



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



The Attractiveness of the Business Climate in Senegal

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(<http://www.unido.or.jp/>)





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SUSTAINABLE
DEVELOPMENT GOALS

What is UNIDO?

- Established in 1966
- Promotes and accelerates **inclusive and sustainable industrial development (ISID)** in developing and emerging countries



Headquarters in Vienna, Austria



*Director General
LI Yong*





Delegate Programme

Promotion of investment and technology from Japan to Senegal, by inviting an official from **APIX** to Japan and organizing tailor-made programmes, including **promotion events and business meetings** in Japan



Benefits for Japanese potential investors:

- ✓ Human network with local key organizations
- ✓ Get acquainted with recent business climate
- ✓ The first step to make a business visit

*Ms. Adama Gueye
visited in 2013 and 2015*





Africa Advisory Programme



Ms. Aïssatou NDIAYE in Dakar, Senegal

- The latest market information
- Business partner matching
- Government relations
- Investment project information
- Site visits



UNIDO Senegal

Programme for Country Partnership Senegal (PCP)

- Mobilizes development partners, UN agencies, financial institutions and the business sector to advance inclusive and sustainable industrial development, within the framework of the Emerging Senegal Plan (PSE)



Industrial Policy



Agro-Poles



Industrial Parks



Regional Mining Hub



SEZs and Incentive Package Reform





Technology Transfer

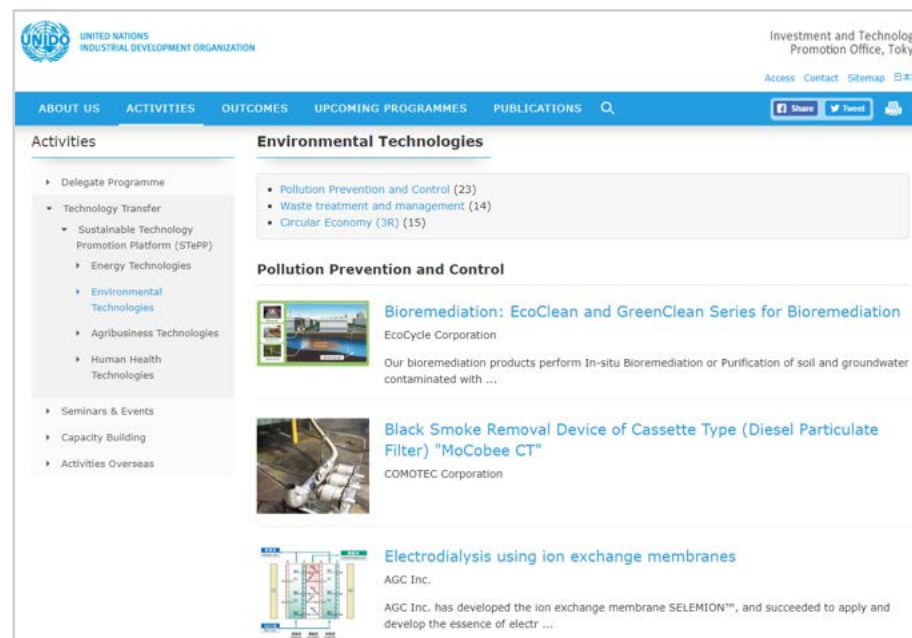
UNIDO ITPO Tokyo's

STePP

Sustainable Technology Promotion Platform

4
Categories

- Energy
- Environment
- Agribusiness
- Human Health



Benefits for Japanese companies:

- ✓ Matching platform for technology owners and beneficiaries
- ✓ Promotional supports (i.e. PR video and an exhibition etc.)



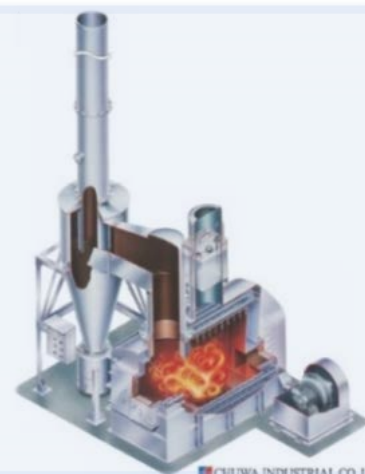


Projects to mitigate the impacts of the COVID-19

- 2 technologies are selected from **STePP** for Senegal under **UNIDO technology demonstration and transfer projects** funded by the **Government of Japan** (2020)

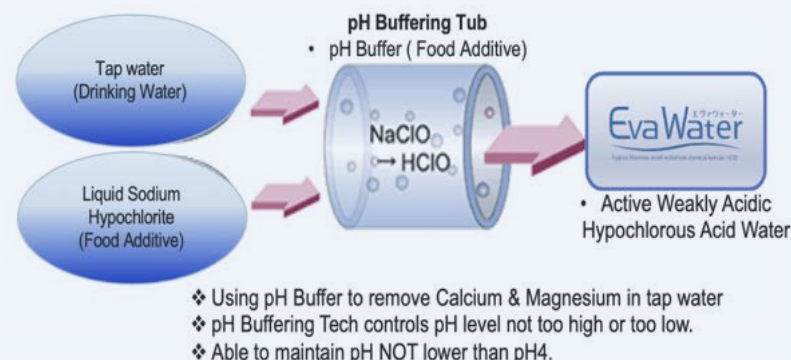
Smokeless incinerators for medical waste

- CHUWA Industrial Co., Ltd.
- Project site: University Hospital Fann



Disinfection system and its value chain by hypochlorous acid water generator

- Terios-Tec Co., Ltd. / Parks Co., Ltd.
- Project site: Dakar





Africa Advisory programme achievement in Senegal

In August 2019, UNIDO ITPO Tokyo appointed a National Advisor in Senegal

- Met /contacted by around **30 Japanese companies**, UNIDO advisor:
 - ✓ established **local contacts** for business matching (food, agribusiness, energy, medical equipment, pharmaceutical products, event producer, sanitation,...)
 - ✓ identified **investment opportunities** for Japanese companies (Call for tenders in logistics, in telecommunications, government projects).
 - ✓ provided **consultancy services** (recruiting consultants, unblocking administrative issues, providing market information, supporting company implementation).
 - ✓ facilitated **bilateral meetings with government representatives** (Ministry of Industry, Agricultural dept) and **relationship with local authorities** (signature of MoU)
- Provided support to **Japanese institutions** in Senegal such as the Embassy of Japan and JICA (Japanese joint public private mission, Agropole North)

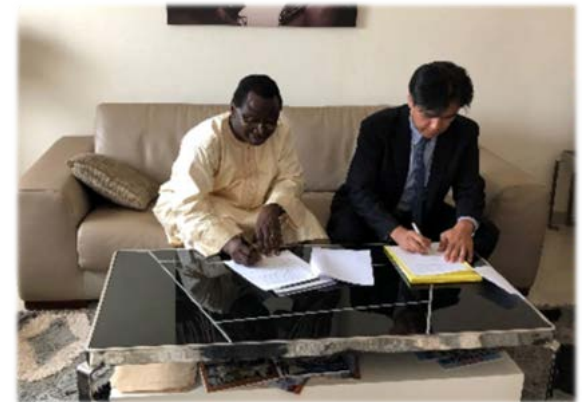




Africa Advisory programme achievement in Senegal

Helping Sucrecube Japan Inc. to establish a local subsidiary in Senegal

- ✓ **August 2019** - Sucrecube Japan Inc. consulted with the Senegal advisor about marketing of the TUMIQUI kits solutions and establishment of an assembly and maintenance center.
- ✓ **December 2019** - Sucrecube Japan Inc. and Sandiara City signed an MoU, through the assistance of the Senegal advisor
- ✓ **January 2020** –Sucrecube Japan Inc. established a local company in the Special Economic Zone of Sandiara
- ✓ **February 2020 onwards** - Senegal advisor continues to support the deployment of TUMIQUI solutions to schools and clinics in the city, and assists surveys for local assembly.





Senegal Business environment update

All sectors, in particular the tertiary sector, have been impacted by the COVID19 pandemic



Primary sector

- **Moderate impact on agriculture:** continuity of local demand and limited impact on exports
- **Moderate impact on fishing:** temporary shutdown of activity and exports due to national and international sanitary measures



Secondary sector

- **Stability of mining products** (gold & phosphate) in terms of price and demand but temporary disruption of supply chains
- **Agri-food production impacted** by closures of factories and logistical disruptions



Tertiary sector

- **Shutdown of tourism,** drop in air transport due to border closures and road transport slowdown in relation to health measures
- **Declining telecommunications sector**



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Economic Recovery Plan

The Government of Senegal has presented the Priority Action Plan II **ADJUSTED** and **ACCELERATED (PAP2A)** to **RESTORE** the initial trajectory of the Emerging Senegal Plan (**PSE**)



1. food sovereignty by strengthening autonomy over basic products (rice, other cereals, milk, fish, meat, etc.) and stimulating “local consumption”
2. health and pharmaceutical sovereignty in order to make these sectors more resilient and more efficient industrialization of the economy.
3. digital transformation of the economy, especially in key sectors such as education, health and administration to make them more resilient to crises
4. development of the Private Sector, in particular through the implementation of flagship reforms (PPP, taxation, formalization) in the driving sectors of the economy
5. development of local and regional tourism
6. strengthening social protection by expanding access to social protection mechanisms to help the most vulnerable populations





Priority sectors of the economic recovery plan

Opportunities for Private Investment & Public Private Partnership



AGRICULTURE

- Mango and others sectors projects
- Development of a farm rice for a production of 8,400T



FISHING

- Establishment of marine aquaculture industrial farms (5,000 T)



HEALTH

- Construction of two hospitals level 3 and a multidisciplinary hospital
- Finalization of the International Hospital of Dakar



PHARMACY

- Business restructuring of pharmaceuticals in difficulty
- Support of new projects in Pharmaceutical industry



INDUSTRIAL PLATFORMS

- Acceleration of the implementation of Agropoles (South, Center, North and West) with the technical assistance of UNIDO



DIGITAL TRANSFORMATION

- E-Gov project to improve efficiency and government efficiency



TOURISM

- Development of new generation tourist resorts (hotels, resorts, restaurants).



OTHER SECTORS

- Construction
- Water and sanitation
- Education





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Thank you!



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