



SENEGAL BUSINESS ENVIRONMENT

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Senegal at glance

- Located at the extreme West of the African continent, a **strategic geographical position** that gives an opening to the world and a easy accessibility.
- With its 17 million inhabitants, Senegal has a **highly educated and skilled workforce** with a **long history of social and political stability**.
- Member of the West African Monetary Union **UEMOA** and the regional bloc **CEDEAO** (15 countries and more than 300 million potential consumers).
- Implementation of a **major reform agenda to stimulate FDI flows** in key sectors, including agriculture, industry, tourism, transport infrastructure and extractive industries.
- Several **investment protection and promotion agreements** signed with several dozen partner countries around the world.





Economic Recovery Plan after the Covid-19

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**



Opportunities for Private Investment & PPP



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



In order to facilitate Foreign Direct Investment, **UNIDO** has developed with the Government of Senegal a **Programme for Country Partnership** that includes a series of instruments creating an attractive business environment:

Special Economic Zones

Investors who invest in these SEZ benefit from various advantages at financial, fiscal and services levels.

Integrated International Industrial Platforms

Access to land is sometimes a lengthy and complex process. The industrial platforms offer attractive modern logistical environments with a one-stop-shop that facilitate the installation and the operationalization of industrial projects.

Regional agro-industrial hubs

Those hubs (agropoles) under establishment will bring together producers, transformers and buyers in order to modernize agricultural value chains. They should also benefit from the Special Economic Zone status in the near future.

Regional Mining Hub

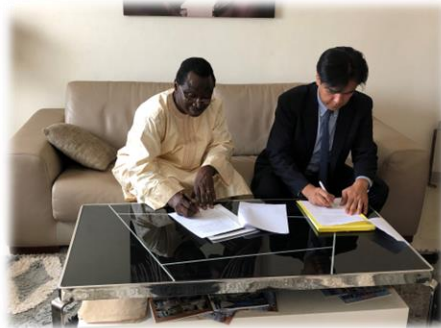
Senegal is supporting the progressive development of the local processing. For this objective, it is building a performing and attractive ecosystem with international quality services, logistic and human resources in the mining sector.



UNIDO ITPO Tokyo Advisory Programme

An **Investment Promotion Advisor** is assigned to support Japanese companies interested in starting their businesses in Senegal and in the neighboring French speaking countries. The advisor provides a variety of services such as :

- market information
- business partner matching
- government relations
- investment opportunities
- consultancy services
- site visits





UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

SUSTAINABLE
DEVELOPMENT GOALS

Thank you!

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