

Senegal's reputation for being the most welcoming, respectful and friendly country on the continent as well as its provision of a peaceful and tolerant environment precedes it. The World Economic Forum ranked Senegal as the sixth most welcoming country in the world, while its diverse festivals, mild and sunny climate and 700 kilometres of beaches, as well as Dakar's fame as one of the most liberal and cosmopolitan cities in Africa, attract tourists around the world. Indeed, teranga, the Wolof word for hospitality, is a philosophy that is deeply embedded within its national identity, both uniting and driving the country's dynamic way of life.



**"Senegal's energy sector is currently a booming sector and is an essential engine for improving the country's economic performance."**

**Papa Mademba Biteye,**  
Managing Director, SENELEC



**"Senegal is a very innovative market, as well as being agile and resilient."**

**Alexis Mdrange,**  
CEO, CFAO Technology & Energy

With more than 60% of its population under the age of 25, Senegal's youthful population is, without a doubt, a source of intense opportunity and potential. Not impervious to this, President Macky Sall is on a constant look-out to tap into its human capital potential and boost job creation. In April 2021, President Macky Sall launched its emergency programme for the socioeconomic integration of its youths, highlighting three specific objectives: self employment, employment and training. The CFAF 50 billion (US\$ 827 million) youth employment scheme is spread out over three years and includes initiatives such as: the recruitment of 5,000 youths in the education sector, recruitments in the road maintenance and paving sector, 15,000 jobs for subsidised jobs through the state-employer

agreement with the private sector, the injection of CFAF 15 billion into the agribusiness, the creation of 25,950 jobs as part of the National Agency for Integration and Agricultural Development (ANIDA)'s numerous projects, training of 30,000 young people and a further 40,000 youths targeted for vocational training, amongst others. CEO of Sodefitec, Papa Fata Ndiaye, confirms Senegal's focus on training as catalyst to growth, "Senegal is a country where the business climate is favourable and where training schools abound."

Through its constant support of SMEs and MSMEs, the Senegalese business landscape has burgeoned under a fully digitalised telecommunications network. With over 2,200 kilometres of fibre in place, a liberalised telecommunications sector, the most highly educated people in the region and high internet and telephony penetration, Senegal's potential for technological possibilities abound. "If this is the century of Big Data, Africa is the place to be because we have a population that is mostly made of young people," affirms Samba Bathily, Chairman of ADS Group. "It is up to us, the businesspeople and government, to come together to prepare the ground for these innovators to innovate." Senegal's role as future technological and innovation hub can be seen in the construction of a scientific and technological site made up of a major university campus and its City of Knowledge within Senegal's futuristic city, Diamniadio Lake City. The City of Knowledge will host education, research and innovation structures, such as biology (biotechnologies), applied sciences (mathematics, IT and robotics) and physics (nuclear medicine and particle physics) laboratories, as well

as incubator and scientific parks. "The future is a pan-African and we need to use innovative tools for that," states Alexis Mdrange, CEO of CFAO Technology and Energy. "Senegal is a very innovative market, as well as being agile and resilient."

Ranking second in terms of industrial development in Africa's French-speaking countries, Senegal's growth through the provision of an ideal living and working environment has fast-gained momentum. Indeed, with its positive attributes, attitude, the implementation of infrastructure, a friendly business climate and advanced technology, Senegal appears to have everything to offer and nothing to lose as it consolidates its achievements and upholds a future rooted in progress, teranga and certain success.

# AFRICAN SOLUTIONS TO AFRICAN CHALLENGES



Mansa Floating Hub Mindelo

ADS GROUP is a multinational company that designs and implements creative and innovative solutions for African business. Founded by globally renowned Malian entrepreneur Samba Bathily in 2005, ADS brings together a group of dynamic companies to invest in various strategic sectors of the African economy.

We provide an integrated platform that specialises in project management, financing, resource mobilisation for African governments, foreign multinationals and local businesses.

As a leading investment company in Africa, our mission is to accelerate Africa's development through strategic investments in key sectors.

## ■ ADS IS AN AFRICAN GROUP OPERATING IN:

- Finance & Insurance
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- Industrial Development
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- Media & Entertainment

## ■ OPERATIONAL OFFICE:

### • SENEGAL

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## ■ REGIONAL OFFICES:

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#### • SENEGAL

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### East Africa

#### • RWANDA

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#### • SOUTH AFRICA

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Johannesburg South Africa

[www.adsglobalcorp.com](http://www.adsglobalcorp.com)

# APIX, Senegal's agency of choice

## Investment Promotion



### Our mission

- Assist foreign and national investors in Senegal
- Promote the economic brand image and attractiveness of Senegal as a business destination
- Contribute to the national effort to upgrade infrastructure
- Provide customised services to investors
- Reform the business environment
- Shape-up tomorrow's administration
- Support the State in formalising the process for memoranda of understanding.

### Our expertise

- Investment promotion
- Investment platforms
- One-stop shop
- Major Projects
- Business environment

### Our value

- Diligence
- Efficiency
- Confidentiality

### Mapping the course

- Underwrite the Permanent Secretariat of the IPC and lead the reform agenda
- Upgrading infrastructure

### Customised assistance

- Control of fiscal, legislative and regulatory framework
- The provision of appropriate documentation
- in 48h Information on the best business opportunities
- Personalised monitoring of your project
- Assistance in groundwork implementation
- Assistance with the release of right of way
- Decentralised services



TER :  
Regional Express Train



PDT/SL: Tourism  
development programme  
for Saint Louis



PDIDAS: inclusive and  
sustainable agribusiness  
development project



PDTE : Tourism and  
enterprise project



PLI :  
Investment Platforms



PAP2A : Adjusted and  
Accelerated Priority  
Action Plan



PIS:  
Pikine Irregulier Sud