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OUTSOURCING
DESTINATIONS

CÔTE D'IVOIRE & SENEGAL

OUTSOURCING DESTINATION GUIDE

ICT SECTOR INSIGHTS & CONTACTS

INDEPENDENT INFORMATION GUIDE BY
GERMAN OUTSOURCING ASSOCIATION

GROWING DIGITAL ECONOMIES IN WEST AFRICA

CÔTE D'IVOIRE & SENEGAL

Outsourcing Destination Guide Côte d'Ivoire & Senegal

Welcome

We present with the Outsourcing Destination Guide Côte d'Ivoire & Senegal the conditions, capabilities and actors of the Ivorian and Senegalese ICT sectors. We showcase unique solutions by Ivorian and Senegalese industry experts in the form of case studies, project reports and have talked to local industry leaders about their operations and perspective.

As a result, we help decision-makers to understand better the local conditions and opportunities for both: working with IT- and business process service providers in Côte d'Ivoire and Senegal or for investments in own delivery center operations.

This publication is an independent information guide published by Deutscher Outsourcing Verband e.V. (German Outsourcing Association) as a joint initiative with DSAA e.V. and GIZ (Germany).

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Disclaimer

The information in this guide has been carefully researched by industry experts. The views and opinions of the authors do not necessarily present the association's standpoints but are meant to give an authentic insight into the sectors. The company information (page 76 ff.) has been provided by the individual companies and can be used to evaluate a potential fit for co-operation.

SKYLINE OF DAKAR, SENEGAL



Digitization Accelerating Economic Development

Convinced that Africa offers countless business opportunities that can be transformed into employment, the German Federal Ministry for Economic Cooperation and Development (BMZ) has launched the Special Initiative on Training and Job Creation offering various measures to support investment activities that have a high impact on employment in Africa. The Special Initiative, which operates under the Invest for Jobs brand, thus contributes to the implementation of the G20 "Compact with Africa" and the Marshall Plan with Africa, with Côte d'Ivoire and Senegal being two of the compact countries.

As one of the implementing organizations of Invest for Jobs, GIZ is developing and realizing projects in the African partner countries leading to the crea-

tion of jobs and training opportunities and improved working conditions. As the GIZ-division „Economic and Social Development, Digitalisation“, we are especially focusing on approaching German and European companies and developing impactful projects together that will be put into practice on the ground in Africa..

Both Côte d'Ivoire and Senegal are reform-oriented countries and thus attracting international investment. One more thing the two West African countries have in common is the focus on the digital sector: the Senegalese national development strategy is promoting the digital economy, and also the Ivorian government is working on a national digital economy strategy called "Côte d'Ivoire Numerique 2030". The Special Initiative specifically promotes the ICT and BPO sector that offer great job potential in both countries with many local players and international customers.

As one of the lighthouse projects of the Special Initiative on Training and Job Creation, the Digital Skills Accelerator Africa e. V. (DSAA) offers companies a great platform to get an efficient entry into the world of development cooperation while at the same time providing networking opportunities and exploration of synergies with other IT companies active in Africa. The DSAA was founded in 2019 in cooperation with the Special Initiative to contribute to its main goal: the creation of new jobs in the African partner countries. In Senegal, Invest for Jobs recently started the first DSAA entry-level and middle management training programmes for young talents implemented by two major DSAA member companies.

In Côte d'Ivoire, Invest for Jobs is currently planning several DSAA training programmes for young software development talents implemented by German and international IT companies setting up or expanding their operations to the country. After successful completion of the training programmes, most trainees receive a job offer

from the DSAA member company but are also free to pursue a different career path.

I hope you enjoy reading the Outsourcing Guide and learn more about Côte d'Ivoire and Senegal as a potential investment destination. If the insights piqued your interest in an expansion to Senegal and Côte d'Ivoire but you are not yet sure how to approach your investment, Invest for Jobs and the DSAA can help you harness the promising investment opportunities that exist in both countries in the digital sector. More information about our broad range of offerings can be found in the contacts section of the guide. We are looking forward to making an impact together!.



Axel Klaphake, Director Economic and Social Development, Digitization at Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ GmbH

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Exploring Côte d'Ivoire and Senegal's Burgeoning Digital Economies

As we set foot in the year 2022, the digital skills gap, especially in Europe, is still prevalent and has an unprecedented impact not only on the economy but also on the interplay of various industries. Increasingly more international companies require ICT and digital skills in the job market and consequently, many opt to outsource their talents outside their region. The key factors for consideration are whether these talents have the right skill set, fit into the company's work culture, and most importantly whether the manpower cost

is within the set recruitment budget.

The Digital Skills Accelerator Africa e. V. (DSAA) aids to address these factors and aims to support different companies by setting a focus on Africa as a viable outsourcing destination. Since the foundation of the DSAA in 2019, we as an association of international companies have always believed in the potential of the growing impact sourcing sector to drive employment in Africa and to create sustainable value across the continent.

According to our recent study, Africa has many young digital natives that are searching for employment opportunities. Improved education, competitive markets, and geographic advantages make the continent an obvious choice for offshoring digital services.

Rapid improvements in the digital service industry and skills offered can already be observed, which means that companies can benefit from these developments. Currently, international companies are working on models that provide these opportunities to young Africans, such as upskilling tech talent through comprehensive IT courses at training academies and providing different employment opportunities, therefore bridging the gap to international clients.

We at the DSAA are very delighted to have increasing training programs and projects in Ghana, Rwanda, Morocco, Senegal, and Côte d'Ivoire. Our expansion in Africa has been possible with the support of the Special Initiative on Training and Job Creation of the German Federal Ministry for

Economic Cooperation and Development (BMZ), which is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH among others.

As the DSAA Chairman of the Board, I invite everyone to explore various opportunities in Senegal and Côte d'Ivoire as presented in this outsourcing guide. Discover interesting facts and figures as well as feel free to get to know more about various companies as they flourish in their own sector and address common challenges in this period.



Martin Hecker, Board of the Digital Skills Accelerator Africa e.V., Germany





PANORAMA VIEW ABIDJAN CÔTE D'IVOIRE

Photo by Maarten van der Bent via flickr, license CC2.0, file url: <https://www.flickr.com/photos/maartenvdbent/albums/72157645167821418>

THE IVORIAN & SENEGALESE ICT SECTOR

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An ICT Sector Overview

Senegal's ICT Sector in 2021

By Stephan Fricke, CEO & Head Of Advisory Board at German Outsourcing Association, Outsourcing Journal

Location, history, and international relations

The Republic of Senegal is located on the South-West coast of Africa, sharing borders with Mauritania, Mali, Guinea, and Guinea-Bissau. It also almost surrounds completely the Gambia and is sharing a maritime border with Cape Verde.

The country occupies a territory of 197,000 km², which is about 45% of the size of Germany.

Senegal and Mali were formed in 1960 when the territories gained independence, initially as a federation, and signed the transfer of power from French colonial rule. Later the federation of the territories broke and created both states - Mali (at this time French Sudan) and Senegal.

Because of the colonial history the official language in Senegal is French. The country has 14 administrative regions: Dakar, Diourbel, Fatick, Kaffrine, Kaolack, Kédougou, Kolda, Louga, Matam, Saint-Louis, Sédhiou, Tambacounda, Thiès, Ziguinchor. (Source Wikipedia, Senegal)

Senegal's capital is Dakar, located on the South-West coast of the country. It inhabits more than 1.4 million people on an area of 83 km². The metropolitan region counts more than 3.9 million people (Source: Wikipedia Dakar). Dakar is a commune and since 1983 with unchanged independent control (even this is limited) from the government. The city is ruled by a democratically elected municipal council (5 years term), who elects the mayor.

The modern Blaise Diagne International Airport is located about 43 km east of Dakar downtown and is connected via train to the city.

Senegal stands as one of the more successful post-colonial political transitions in Africa and is a presidential republic with 5 years' term.

Senegal maintains bilateral relations with numerous countries, incl. Canada, China, France, Russia, Serbia, and the USA to name a few. The country is member of the West African Economic and Monetary Union (UEMOA) and has served two terms of the UN Security Council and has been elected to the UN Commission on Human Rights in 1997. (Source: Wikipedia Foreign relations of Senegal)

Demographics and languages

In 2018 Senegal's population was more than 16 million of which 31% were between 15 and 54 years of age, and almost 7% were 55 years or older. About 48% live in urban areas and about 51% of Senegal's population is female. (Sources: Wikipedia Demographics of Senegal and Datareportal.com Senegal ICT, <https://de.slideshare.net/DataReportal/digital-2019-senegal-january-2019-v01>)

French is the official language in Senegal, but other languages such

as Wolof, Pulaar, Serer, Jola, Mandinka, Soninke are spoken in the country too. (Source: Wikipedia Demographics of Senegal)

Economy and trade

Senegal's GDP per Capita was in 2019 about 3,853 USD and the total GDP in purchasing power parity was about 64.600 billion USD. (Wikipedia Economy of Senegal)

Key economic sectors are food processing, mining, cement, artificial fertiliser, chemicals, textiles, refining imported petroleum, and tourism. Sectors with export are fish, chemicals, cotton, fabrics, groundnuts, and calcium phosphate. Main export markets are Mali - 23.0%, Switzerland - 14.7%, India - 8.7%, China - 6.6%, Ivory Coast - 3.8% and Spain - 3.6%. Main supplier markets are Franc - 16.8%, China - 10.7%, Belgium - 6.9%, Netherlands - 6.8%, Nigeria - 5.1%, Russia - 4.5%, and Spain - 4.1%. (Source lloydsbanktrade.com country profile Senegal). The Exports of Goods and Service grew in 2020 with 10,1% (World Trade Organization, latest available data).

Picture: Senegal map, Source: Anna Toshcheva, molokowall via 123rf.com, licensed by stephancy



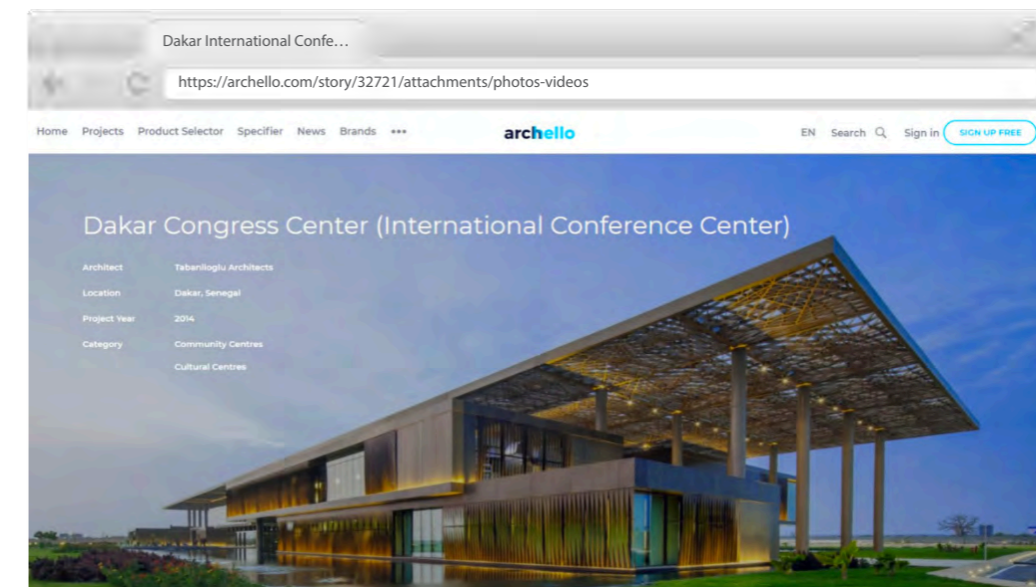
Senegal ranks 11th out of 34 regional and 16th out of 169 worldwide in the Usaid's Global Competitiveness Index 4.0: Growth of Innovative Companies, Score (0-100, Higher Is Better) 2019 (<https://idea.usaid.gov/cd/senegal/information-and-communications-technology-ict>).

Office space and infrastructure

In May 2019 the Government has issued a call for application for contributions to the realisation of the "Parc des Technologies Numériques du Sénégal (PTN)" or in English "Diamniadio Digital Technology Park" – an

enormous project to build a business park on an area of 25 ha specifically for the ICT sector in Senegal.

The park will be located about 20 min from Dakar downtown in the city of Diamniadio. The investment is about 70 million EUR of which 61 million are finance by the African Development Bank and 9 million by the Government of Senegal. The park is supposed to create up to 100,000 direct and indirect jobs. (Source: <https://www.ptn.sn/>) The developers homepage (IDOM) states that the project is currently under construction and would be finished in 2022. (Source: <https://www.idom.com/en/project/technology-park-in-senegal/>)



Picture: Dakar Congress Center, Source: Screenshot archello.com Website

Regus offers flexible and long-term managed offices in two locations in Dakar for between 245 EUR and 310 EUR per person and month. (Source: Regus Dakar website)

One of the office buildings in Dakar is the Azur 15 Building, located at 12, Bd Djily Mbaye. It offers mostly serviced office spaces with modern amenities and 24-h desk and security. (<https://offices.co/senegal/dakar/39740/>)

Dakar also has a very modern conference centre, the Centre International de Conférences Abdou Diouf (CICAD), that has a covered area of more than 14,700 sqm. The main hall can hold up to 1,500 people. There are 6 VIP halls with space for up to 100 people, an exhibition centre, 2 restaurants, a media centre modern conference technic, and 200 parking places. (source: <https://au-senegal.com/centre-international-de-conferences-abdou-diouf-cicad,5562.html?lang=fr>)

We recommend talking to a real estate agent to get a more precise

overview of the available space and the current conditions.

Senegal has a network of about 13,000 km of fibre optic cable and available international bandwidth of 215.5 Gb/s (2021). (Source: [Investin-senegal.com / Digital Economy](https://investin-senegal.com/Digital-Economy))

Ecofin Agency reported on July 6 2016 that the government has selected ATOS to manage a 3,000 km fibre optic network. You can read the full statement here: <https://www.ecofinagency.com/telecom/0607-34816-senegal-government-picks-atos-to-manage-national-fiber-optic-network>



Picture: Photo by Lars Kienle on Unsplash

ICT and BPO sector

The International Trade Administration, U.S. Department of Commerce states in its Country Commercial Guide that in 2017 the ICT sector in Senegal accounted for five percent of GDP. (Source: <https://www.trade.gov/country-commercial-guides/senegal-telecommunications>)

ICT exports

A recent USAID study reveals that about 70% of the local ICT industry is export-oriented. The service exports are mostly regional targeting ECO-WAS and UEMOA members.

Overseas business is focused on France and a growing proportion of North America (probably Canada because of the French language). (Source: www.intracen.org)

In the 2017 A.T. Kearney Global Services Location Index Senegal ranks 48 out of 55, with a high score on the financial attractiveness but accordingly lower scores in people skills and business environment. (See figure 5, page 10 at 2017 A.T. Kearney Global Services Location Index) We

as well have observed noteworthy deficiencies in the organisational structure such as in local sector representation and in the representation towards foreign target markets. Both the public and the private sector could benefit greatly from improvements and common representation domestically and internationally. Market documentation, networking, cooperation, and communication should be easy and relatively timely to improve.

Digital Strategy

Developing digital skills, supporting digital businesses and implementing digitized process throughout the different economic sectors and the public administration is one of the objectives of the government.

With its "Digital Senegal Strategy 2025" the government has ambitious targets. It wants to reach a contribution of digital businesses to the national GDP of 10% by 2025. In relation: in 2014 the sector contributed 6.28% or 475 billion FCFA to the national GDP. (Source: Presidency of Senegal https://www.presidence.sn/en/newsroom/digital-in-senegal-key-figures_1136)

Between 54,000 direct and 162,000 indirect jobs are projected to be created in the sector. Beyond plans and projections are more concrete achievements such as laws lifting restrictions for new market entries of internet providers, and strengthened regulations for essential infrastructure sharing between operators. (Source: Aneliya Muller, "Digital Economy in Senegal: Envisioning the Future" via Worldbank Blog 2018).

The overall objective is to develop the country into a hub for digital transformation in the region and beyond, for which the government and its partner's initiatives need to advance rather quickly considering the competition in the region.

It is to be noted that the ICT sector and the development of the digital economy seem not to be included in the Plan for an Emerging Senegal (PES) - the new policy framework of President Macky Sall's government, "aiming at getting Senegal onto the road to development by 2035". (www.presidence.sn)

Picture: Central Bank of West African States, Buildings in Abidjan, Source: Wikipedia user: Citizen59, <https://commons.wikimedia.org/wiki/File:BrancheBCEAOAbidjanFeb2016.jpg>



ICT sector development

The availability of investment and venture capital is a big factor for ICT sectors and digitally driven economies to grow. In Africa in 2018 there were 1 billion USD in private equity available. However, the majority of those went only to three African countries: Kenya (USD 340m), Nigeria (306 mio), and South Africa (USD 250m). Senegal was able to secure USD 22m of private equity. (Source: France24 English, June 2019, via youtube.com / "Dakar, the new tech hub")

The tech Startup ecosystem plays an important role in the digitization in Senegal as it provides independent growth potential and domestically developing tech competence, which then again leads to products and services for the local and regional market, and to an increasingly attractive investment climate.

There is no question that the so called "digital economy" carries an immense potential for developing countries – for economic growth, for education, for raising inclusion within societies, for job creation, do-

mestic and global trade, for established supply chains, even for governments. Many African countries are aware of and promote digital sectors and their development initiatives prominently. Still there are large differences and for Senegal is to say that the country currently seems to be more difficult to access for foreign investments in IT and business process services delivery centers than other countries in the region.

Accessibility here stands for the availability of information and services for potential investors. Key data or reliable sources for key indicators of the sector are missing or are not able to retrieve from the public agencies. This makes not only the development and the measurement of support programs difficult, but also hinders investors and clients to adequately evaluate the conditions and opportunities.

If the country wants to attract investors from the global ICT and BPO sector, it needs to create significantly more transparency, it needs to develop an understanding of the target groups, enhance its investor ser-

VICES, and it needs to increase the communication of its ambitions, plans, actions and achievements.

While our research includes more than 60 documents, articles, reports and online resources, incl. publications and researches from international organisations such as the Worldbank Group, IMF, The International Trade Administration, U.S. Department of Commerce, as well as local and international agencies and government organisations and others in English and in French language, we have been unable to trigger any response from local ministries and agencies to our questions on key sector indicators, such as employment, education and other related figures.

Our experience – we basically follow a similar approach as any investor – has

been difficult to an extent where even websites of official government agencies such as the Senegalese Agency for Export Promotion (ASEPEX), were not available at times.

Also, potential investors may get over the fact that barely any information is available in English language, but generally speaking and based on the fact that those resources are targeting regional and international markets, this is one of the aspects that we hope will soon be overcome.

We are missing the red thread in the government's and in some of the international development support agencies' programs.



Photo by Adeolu Eletu on Unsplash

For example, ASEPEX (Investment support agency) recently announced the arrival of the “most powerful supercomputer in South-Saharan Africa” (Source: <https://www.asepex.sn/tic/>), which seems more like a marketing stunt, than a practical investment in the development of the sector, especially taking into account that that's the only piece of information the investment support agency currently provides on its website for the ICT sector in Senegal.

The picture changes when you talk to people in Dakar, who give a more vibrant, ambitious, and motivating impression of the ICT sector and we urge any investors to schedule local visits in order to complement data with personal experiences. And while sector development programs are a profound way to improve also other economic figures, they don't necessarily give an entire picture of conditions and opportunities.

For investors, sector support agencies and researchers we recommend to read further on the effects of ICT sector development in the article “Link between ICT Investments,



Picture: La place de l'Indépendance à Dakar
Source: Wikipedia user: mostroneddo, <https://en.wikipedia.org/wiki/File:Dakar-Ind%C3%A9pendance.jpg>

growth and jobs creation in Senegal” by Latif Dramani of Université de Thiès and Oumy Laye ANSD here: https://www.researchgate.net/publication/335170009_Link_between_ICT_Investments_growth_and_job_creation_in_Senegal.

Labour market

After Worldbank data about 4.8 million people were in labor in Senegal in 2016, which creates an employment rate of 57% (15 years and older). (Source: <https://datatopics.worldbank.org/jobs/country/senegal>)

Even we have not been able to retrieve exact data on employment in the ICT sector in Senegal, taking different information and sources into account we estimate the labor force for both IT and BPO jobs with a number of about 70,000 – 90,000 people.

Labor cost

The average monthly salary in Senegal is 350,000 XOF (West African CFA franc), which exchanges to about 528 EUR in September 2021.

IT services

For the Information technology sector in Senegal, the monthly average salaries are between 182,000 XOF (lowest average) and 573,000 XOF (highest average).

On average the increase of the salary in the ICT sector in Senegal over a period of 10 years is about 100%. The salary increment rate for the sector is about 2,2% every 12 months. The difference in salary between having a Bachelor’s degree or a Master’s degree is 29%, while a PhD de-

gree adds another 23%. About 33% of employees in the ICT sector receive annual bonuses between 3% and 5%.

The gender pay gap for customer care jobs in Senegal is 11%, meaning men earn on average 11% more than women in ICT. This is the same number across all other industries too. (Source: www.salaryexplorer.com)

Customer Care

The average monthly salary for customer care related jobs is 240,000 XOF or about 360 EUR. The salaries range from 93,000 XOF (lowest average) to 521,000 XOF (highest average).

On average the salary for an employee in the Customer Care Services sector in Senegal doubles over a 10 year’s period of employment. The salary increment rate for the sector is about 9% every 12 months. The difference in salary between having a Bachelor’s degree or a Master’s degree is 29%, while a PhD degree adds another 23%. (Source: www.salaryexplorer.com)

IT services jobs (monthly salaries)

Software Engineer	309,00 XOF or about 466 EUR
Business Process Consultant	346,000 XOF or about 522 EUR
Service Delivery Manager	424,000 XOF or about 640 EUR

Customer Care jobs (monthly salaries)

Agent	122,000 XOF or about 183 EUR
Client Engagement Specialist	235,000 XOF or about 354 EUR
Call Center Manager	419,000 XOF or about 632 EUR

There is a **11% pay gap between male and female workers in ICT** as well as in **customer care** jobs in Senegal. **Bonuses in Senegal vary between 3% and 5%**, but only 33% of the companies pay bonuses. (Source: data for 2021 salaryexplorer.com)

The numbers represent statistical data. Please note that asking salaries can exceed those numbers partly significantly, especially when the demand for ICT talent in the country is growing rapidly, which we see in other countries due to domestic economic development and in times with increased foreign investment in the sector.

Education

Senegal’s tertiary education system is undergoing changes and improvements. Hassana Alidou, the chief of the Basic to Higher Education Section for UNESCO Dakar counts the over-enrollment at the University of Dakar, the rapid rise of private tertiary education and gen-

erally low performance and lack of results among the most pressing issues.

At the Université Cheikh Anta Diop or UCAD (former “University of Dakar) about 60,000 students are enrolled in the following faculties:

- Faculty of Science and Technology (FST)



- Faculty of Medicine Pharmacy of Odonto-Stomatology (FMPOS)
- Faculty of Letters and Human Sciences (FLSH)
- Faculty of Economics and Management (FASEG)
- Faculty of Science and Technology, Education and Training (ex E N S)
- Faculty of Legal and Political Sciences (FSJP)

The Faculty of Science and Technology (FST) has 6,283 students that can access 27 laboratories. (Source: <https://fst.ucad.sn/>). The Faculty of Science and Technology, Education and Training also

houses a German department, even though no further information was available at the time of writing. (Source: <https://fastef.ucad.sn/>)

Conclusion

Senegal's ICT companies aim at international markets, which is positive for international clients and investors in the sector. Also the ambition of young people to create new tech and digital businesses contributes to a rather positive outlook for the sector for the upcoming years.



Picture: Cheikh Anta Diop University Dakar, via Wikipedia, author: Myriam Louviot, link: <https://en.wikipedia.org/wiki/File:Biblioth%C3%A8queCheikhAntaDiop.JPG>



Also for potential investors the number of people employed in IT and business process services jobs is with 70,000 - 90,000 people rather promising and shows that the sector is attractive to both - employees and private companies and international delivery center operators.

Taking into account the developments of other economies in the region, we expect a growing demand for computerised and digital solutions and services from the traditional sectors such as food processing, mining, cement, artificial fertilizer, chemicals, textiles, and the refining petroleum industry too, which

should have a direct effect on number of service providers and quality of services.



The author: Stephan Fricke is CEO and Head of the Advisory Board of the independent Deutscher Outsourcing Verb-

and (German Outsourcing Association) and of the German Process Automation Association. In this function, he works with leading organisations from buyer, provider, and consulting side and also with industry associations and government organisations, concentrating on improving market conditions for IT, BPO and SSC services as well as for Process Automation in Germany and Europe. He is a regular speaker and author on markets, their states and actors as

well as the impact on economies. He is also Editor in Chief for the Outsourcing Journal focusing on shared knowledge from experienced industry experts from Germany, Europe and other countries. He is advising companies on their strategies and activities on the German market, as well as economic support organisations on development and growth of local ICT and BSS sectors. You can connect with Stephan via LinkedIn.com and Xing.com.



Country:	Republic of Senegal
Government:	Unitary dominant-party presidential republic
Religion:	95,9% Islam, 4,1% Christians
Population:	15,854,323 (2018)
Official languages:	French, Wolof
Capital:	Dakar
Currency:	West African CFA Franc (XOF)
GDP per capita:	USD 3,675 (2019)
Time zone:	UTC

Dakar

KEY FACTS &

LOCATION

An ICT Sector Overview

Côte d'Ivoire's ICT Sector in 2021

By Stephan Fricke, CEO & Head Of Advisory Board at German Outsourcing Association, Outsourcing Journal

SECTOR OVERVIEW

The Republic of Côte d'Ivoire (unitary presidential constitutional republic) is located on the Gulf of Guinea (Atlantic Ocean), on the south coast of West Africa. Ivory Coast's political capital is Yamoussoukro, located in the centre of the country. The country's economic center and largest city is the port city of Abidjan. Côte d'Ivoire's neighbouring countries are Guinea, Liberia, Mali, Burkina Faso, and Ghana.

The country occupies a territory of more than 322,000 km², and is home to more than 26 million people. The area of today's Côte d'Ivoire was colonized by France in 1893 and became independent in 1960 under Félix Houphouët-Boigny, who reigned the country until 1993.

Côte d'Ivoire maintains close political and economic relations with its neighbours and other regional countries, like Senegal. It has signed

United Nations treaties such as the Convention relating to the Status of Refugees, the 1967 Protocol, and the 1969 Convention Governing Specific Aspects of Refugee Problems in Africa and is a member of the Organisation of Islamic Cooperation, African Union, La Francophonie, Latin Union, Economic Community of West African States, and the South Atlantic Peace and Cooperation Zone.

Côte d'Ivoire's economical capital Abidjan has about 3.6 million inhabitants and is available also via its Airport Port Bouet. The airport has a large capacity being able to serve all kinds of airlines and also large aircrafts. It is connected to Cameroon, Belgium, France, Ghana, Kenya, Morocco, Portugal, Senegal, Tunisia, Turkey, and other countries. (Source: <https://www.flightradar24.com/data/airports/abj/routes>) In 2017 the airport served more than 2 million passengers.

Picture: Basilica of Our Lady of Peace, Yamoussoukro. Copyright Erik Cleves Kristensen via flickr.com, file:shorturl/at/gjCZ3

Demographics and languages

In 2020 Côte d'Ivoire's population was more than 26,378,000 of which 55.3% were between 15 and 65 years of age, while 3.8% were 65 years or older.

French is the official language in Côte d'Ivoire. Among the other 70 languages spoken in the country, one of the most common is Dyula, which is often used in trade and by the Muslim population. (Source: Wikipedia Demographics of Côte d'Ivoire)

Picture: Cacao Beans via Etty Fidele via unsplash.com



Economy and trade

Côte d'Ivoire's GDP per Capita was in 2020 about 5,360 USD and the total GDP in purchasing power parity was about 145.000 billion USD. (Source: Wikipedia Ivory Coast)

Agriculture is the largest sector in the country, e.g. with the country being the world's largest exporter of cocoa beans 1.9 million tons in 2018. Besides cacao Côte d'Ivoire is also known for its large production of nuts, especially cashew nuts (in 2018 688,000 tons and the 3rd largest producer in the world). Other sectors include the production of rubber (7.8%), mining of gold (7.9%), the production of refined and crude petroleum (14%).

The main export markets are the Netherlands with 10%, the United States 6%, France 6%, Spain 5%, Malaysia 5%, Switzerland 5%, Germany 5% and Vietnam 5%). (Source: Wikipedia the economy of Ivory Coast) The country ranks 110 in the Ease of Doing Business report (retrieved 2017).

Office space and infrastructure

When looking to locate delivery or technology production to the country one should consider the Free Trade Zone VITIB in the city of Grand-Bassam with its Mahatma Gandhi IT & Biotechnology Park. The park is located about 15 min from Abidjan airport.

The free trade zone was established in August 2004 under the governments' regime of Free Zones for Biotechnology, Information and Communication Technologies in Côte d'Ivoire (ZBTIC). The Government wants to create 40,000 employments and attract 2 billion USD of investments in the ICT & Biotechnology sector via the project.

After the investments are authorized and approved, companies benefit from:

- 0% customs duty
- 0% tax for the first five (5) years;

Picture: Côte d'Ivoire map, Source: Anna Toshcheva, molokowall via 123rf.com, licensed by stephancy



- 1% from the sixth year with the possibility of tax rebate
- 0% of taxes (VAT)
- freedom to transfer funds from salaries and dividends distributed
- long-term visa and work permit for foreigners and their families
- no limit on foreign and local investments.

The park offers office space, land for construction, internet connectivity infrastructure (the park is licensed to offer similar services as a national and international telecommunications service provider), and data center. (Source and contact: www.vitib.ci)

Current Affairs Today states in a promotional video, released in July 2019 on Youtube (ht-

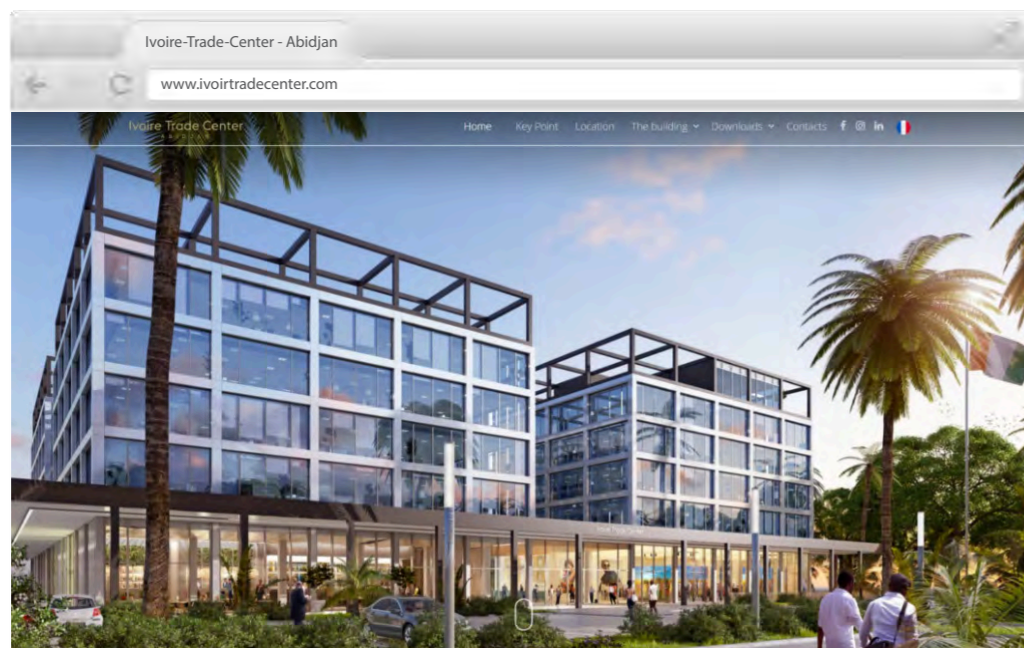
https://www.youtube.com/watch?v=LScjCLgNq_8) that the park will also supply and commission equipment including a computer assembly plant, VSAT satellite internet connection, networking lab, human DNA lab, an audio- / visual lab and power generator.

Besides there are quite a number of high standard office buildings, especially in Abidjan's city center in close proximity to the airport. Serviced offices are advertised e.g. by offices.co for prices between 210,000 CFA (about 311 EUR) and 840,000 CFA (1,240 EUR). (source: (<https://offices.co/ivory-coast/abidjan/>))

The Ivoire Trade Center in Abidjan offers in a central location conference and 13,120 sqm rentable office space. The company provides excellent and detailed information on its website at: <https://www.ivoiretrade-center.com>.

Regus offers offices and desks in 3 locations in the city starting from 132,000 CFA (about 195 EUR) per person per month. (Source: Regus Abidjan website)

Picture: Ivoire Trade Center Website, Source: ivoiretrade-center.com



ICT and BPO sector

For our purpose to inform about the opportunities and conditions to invest in own local services delivery centers or to work with local ICT and BPO service providers we often evaluate the readiness to export services or to compete on the global or regional markets for such IT and business process services.

However likewise important is the ability of a country to generate demand for such services on the domestic market. After a research by Oxford Business Group (<https://oxfordbusinessgroup.com/overview/getting-connected-rising-mobile-penetration-and-headline-sector-growth-speed-economic-development>) citing a World Bank report "Aux portes du paradis: Comment la Côte d'Ivoire peut-elle rattraper son retard?" the country has yet to utilize its large potential to increase productivity via the use of ICT systems among its local private sector.

For instance, in 2018 only 18% of Ivorian companies have had their own website and 60% use email in the communication with business

partners, which is below the continents average of 33% and 70%. This is also connected to the performance in quality of services by telecom operators, which have yet to increase investments in infrastructure and systems in order to reach the country's objectives for accessibility, integrity, and continuity.



Picture: TechCamp Abidjan 2017 via flickr CC2.0 license, user: TechCampGlobal, Link: <https://www.flickr.com/photos/techcamp/36352096335/>

The government has not been blind to the issues and uses its options to motivate providers to reach high quality standards for connectivity services, via fines, regional telecom operators workshops, and investment deals. One of those was the construction of an undersea cable running from Portugal to South Africa, increasing Côte d'Ivoire's data traffic capacity and connecting it to 9 other countries.

The government also facilitated the construction of 5,000 cyber-centers in villages with more than 500 inhabitants. For a three year's period from 2015 until 2018 taxes on IT equipment, and mobile devices were removed, also with the objective to increase the country's workforce pool.

Positive is also that the government is leading its efforts for modernizing the private sector by example. Administrative processes, and data keeping have been digitized and projects in education, health, agriculture and finance were implemented via the government's e-service program.

The availability of support services via incubators is an important aspect in the country as these tech-hubs provide important increase in infrastructure security e.g. stable energy supply, data centers and connectivity. Between 2016 and 2020 the number of incubators has increased from 5 to at least 22. (Sources: Oxford Business Group, gsma.com)

Picture: TechCamp Abidjan 2017 via flickr CC2.0 license, user: TechCampGlobal, Link: <https://www.flickr.com/photos/techcamp/35056938734/>



Also on the previously mentioned number of companies that operate a website, it seems that the initiatives were successful because over the last 10 months (09'2020 - 07'2021) the registration of domains in the country has jumped from previously in total 21,521 TLD registered (04.09.2020) to 31,418 (15.07.2021) registered TLD's. (Source: domain-stat.com) This constitutes a 146% increase in web based business, operation or information activities, within just 10 months. In the statistic .com domains lead with over 15,978 registered domains, followed by .ci domains with 8,537 registrations, 3,498 .net domains, and 2,090 .org registered domains in Côte d'Ivoire. These numbers allow the conclusion that a larger amount of businesses using websites are export, international or regional oriented (.com), about half of that are oriented on domestic businesses (.ci) and about 2,000 organisations and public / private initiatives (.org) use websites to communicate.

The West Africa Competitiveness Programme (WACOMP), funded by the European Union, that aims to support several selected value

chains, incl. ICT, states that the ICT sector in Côte d'Ivoire contributes between 8% and 15% to the national GDP and that observers refer to the country as "Start-Up nation in Africa". (Source: <https://wacomp.project-s.ecowas.int/value-chains/ict/>)

ICT exports

Worldbank data shows that Cote d'Ivoire's export of ICT services was in 2016 about 10.7% of all services exports of the country (% of service exports, BoP). In currency this stands for about 98 million USD on ICT services export (Balance of Payments Statistics). (Source: worldbank.org - International Monetary Fund, Balance of Payments Statistics Yearbook and data files.)

Digital Strategy and ICT sector development

Like other economies on the continent Cote d'Ivoire's government has implemented dedicated programs for fostering the development of digital services in the private and public sector.

For the public sector this is the E-Services program, by which the government was able to move public administration and citizen services online. In addition, the parliament issued a law in 2017 that should help public bodies to adapt motions to support inclusion and transparency for a digital society - *Loi d'Orientation de la Société de Communication* (Orientation Law of the Communication Society).

For the private sector the government had periods of tax breaks for

ICT products and services as well as subvention programs for mobile devices. Digital centers have been installed in rural areas to improve accessibility and increase the use of online based public and private sector services.

With the creation of the free trade zone VITIB in the city of Grand-Bassam with its Mahatma Gandhi IT & Biotechnology Park, the government created a very attractive proposition for investors in ICT and biotechnology businesses, while at the

Cote d'Ivoire Tech Startups / companies
(Tech-Ecosystem mapping, abstract, snapshot 2019)



Source: GSMA Ecosystem Accelerator: <https://www.gsma.com/mobilefordevelopment/blog/akwaba-to-the-cote-divoire-tech-ecosystem/>

Product / Service	Number of companies	Companies (examples)
Hardware and Hightech	3	CI Drone, WeFly, Investive
Jobs and Gig economy	7	Talent2Africa, KaleJob, Easy, Agatha, ...
Fintech and Blockchain	9	DistriCash, Seekewa, CinetPay, QuickCash, YUP, ...
Education Tech	6	EtuDesk, Eneza, BacPrep, ...
Software design and Devs	6	YouTap, ZenAPI, Wizodia, ...
Logistics	8	Glovo, Mtick, Bifasor, Jexport, ...

same time providing infrastructure and related business support services.

After briterbridges.com, the number of incubators / tech hubs has grown to 22 in recent years which is an evidence of the growing start-up scene.

Generally, the government has made right choices on how to support the sector, however a few areas still deserve more attention and improvements. So could, according to our research, an active interest representation of the private ICT sector contribute greatly to the development of IT knowledge, capabilities, applications and resources.

Also the lack of data and analytics regarding the IT and the BPO services sector makes it difficult to plan activities and evaluate conditions and opportunities to invest and/or work with local service partners. And last but not least the communication output towards domestic, regional and international partners and prospects needs to expand significantly. For that marketing and public relations processes and personnel capa-



Picture: Street in Abidjan by Louis Aboua via pixabay.com

cities should be enhanced. There are plenty of very good investment promotion business cases to learn from, e.g. in Egypt or South Africa.

While other countries on the continent did overcome the lack of internet connectivity, the country still needs to effectively motivate its two main service providers Orange and MTN to invest in fixed line internet connectivity for private households and companies. In 2018 only 6 out of 1,000 people in the country were

connected to the internet via fixed lines. The cost plays a deciding role in the adaption too, but there are plenty of business cases where good infrastructure and low cost are not excluding each other. (Source: Oxford Business Group <https://oxford-businessgroup.com/overview/getting-connected-rising-mobile-penetration-and-headline-sector-growth-speed-economic-development>)

The last area, which also affects other markets, not only in Africa is the lack of investment capital to support growth among domestic young tech service providers, which then are also able to stimulate the adaption of ICT services among companies and private households in the country.

Labour market

Côte d'Ivoire has a very high labor-force participation. In February 2014, 76.8 % of the adult population was in the labor force. The participation rates reach 85 percent in rural areas, and in urban areas 68 %. Another characteristic is that Cote d'Ivoire's

working population is very young. So are 35% between 15-24 years old and 25% between 25 and 34 years old and less than 4% are over 65 years old. Nearly 72% of these young workers (age group 15-34 years) live in urban areas, which makes it more likely to steer them towards tech and digital jobs. (Source: Jobs Diagnostics Cote d'Ivoire by Worldbank Group Social Protection & Labor and Jobs)

The most common form of employment is self-employment. In urban areas only 40% of people have jobs with a constant monthly salary (wage jobs). (Source: Worldbank Job Diagnostics No.3 Cote d'Ivoire)

Labor cost

The average monthly salary in Cote d'Ivoire is 337,000 XOF (West African CFA franc), which exchanges to about 510 EUR in September 2021. Salaries can range from about 85,300 XOF or about 130 EUR (lowest average) to 1,500,000 XOF or about 2,270 EUR (highest average, maximum salaries can be higher). (Source: www.salaryexplorer.com)

IT services jobs (monthly salaries)

Software Engineer	307,000 XOF (West African CFA Franc) or 464 EUR
Business Process Consultant	352,000 XOF or 532 EUR
Service Delivery Manager	432,000 XOF or 653 EUR

Customer Care jobs (monthly salaries)

Agent	127,000 XOF or 192 EUR
Client Engagement Specialist	243,000 XOF or 367 EUR
Call Center Manager	409,000 XOF or 618 EUR

There is a **15% pay gap between male and female workers in ICT** as well as in customer care jobs in Côte d'Ivoire. **Bonuses vary between 2% and 7%**, but only 38% of the companies pay bonuses. (Source: data for 2019/2020 salaryexplorer.com)

The numbers represent statistical data. Please note that asking salaries can exceed those numbers partly significantly, especially when the demand for ICT talent is growing rapidly, which we see in other countries due to domestic economic development and in times with increased foreign investments in the sector.

IT-Services

For the Information technology sector in Senegal the monthly average salaries are between 176,000 XOF (lowest average) and 552,000 XOF (highest average). On average the increase of the salary in the ICT sector in Cote d'Ivoire over a period of

10 years is about 100%. The difference in salary between having a Bachelor's degree or a Master's degree is 29%, while a PhD degree adds another 23%.

About 38% of employees in the ICT sector receive annual bonuses between 2% and 7%. The gender

pay gap for IT and customer care jobs is 15%, meaning men earn on average 15% more than women. This is the same number across all other industries too.

Customer care services

The average monthly salary for customer care related jobs is 231,000 XOF or about 350 EUR. The salaries range from 90,300 XOF or about 136 EUR (lowest average) to 502,000 XOF or about 760 EUR (highest average, maximum can be higher). On average the salary for an employee in the Customer Care Services sector doubles over a 10 year period of employment. The difference in salary between having a Bachelor's degree or a Master's degree is 29%, while a PhD degree adds another 23%. (Source: www.salaryexplorer.com)

Education

One of the critical aspects for facilitating economic growth and foreign investments is education. Côte d'Ivoire is still playing catch-up with other countries in the region on this topic, but it is a priority with the government, receiving support of differ-

ent institutions such as the Global Partnership for Education. After data from UNESCO's Institute of Statistics in 2019 there were 2,477,000 people in Côte d'Ivoire in the age of 19-23, which is the official school ages for tertiary education. The participation in tertiary education is continuously growing and was in 2019 at 11.4% of the male population and 8.5 of the female population of that age group. (Source: <http://uis.unesco.org/en/country/ci?theme=education-and-literacy>)

The Worldbank states in an appraisal for the support of the Côte d'Ivoire Higher Education Support Project in 2019, that there were in 2015-16 192,842 students enrolled in 289 tertiary education institutions of which the majority (211) were private Grand Ecoles. Of the male students 29% and of the female students 14% were enlisted in STEM fields (science, technology, mathematics, engineering) in 2015-16. (Source: "International Development Association Project Appraisal Document on a proposed credit in the amount of 88 million Euros")

Conclusion

Côte d'Ivoire provides opportunities for investments in service delivery centers. It seems the educational system has the output to provide enough talents even for growth-orientated service center operations. For the language, operations should focus on francophone and regional markets.

Talent development opportunities exist mainly via private universities or public support initiatives like the Invest for Jobs Initiative of the German BMZ with the Digital Skills Accelerator Africa e.V. www.dsaa.eu

We do not foresee significant changes in the privately owned service provider landscape (outsourcing business) for the next 2-3 years, but given the ambitions of the government and international sector development initiatives in combination with an existing Startup-scene and other strong economic sectors that will surely develop demand in computerized and digitized operations in order to maintain their global market presence as well as a growing middle class looking for digital products and digitized services, there is enough evidence that the ICT sector will exhibit noticeable growth during the next 3-8 years.



The author: Stephan Fricke is CEO and Head of the Advisory Board of the independent Deutscher Outsourcing Verband (German Outsourcing Association) and the German Process Automation Association.



Country: Republic of Côte d'Ivoire
Government: Unitary Presidential Constitutional Republic
Religion: 44% Christians , 37,2% Islam, 10,5% Traditional faiths, Others
Population: 26,378,274 (2020)
Official languages: French
Capital: Yamoussoukro
Currency: West African CFA franc (XOF)
GDP per capita: USD 5,360 (2020)
Time zone: UTC

KEY FACTS &

LOCATION



**Abidjan is the economical center of the country, while Yamoussoukro is the political capital*

ICT SECTOR INSIGHTS

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Interview

Financial inclusion and securing payment transactions in Africa

Interview with Desire Tohuri, President and General Manager of SEWA GROUP SA, Senegal

Image by Shawn Fields via Unsplash

Desire, we have been talking a little bit about different aspects of payment solutions and the financial sector in general in Senegal and other African countries. With your experience as consultant and project leader for GIM-UEMOA - a regional regulator body of electronic banking for West Africa, you have an in depth understanding of the conditions, obstacles and opportunities for banking in Africa. Could you give us a short description of how your work for GIM-UEMOA lead to the founding of SEWA?

GIM-UEMOA is the regulator of electronic banking in the WAEMU zone and the interbank electronic banking switch of the banking community. GIM included at the time 108 member banks when I joined it in February 2011 as SPOC of Supernet Technologie Africa, the provider of the technological platform of the GIM-UEMOA mobile banking solution named GIM-Mobile.

GIM UEMOA, which is in charge of promoting financial inclusion through the development of electronic transactions solutions for its members, has deployed a mutualized electronic transactions platform for its members who do not have their platform. This has allowed bank customers to access a credit card at a lower cost. But after several years, the GIM realized that the penetration rate of the bank card did not exceed 3% within the population of the zone. At the same time, it was found that all households had at least one telephone.



Picture: Sewacard Industrie, Rufisque, Senegal. Copyright: Sewacard

The idea of a more inclusive mobile payment solution than the card was quickly found. An Indian solution was preferred by GIM-UEMOA because of the similarity of development and living standards of unbanked populations in Africa and India. We thus developed and completed the deployment of the GIM-Mobile in production in 2014.

To ensure the availability and accessibility of GIM-Mobile, we had the choice of a multi-channel application (Wifi, GPRS, USSD, SMS, ...) But the simplest and most demo-

cratic channel was the USSD of the telecom operators, which we did not really succeed in implementing because of the unwillingness of the operators to see GIM-Mobile as a competitor to the operators' mobile money offers.

As GIM-Mobile Project Manager, I ended my mission at GIM-UEMOA after having coordinated the implementation of pilot banks in Senegal and Cote d'Ivoire and the training of back office and front office staff. Beyond the obstacles to the democratization of GIM-Mobile for the im-

plementation of the USSD channel, the mission to promote financial inclusion at GIM-UEMOA faced several other important challenges that had to be addressed. I, therefore, had the idea of developing my own electronic banking platform to address these challenges. A financial transaction platform based on prepaid bank cards that I named SEWA which means : The family, the community in Central Africa, the good service in India, the treat you give to the one you love in Cote d'Ivoire, and so on.

What services and platforms does SEWA provide and in which locations and could you give us a short introduction to the company?

When I left GIM-UEMOA, I recruited a team to develop the SEWA platform. I then created with some friends a company to operate the electronic payment platform. The company SEWA GROUP SA was thus created in Abidjan in 2014 with a branch in Dakar which obtained a banking agreement to operate legally. We then created in Abidjan a commercial subsidiary SEWA Business & Services SA in charge of the

commercial exploitation of the services of the SEWA platform and Senegal an industrial subsidiary SEWACARD INDUSTRIE SA in charge of the production of bank cards and multiservice cards and electronic payment terminals.

A- SEWA BUSINESS & SERVICES SA is a company under Ivorian law created in November 2016.

The company's purpose is:

1. The implementation of technological solutions for electronic financial transaction services,
2. The distribution and commercialization of electronic banking products and services, Mobile Banking, and E-Banking.

A subsidiary of the Fintech SEWA GROUP, SEWA BUSINESS & SERVICES is an integrator of banking and local financial services. The company offers digital financial solutions addressing the following issues and challenges

- Financial inclusion
- Inclusive insurance (E-Insurance)
- Electronic banking (E-Banking)
- Digitalization of payments and collection of funds, etc.

A financial transaction platform based on prepaid bank cards that I named SEWA.

Wishing to mark its commitment to the development of financial inclusion in rural areas and more specifically for farmers, the company has, from the beginning, been associated with major projects in the agricultural sector.

By joining forces with our microfinance partners through the SEWA E-Banking solution, we have been able to transform our SEWA Authorized Points of Service into advanced digital branches for financial institutions.

This allows farmers to securely access basic banking services from their homes:

- Bank account opening
- Cash deposit/withdrawal to a bank account
- Deposit/withdrawal to bank account via SEWA bank card
- Request for bank credit

B- SEWACARD INDUSTRIE SA is a company under Senegalese law created in November 2016.

SEWACARD INDUSTRIE is a manufacturing plant for Multifunction Bank-



Picture: Training Copyright: SEWACARD

ing Cards and Biometric Identification Cards, including an assembly unit for solar and biometric electronic payment terminals (EPT).

The company is located on a secure site of 10,000 square meters in the heart of the Diamniadio International Industrial Park, 30 km from Dakar, 20 minutes from the port of Dakar, and 15 minutes from the new airport.

Sewacard Industrie benefited from a German ECA financing initiated by Maveg Industrie, Ratingen and granted by AKA Bank with Euler Hermes cover for a total amount of 25 million Euros in two phases, of which 9 million Euros were disbursed.

The plant has a production capacity of 1 million cards and 300,000 POS terminals per month.

What are the major obstacles to the further expansion of digital payment services and how can companies like SEWA help to ensure financial inclusion in Africa?



Picture: SEWACARD

The main obstacles are related to a lack of necessary infrastructure.

- Bank branch networks are concentrated in urban areas with their ATMs and payment terminals.

- A large majority of the population does not have access to the internet
- And for the rest, there is no telephone network coverage. Some

populations do not even have access to electricity supply.

- Beyond the technical aspects, there is also illiteracy which is a cause of financial exclusion.

The idea of SEWA was therefore to provide an answer to each of these challenges.



Picture: SEWACARD Industrie Copyright: SEWACARD

The SEWA platform offers several major services:

- Opening a bank account in rural areas.

- Benefit from microcredit and make repayments without having to go to the bank in town.

- The bank manages the repayment of the microcredit in complete security through the SEWA platform, which also handles the management of payment issues.

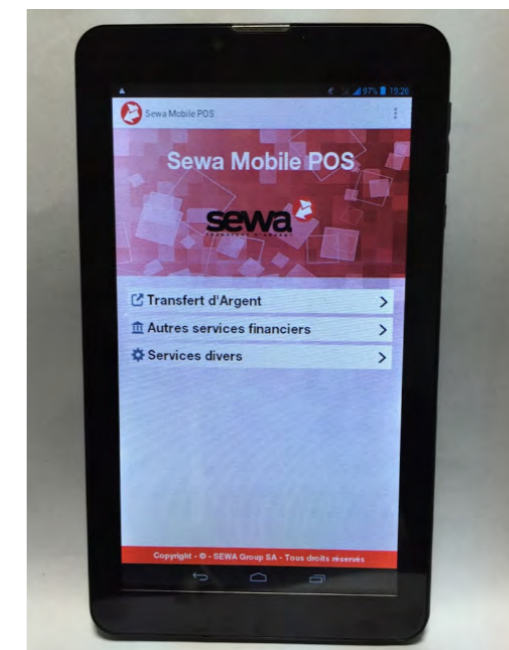
- Hold an international visa bank card in rural areas and make secure card transactions without ATMs or bank terminals.

- The SEWA platform also offers a mobile application linked to the bank card and which allows making mobile payments by debiting the card to make card to card, card to cash, or cash to card transfers.

- For areas not covered by connectivity, Sewa offers an offline transaction solution

- Sewa offers voice reading of amounts in local language and authentication of transactions by fingerprint for illiterate people.

- Where there is no electricity, we offer terminals with a solar charger.



Picture: SEWA Mobile POS Copyright: SEWACARD

You were talking about the difference between mobile and card-based payments. Could you please elaborate on why this is an important differentiator in your market and what's the impact on the consumer side?

The customers of a mobile money platform of a telecom operator have the advantage of having an easy-to-access mobile payment solution without any communication costs thanks to the free USSD channel of the telecom operator. But the banking system remains blind to all these transactions of the telecom oper-

ator's customers. They have no identity in the financial banking system.

SEWA's solution is based on prepaid international bank cards that give a bank identity to each user.

Our solution has the following advantages:

- Clients' assets are guaranteed and secured by the banking system

- Clients' assets are available everywhere, in rural areas as well as abroad

- Customers can pay anywhere in the world

- The financial system has the traceability of the operations and can make exploitation for statistical purposes of governance.

- We do pre-banking of the unbanked population



Picture: SEWA POS Copyright: SEWACARD

Last but not least I understand that innovation and digitization may be more difficult to implement in African countries - also due to the comparably lower availability of venture capital. Could you allow us some insights into the conditions and needs of local innovators like SEWA?

Apart from industry, which offers the possibility of pledging equipment and real

guarantees, services seem so volatile that it is difficult to obtain financing to develop all the innovative solutions we have in mind.

A guarantee fund that could accompany the implementation of innovative solutions that have a real impact on the lives of excluded populations would be welcome.

About the Author: Mr. DesireTo-houri is a computer engineer, expert in mobile financial services, inclusive finance, and electronic banking. He is the CEO of SEWA GROUP SA, the Chairman of the Board of Directors of SEWACARD INDUSTRIE SA in Senegal, and also the Chairman of the Board of Directors of RICHILD INVEST SA in Senegal.



Digital is the growth engine for development in Africa

By Carmen Pérol Akorédé Alodjogbe,
Chief Executive Officer of akorIT

Photo by Pexels on Pixabay.com and Ben Wicks on Unsplash.com

As a company specialized in digital transformation, AkorIT rethinks and rebuilds business processes for the digital age by combining the speed and insight of design thinking and the precision of data analysis.

The company has a broad service portfolio for companies that are looking for improvement and extension of their internet-based business activities, incl. websites and applications, hosting, cloud and infrastructure administration.

The people at AkorIT also provide their solution competencies in CRM and ERP systems as well as in Artificial In-

telligence, and Blockchain technologies and are preparing to apply their knowledge to services clients with Fintech and IoT solutions.

Aurak – Business case

AkorIT offers a tailor-made solution called Aurak to allow companies and individuals to boost the performance of their regular business and if required also of their e-commerce activities, to promote their goods and services, and finally to improve upon the management of general and online business activities.

What is Aurak?

Aurak is a minimalist management solution designed for businesses needing to combine speed, efficiency and the power of a management tool specific to the African economic conditions. Many companies don't have a management system, and many find existing ERP's too complex for their specific needs. So we thought of a minimalist solution, that is easy to handle, and which combines both a mini ERP, a mini CRM and a multi-e-commerce system.

Why a mini ERP?

Aurak is a modular ERP management solution, containing well developed micro services thus users benefit from a great flexibility and the speed of the platform. We focused on the essentials for local businesses, and offer in Aurak the following modules:

- A stock management module
- A sales management module
- A billing management module
- A personnel management module
- A module for tracking income and expenses

It is also a CRM. What to do with the mini CRM?

Aurak is built with the objective to help its users to improve their customer's satisfaction. The Aurak CRM allows our users to manage their customers more effectively – to have more information about their needs and businesses, to access information on previous business transactions and thus being able to tailor business offers.

Finally, it is a multi e-commerce marketplace platform.

Aurak is a multi-e-commerce platform, where companies have the opportunity to present their products and services and sell them directly through the platform.

This solution allows our users also to improve on products and services due to the direct competition on the platform. Operationally, Aurak also helps our users to manage their stocks for both – their traditional stores and their e-commerce outlets. This is a unique feature that our users benefit from as an electronic

stock management is often not implemented in our client's business operations. After all this contributes greatly to our client's customer experiences too.

With these functions Aurak combines the features of a product and services sales platform a marketing tool and e-commerce site for end-users and a full cycle business management solution for sales, billing, stock, employees and customer's information, de-

signed for local businesses to simply and effectively improve their business outcomes.

The company prepares for regional expansion of its solution and is highlighting that the success of its solutions is based on the fact that it is developed for African business by Africans and thus is tailored exactly to the needs of both business customers and end-clients.

AkorIT can be reached at: <https://akorit.com>, by email via contact@akorit.com, and via phone or WhatsApp on +225 07 89 10 10 70.

About the author: Carmen P. Akorédé Alodjogbe is a specialist in innovation and digital transformation, self-taught tech lead, keen on innovation and entrepreneurship, passionate about blockchain and banking digitization, today CEO of AkorIT SARL, Curator of the Abidjan hub for the Global Shapers Community, an initiative of the World Economic

Forum. After a bachelor's degree in business management, and some certificates on digital project management, he is currently finalizing a PMP and a master's degree in finance and banking digitalization. In addition to the soft skills he demonstrates, he defines himself as a multidisciplinary entrepreneur.



Image by Cameron Venti via Unsplash.com

Interview

Technological Free Trade Zone of Grand Bassam

By Dr. Philippe Pango, Managing Director
at VITIB SA, Ivory Coast



Image: The Design of the Technological Free Trade Zone of Grand Bassam, Source: VITIB SA

The Special Economic Zone of Côte d'Ivoire is dedicated to Biotechnology, Information, and Communication Technologies. It extends over 624 Ha of land on the edge of a lagoon with mangroves, on the northern edge of the historic and seaside town of Grand-Bassam.

VITIB SA, the company in charge of managing and promoting the special economic zone, is a joint venture

between the State of Cote d'Ivoire, and national and international shareholders. Its mission consists in the development of the site, construction of real estate and technical infrastructure, management, and promotion of this technological park.

The ambition clearly displayed by Côte d'Ivoire is to position itself as an African hub for new technologies

and innovation, with the objectives of job creation, export promotion, reduction of the digital divide, the attraction of 1,000 billion FCFA in direct investments, transfer of technologies, creation of efficient national SMEs, applied research and the motivation of researchers.

Companies wishing to set up in the zone must operate in the sectors of Biotechnology, Information and Communication Technologies, and/or in banks and financial institutions supporting investments made in the free zone.

The benefit of the VITIB Digital Village is subject to obtaining authorization issued by VITIB. It includes the following tax and customs advantages:

- 0% import and export customs duties.
- 0% income tax for the first 5 years.
- 1% turnover tax from the 6th year with the possibility of tax remission of up to 50%.
- 0% value-added tax on production factors: consumption of electricity, water, and petroleum products

- Freedom of transfer of funds on salaries and distributed dividends
- One-stop shop for assistance in the rapid processing of administrative operations.
- Residence permit for foreigners and their families.
- No limit on foreign and local investments.

VITIB's activities revolve around three (3) main axes:

First: The accommodation of ICT and Biotechnology companies (rental of office space and building bare land)

Second: Data Center services (VITIB SA has several licenses allowing it to provide the services of a national and international telecommunications platform: hosting IT equipment and sensitive data in a suitable, secure, and professional environment.)

And third: VITIB is looking for technical and financial partners in PPP mode for the financing and the realization of urban projects in the Free Zone of Grand-Bassam, including

624 Ha of land on the edge of a lagoon with mangroves, on the northern edge of the historic and seaside town of Grand-Bassam

CASE STUDY

activities such as office towers for rent, housing, hotels, schools, business centers, international center of exhibitions, shopping centers, training institutions, restaurants, medical centers, residential and others.

In numbers

Currently there are 60 companies from the ICT, Biotech, and Communication sectors in operation and it is a rapidly expanding pharmaceutical hub, with three factories inaugur-

ated. Five companies have been approved for the audio-visual hub, that is currently being build.

The park has already created nearly 1,000 jobs, of which half are in construction. In addition a co-working hub, that is housing technology startups, is supporting young companies to grow and to create new employment opportunities.

The park is home to 4 data centres, connected via 5 fiber optics connections reaching the site, connecting to an in-

ternational submarine cable. The park generates about 1.5 billion CFA (2,266,500 EUR) in turnover.

Today the park is home to 2 major television companies are on the site, 3 pharma plants, a TV production studio, companies providing dubbing services to a large part of the Nigerian film industry, a DNA Laboratory, and a VSAT tele-port station with direct satellite connection etc.

About the author: Dr Philippe PANGO (PhD) is a manager, coupled with an impressive background in engineering. After a long career as an engineer and entrepreneur in Canada, he is the Managing Director of VITIB SA since July 2012. His main mission is to attract industrialists and investors

in the Digital and Biotechnology sector, by promoting the advantages of the special economic zone of Grand-Bassam (Côte d'Ivoire)

Be part of DSAA

We're looking for leading other digital businesses to join us in our mission to create sustainable value across Africa. Becoming a member of DSAA could help to extend your reach across the continent by tapping into our business network, training resources and local know-how. And, you'll be playing an essential role in building digital talent for a growing Africa.

DSAA Membership Benefits

GET UNIQUE LOCAL INSIGHTS

- Insights about upskilling, talent and digital job creation in Africa
- Access to contacts, studies and research regarding the different African markets
- Access to the collective knowledge base of DSAA members (e.g., approaches to inclusion and gender diversity)

ESTABLISH A LOCAL PRESENCE – FAST!

- Access to our existing training facilities
- Information regarding cultural sensitivities and other local challenges
- DSAA internal assessment regarding market strength

LEVERAGE OUR RESOURCES AND TRAINING CAPABILITIES

- Sourcing and recruitment channels
- Potential cooperation partners, organisations and companies, locally, and internationally
- Training programmes

An expanding pioneer in Côte d'Ivoire and Senegal: Majorel

Interview with Adil Berrada,
Senior Vice President at
Majorel French Africa and
Benelux

Image by Majorel

INTERVIEW

Adil, you have a long history in the sector and the region, having been involved in building Majorel's local operation and also in the extension of capacities and locations, spanning over a time of almost 20 years. Could you give us a short insight into the story of Majorel Senegal?

Majorel's journey in Africa began indeed 20+ years ago, and the first milestone was in Morocco in 2000. We enjoyed growth and success in this pioneer location in Northern Africa, setting our stronghold in the continent which will pave the way to expand in new countries in Western Africa 10+ years later.

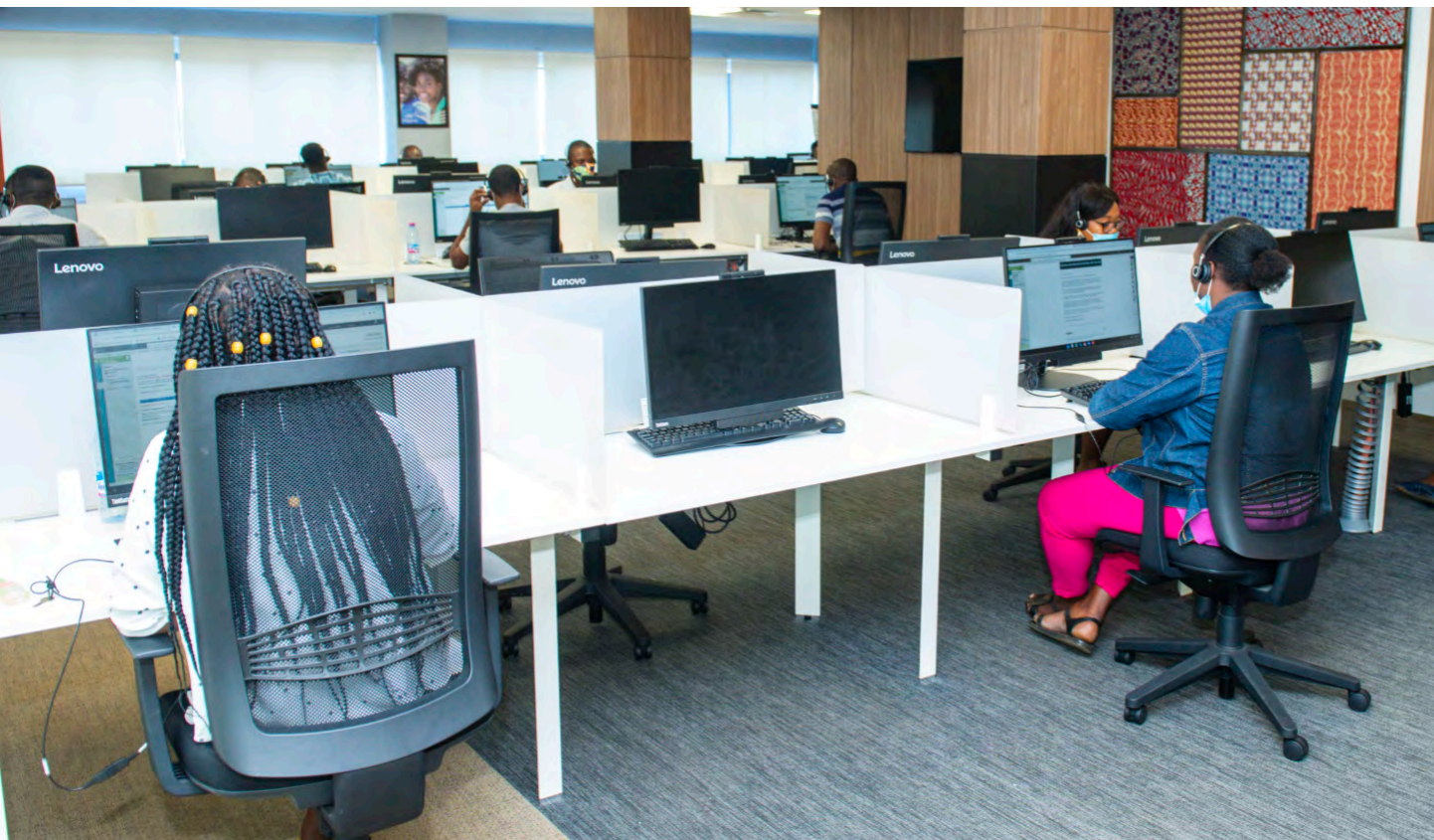
When Majorel started looking at new locations to expand in, Senegal erected as one of the most obvious choices thanks mainly to its secular stability and large talent pool adapted to our business requirements.

As with any new locations, we started small and kick off with a 30 employee pilot in late 2013, which led to the first top 10 international BPO player to enter the Senegalese market at the time. One success leading to another, we were able to gain our first clients' full trust and grew significantly across the years, which led to more clients and more business pouring in.

Today, we are 1,500+ employees strong in 2020 in 3 service centers (Teranga, Jambar, and Baobab), and are considered as one of the biggest private employers in Dakar.

What type of clients and industries do you currently serve from your center in Senegal and Ivory Coast? And what type of services you predominantly deliver from those locations?

Majorel's Office, Copyright: Majorel



In Senegal, as well as in Ivory Coast, we have a large portfolio of international clients representing more than 10 countries in Europe, America, and Asia. These clients are large-scale companies and operate in various industries such as telecom, utilities, high-tech, e-commerce, banking, media, etc.

We support the complete customer journey through all main touch-points, from client acquisition to retention, passing by account management, claims management, or technical support. We do offer also full multichannel support including chat and social media which are trending amongst our clients' consumers' favourite ways of communication with the brands.

The more experience and tenure our operations gained, the more we were able to leverage our expertise to cover a wider range of highly demanding sectors like Banking or Utilities, in which specific legislation requires a high level of compliance and technicality and a strong emphasis on data protection and security.



Women in Majorel, Copyright: Majorel

Other industries we support include Telecom, e-commerce, and media.

Majorel is a major player in the global business process services sector. What were the key aspects that lead to the decision to extend operations to Senegal and Ivory Coast?

Majorel has always been considered a leader in its field, a recognition provided by renowned rankings the latest of which is the 2021 Everest Customer Experience Management Peak Matrix. Being a leader implies having the ability to expand its footprint to include favourable geographies garnering an array of assets that enable it to be considered as "BPO friendly" locations.

Majorel Awards Photo: Majorel



These reasons, which are the same that led both to Senegal and Ivory Coast, are designated through 6 key factors :

- The size and quality of the talent pool
- The reliability and sustainability of the infrastructure
- The political and security outlook
- The business environment and government incentives in the service sector
- The accessibility from other locations especially Europe
- The overall production

For the French market, and whilst we already have existing operations in France and Morocco supporting the

French market, adding Senegal and Ivory Coast to our footprint provided us with extra depth in our offer for this market, empowering our location solutions with scalability and flexibility while being cost-efficient at the same time. Quality-wise, we were able to deliver the same level of KPIs as we do in other locations, sometimes even better thanks to our ability to attract young skilled talent.

Western Africa has been one of the most dynamic regions for the off-shore French market in the last four years. This trend has more than ever reinforced our strong belief that we made the right choice to be the first mover in these two countries amongst the global BPO players.

With your very unique experiences in growing and managing local operations, what would be your general advice to clients and investors that are evaluating the region for working with local service providers or for investing in their delivery centers?

My general advice to future clients or investors is to surround themselves with the relevant partner network

who understand the market inside out and have the experience and the knowledge.

Knowing the market is key to drive performance in a new location. Having a strong partnership with a telco operator to get the best SLAs for reliable connectivity, mastering the most efficient recruitment channels to attract the best talent, partnering with facilities specialists to set up and run the best center endowed with international standards, having the proper counsel to get a grasp of local regulations. To drive excellence, you need to be fully synced with the local ecosystem.

At Majorel, we can support both clients willing to outsource to a global BPO leader and looking for premium services, as well as companies studying implementation plans for setting up their own delivery centers.

We have even developed specific solutions for the latter, in the form of the BOT model (Build Operate Transfer), where Majorel takes care of building the operation, managing it for a defined period, and then trans-

ferring it eventually to the client who takes over the operations and all the assets. This model enables a smoother transition to a new country with fast time-to-market and mastered risk with an experienced partner.

Covid-19 provided major challenges for desk-based work and we know from many European service providers how they reacted to the situation. But from what we learned the pandemic has probably a lower impact in African countries. What were your measures to ensure uninterrupted service delivery and maintain workers' safety?

Majorel's Office, Picture:Majorel



CASE STUDY

Our motto at Majorel has always been the #One Team. This stems from a deep belief that the health and well-being of our employees are paramount. After all, our teams are our primary resource and it is only natural to protect them. From the very first hours of the pandemic, we anticipated the risks with a fast-response strategy on operational and health fields, this strategy has been ac-

tioned through a business continuity plan (BCP).

In a remarkably short amount of time, we set up a work from home system (54% of our employees are still on WFH) and enforced a health and sanitary system (reorganization and daily disinfection of employee transportation, fumigation, and limitation of the occupancy rate of the workstations, installation of disinfec-

tion systems one site, training and awareness-raising programs for staff, plexiglass separations...).

The pandemic is still lingering, this is why our Covid19 response is still ongoing, we intend to keep it on for our employees as well as our clients to whom we continue to provide consistent and professional services regardless of the dire circumstances.

About: Adil Berrada is a business development leader in the Business Process Outsourcing Industry specialized in Africa. He has successfully accompanied tier 1 international brands into deploying premium BPO operations in the continent enabling the creation of thousands of jobs and ecosystem fostering opportunities.

He has been associated with all major development strategies for the company in the MEA region, either through strategic assessment of new expansion opportunities and drafting

greenfield business plans or via leading the business development stream in M&A operations.

Adil Berrada is currently Senior Vice President at Majorel France Africa and Benelux in charge of sales and marketing.

Majorel is a global leading customer experience firm with 55,000+ employees operating from 30 countries worldwide.



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/ 16 internationale Partnerverbände /
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 Phone: +49 (0)221 500 545 27
 Website: www.dsaa.eu

Digital Skills Accelerator Africa e. V. (DSAA) is an independent organisation supported by the Special Initiative on Training and Job Creation of the German Federal Ministry for Economic Cooperation and Development (BMZ). It is an association of digital leaders, with pilot projects in Ghana and Morocco. Founding members are AmaliTech, getINNOtized and Majorel.

DSAA aims to promote the potential of the growing Impact Sourcing industry in order to drive employment in Africa and create sustainable value across the continent.

The association strengthens bonds and promotes collaboration between international partner companies, creating a web of local support, knowledge, and best practices:

Training and Education - DSAA supports the promotion of training and further education in the fields of IT, digital and customer experience management in Africa.

Facilitating Employment - DSAA creates potential opportunities for employment in partner companies.

Digital Development - DSAA enables trained professionals in the IT and customer experience management service sector to contribute to the long-term development of the digital industry.

The training and educational programmes offer both general and specialised content that can easily be adapted towards company specific IT needs. By including a substantial practical training component, young professionals are fully prepared

to perform in their future jobs. Trainees who have successfully completed training are given the opportunity to be employed by international DSAA partner companies. This approach will contribute to the future development of the digital industry in African countries.

DSAA e.V. also focuses on the economic empowerment of women as well as the inclusion of persons with disabilities and their equal participation in the labour market. Member companies aim to create a diverse and inclusive environment, with the ambition to work towards a shared vision as well as integrating different perspectives for progressive growth.



Invest for Jobs - Special Initiative on Training and Job Creation
 General contact: info@invest-for-jobs.com
 Website: www.invest-for-jobs.com/en

About the Special Initiative on Training and Job Creation

Under the Invest for Jobs brand, the German Federal Ministry for Economic Cooperation and Development (BMZ) has put together a package of measures to support German, European and African companies in investment activities that have a high impact on employment in Africa.

The Special Initiative on Training and Job Creation – the official title – offers comprehensive advice, contacts and financial support to overcome investment barriers.

The objective is to create good jobs and apprenticeships and to

improve working conditions in the following African partner countries: Côte d'Ivoire, Egypt (in preparation), Ethiopia, Ghana, Morocco, Rwanda, Senegal and Tunisia. For more information please visit: www.invest-for-jobs.com/en/

Our Partners - Combined expertise in international development cooperation

In order to create sustainable jobs, apprenticeships and good working conditions, we bring together the private sector, academia and public administration.

The Special Initiative on Training and Job Creation works together

with companies and investors as well as with universities and vocational schools, chambers of commerce, associations and civil society.

The two largest organisations implementing Invest for Jobs are Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) and KfW Development Bank (KfW).

Other important partners are the development organisation sequa, the German Academic Exchange Service (DAAD), Engagement Global and the Physikalisch-Technische Bundesanstalt (PTB).

On behalf of



Implemented by





As a service provider in the field of international cooperation for sustainable development and international education work, we are dedicated to shaping a future worth living around the world. We have over 50 years of experience in a wide variety of areas, including economic development and employment promotion, energy and the environment, and peace and security.

The diverse expertise of our federal enterprise is in demand around the globe – from the German Government, European Union institutions, the United Nations, the private sector, and governments of other countries. We work with businesses, civil society actors and research institutions, fostering successful interaction between development policy and other policy fields and areas of activity. Our main commissioning party is the German Federal Ministry for Economic Cooperation and Development (BMZ).

Together with our partners in national governments worldwide and cooperation partners from the worlds of business, research and civil society, we work flexibly to deliver effective solutions that offer people better prospects and sustainably improve their living conditions.

GIZ in Senegal and Cote d'Ivoire

Senegal and Cote d'Ivoire have been partner countries for German development cooperation for more than 30 years. The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH opened its own office in 1989 in the capital city Dakar, and has several offices in Cote d'Ivoire.

GIZ is promoting inclusive, job-creating growth in both countries to enhance employment prospects. Training and income-generating opportunities are therefore to be improved for low-income households, disadvantaged groups, returnees and individuals intending to migrate. The aim is also to promote the private sector and digitalisation, in particular.

GIZ aims to achieve this by supporting businesses, tech start-ups and disadvantaged individuals with advisory services, financial instruments, and short-term and long-term training.

In the area of good governance, GIZ supports the Senegalese and Ivorian Governments and municipalities in generating more revenue. The company is also providing advice on transparent use of revenue to support political objectives, particularly to support disadvantaged population groups and promote local economies. Moreover, audit offices, civil society and citizens are to be supported in demanding accountability from the Governments in order to prevent corruption.

The registered offices of GIZ are in Bonn and Eschborn. In 2019, we generated a business volume of around EUR 3.1 billion. Our 22,199 employees, almost 70 per cent of whom are national staff, work in around 120 countries.*

More information is available on our website at: www.giz.de.

**Personnel figures as at 31st of December 2019*



Aitek has been founded in 2004 in Ivory Coast by Redda Ben Geloune. It has grown locally in all focus countries and is today considered one of the leading IT value-added distributors in the region.

With almost 100 employees in 7 countries, Aitek is locally present in Ivory Coast, Senegal, Burkina Faso, Mali, and UAE. Recently, Aitek has acquired a new venture N-STNT in Togo and opened Aitek

France in Sophia-Antipolis to pursue its geographic expansion. Aitek is an authorized distributor in West and Central Africa for all major IT Vendors.

At its early stages, Aitek has understood the importance of digital transformation and in 2018 it has entered the digital economy to meet the growing consumer needs. We provide our partners with innovative tools to grow their business such as an intelli-

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gent white-labeled digital platform, which enables customers to shop, order, and manage products and services across software, hardware, and cloud solutions.

Aitek highly values teamwork, positivity, value-Innovation, integrity, and responsibility that encompass the culture we spread within the team and with all stakeholders.



AKIL Technologies is an Ivorian company based in Abidjan founded in 2016 and that specializes in high talent offshore technical resources for American and European companies and startups. We are actively involved with the tech ecosystem in Ivory Coast and recruit the best talents to work with us on either outsourced projects that we develop in-house or as an external talent that com-

panies can use to add to their tech teams. Our talent has expertise in tech stacks such as NodeJS, PHP, Angular, React, React Native, Python and Java.

Our current client portfolio includes companies in industries such as fintech, cybersecurity, logistics, and real estate. As outsourcing partners, we understand the trust that our overseas part-

ners place in us, so in return, we place a high value on in-demand tech skills, professionalism, and integrity and our recruitment process is biased towards finding talents that reflect those values and can deliver high-quality work continuously. If you're looking for a trusted and reliable partner for outsourced technical work in Ivory Coast, AKIL is a sure bet.

AKIL Technologies
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COMPANY INFORMATION



As a company specialized in digital transformation, AkorIT is rethinking and rebuilding business processes for the digital age by combining the speed and insight of design with the precision of data analysis. We support anyone with digital marketing, web presence, SEO referencing, website and mobile application creation, rebranding and audit, web hosting, cloud,

server administration, and IT maintenance. From the information system to the management system, from CRM to ERP, we offer you the best service to meet your specific needs. We are very focused on artificial intelligence, blockchain, and cryptocurrencies. Very soon we will be launching projects in the field of fintech and IoT.

AKORIT SARL
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We offer you the best-suited solutions at the best costs. AkorIT is your expert who cares about your complete satisfaction! Don't bother, the solution comes to you!

User experience at the heart of our development processes.

COMPANY INFORMATION



Computer Frontiers Senegal, established in 2005, is a member of Computer Frontiers a USA-based company, with other African affiliated offices. We are a leader in delivering cutting-edge information technology, business solutions, project management, personal identity documentation storage and credentialing, and global visa services. Computer Frontiers provides end-to-end custom solutions utilizing innovative, state-of-the-art technologies to meet your

service needs—big or small. We understand how to design and implement complex solutions which are locally operated but meet global U.S. standards of operation. We offer a variety of flexible call/contact center solutions. Global Visa Services solutions to help embassies and consulates drive tourism to their country and boost national revenue. Medical screening – Medical record review -Temperature Check and Data Capturing in addition to

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the e-visa and border management system, deploy a medical status screening system at the ports of entry. Personal Identity Depository- We have created a proprietary, secure depository to collect, scan, and store personal identity documentation: passports, birth certificates, education certifications, country-issued identification cards, voter registration cards, etc.



BAAMTU is a software engineering and data expert company.

Our expertise in data collecting and treatment has convinced large international groups like VIOOH and JCDECAUX, to work with us. We are able to support you throughout the value chain of data management: from collect to artificial intelligence, including storage, cleaning, visualization, business intelligence, and machine learning.

We developed several business process management softwares (accounting, human resources, purchase, sales, stock, etc) with ODOO. Those softwares are ready-to-deploy (but also customizable according to the process of any organization) and are already being used in great Senegalese organizations such as WAW TELECOM, DER, CFPT. With 12 years of experience and a team of 35 engineers, we are able to support you through the entire software and

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mobile/web application development value chain, from the expression of the needs to the delivery of the solution, going through the audit of existing process and information system, council, redaction of specifications, and development. Great organizations like BIOSCO, ASEPEX, CARAPACES trusted us to develop from end-to-end some of their software.



Dip Systèmes Afrique, has been based in Ivory Coast in Abidjan (Zone Franche VITIB), since 2009, and is dedicated to documentary governance and specifically to Electronic Archiving and since 2018, with its subsidiary RIM, in Physical archiving.

With more than a hundred customers in Ivory Coast, Dip is also present in the sub-region via partners.

Dip is the editor of the e-Dip Capture suite: a complete Electronic Archiving system ensuring the processing of any document, from its capture to its research, with the respect of the standards in force and the necessary security.

Dip offers its software either in license mode (OnPremise mode or in Cloud) or on rental or on-demand (SAAS mode). Dip provides all the services and the

Dip Systèmes Afrique
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transfer of skills so that the client is autonomous for their current needs and their evolutions: From the documentary audit defining the Archiving policy to the administration of the tools to the Record Manager and/or the DSI.

Finally, Dip connects to most of the EDMs on the market, in order to consolidate the needs in terms of collaborative needs or Workflow.

COMPANY INFORMATION



G2S - Global Smart Solution
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G2S (Global Smart Solution) is a Senegalese company that, in the context of digitalization and globalization of the business market, positions itself as a partner of companies in their needs for efficiency, productivity, and visibility.

Indeed, the many changes generated by a world that is now more open and more focused on digital technologies have ended up making companies and organizations

aware of the need to adapt their strategies and operating methods.

G2S has been supporting its customers for several years by providing them with high-performance IT solutions adapted for the optimized management of their daily tasks and their communication.

G2S is a company whose core business is on the one hand IT

with the development of business software, web and mobile applications, digital platforms, on the other hand, communication with the creation of communication media.

The strength and reputation of G2S have based on the quality of its services thanks to a qualified and multidisciplinary team.

COMPANY INFORMATION



INVESTIV
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INVESTIV was established in 2017 and positioned as a pioneer in the use of drones in precision agriculture in West Africa. With its headquarters based in Abidjan, Côte d'Ivoire, it is headed by a General Manager who is an agronomist by training and an expert in drone technology (graduate of an English and Australian license in drone piloting). The company has a team of 13 people in total, including certified drone pilots, technicians, software developers,

and an administrative team. The company offers technical and innovative solutions that combine productivity, performance, and time savings. These solutions allow to reduce losses linked to phytosanitary problems, to know with precision the state and dimensions of their land, to follow the evolution of their agricultural activities, and to make technical studies before the implementation of their agricultural project.

INVESTIV works with several categories of clients, including individuals wanting to start farming, professionals in the agricultural sector, producers themselves, agricultural cooperatives, institutions that finance agricultural projects, government institutions, agricultural companies, and NGOs that support the agricultural sector.



GAINDE 2000
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GAINDE 2000 is a leading-edge IT Senegalese company established in 2002, with the mandate to develop and operate the Senegal National Single Window for facilitating foreign trade formalities.

Nowadays, our core business has evolved to design, implement and operate digital platforms for Governments and businesses. GAINDE 2000 is a key player in the digital economy and software development in Africa with consult-

ing services delivered in more than 20 countries, and regional offices in Senegal, Côte d'Ivoire, and Kenya. In June 2012, GAINDE 2000 has won 1st place in the United Nations Public Service Awards (UNPSA) in "Improving Public Services".

We are committed to the success and operationalization of our implementation while most of our competitors will focus only on deliverables and contract compli-

ance. Our organization is based on various specialized departments working in synergy through the process management system certified ISO 9001 and ISO 27001 since 2013. To enable a more secure and trusted digital environment, GAINDE 2000 has also established a Digital Certification Authority (PKI) and developed cybersecurity expertise.



Itech Group
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Originally a Senegalese company, the ITECH Group has become in less than 10 years an international group present in 10 countries with a strong potential for expansion.

Innovative and at the forefront of all IT solutions, system integration, training, management consulting, and information technology, ITECH Group is a company specialized in management information systems. The company is

composed of young dynamic engineers, a highly qualified and performing multicultural team, whose main mission is to satisfy the customer by the quality of the service offered.

We accompany our customers in the complete management of the companies, the management of projects, the certifying formations, the assistance to the Control of Work in the deployment of ERP, and the accompaniment of the

users. We aim to support companies in the countries we cover in the evolution of their SAGE management solutions.

The ITECH Group is also a SAGE competence center (SME, MGE) par excellence. The highest level of certification of the SAGE Editor (3rd editor of management solutions in the world ranking) was obtained in 2011.



Kip Services & Technologies Group
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Kip Services & Technologies is an IT Company with headquarters in Ivory Coast. We are a pure player and N°1 in Traceability & Mobility Solutions for French Speaking West Africa Countries. Indeed, we believe that most of Africa's problems can be solved using Digital and New Technologies - Blockchain, IA, Fintech, eCommerce, e-Healthcare, Workforces for Financial Inclusion, Poverty Reduction, and Productivity Performance.

We address both B2B and B2C Clients by bringing them Completed solutions and Co-created solutions. Our main domains are Traceability & Mobility Solutions, based on Identity Codes Barcode, QRCode, RFID and others, and Mobile Equipment, we bring Productivity, performance and best Customer Experience in Companies Integrated Digital Platforms, by increasing customer acquisitions.

Outsourcing IT service Solutions, by helping companies to their core work and innovate.

To well-performed in IT and Digital innovations, we partner with IT world-class brands. Thus, we convince to provide the best experience for our User Experience. So, our commitment and aim are "A digital Africa for Better Africa".



Majorel
 Manal ELKHALIDY, Director of Internal Communication
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Majorel designs, delivers, and differentiates Customer Experience (CX) and BPO for some of the world's most respected brands. It does this by combining talent and technology with deep industry knowledge to deliver total reliability - with the unique expertise of cultural nuance and complexity. Majorel is passionate about its

clients and its people, exemplified by its company culture: 'Driven to Go Further'.

Its services span the entire customer lifecycle, front-to-back-office, from CX Consulting to CX Delivery, BPO solutions, Content Services - Business Integrity, and Analytics.

Majorel's global footprint currently comprises 58,000+ employees, 30 countries, 120 locations (including 17 multilingual hubs and 7 Digital Labs), and 60+ languages. All supported with super-flexible and agile delivery capabilities including remote working/ WFH.



LoHiDi® Group
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LoHiDi® Group is an Ivorian-American startup specialized in Information Technology.

Our expertise includes Web & Mobile development, Geographic Information System (GIS), Governance & Cybersecurity, Graphic design, Web marketing, IT consulting, Big Data Analysis & Integration, Virtual Reality, Artificial Intelligence, and the Internet of Things (IoT).

Our values and our work ethic make us the most profitable and promising startup in Africa and the United States of America.

Our vision statement - LoHiDi® Group aims to provide digital solutions to everyone.

Our mission statement - LoHiDi® Group is committed to using its expertise in digital solutions and new technologies to change the way we interact with our constantly changing environment.

Doing business with LoHiDi® Group means doing business with a company that has successfully carried out several hundred multi-sectoral IT projects of varied sizes, guaranteeing you a neat and professional execution.

Its CEO & Founder, Joel S. P. Gnakale, Ivorian-American, Computer Engineer, has over one decade of experience in managing IT projects.



NEUROTECH
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 Website: <http://www.groupeurotech.com/groupeitech-sage>

NEUROTECH is an IT services company based in Dakar since 2003 with subsidiaries in Abidjan, Bamako, Ouagadougou, Cotonou, Lomé, and Guinea Conakry; and recognized as a service operator in the fields of physical, system, and application infrastructures. The group, with a strong identity, guarantees adapted solutions, recognized expertise as well as advanced skills that are constantly updated.

With more than 15 years of customer experience and strategic partnerships, we are now recognized as a Senegalese success story that places human capital at the heart of the business. Our mission is to accelerate the digital transformation of Africa through innovative and value-creating services while respecting its values: Integrity, Connection, Agility, and Responsibility.

From 3 to 15 and then more than 60 employees, the group has developed a wide portfolio of activities, while building processes aligned with international standards. Our activities are organized in three professional poles: Electronic Building Management; Foundation & Support Services; Advanced & Consulting Services.

COMPANY INFORMATION



NoterKo
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Website: www.noterko.com

NoterKo aims to support companies in the assessment of their customer service, data collection, and capacity building. The firm has set up an online platform where the customers can rate private or public companies. The purpose is to guide clients to companies that have the best customer service. The data that we collect allows companies to know their level of reputation and to make the necessary corrections with their staff and processes to

meet the expectations of their customers. In addition, we help our clients to strengthen their communication with their customers by detecting possible gaps and offering a whole range of personalized solutions.

Among those solutions, we provide, in partnership with an international Australian firm, high-level training in KPI, OKR, Data analysis & visualization, etc.

Co-founded in 2018 by two dynamic women, the NoterKo team is made up of experienced, dedicated, and innovative people. Our clients, including big national agencies, have praised our working methods and the added value we have brought to their organization.

OUTSOURSEN

OUTSOURSEN
Daouda Guindo, CEO
Phone: +221 77 644 95 96
Email: senegal@outsoursen.com
Web: www.outsoursen.com

OUTSOURSEN is the partner for your online services outsourcing. We take care of your Contents moderation, Back-office / Users assistance, Data entries, and processing.

Based in Dakar (Senegal), we run and take care of your web services on 24/7 platforms with a qualified workforce.

With 15 years of experience in web offshoring, our CEO Daouda Guindo provides you with cus-

tomized support in: Project study and optimization, Platform setup and running, Team recruitment and organization, Training, Time management, Monitoring...

We find, install and manage all the logistics and operational human resources necessary for your outsourcing project, at competitive rates, which allows you to combine quality and strong cost reduction (-2x to -3x). Our experience in team management and our job platform N° 1 in Senegal

Senjob.com, ensure success and speed in the recruitment process.

With our monitoring tools, you are at the heart of your projects and interact with your dedicated team via the managers.

The confidentiality of shared data and information is fundamental to our work. Our services are bilingual (French, English).

COMPANY INFORMATION



Sonatel SA
M. Abou Karim Mbengue, Head Manager of Institutional Communication and External Relations
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Email: AbdouKarim.Mbengue@orange-sonatel.com
Website: www.orangebusiness.sn

Sonatel Group is a leading multi-service Operator. It has affiliates in Senegal, Mali, Guinea, Bissau Guinea, Sierra Leone, and since 2021 in Benin as the managed service provider of SBIN. Through its commercial brand Orange and Orange Business Services, Sonatel offers comprehensive solutions in fixed-line and mobile telephony, mobile financial services, Internet, TV, and Energy Services to all customers. Business customers also have access to a wide range of ICT

services as Cloud computing, Cybersecurity, Smart building.

Sonatel with its strategic partner Orange is a key player in financial and digital inclusion and has transformed West Africa into a unique traffic hub. With its 36 million customers, 9 million Orange Money users, Sonatel-Orange is the number one company listed at the Abidjan Regional Securities Exchange (BRVM).

Civic commitment, through its Corporate Social Responsibility policy, is central to Sonatel's strategy with more than 160 000 jobs related to its activities created and a significant part of its revenue allocated to foster development on health, education, culture, digital inclusion, and environmental commitment.



VITIB SA
Philippe A. Pango, Ph.D, General Director
Phone: + 225 27 21 31 29 00
Email: ppango@vitib.ci
Website: www.vitib.ci

VITIB SA is the free zone authority of Côte d'Ivoire, dedicated to the ICT and Biotech sectors. The company was incorporated in 2006. It is a joint venture between the state of Cote d'Ivoire and other national and international shareholders. VITIB started operations in 2007. The project is situated North of the seaside city of Grand-Bassam, on 624Ha of land (1541 acres) acquired by the Government. Since then, the company has expanded from its initial 60Ha land parcel to a second block of

242Ha. The site is home to the Mahatma Gandhi IT park, which today includes more than 60 companies, 1000 jobs created, operating in various sectors such as ICT, Biotechnology, and Pharmaceuticals.

The IT park is connected to 5 fiber-optics networks, from three distinct carriers, including an international submarine cable, thus the presence of four Data Centres on the IT park. The pharma hub includes three pharma plants. A cin-

ema/television hub is under development. The site is fully accessible by a 6 lanes highway, and waterway, 15 minutes drive from the Abidjan international airport.

VITIB, a company of 23 employees with a turnover of USD 3.4 million, guarantees free zone accreditation and land in less than 30 days.



WHITE RAVEN

Created in May 2014, White Raven is a young company whose founders come from major European consulting firms.

Our four main areas of activity are Strategic Consulting and IT Governance, Quality of Information Systems, Software Development, and Digital Marketing. We help our clients define their Information System plan, carry out audits, and offer Information System diagnostics. We conduct performance optimization projects for IT depart-

ments and support the management of transformation projects.

White Raven has a testing center, to perform audits of the maturity of current organizations, but we also put in place the tooled solutions allowing our customers to improve their performances (internally, or by taking charge of the tests with our teams).

We develop websites, mobile applications, and also tailor-made softwares.

White Raven
 Jean-Jacques Turroc, CEO
 Phone: +225 07 58 79 56 88
 Email: jjt@whiteraven-ci.com
 Webpage: www.whiteraven-ci.com

In addition to web development activities, White Raven has developed Digital Marketing competencies and we offer 360° strategic advice.

Whatever our field of intervention, quality is our main concern, which is why our slogan is "Rigor, Responsiveness, Creativity".



**DEUTSCHER
 OUTSOURCING
 VERBAND**
 GERMAN OUTSOURCING ASSOCIATION

Deutscher Outsourcing Verband e.V.
 Stephan Fricke, CEO & Head of Advisory Board
 Email: stephan.fricke@outsourcing-verband.org
 Website: www.outsourcing-verband.org

The **German Outsourcing Association** is a completely independent member organization, acting as a platform for professionals and organizations (national and international) involved or interested in sourcing or providing IT or business process services in/for the D-A-CH markets.

With more than 1,000 members, an information campaign output of more than one million contacts, own media and publications and a large partner network

the association represents one of the largest international networks of industry experts, companies, associations and government organizations.

The association actively supports the market for co-operations with internal (shared services) and external (outsourcing) service providers in ICT and business process services. The management works together with industry experts and organizations on improving the transparency in the sector in Germany,

Europe and worldwide, on providing independent information services and occasions for exchange and networking.

The association maintains active relations to leading and emerging sourcing destinations, such as Poland, Bulgaria, Romania, Armenia, Georgia, Portugal, Egypt and many more.

You can find more information in German and English language at www.outsourcing-verband.org

Other ICT companies in Senegal

- 2SI
- ABM Technologies
- AdnCorp
- Africa Outsourcing
- Afriquecom
- Alinis
- ARCIInformatique
- Asepex
- ASI Group
- ATOS Senegal
- ATPS
- Avantages Distribution
- Byfilling
- Call Me
- Catalyst Business Solutions
- Comtel Ingenierie
- Créatic Studio
- Delta Solutions
- EmC2
- Eureka Digital
- FINETECH
- Free
- Frotcom
- GSIE
- IB Senegal
- IBEX
- IBM
- Imedia SAS
- Informatique Associés Afrique
- Instinct Digital Et Visuel
- Interaktive
- InTouch SA
- Lafricamobile
- m6informatique
- Maindes SI
- MC3 Sénégal SARL
- Microsoft
- Nifritech
- Optic
- Oracle Senegal
- Orange
- Pay Dunya
- People Inputs
- Planet Group International
- Popay
- Qualshore
- Reis Tech
- SenMarketing
- Sensoft
- Sesam Informatics
- Seysoo
- Shop Me Away
- Sika Technologies
- TalentConsulting
- UMRI Digital
- VoLo Senegal
- WÁTU Digital Lab
- WETUK
- XBIT
- XELCOMTEC
- YarakTech

Other BPO & related service providers in Senegal

- ADOC Audit &Conseils
- CFAO Technologies Dakar
- Expert Versions
- Impaxis Securities
- Novatech SA
- PNB Paribas Senegal
- Samres
- SGBS
- SOLID Senegal
- Teyliom Int.
- The Resource Group Senegal
- Well'comPrestige

Other ICT companies in Côte d'Ivoire

- 2A Technologies (Afrique Alliance Technologies)
- 3R Technologies
- 7cortex
- AB Soft Work
- Abidjan Drone Lab's
- AbidjanSite
- Adi Group
- ADJEMIN
- Afrima Technologies
- Afrisoft
- Afritech Plus SARL
- Agilly
- AGM HOLDING SARL
- AITEK
- AKIL Technology
- AKORIT SARL
- Alink Telecom/Sancfis
- Altea Smart IT
- ARTCI
- AS Consulting
- Awale/Eranove
- C'Tech Solution Innovante
- C2I
- Cabinet Ciga
- CARREMENT WEB
- CaSys Technologies
- CCDE
- ClaSoft Media
- Comafrique technologies
- Computec
- Consultech SA
- Consultech SARL
- CPNTIC
- Data Consulting Group
- Datacom
- DH Group
- DIP Afrique
- DKP Holding
- Drone Groupe
- EBC (Evana's Business Center)
- Eburnea System/Esyst
- Edimat
- Enical Technologies
- ETTC
- Famoco
- FINOVTEC
- First Agence
- FOQUX
- G Corporation
- Gemalto
- Genestar Group
- GenSoft
- GeoTechnologies
- Gesima Groupe
- GFI - Inetum
- Global Business Systems and Solutions
- GOTIC
- GREEN PAY
- Group IBI
- GSI-CI
- Hiperdist Africa
- Impact PSI
- Inova
- Intel Afrique
- Intelsa Africa Group
- IT Centrex
- Ivoire Datanet
- Jighi
- Kimzio Digital
- Kiwi Group
- KLAMAN GROUP SARL
- Komptech Cimat
- LABEL
- Locatec
- LoHiDi® Group
- Mapcom
- Marc and Ferhole Engineering
- MC3
- Medicall Telecoms
- MG Telecom & Services
- MKS Soft Technologies
- MobiSoft
- MTN CI
- NEK'S TECHNOLOGY
- Networks Expertise Et Services
- NGSER
- NOKIA
- Novate Digital/Novate Media
- Omnicom
- OMOA
- Oracle
- Orange
- Osiris
- OST
- Ozinov
- People Input
- PMS Informatique
- Polaris Distribution
- Primum CI
- Qenium
- Quadrans
- Ravens Digital Team
- Regus
- Sésin
- Silicon Villa
- Siltech
- Skysoft
- Smile CI
- SNDI (Société Nationale de Développement Informatique)
- Snedai Groupe
- Sofrecom
- Softnfix
- SOGELUX (Societe Generale D'Electricite De Luxe)

- Solen Groupe
- Solium IT
- Solutech
- Sonec Africa
- SOS Informatique Consultant
- STA
- STIP
- Suzang Group
- Synergie Group
- Talentys
- TMI Secure
- Tourex Corporate
- Unitec SA
- Valsch Consulting
- VAS Technologies
- Veone Technologies/
- Cloud4Africa
- VIPNET
- Wassi

Other BPO & related service providers in Côte d'Ivoire

- ADA
- Advantage Conseils
- Alpha Centauri Cote D'Ivoire
- AOS
- Bridge Asset Management
- Cotecna
- Damansah Inc.
- Deloitte
- Digital Afrique Telecom
- Digital G SARL
- Dothan Group
- EATON
- Ezane Business Center
- G4S
- IFC
- IMEX
- ITOCHU Côte d'Ivoire SARL
- KIP Services and Technologies
- MAZARS en Cote D'Ivoire
- Mitsubishi Corporation
- MQASH
- MWendro
- Neurones Technologies
- NSIA Participations
- OnPoint
- Prime Consulting
- PWC
- QuickCash
- Scconas Assurances
- Socitech
- Strategies Et Esperance
- SUNU Assurance
- Tractafic Motors Corporation (OPTORG)
- Vision RH+
- Web Pluriel
- Weblogy
- Work'D

EDITOR'S MESSAGE

PUBLISHER & PARTNERS

This guide provides information for professionals and organizations interested and/or involved in buying, providing or advising in ICT, business process and shared services. The information helps to better understand the local conditions and opportunities in the ICT sector in Senegal and Côte d'Ivoire and to get to know the relevant local companies, persons and support organizations.

The *Outsourcing Destination Guide Senegal & Côte d'Ivoire* is commissioned by the Digital Skills Accelerator Africa e.V. in Germany and has been produced independently without representing commercial interests of the participating companies.

The information we present is based on over 60 different documents, articles, research papers, statistics and other resources (given in the texts) from local organizations and media, over government organizations, local and international sector experts, to international organizations such as the International Monetary Fund or the Worldbank Group.

The articles are written by local sector experts to provide first hand insights into working methods, business mentality and achievements.

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