



AMCHAM MEMBERS GUIDEBOOK

JUIN 2022





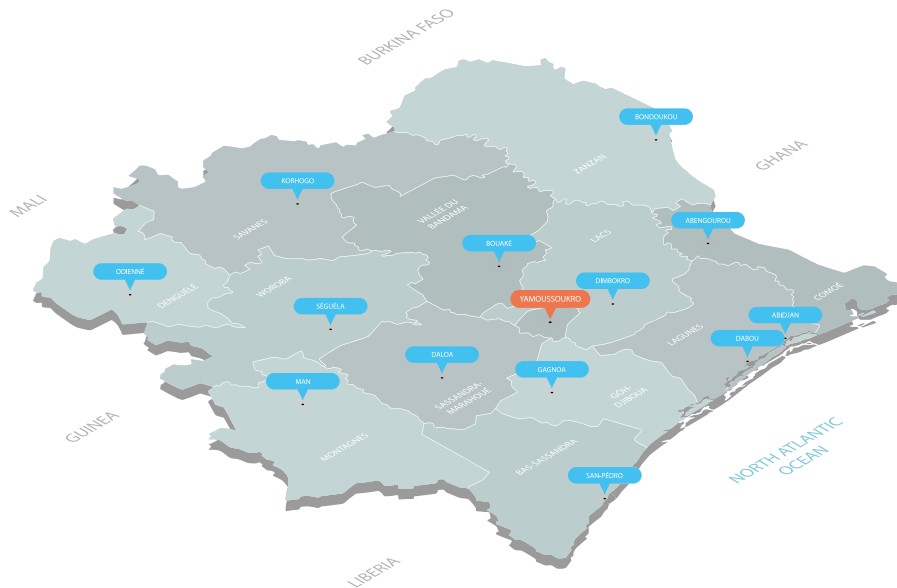


CONTENTS

- I. Overview of Cote d'Ivoire
- II. Introduction to AmCham-CI
- III. Foundation /Core Values/ building blocks 2021-2023
- IV. Who are our Members



OVERVIEW OF COTE D'IVOIRE



The Ivory Coast (Côte d'Ivoire), which became independent in 1960, is located on the south coast of West Africa. It is divided into 14 districts (including two autonomous Districts) and 31 regions, with Yamoussoukro as the capital. The official language of Côte d'Ivoire is French, and the currency is the Financial Community of Africa or CFA franc (XOF).

Côte d'Ivoire is the world's largest producer and exporter of cocoa beans and a significant producer and exporter of coffee, palm oil, and cashew nuts. Consequently, the economy is highly sensitive to fluctuations in international prices for these commodities, and, to a lesser extent, to climatic conditions. Despite government attempts to diversify the economy, it is still dependent on agriculture and related activities that employ about 68% of the population.

Various small kingdoms ruled the area of Cote d'Ivoire between the 15th and 19th centuries, when European explorers arrived and then began to expand their presence. In 1844, France established a protectorate. During this period, many of these kingdoms and tribes fought to maintain their cultural identities - some well into the 20th century. For example, the Sanwi kingdom - originally founded in the 17th century - tried to break away from Cote d'Ivoire and establish an independent state in 1969.

For the last 5 years Cote d'Ivoire's growth rate has been among the highest in the world. Cote d'Ivoire is heavily dependent on agriculture and related activities, which engage roughly two-thirds of the population. Cote d'Ivoire is the world's largest producer and exporter of cocoa beans and a significant producer and exporter of coffee and palm oil. Consequently, the economy is highly sensitive to fluctuations in international prices for these products and to climatic conditions. Cocoa, oil, and coffee are the country's top export revenue earners, but the country has targeted agricultural

processing of cocoa, cashews, mangoes, and other commodities as a high priority. Mining gold and exporting electricity are growing industries outside agriculture.

As a regional power, Côte d'Ivoire has strong economic assets, contributing to more than a third of the WAEMU's GDP and accounting for 60% of its agricultural exports. Côte d'Ivoire has imposing infrastructures such as one of its ports in Abidjan, which is among the most important in sub-Saharan Africa. The country has an important road network, an international airport that was recently enlarged and is still being transformed.

In the agricultural sector, the country is the world's leading producer of cocoa with more than 40% (2,000,000) tons in 2019. It ranks among the top African countries for several other agricultural exports (rubber, cashew nuts, cotton, coffee, oil palm, banana, pineapple, cola).

The Industrial sector is dominated by crude oil refining, construction and food processing. The informal sector (55% of GDP) is strongly dominated by transport (port & air), banking, distribution and ICT, including mobile telephony with three operators.

The country is self-sufficient in energy thanks to the exploitation of gas and oil deposits over the past few years. Despite the significant development of its internal needs with the ever-increasing number of industrial establishments, these deposits enable

INVESTMENT OPPORTUNITIES IN CÔTE D'IVOIRE

it to export electricity to the sub-region. Inflation remains very low at 3.2 percent in 2021 with an average annual growth rate of 8.6% since 2012, Côte d'Ivoire aims to become an emerging economy in the decade 2020-2030, with the support of the government, which promotes and supports the business environment.

- The mining potential is very little exploited: gold and manganese are mainly . But the country is richly endowed with nickel, bauxite, iron and diamonds.
- The country wants to position itself as an energy hub for the sub-region in terms of electricity production thanks to an ambitious investment program in thermal power plants, dams and transmission lines that has been underway since 2012.
- The potential for processing in the agricultural sector is an important opportunity (currently only 20% in cocoa and 8% in coffee). Other agricultural products such as cashew nuts, of which Côte d'Ivoire is the world leader with 20% of production, and rubber, remain untapped.
- Food needs in fish and poultry products are struggling to be covered, thus offering real potential for very promising investments.
- The telecommunications sector is constantly expanding, particularly for all services related to mobile banking, which compensates for the low rate

of household banking.

- Côte d'Ivoire has the largest network of large-scale distribution or specialized distribution in the region, with significant potential for the development of franchises.
- The communication and printing sectors are also very active, with more than 60 newspapers published daily.
- The need for housing of all kinds (social, economic and luxury) makes the construction sector a very promising one.
- Regarding tourism, the country aims to reach 5 million tourists per year by 2025 and is already the third destination on the continent for business tourism.

With a population of more than 26 million in 2021, $\frac{3}{4}$ of the population is under 35 years old and the rate of higher education is constantly increasing - supported by a developed public university network and quality private institutions. The country also records a significant flow of returning expatriates from the diaspora, often highly qualified.



ACCOMPLISHMENT

COTE D'IVOIRE 2011-2020



GOVERNANCE

- Newfound peace, cohesion and security : World Peace Index from 125th to 105th/160; IGIS from 4 to 1,1
- Strengthened institutional reforms
- Restored the Administration
- Strengthened women's participation in political life and civil rights
- Upgraded infrastructure



ECONOMY

- Debt cancellation
- Exceptional GDP growth rate : 8.4% from 2012 to 2019
- Controlled inflation rate: less than 3%
- Increase in investments: from 8.9% to 22.9%
- Attractive investment and sectoral codes



WATER



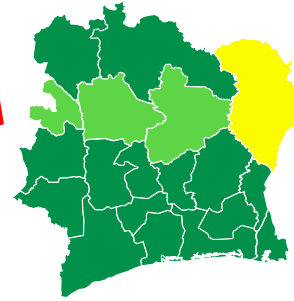
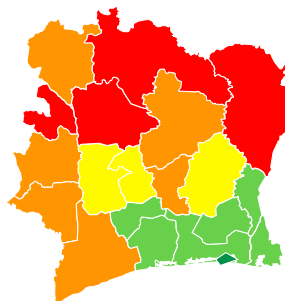
Access to drinking water up from **55% in 2012**



ELECTRICITY

END 2011

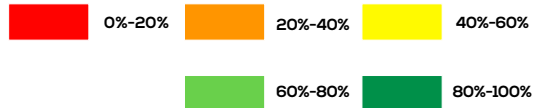
PROJECTION END 2020



TAUX DE COUVERTURE (FIN 2011) : 33,1%

TAUX DE COUVERTURE (FIN 2020) : 79,61%

Légende



ROAD

- **+1,454.6 km** paved urban and interurban roads
- **+82,000 km** tracks and dirt roads rehabilitated
- **22 bridges** and interchanges; **14 bridges** under construction



EDUCATION

- **40,000 classes added in 5 years**
- **80,000** Educators recruited
 - Baccalaureate **x 2**
 - BEPC **x 3**



ICT

97%

National coverage in ICT infrastructure

9th in Africa (ICT development)

143%

Mobile phone penetration



HEALTH

- **3 millions** people enrolled in Universal Health Care (UHC)
- Access to healthcare on the rise
- **+94%** of Ivorian children vaccinated (Penta 3) Tetanus vaccination **x 2**
- COVID-19 pandemic controlled Through response and recovery plans



WOMEN

25 billion FCFA in loans granted to over **+220,000 women**

5 billion FCFA for the promotion of female entrepreneurship



YOUTH

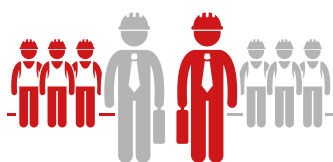
330,000 young people integrated into the workforce

222,213 beneficiaries registered under the Youth Employment Agency



JOB

3 million new jobs created since 2011
850,000 jobs in the formal sector



POVERTY

Poverty rate: Down from **55%** to **39%**
1.6 million people lifted out of poverty

227,000 households benefited from social safety net programs

Pro-poor spending **x 3**



Richard K. Bell
 Ambassador
 U.S. Embassy Abidjan,
 Côte d'Ivoire
 September 2019-Present

Richard K. Bell, a career member of the Senior Foreign Service with the rank of Counselor, was sworn in as Ambassador to Côte d'Ivoire on September 3, 2019 and presented credentials on October 10, 2019.

From September 2018 until August 2019, he served as Chargé d'Affaires, a.i. of the U.S. Embassy in N'Djamena, Chad. Prior to that temporary-duty assignment, he was the Foreign Policy Advisor at the US Africa Command (AFRICOM) in Stuttgart, Germany from September 2015 to August 2018.

From 2012 to 2015, he served as Deputy Chief of Mission at the U.S. Embassy in Niamey, Niger; during that time, he was Chargé d'Affaires, a.i. for a year (September 2013 – September 2014).

Prior positions include: Counselor for Political and Economic Affairs at the U.S. Embassy in Copenhagen, Denmark (2009-2012), Team



Leader of the Provincial Reconstruction Team in Salahaddin Province, Iraq (2008-2009), and Regional Coordinator for Northeastern Iraq and Provincial Reconstruction Team Leader in Kirkuk Province (2005-2006).

Since joining the Foreign Service in 1991, he also served in the United Kingdom, Kuwait, Ethiopia, Madagascar, Washington, DC, Haiti, and Israel. He worked for Catholic Relief Services from 1980 until 1988, successively in Yemen, Jerusalem/West Bank/Gaza, Egypt and Tunisia. He was a Peace Corps Volunteer (English teacher) in Yemen 1977-79.

He received his MS in Management from Boston University and his BA in French from Pennsylvania State University.

His foreign languages include fluent French and semi-fluent Arabic, with smatterings of Hebrew and Haitian Creole.



Contact Us and We Will Connect you to a World of Opportunity!

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Helping U.S. Exports Grow Since 1980





**U.S.
COMMERCIAL
SERVICE**

United States of America
Department of Commerce

U.S. COMMERCIAL SERVICE CÔTE D'IVOIRE

As the trade promotion arm for the U.S. Department of Commerce's International Trade Administration, we promote and support U.S. exporters in their international business development needs and help grow and expand their sales into foreign markets. With a global network of trade professionals in around the globe, we have the resources and connections for any company's international business development efforts to be successful.

The U.S. Commercial Service provides international business development assistance to support U.S. exports through:

EXPORT COUNSELING: Information you need to navigate the export process from beginning to end.

- PLANNING & STRATEGY
- LEGAL AND REGULATORY ISSUES
- TRADE PROBLEMS
- DOCUMENTATION & PRODUCT REQUIREMENTS

MARKET INTELLIGENCE: Target the right overseas market(s) for your products and services.

- COUNTRY COMMERCIAL GUIDES
- BACKGROUND REPORTS
- CUSTOMIZED MARKET RESEARCH
- TRADE DATA & ANALYSIS

BUSINESS MATCHMAKING: Connect with the right partners and prospects.

- PARTNER SEARCH
- PERSONALIZED BUSINESS MATCHMAKING
- TRADE SHOWS & MISSIONS
- IN-COUNTRY PROMOTIONS

COMMERCIAL DIPLOMACY: Ensure your product/service has the best possible prospects for success.

- LEVEL THE INTERNATIONAL PLAYING FIELD & OVERCOME OBSTACLES FOR YOUR COMPANY BY ACCESSING U.S. GOVERNMENT ADVOCACY FOR YOUR FOREIGN GOVERNMENT PROCUREMENT BID.

TRADE EVENTS: Grow your Knowledge and Opportunities

- EXPAND YOUR TRADE KNOWLEDGE AND GET CONNECTED WITH OPPORTUNITIES THROUGH OUR MARKET & INDUSTRY SPECIFIC WEBINARS, CONFERENCES, SEMINARS, TRADE SHOW & TRADE MISSIONS.

OUR GLOBAL NETWORK



Our global network is made up of over 1,200 Trade professionals located in 106 U.S. Cities and more than 76 markets overseas. This network seeks to support and grow U.S. exports and create U.S. jobs by leveling the international playing field for U.S. companies.

Where Will your Next Customer Come From?

If you are playing the odds, with 95% of the world's consumers outside of the U.S., your likely customer growth will come from outside of the U.S. Let us help you find that customer today!

Your International Business Development Partner | trade.gov





Yohannes Mekbebe
President
AMCHAM-CI

The American Chamber of Commerce in Côte d'Ivoire (AmCham-CI) is a non-profit, non-governmental organization. AmCham-CI was established in January 2013 by a group of American companies based in Côte d'Ivoire, under the auspices of the U.S. Chamber of Commerce.

Since its inception, AmCham-CI has brought together U.S. companies to take collective action to increase U.S. private & public investments in Côte d'Ivoire. All the presidents who have led this institution have contributed to its expansion. Today, AmCham-CI serves as a platform for U.S. companies to network, socialize, and align their engagement efforts to have a more meaningful impact on relevant policy issues in the U.S. and Côte d'Ivoire. Our Chamber is governed by statutes and internal regulations, which define the terms of governance, management and membership. AmCham-CI is an avant-garde and progressive association.



AmCham's vision is to create an exceptional network of U.S. and Ivorian companies and to forge strategic partnerships with government institutions in both countries. In addition, it is an opportunity for our members to improve their professional abilities and make accurate business decisions while being well informed.

In the spirit of sharing innovative ideas, our Chamber commissions specific committees with different objectives: Industry and manufacturing, professional investment service, trade and SMEs, agriculture and food, global and digital economic policy issues and technology. The year 2022 marks our ambition to expand our impact across the globe. We plan to position Côte d'Ivoire at the heart of U.S foreign investments policy and create more business partnerships between the two countries.

FOUNDATION

VISION: Strengthening bilateral relationship between Côte d'Ivoire and USA by providing and promoting trade and investments.
MISSION: Increase footprint of US businesses in Cote d'Ivoire and vice versa.

CORE VALUES

GROWTH: We, engaging members in public and private sectors to capitalize on new opportunities
VISION: We create a platform to assist the business community in innovation and apply our acquired knowledge to support our community.
COLLABORATION: We are forming strategic partnerships with public and private sector to create mutual beneficial success. Working together to build strong foundations

GUIDANCE: We providing insight and business intelligent systems that aid members in understanding and operating in both markets. Applying acquired knowledge to assist economic development.

COMMITMENT: We engage with stakeholders to represent our members to the best of our capacity.

TEAMWORK: We achieve more together



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BUILDING BLOCKS 2021 -2023

FOUNDATION

MISSION

Increase footprint of US businesses in Côte d'Ivoire and vice versa.

VISION

Strengthening bilateral relationship between Côte d'Ivoire and USA by providing and promoting trade and investments.

CORE VALUES

Vision – We create a platform to assist the business community in innovation and apply our acquired knowledge to support our community.

Growth – We, engaging members in public and private sectors to capitalize on new opportunities.

Collaboration – We, forming strategic partnerships with public and private sector to create mutual beneficial success. Working together to build strong foundations.

Commitment – We engage with stakeholders to represent our members to the best of our capacity.

Teamwork – We Achieve more together.

1. Collaboration – We form strategic partnerships with public and private entities to ensure mutually beneficial success.

2. Leadership – We proactively engage with stakeholders to advocate for our members and capitalize on new opportunities.

3. Communication – We are open and transparent with all our members, ensuring open communications

4. Sustainability – We promote economic development and social responsibility to build a strong foundation for our members.

5. Innovation – We target innovative technologies and sectors that solve real problems for people.

STRATEGIC SERVICES

1. BUSINESS DEVELOPMENT

To be the trusted advisor and partner to the public and private sectors by providing American business perspective and promoting US pro-business policies that address economic, governmental and socio-cultural issues impacting our two nations.

2. LOBBY AND BUSINESS ADVOCACY

To position both the AmCham CIV and its members for long-term success by offering resources information and best practices that help companies cultivate, orchestrate and manage opportunities for themselves and with their partners.

3. ECONOMIC VISION 2025

Provide Activities, programs, and services that help our members identify and pursue opportunities in Cote d'Ivoire. Create relationships with the public sector departments and assist the US companies involvement in the NDP (National Development Plan 2021-2025) of CDI.

4. DOING BUSINESS IN COTE D'IVOIRE

AmCham CIV facilitates and creates linkages between its members that lead to market entry, knowledge, partnerships, financing or the sharing of knowledge and expertise.

5. NETWORKING

To promote the development of trade, commerce and investment between the Côte d'Ivoire and the U.S.

6. ACCESS US/CIV

To encourage and promote both country's private enterprise system of competitive marketing.

7. BUSINESS MATCHMAKING

To create cooperative connections between companies having common business interests, services, technology etc.. and realize business opportunities that mutually benefit them.

STAKE HOLDERS

Support is required to secure high-level access to the below entities to:

- Understand their strategic programs and spending priorities.
- Identify opportunities and position U.S. companies, in particular SMEs.

1. Ministry of Construction

2. Ministry of Finance

3. Ministry of Commerce

4. Ministry of Investment

5. Ministry of Agriculture

6. NDP 2021-2025

FOUNDATION

Focusing on the issues, programs and priorities of each sector, helping U.S. companies understand the environment and position themselves effectively.

SYNERGY

AmCham CIV strengthens an ecosystem that supports the mission of each entity.



COMMITTEE STRUCTURE

2 0 2 1

1- Agriculture 2- Digital and Technology 3- Industrial, manufacturing, and Energy

2 0 2 2

4 Trade, SME, and Entrepreneurship 5- Global Economic Policy Issues

6- Finance and Investment 7- Women in Business 8- Culture

BOARD ORGANIZATION (2022-2023)

1. Strategic Board
2. Working Board
3. Executive Committee



Rodrigue Bila

Vice President of operations Africa, West Islands and Mid-Africa, THE COCA-COLA COMPANY



Patricia Obozuwa

Vice President, Public Affairs, Communications & Sustainability, Africa, THE COCA-COLA COMPANY

Coca-Cola Africa

OUR PURPOSE:

Refresh the world. Make a difference.

OUR VISION:

Our vision is to craft the brands and choice of drinks that people love, to refresh them in body & spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet.

Coca-Cola has been in operation in Africa for over 90 years.

The first Coca-Cola bottle was sold in South Africa in 1928, and 10 years later we opened our first offices in the country. By 1970, Coca-Cola was available continent-wide. Besides our enduring history in South Africa, we also have a rich legacy of refreshing Africa and making a difference for over 70 years in Nigeria and Kenya, and more than 80 years in Egypt.

Coca-Cola Africa covers all 54 countries of the continent where we sell multiple billion-dollar brands across several beverage categories. Today, there are 22 Coca-Cola bottling partners and over 125 bottling plants across the continent and as a system, we employ more than 50,000 people, helping bring economic opportunity to local communities across Africa.

We continue to make a difference in communities and people's lives through our sustainability platform, JAMII in the areas of packaging waste management, water stewardship and the economic empowerment of women and youth.

E-mail : akouakou@coca-cola.com

Phone number : 225 27 20 20 65 65

Website : Coca-Cola.com





Introducing JAMII, the new Africa-focused sustainability platform that houses our existing and new sustainability initiatives.

JAMII will focus on three strategic pillars:



Coca-Cola hopes to **attract like-minded partners** to help **accelerate on-the-ground impact** of its initiatives.



Coca-Cola Africa



**Viviane Bakayoko
Diarrassouba**
Citi Country Officer



Citi Côte d'Ivoire Profile

Citi has been established in Côte d'Ivoire since 1976, Citi operates as the only US bank here, Citi serves a wide public sector, corporate and non-government client base.

With its global network, Citi is uniquely positioned to give Côte d'Ivoire access to international capital markets, strategically supporting the government as it seeks financing for economic and infrastructure development

Citi is the only bank to provide an integrated e-banking platform, CitiDirect® Online Banking, to help clients realise their multicurrency payment and account management needs. With over 35,000 monthly electronic transactions, Citi CitiDirect enjoys the largest electronic-based settlement volumes in the country

Citi operates an important correspondent banking business that oversees banking relationships across the West Africa Economic and Monetary Union (WAEMU), covering Benin, Burkina Faso, Côte d'Ivoire, Guinea-Bissau, Mali, Niger, Senegal and Togo.

Citi operates an important correspondent banking business.

In March 2018, Citi was selected to co-arrange the Republic of Côte d'Ivoire issuance of an evenly split EUR1.7bn 12-yr (11-yr WAL) and 30-yr (29-yr WAL) Dual Tranche Eurobond Offering, establishing the first ever EUR 30-year benchmark out of the African continent.

In September 2018, Citi led the Republic debut hedging transaction whereby CDI government entered into a series of 5-year USDEUR FX Forwards with Citi and other banks on some of its USD Eurobonds exposure

In 2019, two landmarked transaction to highlight, Citi was one of the banks that lead the first Revolving Credit Facility transaction on the WAEMU for Orange Cote d'Ivoire; and finally Citi jointly led Cote d'Ivoire liability management operation on the international arena helping the sovereign extend maturities of its existing Eurobonds and raise additional funding through a new issue of EUR 1.7BN.

Email edwige.folquet@citi.com
Phone number: 225 27 20 20 90 00
Website: www.citi.com



Tomorrow belongs to those who are ready to embrace it.

At Citi, we empower people who strive to make our world smarter, cleaner, healthier and more prosperous for everyone, helping them meet today's challenges and welcome all that tomorrow has to offer.

citi.com/progressmakers

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citi

Welcome what's next



Abdul Hussein Beydoun
CEO - YESHI GROUP



YESHI GROUP

40 Years of Success:

YESHI Group's entrepreneurship journey began in Cote d'Ivoire but today expands across Africa, Asia, the Middle East and Europe.

The world's most sustainable economies have been built on the resilience of its private-sector and entrepreneurs. In good and bad times, local entrepreneurs and private companies continue to drive job creation, create opportunities, and more importantly; the private sector is the growth engine of national economic capacities that improve the socio-economic status of nations.

Across the world, local private-sector businesses are the drivers of national development, pushing the national agenda to the front of economic priorities. Africa is no exception, and the continent's potential for leapfrog growth and new economies is unmatched.

Yeshi Group started as a small store in Abidjan's bustling Adjamé district, and today 40 years later is one of West & Central Africa's leading industrial conglomerates. By 2020, the Yeshi Group was already made up of +22 companies across eight countries on the continent. We are involved in 5 key sectors : Retail, Manufacturing, Transportation, Distribution, Services, and Commodities.

Amongst the Yeshi Group's most impactful ventures has been our cold rolled laminated steel sheet factories, Universelle Industries (UI). Over the past two decades, UI has become a central pillar of Cote d'Ivoire's industrial development. Through diversification and innovation, UI continues to position itself as a regional leader and partner of the building sector. In the retail and distribution space, Bernabé Afrique is an unrivalled leader in Cameroon, Congo, Ivory Coast, Gabon and Senegal. The company specialises in industrial hardware, technical equipment, building materials, machinery, and industrial steel. The totality of our conglomerate provides a networked & local turn-key solution to all kinds of construction and infrastructure projects in West Africa.

Yeshi Group has also grown in-parallel with the double-digit growth of the transport sector through our automobile OEM/Dealership affiliate : Rimco Motors. Today, Rimco Motors is a leader in the import and distribution of key vehicles, holding exclusive rights for Greatwall, KIA, and SINO Trucks.

The Yeshi Group conglomerate believes in the future of the African continent and has prospects of even more rapid growth over the next decade. Our recent ventures include the opening of hardware retailer Mr. Bricolage store outlets in Abidjan, as well as an exclusive agreement to expand in 8 Sub-Saharan African markets. The seeds of expanding into Aglophone West Africa have sprung with the recent acquisition of Ralph Martindale, a well-established British agricultural hand-tool & machete manufacture.





Investing for tomorrow



42
Years of
experience
• SINCE 1979



Activities & sectors

- DISTRIBUTION
- MANUFACTURING
- TRANSPORT
- COMMODITIES
- SERVICES

5



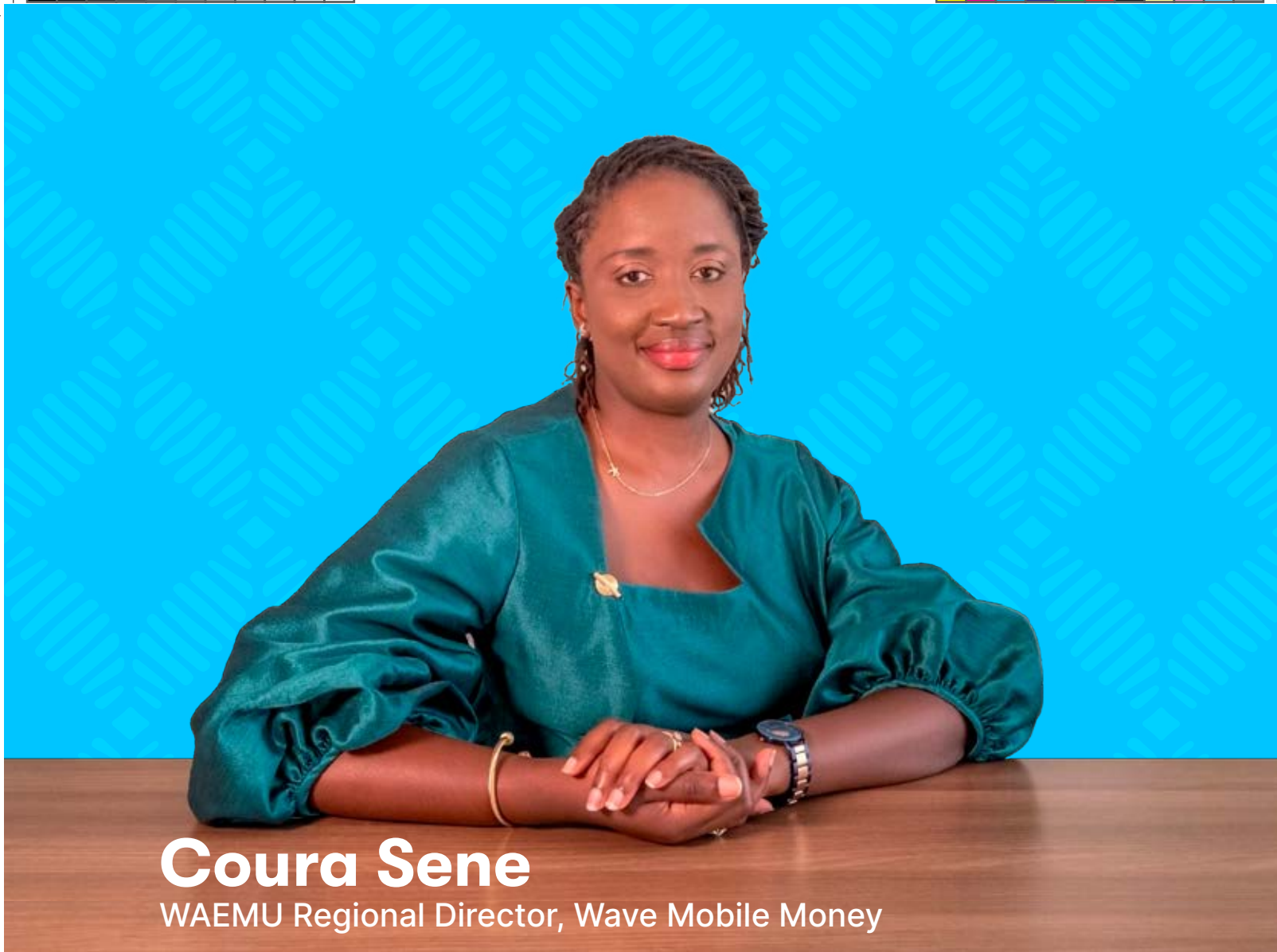
Contries in Africa

10

- CÔTE D'IVOIRE
- MOROCCO
- SENEGAL
- CAMEROON
- CONGO
- GABON
- CENTRAL AFRICA
- GHANA
- NIGERIA
- ETHIOPIA

17 subsidiaries

- BERNABÉ
- TECHNIBAT
- GALERIES PEYRISAC
- 64 CONSTRUCTION
- RIMCO MOTORS/SETACI
- RIMCO LOGISTIC
- RIMCO 2 ROUES
- RIMCO ÉLECTROMÉNAGER
- RIM COMMERCE
- UNIVERSELLE INDUSTRIES
- MCN
- COLALU
- ALUCONGO
- SOTRALGA
- UNISEN
- M-OUTLET
- Mr BRICOLAGE



Coura Sene

WAEMU Regional Director, Wave Mobile Money

Wave Mobile Money

We are on a mission to make Africa the first cashless continent. Over 98 million adults in Africa are financially excluded. Even more are under-banked or have poor access to financial services. Wave's mission is to bridge that divide by providing affordable and inclusive digital financial solutions.

A US company, Wave began in Senegal and has quickly moved into Cote d'Ivoire and other markets in the West African Monetary Union (WAEMU). Wave is also present in Uganda - its first Anglophone market. In a short span of 4 years, Wave is the leading mobile money provider in Senegal and is fast capturing the market in Cote d'Ivoire.

To learn more, visit us at www.wave.com



Cocody Riviera 4 Lot N°487 Ilot 30 | BP 5754 Abidjan 01



Wave offers digital financial services. Our first product is a digital wallet. Users can access their Wave wallet on a smartphone by downloading the Wave app or via a QR code card for feature phone users.

Wave offers a radically affordable solution to its consumers. Our deposits and cash withdrawals are free and we only charge **1%** on transfers.

On **April 14th 2022**, Wave Mobile Money became the first fintech operating in several WAEMU countries to be given an **Electronic Money Institution** license by the BCEAO (Central Bank of West African States).

The license is game changing in the sense that Wave can now offer a huge diversity of digital financial products and solutions to its customers in collaboration with other financial institutions. Thus, deepening financial inclusion in Cote d'Ivoire and realizing its mission of making Africa a cashless continent.



Cocody Riviera 4 Lot N°487 Ilot 30 | BP 5754 Abidjan 01





Visa is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions, and government entities across more than 200 countries and territories. Our mission is to connect the world through the most innovative, reliable, and secure payment network enabling individuals, businesses, and economies to thrive and our vision is to be the best way to pay and be paid for everyone, everywhere.



Name: Visa CEMEA Holdings Limited, Liaison Office Cote d'Ivoire
CEO: Ismahill DIABY, General Manager Western & Central Africa
Established date in Cote d'Ivoire: 2016
Address: Ivoire Trade Center, Bd Hassan II, Cocody, Building A11 1st floor Abidjan – Côte d'Ivoire
Phone number: +225 27 22 55 90 90

The regional office of Visa currently serves 18 Francophone and Portuguese speaking countries in Western and Central Africa and is present across all subregions in Africa. In close partnership with governments, financial institutions, and small businesses, Visa is committed to helping accelerate economic transformation by enabling access to digital payments on the continent.

We believe that economies that include everyone everywhere, uplift everyone everywhere and see access as foundational to the future of money movement.

We work daily to democratize access to payment and create a strong ecosystem where participants like financial institutions, fintechs, MNO serve their customers by interacting with our reliable and secure products and services. This is possible today through strong partnerships with the Government of Côte d'Ivoire, and other partners like Ecobank, Societe Generale, UBA, Orange Bank Africa, BNI, SikaPay, Weblogy, GreenPay, Panelys, Orange Money - and the list is not exhaustive.

In Côte d'Ivoire we deliver value to our partnerships with :



Governments to help get benefits to people faster and with less disruption through the digital payment solutions in agriculture, transports, health facilities



Partnerships with IMF we provide assured payments and larger customer reach



Banks and neobanks to continue to provide innovative and secure solutions for their customers



Provides **fintechs, digital wallets** and **enablers** with scalable payment infrastructure



Gives **consumers** secure and convenient ways to pay and be paid



Proud to be part of Africa's growth story

Prudential Plc provides life and health insurance and asset management, with a focus on Asia and Africa. We help people get the most out of life, by making healthcare affordable and accessible and by promoting financial inclusion. Prudential protects people's wealth, helps them grow their assets, and empowers them to save for their goals.

The business has more than 17 million life customers in Asia and Africa and is listed on stock exchanges in London, Hong Kong and Singapore. We have insurance operations in eight countries in Africa: Cameroon, Côte d'Ivoire, Ghana, Nigeria, Kenya, Uganda, Togo and Zambia.

As we continue to grow and reimagine the future, our commitment to our principles remains steadfast: to put our customers first, act with integrity, embrace growth, invest in our communities and take a long view because we are here for the long term.

The business has more than 17 million life customers in Asia and Africa .

We believe in the game changing conversions of mobility and technology to innovate and empower growth, our digital ecosystem helps SMEs unlock their full potential by boosting productivity and building a more engaged workforce.

Our strategic partnerships drive mutual growth, create financial benefits and provide success to our partners, investors and the markets where we operate.

In Cote d'Ivoire we are Prudential Belife insurance

Ranked among top life insurance companies in Côte d'Ivoire with more than 80,000 customers, Prudential Belife Insurance offers innovative life insurance (and savings) and bancassurance solutions tailored to meet customers' needs, whether it be individuals or companies. Our network of 8 branches enables our team of 138 staff and 2,023 agents representatives to effectively support and deliver adequate services to our community all over the country.

Prudential is proud to be here.



Cameroon



Côte d'Ivoire



Ghana



Kenya



Nigeria



Togo



Uganda



Zambia





Éric AMOUSSOUGA
CEO of GE Francophone



GE

For more than 125 years, GE has pioneered technologies that have spurred world-transforming changes and improved the lives of billions, by combining world-class engineering with software and analytics. Today, GE is best known for its work in the Power, Renewable Energy, Aviation and Healthcare industries. The company also leads in delivering world-class engineering, solutions across Additive Manufacturing, materials science, and data analytics. Through relentless innovation and continuous collaboration with the customers, GE engineer cleaner, more efficient, reliable, and accessible technologies and services while powering growth and prosperity everywhere. GE teams work with the highest integrity, compliance culture and respect for human rights while also reducing the impact of the technology and environmental footprint.

GE INTERNATIONAL OPERATIONS CIV

GE has demonstrated its commitment “Build a world that works” in Sub-Saharan Africa region through its approach to growth and innovation in healthcare, Gas Power and Renewables, as well contributing to building a prosperous, sustainable future for Cote d’Ivoire. Established in Cote d’Ivoire since 2014, GE has been supporting the country development ambition.

GAS POWER:

Cote d’Ivoire is a major “Energy Powerhouse” in West Africa, supplying electricity to neighboring Benin, Burkina Faso, Ghana, Mali, and Togo with the ambition of becoming a hub for the region

- GE is the leading OEM in Cote d’Ivoire with >90% of the thermal installed base
- GE supplied the first ever gas turbines of Ivory Coast in 1984
- GE’s technology was selected for the first Independent Power Project (IPP) in CIV in 1994
- GE has supplied the steam turbines for the 2 first combined cycle power plants in the country (Azito and CIPREL)

GRID SOLUTION:

- GE contributed to the installation of the new dispatching in Yamoussoukro

HYDRO:

- Rehabilitation of the 3rd Unit of the hydro power plant of Buyo
- Construction in JV with Eiffage of the hydro power plant of Singrobo

HEALTHCARE:

The development of the Healthcare system has been identified as a priority by the CIV government which recently launched a Universal Healthcare Program.

- GE equipment is used in most major hospitals in CIV
- In 2015, GE was awarded a contract to equip the first reference mother and child hospital fully funded by the First Lady Foundation
- In 2016, GE was awarded the diagnostic imaging scope of PISAM, one of the largest private hospitals in the country





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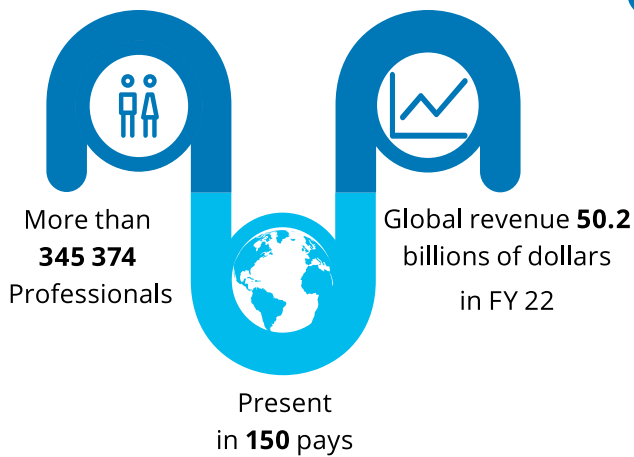
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Throughout the world and in Francophone Africa, we offer our clients local and tailored support via a thorough understanding of the immediate challenges. Our pan-African dimension is reflected in efficient coordination and a synergy of expertise to better serve our clients.

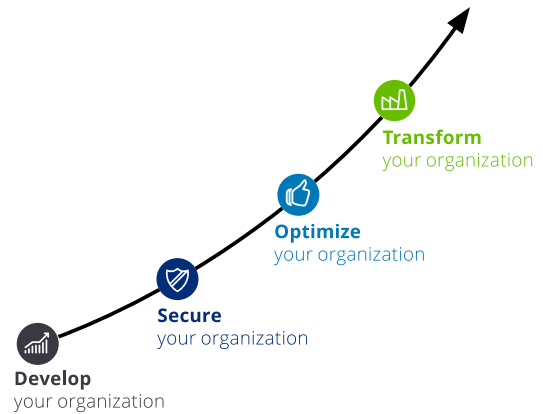
Deloitte in Francophone Africa





Deloitte in Ivory Coast

Founded in 1992, Deloitte Ivory Coast is based in Abidjan. Its multidisciplinary teams also work in Burkina Faso and in Conakry, Guinea. Deloitte Ivory Coast assists major international investor groups, as well as numerous local private and public players.



Our business lines



Audit

- Audit
- International Accounting Standards (IFRS, US GAAP)
- Due diligence (financial, IT, organizational, legal, tax, social)
- Information and Technology System

Consulting

- Strategy & Innovation
- Marketing & Sales
- Operations, Supply Chain & Procurement
- Information & Technology System
- Governance, Risk and Internal Control
- Talents & Human Capital

Risk Advisory

- Operational Risk
- Cyber Risk
- Regulatory Risk
- Financial Risk
- Strategic Risk
- IS and Technological Risk

Financial Advisory

- Mergers and acquisitions
- Due diligence
- Restructuring
- Business evaluation
- Financial modeling
- Real Estate Advisory
- Infrastructure and Project Financing

Tax & Legal

- International Tax Strategy
- Tax Audit
- VAT, customs and international trade
- Assistance in tax and customs disputes
- Taxation of persons and international mobility (Global Employer Services, Outsourcing of payroll management)
- Legal strategy (mergers & acquisitions, contract negotiation)
- Assistance in social law
- Transfer pricing

BPS

- Finance & Accounting
- HR & Payroll
- Tax Compliance & reporting
- Operations (process review and automation, diagnosis and compliance review on accounting, tax and social areas).

Our sectors





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About Deloitte

Deloitte provides industry-leading audit and assurance, tax and legal, consulting, financial advisory, and risk advisory services to nearly 90% of the Fortune Global 500® and thousands of private companies. Our professionals deliver measurable and lasting results that help reinforce public trust in capital markets, enable clients to transform and thrive, and lead the way toward a stronger economy, a more equitable society and a sustainable world. Building on its 175-plus year history, Deloitte spans more than 150 countries and territories. Learn how Deloitte's more than 345,000 people worldwide make an impact that matters at www.deloitte.com.

Deloitte in Ivory Coast brings together diverse expertise to meet the challenges of clients of all sizes from all industries. Backed by the skills of its 182 employees and partners and a multidisciplinary offering, Deloitte France and Francophone Africa is a leading player. Committed to making an impact that matters on our society, Deloitte has set up an ambitious sustainable development and civic commitment action plan.





Mohamed DAO
CEO



EVIOSYS

EVIOSYS PACKAGING SIEM (formerly known as CROWN SIEM) is the Ivorian branch of EVIOSYS, one of the largest manufacturers of steel and Aluminum food packaging with:



6,300 employees



44 plants



17 countries in Europe,
Middle East and Africa (EMEA)

EVIOSYS is a portfolio company of KPS Capital Partners, LP following its acquisition of Crown Holdings Inc.'s EMEA food and consumer packaging business.

With over 150 years of experience, our vision is to provide smart sustainable packaging that enhances the appeal of our customers' brands in everyday life.

We collaborate with our customers to protect their products, preserve their brand reputation, promote their brand image, and create sustainable packaging that protects the planet, people, and our communities.

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Mory DIANE
(CEO)

SCANNING SYSTEMS MISSION

Facilitating and fluidifying inter-regional exchanges is the mission of SCANNING SYSTEMS, an Ivorian company. We accomplish this mission by creating modern infrastructures that allow all the services and administrations of border States to work on the same site in a simultaneous and optimal manner in order to standardize and secure border control procedures, people and goods.

To this end, we favor the Public-Private Partnership of the BOT type to create Joint Border Posts (JBP) at the borders of the different countries of the West African sub-region.

MAIN ACTIVITIES

SCANNING SYSTEMS expertise revolves around the following activities:

- Feasibility studies for the realization of projects.
- Mobilization of funding for the design, construction of infrastructure, acquisition and installation of all equipment and furniture.
- Administrative and operational management of sites.
- Maintenance and renewal of infrastructure and installed equipment.
- Training and capacity building of State agents for an efficient transfer of skills.

THE POSITIVE IMPACT OF JOINT BORDER POSTS

OUR CSR ACTIONS

SCANNING SYSTEMS ensures a continuous presence alongside the populations in the area of influence of the Joint Border Posts.

The social actions undertaken by SCANNING SYSTEMS in favor of the local populations are carried out in close collaboration with the local authorities. The same actions are carried out on both sides of the border. For example, in the Prefecture of Cinkansé, our actions impact Cinkansé (Burkina Faso) and Cinkassé (Togo).

Thus, the construction of water towers, the installation of hydraulic pumps for drinking water supply, microcredit projects for women and women's groups, reforestation operations, donations of materials and supplies to health and local authorities are a few examples.

REGIONAL ECONOMIC DEVELOPMENT

The Joint Border Posts are a real tool for the economic and social development of their areas of establishment. In Cinkansé, for example, the presence of Joint Border Posts has encouraged the emergence of several businesses: hotels, pharmacies, bank branches, etc.





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Mr. ERIC DJIBO, Graduate of ESCA, the business school of Abidjan with an option in finance accounting, worked for a few years at COOPERS and Lybrand, before joining the coca cola company for 13 years.

At the head of SOGEMED-PISAM since 2014 as CEO, he has been able to bring a new lease of life with Ivorian excellence as a spearhead. His vision "to put the patient at the heart of our priorities and go further in the medical care of the Ivorian and international population."

From its vision was born the PISAM 2.0 project, with an investment of more than 15 billion since 2018 for the renovation of its technical platform with state-of-the-art equipment, a helipad approved in accordance with international standards allowing medical evacuations from different localities of the Cote D'IVOIRE and the sub-region and the digitalization of its entire hospital system. PISAM is a multidisciplinary hospital bringing together:

- 185 beds
- 5 new operating theatres including 2 ISO5 rooms and 2 ISO 7 rooms,
- a cathetic room
- A resuscitation and continuing care service
- a neonatology department
- a 24/7 emergency service
- a state-of-the-art imaging center (MRI 1.5, CT Scan 64 slices etc.) GE Healthcare,
- a BIOSCAM laboratory certified BSI ISO 9001
- different units of specialties all on an area of 2 hectares.

PISAM remains the largest clinical polyclinic in Côte d'Ivoire leader for more than 35 years in its field on the regional and sub-regional market, particularly with its quality approach and its BSI ISO 9001 2015 certification for all its activities.

PISAM also has promising prospects such as the creation of a PISAM group bringing together several entities on the Ivorian territory and beyond its borders as well as the upcoming opening of a radiotherapy center (August 2023).



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SOCIETE NATIONALE D'ALIMENTATION (SONAL)

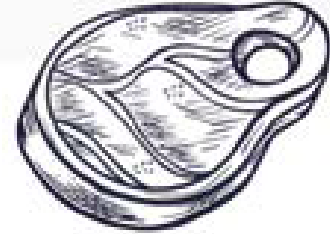


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LA COMPÉTENCE
POUR VOUS SOIGNER.

Polyclinique Farah offers quality healthcare on the national, regional and international stage with consistent regards to modernizing, diversifying and improving its services.

Our range of actions covers patients wellbeing and initiatives to raise awareness about several pathologies and preventing them.

Our vision:

Turn Polyclinique Farah into the reference in terms of healthcare quality both in Côte d'Ivoire and the West-African region. We are an ISO 9001 2015 version certified organization by « l'Association Française de Normalisation » (A-FAQ-AFNOR) since February 2021.

Our state of the art facility, one of the most efficient in the region, is composed of new generation equipments. This material allows us to propose to populations complete healthcare offers which are accessible for all.

Polyclinique Farah is :

- Emergency service
- Endoscopy service
- Cardiology service
- Hospitalization service
- Pediatric and maternity service
- Adult and neonatal intensive care unit
- Department of physiotherapy and functional rehabilitation
- Department of medical imaging and interventional radiology
- Analysis and medical biology laboratory
- Medical consultation services
- Operating rooms
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Mother Africa Needs You (MANY) SA is an Agro-industrial company operating in the fields of mechanization and transformation of agricultural products, and export of raw materials and any other ancillary or related activity. MANYs goal is to help implement agricultural development projects with the sole purpose of contributing and helping Cote d'Ivoire achieve food self-sufficiency, and reduce the growing amounts spent annually on food imports to feed the Ivorian population.

MANY SA was created in 2017 with the objective of developing intensive, modern, and environmentally safe agriculture that provides jobs for the youth and women. To this end, a concession contract for Marabadjassa former sugar complex was delivered by the Ministry of Agriculture and Rural Development (MINADER; No. 003/MINAGRI/DGDRME/DFR of 23/10/2018).

In Marabadjassa, Dabakala, and Daloa more than 1,500 producers benefited from the mechanization and technical assistance of MANY SA, including (GPS, Drones, Cyber-seeds, etc.) and other digital farm management services.

MANY'S APPROACH

MANY's 3 step approach for developing viable and sustainable linkages between agro-business and smallholder farmers consists of **RECAPITALIZATION**, **CONTRACTUALIZATION**, and **PARTNERSHIP**.



Tiahmo Rauf, CEO

MANY PROJECTS

MANY SA is working on the installation of:

- 1 Bio-gasification center which will transform bio-waste into energy.
- 4 Mechanization service centers: these centers are the heart of MANYs intervention system. The centers will provide agricultural advisory and agricultural mechanization services across the whole value chain (land preparation, seeding, crop protection, harvesting, threshing and transportation). Moreover, the centers are used to train machine operators, conduct maintenance of the agricultural machinery, and organize the sales of spare parts.
- 1 International private agricultural university.
- 1 State-of-the-art medical facility.

SUCCESS STORY

In February 2021, using its 3 step approach, MANY's intervention in Dabakala delivered after 5 months of implementation its first results:

- Increased productivity (from 3T/ha last season to 6-8 T/ha -present)
- Better quality produce (80% of the rice is Fragrance rice)
- Increased food security and incomes:
 - Guaranteed 2 seasons;
 - Farmer incomes increased up to 2 million FCFA per hectare for some producers.



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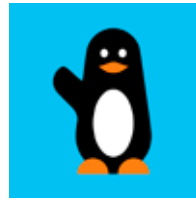


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COMMITTEE EVENT



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BORAL MEETING



TOWN HALL END OF THE YEAR DINNER

