



Investment opportunity #1: Innovation Centre Host Area

- ▶ **Description:** Construction, fitting out and equipping of spaces dedicated to companies specialising in the research and development of innovative solutions aimed at setting up an ecosystem to enable companies to test, implement and scale up digital technologies and services
- ▶ **Implementing structure:** Ministry of Digital Economy and Telecommunications, Parc des Technologies Numériques du Sénégal, SENUM SA
- ▶ **Location:** Diamniadio, Diass, Lac rose
- ▶ **Example:** PTN - Station F - Epicentre (Groupe Teyliom), the network of Industry X.0 innovation centres in France developed by Accenture

Investment opportunity #2: Training centre for digital and audiovisual professions

- ▶ **Description:** Construction & Operation of training centres for digital professions
- ▶ **Implementing structure:** Ministry of Digital Economy
- ▶ **Location:** Dakar, Diamniadio, Thiès, Mbour
- ▶ **Example:** Ecole Supérieure Multinationale des Télécommunications, Ecole Supérieure des Technologie et de Management, Ecole Supérieure Polytechnique, Volkeno

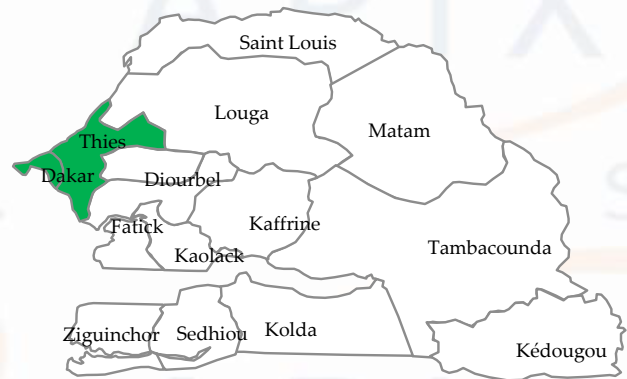
Investment opportunity #3: Business process outsourcing centre - BPO

- ▶ **Description:** Construction of a BPO centre to position Senegal as a destination for companies seeking to outsource business processes or call centres
- ▶ **Implementing structure:** Ministry of Digital Economy; Ministry of Employment and Vocational Training, etc.
- ▶ **Location:** Dakar, Diamniadio, Lac rose, Thiès
- ▶ **Example:** INTEL CIA, PCCI, TECHNOPARKS from Morocco

Sector overview

- ▶ **Challenge:** Senegal has developed its digital strategy "Senegal numérique 2025" (SN2025) which aims to act as a catalyst for modernising the economy and improving competitiveness. The SN2025 is broken down into 28 reforms and 69 projects based on four (4) axes:
 - ▶ Open and affordable access to digital services;
 - ▶ Connected administration at the service of citizens and businesses ;
 - ▶ Promotion of innovative and value-creating digital industry;
 - ▶ Dissemination of digital technology in priority economic sectors.
- ▶ **Institutional support:** Ministry of the Digital Economy, Senegal Digital Technology Park, SENUM SA

Location



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