

Radisson **BLU**
HOTEL, ABIDJAN AIRPORT

AKWABA BY RADISSON BLU

HOTELS DESIGNED
TO SAY YES !

Boulevard de l'Aéroport, Port Bouet - 03 BP 2176 Abidjan 03
Tél. : +225 21 22 20 00 - info.abidjan@radissonblu.com
www.radissonblu.com/en/hotel-abidjan

President Alassane Ouattara: Six Years In Office



At the Wall Street Journal hosted event themed "Investing in Africa" on March 7, 2017, in London, Akinwumi Adesina, President of the African Development Bank (AfDB) stressed that "There has never been a better time for Africa to attract capital investment for good bankable projects from sovereign funds, global pension plans and other available capital in the financial system." Côte d'Ivoire is no exception.

The challenge ahead was starting from scratch in a nation that had known

political turmoil for the past 10 years. As a nation, Côte d'Ivoire with its *joie de vivre*, openness and hospitality, and ability to come together to work toward a common rebuilding vision has been able to achieve some successes in spite of many challenges. The country's policy of recovery built its foundation on public investment, and Côte d'Ivoire is looking forward to complementing this investment alongside the private sector. Recent projects focused on infrastructure and agriculture provided an ideal scenario for those visionaries that have always seen the potential the region can offer. As the largest economy in the West Africa Economic and Monetary Union (WAEMU) with a 10.7% growth rate, Côte d'Ivoire is committed to continued growth under its National Development Plan. This ambitious plan has one aim: for Côte d'Ivoire to turn into an emerging economy by 2020. The plan, which is the foundation for investment, has been running since 2012 and has yielded exceptional results to date. Under the plan for the 2016-2020 period, over EUR 44 billion has been invested. Of this amount, roughly 62% has come from private investors. An indication that Côte d'Ivoire is clearly on its way to becoming an emerging economy by 2020.

Côte d'Ivoire Is Ready For Investment

Côte d'Ivoire is a success story that I was lucky enough to witness.

The Renaissance seen over the past five years in Côte d'Ivoire is starting to pay dividends. In this new era of prosperity, Côte d'Ivoire recorded an 8% growth rate in 2016. However, to maintain this level of growth will require a continued stream of investment capital. With the myriad of opportunities found within its borders, Côte d'Ivoire offers investors the means to be a pivotal part of this continued Renaissance.

We hope you enjoy this special focus on Côte d'Ivoire! Bienvenue en Côte d'Ivoire!

Editorial:
Contributing Writer/ Editor: Diana Heeb Bivona
Copy Editor: Diana Heeb Bivona
Project Assistant: Antoine Monin Depadoue
Executive Director: Oni Aningo

Global Group Media Limited,
1st Floor Charles House,
108-110 Finchley Road,
London NW3 5JJ
Tel: +44 20 7034 4368
Fax: +44 20 7467 2180



Oni Aningo Executive Director Global Group Media Rising Côte d'Ivoire 2017

oni@globalgroupmedia.com
www.globalgroupmedia.com

AFRICAB

THE ONLY WAY TO CAB !

BOOK YOUR AFRICAB AND RIDE EASILY IN ABIDJAN

PRESTI-CAB



BLACK-CAB



LUXURY CARS FOR A HIGH QUALITY SERVICE

BUSINESS - WEEKEND - NIGHTLIFE - SHOPPING

INTERNATIONAL NUMBER : +225 21 00 63 00 BOOKING AVAILABLE 24/7

GET THE AFRICAB APP TO BOOK YOUR FIRST RIDE



BOOK NOW WWW.AFRI-CAB.COM



FOLLOW US



19

Groupements et Associations

+ de 1500

Entreprises

+ de 14 000

Milliards de chiffre d'affaires

+ de 200 000

emplois

+ de 80%

de contribution aux recettes de l'Etat



AGRICULTURE



FINANCE



INDUSTRIE



SERVICES

La Confédération Générale des Entreprises de Côte d'Ivoire (CGECI) est la principale organisation patronale de Côte d'Ivoire.

Elle fédère **19 groupements professionnels et associations.**

La CGECI génère à travers ses **1500 entreprises membres :**

- ▶ Plus de **14 000 milliards** de chiffre d'affaires
- ▶ Plus de **80%** de contribution aux recettes de l'Etat ;
- ▶ Plus de **200 000 emplois.**

Elle a pour mission de :

- ▶ Représenter les entreprises, défendre et promouvoir leurs intérêts.
- ▶ Apporter à ses membres tous concours et services nécessaires au renforcement de leur capacité. A ce titre, la CGECI a mis en place un Département des Services à Valeurs Ajoutées, destiné à offrir des services pour accompagner leur développement.
- ▶ Offrir aux groupements, associations et entreprises membres un cadre de rencontre, d'échanges et de concertation. La Maison de l'Entreprise, centre de développement des Affaires du secteur Privé Ivoirien, demeure le cadre propice pour cette mission.

- ▶ Offrir à ses membres des services d'information, de veille et de conseil.
- ▶ Faire du dialogue social le moteur du développement économique et social.
- ▶ La CGECI couvre à travers ses membres tous les secteurs d'activités (industrie, commerce, services et agriculture).

La CGECI est un acteur majeur pour la représentation des entreprises et elle demeure aujourd'hui l'interlocuteur principal des pouvoirs publics, des organisations syndicales de travailleurs et de nombreux tiers : partenaires au développement, organisations internationales (OIE, BIT, FOPAO,...), organisations patronales régionales et internationales (FOPAO, GICAM, CGM, MEDEF,...) pour des sujets portant sur :

- ▶ L'amélioration de l'environnement des affaires ;
- ▶ La compétitivité des entreprises ;
- ▶ La promotion du dialogue entre les partenaires sociaux ;
- ▶ Le développement du secteur privé ;
- ▶ La création de richesse par la promotion des initiatives privées, l'entrepreneuriat des jeunes et des femmes.

Contactez-nous

Jean-Marie ACKAH Président Dr Vaflahi MEITE, Directeur Exécutif



"Le Patronat Ivoirien"

Confédération Générale des Entreprises de Côte d'Ivoire (CGECI) | République de Côte d'Ivoire | Abidjan Plateau «La Maison de l'Entreprise», angle du boulevard de la République et de l'Avenue Lamblin | 01 BP 8666 Abidjan 01
Tél.: +225 20 330 200 | Fax : +225 20 22 28 25 | cgeci@cgeci.ci - www.cgeci.ci



Jean-Marie Ackah, President, CGECI



Dr. Vaf Meite, Executive Director, CGECI

How CGECI Is Determined To Stay The Course

The Confederation of Ivorian Enterprise Businesses (CGECI) is the major employer's organization in Côte d'Ivoire. CGECI continues to play a pivotal role in representing, defending, and promoting interests and activities of businesses in Côte d'Ivoire. Since its inception in 2005, the CGECI has grown exponentially and today hosts over 1,500 companies through 19 professional associations. The CGECI has worked consistently in listening and answering to its members and empowering them by providing access to tools and resources that allow their businesses to grow. The CGECI is routinely involved in labor relations activities to establish dialogues between businesses and workers. The CGECI works alongside education institutions in Côte d'Ivoire to create hubs for businesses. It is also deeply involved in entrepreneurship promotion

and supports the professional organizations and employers' associations through capacity-building and access to finance. At the same time, they are in the process of establishing partnerships with professional organizations that have the same mandates as the CGECI. One of the new areas of its operational strategy is to attract investment that is needed to upgrade and upscale its members' businesses. According to Mr. Jean-Marie Ackah, President of CGECI, "Investment is what allows us to stand out in the African economy. If we expect to continue moving our country forward, promoting foreign investment is our duty. It is one of our obligations." In this view, everyone at CGECI is committed to the long-term vision and focus of the organization. Executive Director, Dr. Meite stresses that "We know that development goes beyond landmarks and reaching goals and is rather a mindset

"If we expect to continue moving our country forward, promoting foreign investment is our duty. It is one of our obligations."

that has to be applied to each one of the organization's actions. We believe in Côte d'Ivoire, its potential, and in its fair development of business so that it benefits all parties involved. We are paving the way for investment through a multifunctional focus."



Flourishing Investment Opportunities in Cote d'Ivoire
H.E. Adama Kone,
Minister of Economy & Finance

We actively encourage foreign investment and we are committed to doubling foreign direct investment (FDI) over the next several years. In 2013, UNCTAD estimated FDI in Côte d'Ivoire to be US \$8.2 billion, or roughly 29% of GDP. The government, working with the World Bank and the IMF, continues to work proactively to encourage a more transparent and competitive economic environment. We do not use labor, environment, health and safety, or tax laws to obstruct or mislead investment; no substantial limits on foreign investment nor difference in treatment with regard to foreign versus national investors when it comes to levels of foreign ownership or sector of investment exist.

Opportunities in the country continue to grow, and with our focus on investment that started with President Ouattara's administration, opportunities are at hand, just waiting for those willing to seize them.



West Africa Paves The Way In Financial Markets
Edoh Kossi Amenouneve,
CEO of The Bourse Régionale des Valeurs Mobilières (BRVM)

The Bourse Régionale des Valeurs Mobilières (BRVM) is one of Africa's most successful integrated regional exchanges, having linked eight West African countries for decades. This private regional stock exchange serving Benin, Burkina Faso, Côte d'Ivoire, Guinea-Bissau, Mali, Niger, Senegal, and Togo organizes securities markets and disseminates market information while also promoting the potential of these countries.

According to Pierre Goudiaby, Chairman of BRVM, "BRVM is a unique prototype both regionally and internationally in terms of its organization and architecture. Considered as the most complete model of market integration, it serves as an inspiration for other African markets. BRVM remains committed to uniting the financial markets of Africa, which are currently fragmented. By doing so, we provide investors with greater access to a larger and more fluid market. This, in turn, would enhance profitability and accelerate the development of the continent as a whole."



Versus Bank: Promoting Entrepreneurship
Guy Koizan, Director-General,
Versus Bank

Guy Koizan joined Versus Bank in 2012 as the Director-General, and since then, has remained consistent in his goal to bring a dynamic and innovative approach to banking practices that contribute to the economic development of Côte d'Ivoire.

According to Koizan, "As of 2015, 70% of Ivorian businesses had limited access to financing. Versus Bank has worked tirelessly to change that by dedicating 70% of its financing to small and medium-size enterprises (SMEs). Additionally, the bank's active participation in the national SMB and Crafts promotion days exemplifies Versus Bank's commitment to creating strong relationships with business owners. This year's agenda does stress the importance of partnerships based on trust and transparency. We do so to once again reassure and support entrepreneurs so that they know they are not facing their challenges alone. As Côte d'Ivoire's economy continues to improve, Versus Bank intends to remain a strong ally and partner on the road to the country's economic growth and emergence."

2016 : A GREAT YEAR FOR BRVM



The most innovative African Stock Exchange

The Regional Stock Exchange (BRVM) was recognized as the most innovative stock exchange on the continent in September 2016 in New York during the 9th African Investment Forum organized by AI (Africa Investor). This distinction is a recognition by the International Investors Community of the significant evolution of BRVM over the past four (4) years.

The first Islamic Stock Market in Africa with \$ 1.2 billion

By the listing of five (5) Islamic bonds or Sukuk issued by the states of Côte d'Ivoire, Senegal and Togo in 2016, the BRVM became the first Islamic exchange in Africa.

Integration in the MSCI Frontier Market Index

Morgan Stanley Capital International (MSCI) confirmed the integration of the BRVM in its prestigious MSCI Frontiers Markets Index. This achievement has been possible in regard of the progression of the volume and value traded on BRVM enhancing its liquidity.

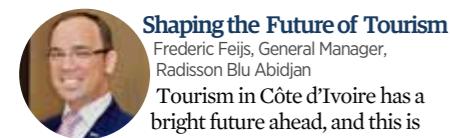


Off the beaten track: Côte d'Ivoire is the hidden jewel of West Africa

A National Park with one of the most significant populations of chimpanzees in Africa, pristine beaches and forests, and four UNESCO World Heritage sites make Côte d'Ivoire one of the most attractive tourism sites in Africa. Well within reach of European and American visitors, over 480,000 visitors arrived in Côte d'Ivoire in 2014. According to Sabelle Jelani, Founder Royal Sargall Boutique Hotels, "Côte d'Ivoire is a fascinating country. Abidjan is a multicultural and very cosmopolitan place where you can find everything you are looking for."

For Sylvie Kamano Sewell, Director of the Office of Tourism of the Embassy of Côte d'Ivoire in Washington DC, the growing interest in the region is due to the country's long-term hospitality culture. "Côte d'Ivoire is well known for its tradition of joyful hospitality, which is rooted in a culture of sharing and consideration for others, especially visitors."

Côte d'Ivoire ranks fourth in the top 10 most improved cities in the world, according to the Economist Intelligence Unit's Global Liveability Ranking. This vibrant tourism destination is also becoming a potential investment hotspot. According to Ambassador Ifeoma Akabogu Chinwuba, Nigeria's Ambassador to Côte d'Ivoire, "Tourism is a key driver for integration where Africans can travel to Ivorian destinations such as Man, Sassandra, or Assinie. African tourism is the next frontier we have to overcome for integration at an economic and social level."



Shaping the Future of Tourism

Frederic Feijs, General Manager, Radisson Blu Abidjan

Tourism in Côte d'Ivoire has a bright future ahead, and this is because of the people's desire and readiness to work and to give the best of themselves to create a world-class tourist destination in the heart of West Africa.

Many projects have been undertaken by the government and private institutions to develop eco-tourism and develop coastal regions of seaside shores and green cities to develop this niche market. Development of the hospitality sector is also well under way. Several new internationally-branded hotels are entering the market. Also, the Grand Bassam (under license of the Swiss Hotel School of Geneva), a new hotel management school, will be added to complement the current Lycée Professionnel Hotelier of Abidjan. Projects like these are in-line with our existing 4D Strategy. Many more are expected making the future of tourism in the country a bright one.

Celebrating A Vibrant Culture Through Its Creative And Entrepreneurial Voices

Loza Maléombho, Director and Owner, ATELIER Loza Maleombho S.A.R.L

By including cultural heritage



Fishermen photo courtesy of Charly Kodjo

across all areas of development, you include all people. Thus, the value of cultural heritage forms its own narrative. In my work, I am constantly thinking of ways to carry traditions into modernity. I ask myself how to communicate heritage in a modern language, something that has led me to incorporate my findings into modern creations alongside local artisans.



Issa Diabate, Managing Director and co-founder of Koffi & Diabate, Changing the Urban Face

Many African nations struggle with common urban planning issues. To address these issues, architecture must be empowered to respond in a sustainable and proactive manner, while also continuing to respect a country's distinct cultural influences. The ability to adapt to local context is needed to ensure that the solutions found to address these issues are innovative and unique. We cannot afford to shy away from promoting new approaches such as collective living to address the lack of vision existing in urban planning today. Today, as architects we can and should take the lead in designing the future of urban Africa.



Babacar Sy, Founder, Giving Back

My passion on social issues while a student in Paris involved in basketball allowed me to expand my global view and social engagements through exchange programs and scholarships. Roads that lead to opportunity and growth. Never forget where you came from: As a proud African, my origins have shaped my work.



Joana Choumali, Photographer on Sisi Barra

Changing opinions and challenging prejudices drive me. My objective is to promote awareness about social injustice, gender disparities and the multiple challenges of the female charcoal production workers in the city of San Pedro. These women epitomize the economic exploitation of marginalized women who work for a pittance while combatting social stigma and physical violence. I was inspired by their resilience and willingness to share their life stories, and wanted to utilize an empowering approach to shift perception of them from being pariah to

hard-working women of inspiration.



Aboudia, Ivorian Artist

I would say African art is doing well. African paintings appear in some of the most famous European and American museums, showcasing the importance and the contributions of African art in classical and contemporary art. Art comes from a detailed, critical reflection of one's society and that is what I am trying to showcase in my work, where inspiration comes from children and graffiti found in Abidjan's streets.



The Impact Of YSWARA And Its Projects

Swaady Martin, Founder & CEO Swaady Group, Yswara & Akrafo

We believe our brands have a compelling story and are well placed to develop into a viable franchise business which will attract entrepreneurs. The market is largely under-served and we believe that the elegant YSWARA tearooms and retail stores concept would be successful throughout Africa. We are bringing a completely different experience of the urban, contemporary and sophisticated Africa proud of its roots and origins without the clichés and stereotypes of the "tribal" Africa, while also creating a "zen" experience.

Franchise operations typically outperform company-run locations by 10-30%. Africa is generally a difficult environment to operate in, where local networks and market knowledge is key, as well as access to capital, access to prime retail location, development of local talents and on-site/dedicated/vested presence of the leadership team/management is essential. For these reasons, and for lifestyle considerations, we believe that franchising is the best model to accelerate our growth. As an African entrepreneur, I am passionate about contributing to the development of more African entrepreneurs, especially women.

The franchising business is a great opportunity to support African women entrepreneurs, setting them up for success with a proven model and strong on-going business and training support. We are mentoring women in business through product and skills that are sympathetic to womanhood, elevating their social position and expanding the discourse.



H.E. Kone Bruno photo by Issouf Sanogo / AFP / Getty Images

Abidjan: Africa's New Tech Hub

H.E. Kone Bruno, Minister of Telecommunications

As our entrepreneurs competing in this digital age have demonstrated, it is time to position Côte d'Ivoire as West Africa's technology and start-up hub. Africa has contributed to technology in the past few years, and beautiful initiatives have taken root from hashtags promoting co-operation to software applications for farmers. Côte d'Ivoire intends to be an integral part of that technological revolution.

In partnership with the African Development Bank (AfDB), we have announced the creation of the Ivorian Innovation Fund (IIF). The US \$223 million fund will be devoted to infrastructure and finance support

for start-up businesses, particularly in the technology sector. Thus, creating a hub for Ivoirians as well as linking them up with people from all over the world who work on startup businesses, a reality of globalization that enriches start-ups worldwide. Lacina Kone, Special Advisor to the President on ICT supports that premise affirming that "to encourage long-term economic stability, the untapped digital resource is the best foundation towards a sustainable growth strategy. Promotion of a transition towards a digital economy across all government sectors has been one of our priorities as we see how this will lead us to a knowledge-based economy, thus unleashing our countrymen's potential and diversifying our growth fronts."



VIPNET: Delivering Business from Abidjan To The World

Ahmed Cherif



The entrepreneurial spirit that makes Ivoirians stand out is striking and best illustrated from new business creations witnessed in the telecommunications industry. From the very early days of the Web 2.0, Côte d'Ivoire has stood

Technology: A Tool to Leapfrog Development

Vangsy Goma, CEO, Africab

Infrastructure, IT literacy, and access to finance are still key areas to focus on in order for technology to unlock its full potential here and in Africa. In regards to transportation, West Africa offers great opportunities to entrepreneurs. The market is booming and is welcoming to all kinds of innovative ideas, especially in the transportation sector where the needs are diverse and current offerings slim. With the co-operation of institutions such as the Center for Promotion of Investment (CEPICI), new businesses can enjoy a safe environment open to investment where they can explore a variety of niche market opportunities. I would like to see Africab as a pan-African company where someone in Dakar is able to order an Africab on his or her way to the airport and upon landing in Douala, use Africab's service to get to their destination.



out because of its citizens' utilization of tools like the internet to connect to and improve their communities. We were established in 1999 and over the years, we have been very involved in improving the country's connectivity. From hosting to providing internet access in the best way possible, VIPNET is a leading telecommunications operator that works to provide customized internet solutions and managed services to its clients. We are the third largest internet provider in Côte d'Ivoire with an output capacity of 3 GBps.