

STRATEGIC INVESTMENT FORUM  
AND TRADE PROMOTION

# PROMOTE

Gambia · Senegal · Finland

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25 – 26 March 2026 · Radisson RED Hotel, Helsinki

**Organised by:** H.E. Raam Faal, Ambassador Plenipotentiary, Gambia | Mr. Saloum Sane, President – Invest in Senegal

**In partnership with:** Africa Business Network · Chamber of Commerce Finland · Finnpartnership

# Forum Agenda

Official two-day programme – Helsinki, 25-26 March 2026

## DAY 1 – Wednesday, 25 March 2026

- 09:00** Registration & Welcome Coffee
- 09:30** Opening & Policy Endorsement – H.E. Raam Faal
- 09:40** Keynote Speeches – HC Bensouda & Amb. BA Faye
- 10:20** Ministerial Panel – Trade, Investment, Opportunities
- 11:35** Investment Opportunities – GIEPA & Invest in Senegal
- 12:30** Networking Lunch
- 13:30** Finland – West Africa Strategic Dialogue
- 14:00** Financing & Opportunities for Finnish Companies
- 15:00** B2B Networking – Business Meetings
- 18:00** Informal Networking Reception

## DAY 2 – Thursday, 26 March 2026

- 09:00** Registration & Coffee
- 09:15** Financing Opportunities – Finnpartnership
- 09:45** Senegal Investment Pitch
- 10:00** Gambia Investment Pitch
- 10:15** Financing Instruments & Government Insights
- 10:45** Diaspora Dialogue – Panel Discussion
- 11:15** B2B Matchmaking – Follow-up Meetings
- 12:30** Networking Lunch
- 13:30** Sectoral Roundtables (5 key sectors)
- 15:00** Way Forward & Official Closing

# SENEGAL VISION 2050

*The National Transformation Agenda*

*« Building, by 2050, a Senegal  
Sovereign, Just and Prosperous,  
grounded in strong values »*

His Excellency Bassirou Diomaye Diakharr FAYE, President of the Republic of Senegal

## PILLAR 1

Competitive Economy

## PILLAR 2

Human Capital & Social Equity

## PILLAR 3

Sustainable Development

## PILLAR 4

Governance & African Engagement

# Senegal in Key Figures

*Current economic & social indicators and 2050 targets (Senegal Vision 2050)*

**18 M**

Population (2023)

**1 660\$**

GNI/capita – USD (2023)

**37,5%**

Poverty Rate (2023)

**5,3%**

Avg. Growth 2014-2023

## VISION 2050 TARGETS

**>4 800\$**

Target GNI/capita 2050 (USD)

**35 M**

Projected Population 2050

**10%**

Target Poverty Rate 2050

**6,5%/an**

Target Growth 2025-2050

**1 M**

Target Formal Businesses 2050

**13 M**

Target Paid Jobs 2050

**45 000 Mds**

FCFA investment 2025-2034

**8 Pôles**

Territorial Economic Hubs

# Priority Investment Sectors – Senegal

Four growth drivers identified by Vision 2050

## Agro-industry & Fisheries

- Cereal, peanut, oilseed, horticulture value chains
- Aquaculture & fisheries processing
- Livestock (milk, meat, hides) & forest products
- Regional Agropoles (North, Centre, South, East, West)

## Extractive Industries

- Hydrocarbons (Sangomar: 930M barrels, GTA: 1,300 Bn m<sup>3</sup>)
- Phosphates & fertilizers (191M t reserves)
- Construction materials, Metallurgy
- MSGBC Oil Logistics Hub

## Manufacturing Industries

- Pharmaceutical industry (>90% imported)
- Leather, textile-clothing, assembly
- Recycling & circular economy
- Special Economic Zones (SEZ)

## High Value-Added Services

- Beach tourism, ecotourism, religious tourism
- Digital: AI, BPO, CRM, ESO, fintech
- Cultural & Creative Industries (CCI)
- Regional financial and logistics hub

# Energy Transition & Climate Finance

*Specific opportunities for Finnish partners (Cleantech, Green Finance)*

## Energy Goals 2050

12 000 MW

Target installed production capacity (vs 1,945 MW in 2023)

>40%

Share of renewables in the energy mix

<60 FCFA

Target kWh cost (vs 110 FCFA in 2022)

100%

Universal electricity access (urban and rural)

0%

Heavy fuel / coal in the mix – zero heavy fossil fuels

40% à 2030

Renewables in the national energy mix

## Opportunities for Finnish Companies

### ▶ Solar & Wind:

Photovoltaic systems, rural mini-grids, storage

### ▶ Smart Grid:

Smart grid technologies, energy efficiency management

### ▶ Water Cleantech:

Desalination systems, wastewater treatment, WASH

### ▶ AgriTech:

Precision agriculture solutions, AI, drones, supply chain

### ▶ Digital Health:

E-health, telemedicine, digital patient records

### ▶ Green Finance:

Green Bonds, Blue Bonds, voluntary carbon credits

### ▶ Logistics:

Smart port systems, logistics platforms

# Gambia – Investment Profile

*Strategic partner, gateway to West Africa*

## Economic Profile

<b>Area</b>	11,300 km <sup>2</sup>   Smallest country in continental Africa
<b>Population</b>	~2.5M inhabitants (2024)
<b>Language</b>	English (official) – Access to anglophone markets
<b>Currency</b>	Gambian Dalasi (GMD)
<b>PIB</b>	~2.2 Bn USD (2023)
<b>Growth</b>	5.3% (2023)
<b>Stability</b>	Consolidated democracy since 2017
<b>Investment Agency</b>	GIEPA – Gambia Investment & Export Promotion Agency

## Priority Sectors – Gambia

### Tourism & Hospitality

7-month tourist season, Atlantic beaches, ecotourism

### Sustainable Energy

High dependence on fossil imports → solar opportunities

### Agribusiness

Agriculture (40% GDP), export horticulture, peanuts, sesame

### Infrastructure

Roads, ports, logistics – Ndayane regional connectivity

### Digitalisation

Mobile money, e-government, urban smart solutions

### Fisheries & Aquaculture

Underutilised coastal fishery resources

# Finland – West Africa Partnership

*Financing instruments & cooperation available for Finnish investors*

## FINNFUND

*Development Finance & Impact*

- Long-term equity & debt financing
- Sectors: renewable energy, agri, infrastructure
- SDG-aligned projects – ODA and financial return

## BUSINESS FINLAND

*Internationalisation & Innovation*

- Grants & SME internationalisation services
- African technology partner matching
- R&D support and technology transfer

## FINNPARTNERSHIP

*Business Finland-Africa Partnership*

- Africa investment planning grants
- Pre-investment field support
- Local & sectoral expert network

## FINNVERA

*Export Credit & Guarantees*

- Export guarantees for Finnish SMEs
- Country risk financing – loss coverage
- Infrastructure & industry project financing

## AFRICA BUSINESS NETWORK

*Chamber of Commerce – Network*

- Network of Finnish companies in Africa
- Market intelligence & matchmaking
- Finland-Africa B2B forums & events

# ACS Senegal – Your Local Market Entry Partner

*Presence strategy, visibility & market integration for foreign companies in Senegal*

*Afrik'Can Consulting & Services (ACS) — The only integrated agency in Senegal combining 360° communication, advertising, corporate events and textile manufacturing under one roof.*

## Consulting & Strategy



### Market entry strategy

- Communication & positioning audit
- 360° personalised strategy for the Senegalese market
- Brand cultural adaptation consulting
- Optimised local media plan from day 1

## Advertising Agency



### Visibility & Field Presence

- 257 urban advertising displays – Dakar + AIBD
- 104 displays at Blaise Diagne Airport (2.94M pax/year)
- Mobile LED 360° — 1st mobile unit in Senegal
- 100% Greater Dakar coverage guaranteed

## Events & Digital



### Launch & Corporate Activation

- Product / brand launch events
- Team-building, seminars, conferences
- Multi-platform community management
- Video production & localised digital content

## Textile Manufacturing



### Brand image & local identity

- Custom uniforms & professional attire
- Corporate textile branding (embroidery, screen printing)
- Goodies and promotional event materials
- 72h express delivery — integrated TEETELLAB workshop

# Flagship Investment Projects & Opportunities

*Structural projects open to public-private partnerships (PPP)*

## **Dakar BRT (Bus Rapid Transit)**

121 fully electric buses | 18.3 km – 23 stations  
€85.4M Proparco + EAIF | 300,000 passengers/day  
1,000 direct jobs | CO<sub>2</sub> reduction

## **TER (Regional Express Train)**

Dakar ↔ Diamniadio / Blaise Diagne Airport  
780 Bn FCFA – 19 km extension underway  
Reduction of 8,500 t CO<sub>2</sub>/year by 2025

## **Port of Ndayane**

600 ha logistics platform – associated SEZ  
Deep-water port → West Africa logistics hub  
Multimodal connection to landlocked Sahel

## **Regional Agropoles (6 hubs)**

Agropole North, Centre, South, East, Thiès, Diourbel  
Local processing of agricultural raw materials  
Mixed public-private financing – PPP eligible

## **Pharmaceutical Industry**

>90% of medicines imported → local industry  
Goal: regional hub for vaccine & generic production  
Technology transfer partnerships sought

## **Phosphates & Fertilizers (Matam)**

191M t phosphate reserves | Matam deposits  
Integrated phosphate-fertilizer complex planned  
Triple the sector by 2050 | 10,000 jobs

# Diaspora, Startups & Digital Economy

## Endogenous growth drivers – Senegal & Gambia

### Diaspora – Financial Lever

- 8.9% of Senegalese GDP = diaspora remittances (2023)
- Diaspora Bonds – patriotic & ethical investments
- Sectors: social housing, energy, agri, transport
- Diaspora Dialogue – Dedicated panel on Day 2 (10:45)
- Speakers: Mr. Baye Diallo Mboup & Chef Paco Ndiaye

### Startups & Tech – Key Players

- InTouch – Pan-African fintech (15 countries)
- LAfricaMobile – Business communications
- Oolu – Off-grid solar leader in West Africa
- Fleeti – IoT & operations digitalisation
- Maad – Digital FMCG distribution
- Afrikamart – Agricultural B2B marketplace
- Rubyx – Digital microfinance

### Digital Economy 2050

- Unique digital identity for every citizen
- Digitalised land registry & cadastre
- 100% digitalised public services
- Diamniadio Digital Technology Park → 8 hubs
- BPO, ITO, ESO, CRM outsourcing services

### PPP & Business Environment

- PPP Law Nov. 2021 – modernised framework
- 66 PPP-eligible projects (17 in advanced phase)
- One-stop investor shop – incorporation in 1 day
- 3 Special Economic Zones
- ACS Senegal – communication & market integration partner

# Sectoral Roundtables

5 strategic themes



## Sustainable Energy & Climate Solutions

- Solar & wind renewable energies
- JETP transition financing (€2.5 Bn)
- Smart grids & energy efficiency
- Finnfund / Business Finland opportunities



## Agribusiness & Value Chains

- Agropoles and industrial zones
- AgriTech, smart irrigation
- Processed goods exports
- Modern agricultural cooperatives



## Tourism & Hospitality

- Upgrading beach tourism
- Ecotourism & sustainable tourism
- MICE & business tourism
- Lead: Hon. Abdou Jobe, Minister of Tourism, Gambia



## Infrastructure, Ports & Logistics

- Port of Ndayane – SEZ
- 5 strategic corridors 2050
- Dakar-Tambacounda railway
- Regional logistics platforms



## Digitalisation & Smart Solutions

- BPO, ITO, CRM, ESO – outsourcing
- E-health & telemedicine
- Smart cities & smart solutions
- Fintech & financial inclusion

# WAY FORWARD & KEY CONTACTS

01

## B2B Matchmaking in Progress

Direct contact with delegations | Agenda available on-site

02

## Investor Interest Register

Register your sectoral interest with GIEPA & Invest in Senegal (APIX)

03

## Due Diligence & Local Support

Finnpartnership (pre-invest), Finnvera (guarantees), Business Finland (R&D) · ACS Senegal (presence strategy & communication)

04

## Post-Forum Follow-Up

Summary reports, partnership agreements, planned prospecting missions