

## السادة أعضاء جمعية رجال الأعمال المصريين الأفارقة المحترمين

تحية طيبة وبعد،،

استكمالاً للجهود والأنشطة المعمول بها والعلاقات المتميزة التي تربط جمعية رجال الأعمال المصريين الأفارقة بشركائها الاستراتيجيين والذي تحرص فيه بعض الجهات الخارجية على التعاون مع الجمعية وأعضائها فقد ورد إلينا دعوة لحضور منتدى "استثمر في السنغال"، وذلك في إطار تعزيز التعاون التجاري والاستثماري بين مصر والسنغال، والتعرف على الفرص الواعدة في مختلف القطاعات الاقتصادية، بما يسهم في دعم توجهات التوسع نحو الأسواق الأفريقية وتحقيق التكامل الإقليمي.

مرفق المنشور

وتفضلوا بقبول فائق الاحترام،

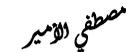
رئيس مجلس إدارة جمعية  
رجال الأعمال المصريين الأفارقة



د/ يسري الشرقاوي

جمعية رجال الأعمال المصريين الأفارقة  
مشهرة برقم 11455 لسنة 2021  
Egyptian African Businessmen's Association  
11455/2021

الأمين العام لجمعية  
رجال الأعمال المصريين الأفارقة



م مصطفى الامير



# FII SÉNÉGAL™ 2025

**CICAD - DIAMNIADIO, SENEGAL**

**07- 08 OCTOBER 2025**

**« CONNECTING OPPORTUNITIES,  
BUILDING THE FUTURE »**



*At a time of major economic, social, technological, and ecological transitions, Senegal is strongly reaffirming its ambition to become a hub of stability, trust, and shared prosperity on the African continent.*

## «FII SENEGAL 2025» IS MUCH MORE THAN A FORUM:

It embodies a sovereign, bold, and confident vision of development based on innovation, local transformation, social justice, and fair cooperation. By welcoming the world to the heart of our nation, we are choosing openness and confidence in our own capabilities, while affirming our determination to build a robust, inclusive, and competitive economy—one that meets the aspirations of our youth and the needs of our regions.

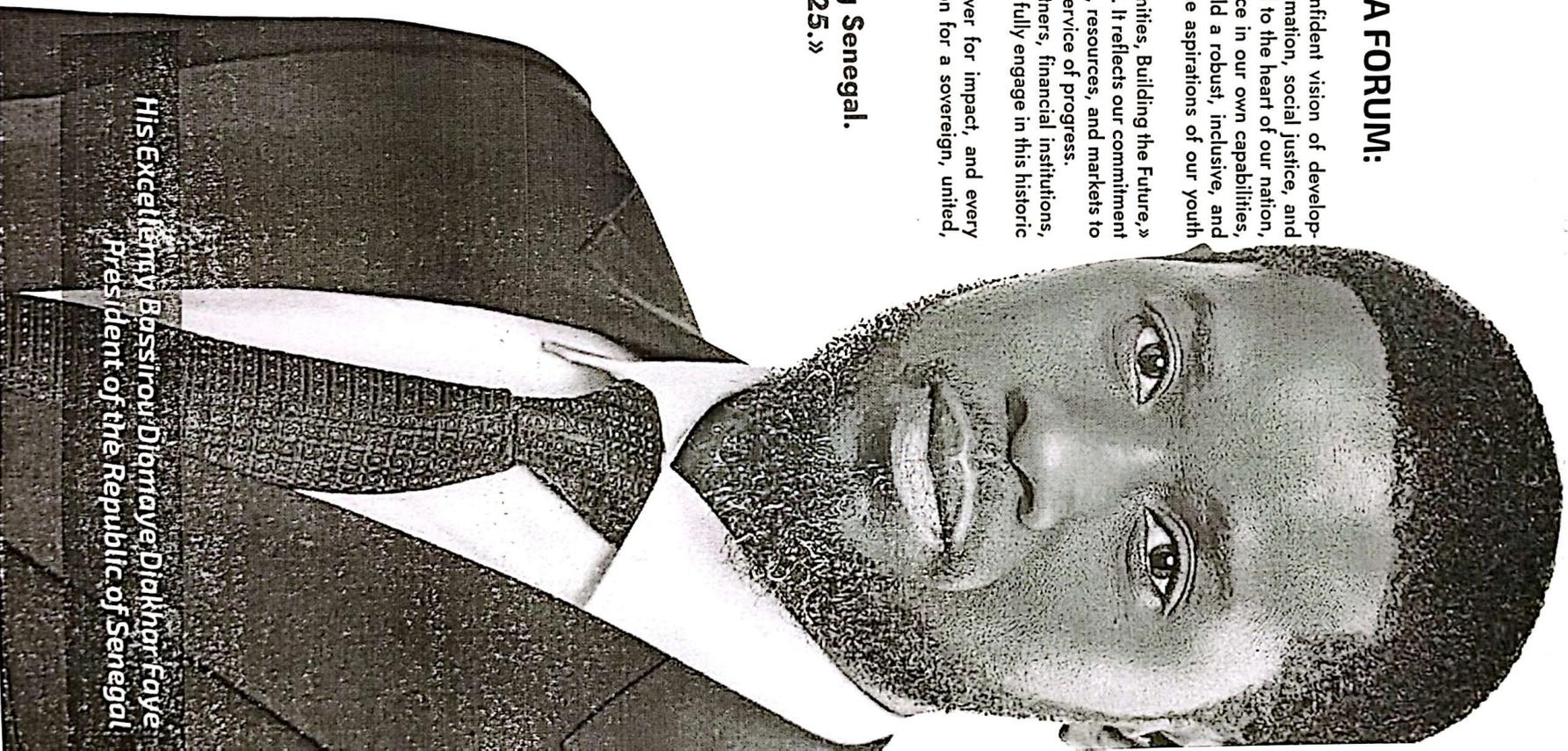
The Forum's theme, «Connecting Opportunities, Building the Future,» fully resonates with our national trajectory. It reflects our commitment to creating bridges between talent, ideas, resources, and markets to co-construct sustainable solutions in the service of progress.

I invite investors, public and private partners, financial institutions, project leaders, and civil society actors to fully engage in this historic momentum.

Let us turn every commitment into a lever for impact, and every partnership into a pillar of transformation for a sovereign, united, and prosperous Senegal.

**«Welcome to a transforming Senegal.  
Welcome to FII Senegal 2025.»**

**Senegal**  
2025



**His Excellency Bossirou Diomaye Diakhon Faye  
President of the Republic of Senegal**

GUEST OF HONOR

# SAUDI ARABIA

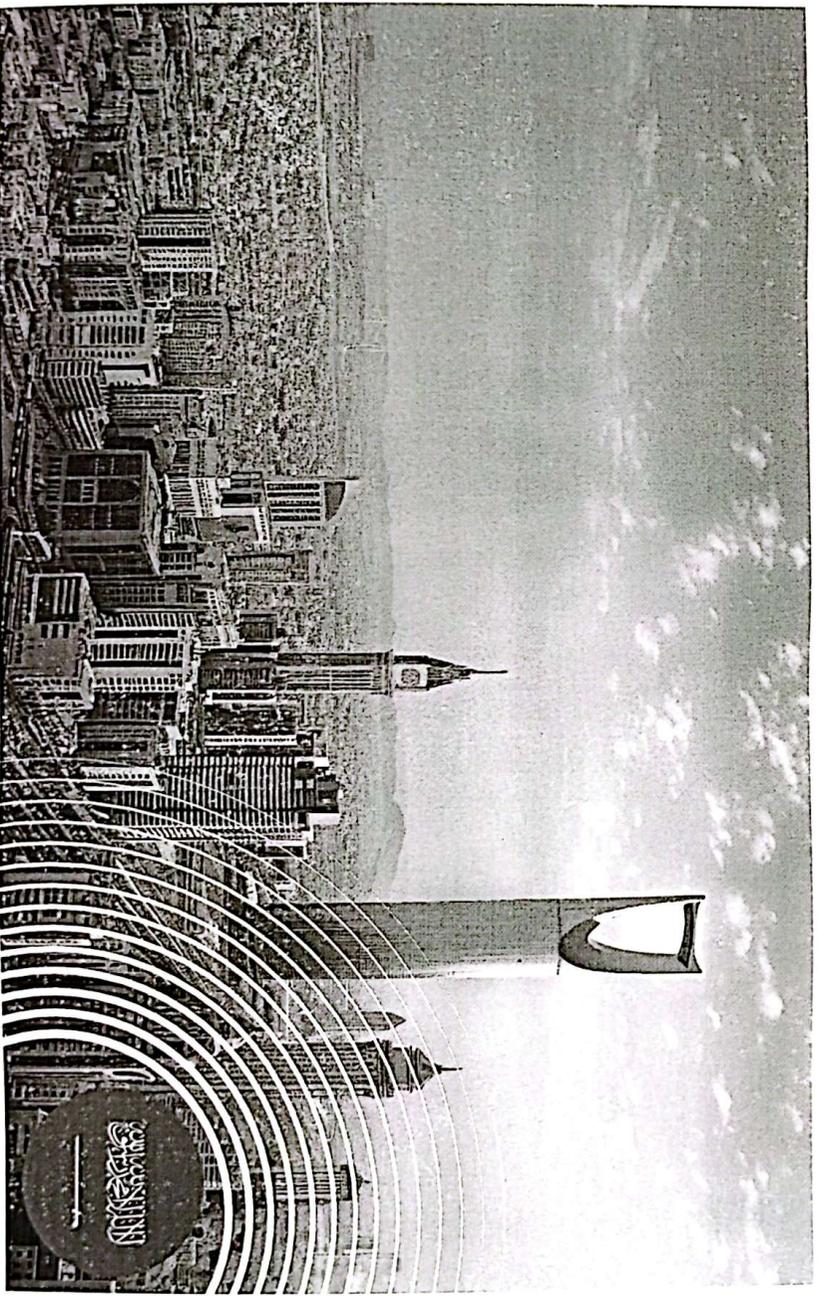
Saudi Arabia's selection as the guest country of honor for the Invest in Senegal Forum 2025 reflects the depth and vitality of the relationship between our two nations.

Since the establishment of diplomatic relations in 1964, Senegal and the **Kingdom of Saudi Arabia** have built strong ties based on political, religious, and economic affinities. This cooperation has resulted in significant investments from the Saudi Fund for Development in key sectors such as infrastructure, energy, health, and education.

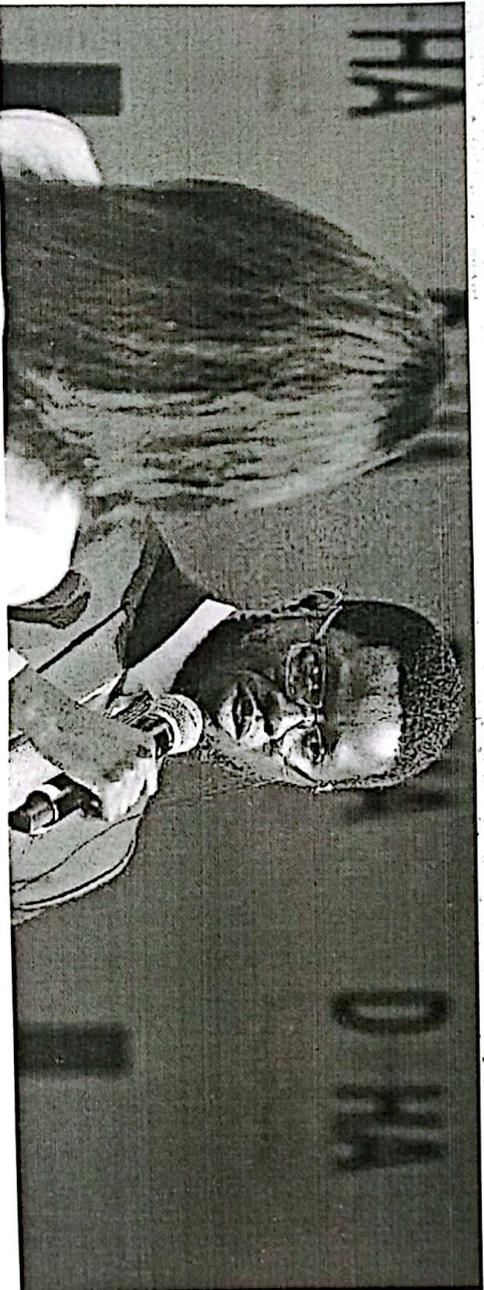
Today, this relationship is growing stronger, with ambitious prospects ahead. Saudi Arabia plans to invest **\$41 billion** in Sub-Saharan Africa over the next ten years—an initiative that opens new opportunities for Senegal, particularly in agriculture, energy, tourism, and Islamic finance.

The Invest in Senegal Forum 2025 thus provides a strategic platform to realize these shared ambitions and strengthen bilateral partnerships.

*By welcoming **Saudi Arabia** as the guest country of honor, Senegal reaffirms its commitment to diversifying its partnerships and embracing collaborations that promote sustainable growth, in line with its Vision 2050.*



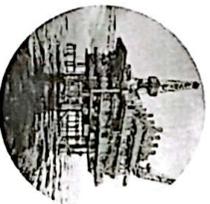
IN THE PROGRAM  
PRESIDENTIAL PANEL



THEMATIC PANELS



AGRICULTURE

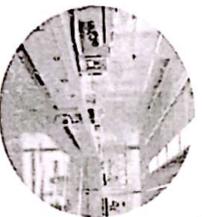


NATURAL RESOURCES  
OIL, GAS, MINING, GOLD, FISHERY RESOURCES, SOLAR, WIND



INFORMATION TECHNOLOGY AND  
ARTIFICIAL INTELLIGENCE

Sénégal  
2050



HEALTH



INDUSTRIALIZATION



FINANCING

## **BOARDROOMS STRATEGIC DISCUS- SIONS AT THE HEART OF THE FORUM**

Confidential and exclusive spaces, the boardrooms will bring together investors, public decision-makers, and project leaders around the State's priorities and high-potential private initiatives. A privileged setting to explore concrete investment opportunities and establish high-impact partnerships.

## **DEALSROOMS INVESTMENT IN ACTION**

Dedicated to the finalization of concrete partnerships, the Deal Rooms will enable targeted discussions between investors, project developers, and financial institutions. An operational setting to turn intentions into commitments.

## **SIDE EVENTS A TAILOR-MADE PARALLEL DYNAMIC**

Organized on the sidelines of the Forum, the Side Events offer an open platform for any stakeholder wishing to highlight a specific theme, launch an initiative, or lead a focused discussion. Each organizer operates with full autonomy regarding format and content, within the overall framework of the Forum.

## **HIGH-LEVEL NETWORKING CONNECT WITH DECISION-MAKERS**

These exclusive networking sessions will bring together senior public officials, business leaders, and international partners. An opportunity to build strategic connections in a setting conducive to high-level dialogue and influence.

## **THE HANDICRAFT EXHIBITION SHOWCASING OUR EXPERTISE**

In a dedicated space, visitors will discover the handicraft exhibition, which will highlight the richness of Senegal's artisanal heritage by offering an exceptional platform for local artisans, creators, and entrepreneurs.

## **THE CULINARY EX- HIBITION A JOURNEY TO THE HEART OF SENEGALESE GASTRONOMY**

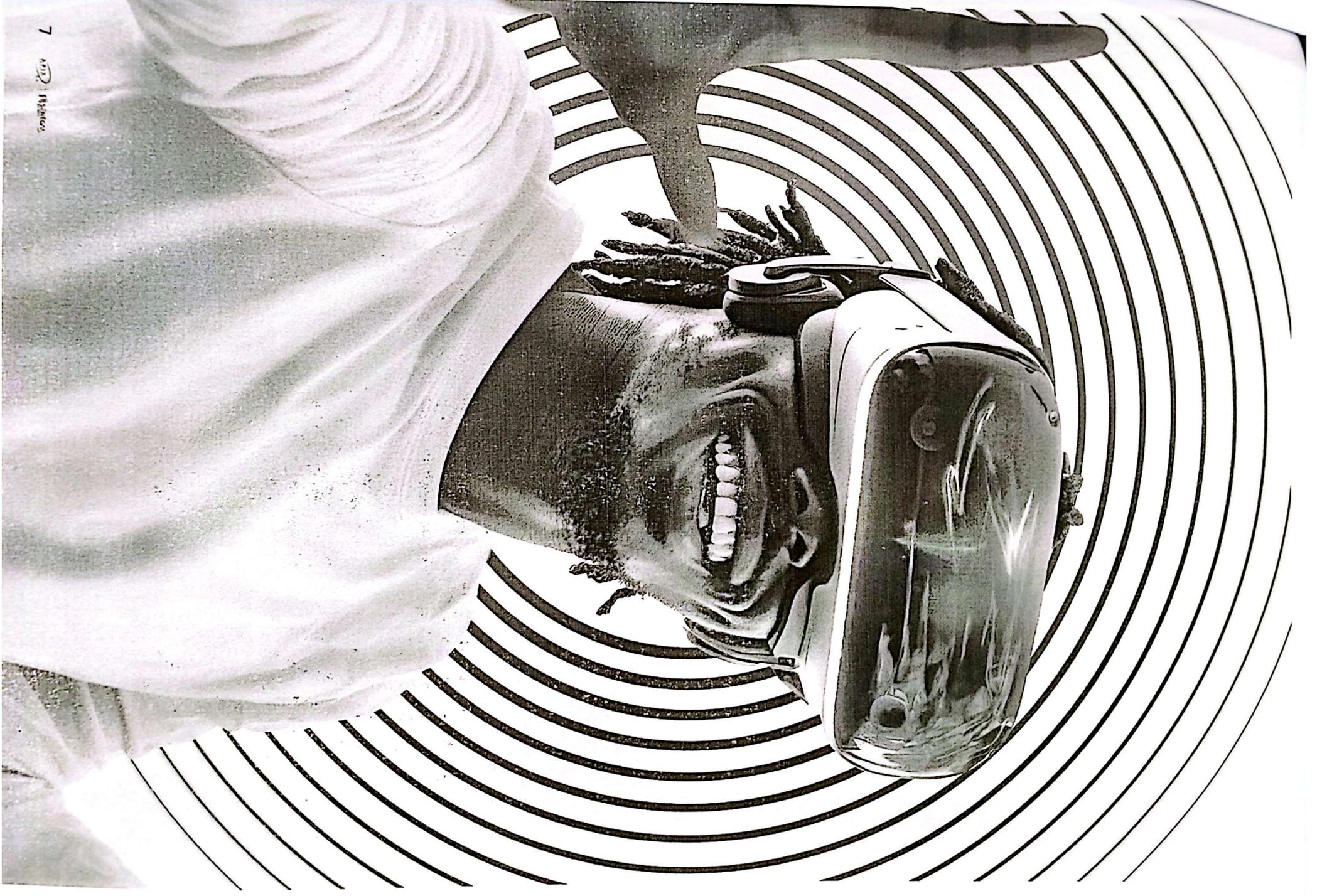
The culinary exhibition will take the form of a "food court" — a collective dining area where Senegalese caterers will offer a variety of dishes.

## **SITE VISITS**

Prospective investors will be able to visit sites related to investment projects of their interest, engage with project leaders, and make informed decisions for their future investments.







# « A Senegalese Hub for an African Future »

## OBJECTIVES OF FII SENEGAL 2025

The Invest In Senegal 2025 Forum aims to establish itself as the leading platform to catalyze transformative investments and embody the new momentum driven by Senegal's Vision 2050. Through this international gathering, the objectives are to:

### STRENGTHEN SENEGAL'S ECONOMIC ATTRACTIVENESS

Position Senegal as a competitive regional investment hub by enhancing its strategic sectors, development clusters, and its potential for digital and industrial transformation.

### STRENGTHEN SENEGAL'S ECONOMIC ATTRACTIVENESS

Promote direct exchanges between public authorities, investors, project leaders, technical and financial partners, with the aim of co-creating a roadmap for a more agile, transparent, and inclusive business environment.

### ACCELERATE TERRITORIAL AND SUSTAINABLE TRANSFORMATION

Mobilize the necessary funding for the development of modern infrastructure, energy transition, and balanced territorial planning, by highlighting high-impact, transformative projects.

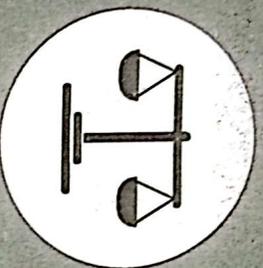
### ENHANCE HUMAN CAPITAL AND LOCAL TALENTS

Support the entrepreneurial ecosystem, notably startups and young innovators, while placing the Senegalese diaspora and cultural actors at the heart of the attractiveness strategy.

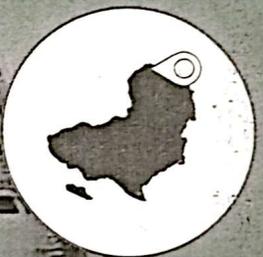
### PROMOTE AFRICAN SOLIDARITY AND INTEGRATION

Create a platform for expression for African partner countries seeking economic visibility, and initiate strategic reflection on regional cooperation and the financing of major continental projects.

# 10 REASONS TO INVEST IN SENEGAL



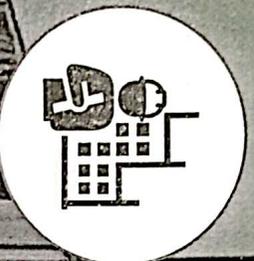
Political Stability and Democratic Governance



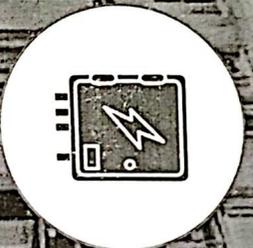
Privileged Geostategic Position



Attractive Legal and Tax Framework



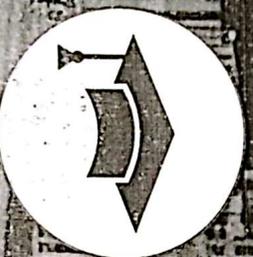
Regional-Class Infrastructure



Competitive and Expanding Energy



Dynamic Local Market and Access to a Vast Regional Market



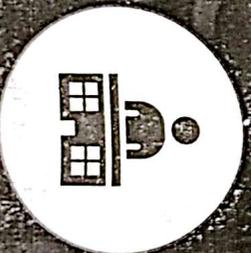
Young, trained and competitive workforce



Digital ambition and innovation

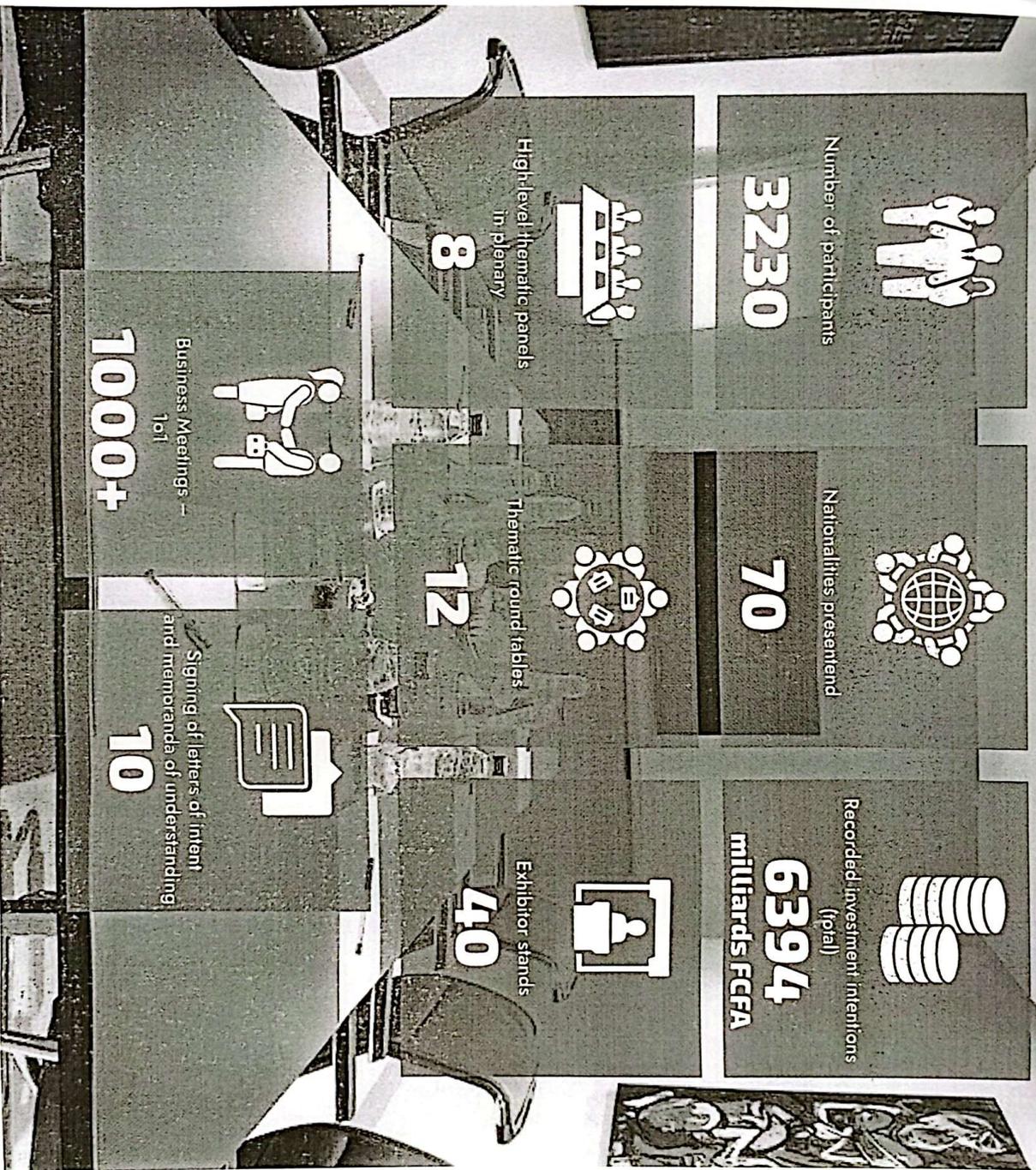


Commitment to sustainable development



APIX, a one-stop shop for investors

# KEY FIGURES FROM THE INVEST IN SENEGAL 2023 FORU



## OTHER KEY RESULTS



Announcement of the establishment of a revolving fund  
**2 BILLION GBP**  
**1,450 BILLION CFA**  
to support the establishment of British companies in Senegal



Intermediation with FONGIP and BNDE for  
**2000 BILLION FCFA**  
for the benefit of Senegalese businesses



Launch of a Territorial Development Fund  
**5 BILLION USD**  
**3000 BILLION CFA**  
under the aegis of the United Nations Sustainable Development Group

# WHY PARTICIPATE IN FII SENEGAL ?

Participating in FII Senegal 2025 by subscribing to participation packages offers several significant advantages for companies, including:

- 1 PRIVILEGED ACCESS TO DECISION-MAKERS
- 2 OPPORTUNITY TO POSITION ONESELF AS A LEADER
- 3 INCREASED MEDIA VISIBILITY
- 4 EXPANDED NETWORKING
- 5 ACCESS TO MARKET INSIGHTS AND TRENDS
- 6 ACCESS TO FUNDING AND GRANTS
- 7 SHARING OF BEST PRACTICES
- 8 CONTRIBUTIONS TO ECONOMIC DEVELOPMENT

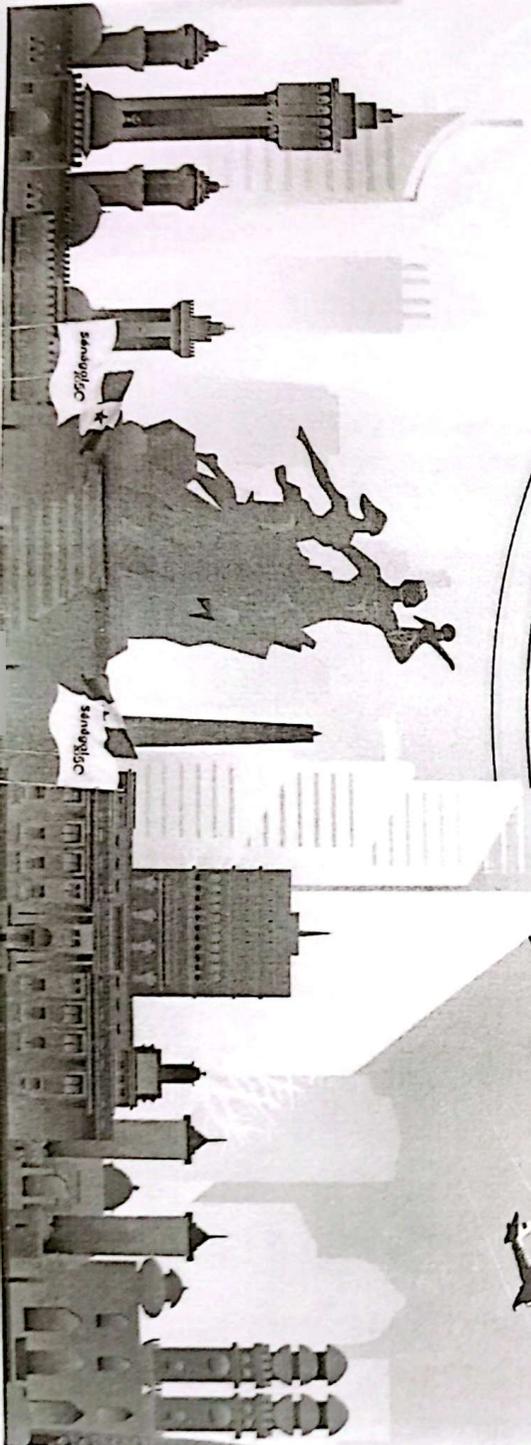


# **Fiji SÉNÉGAL** 2025

**CICAD - DIAMNIADIO, SENEGAL**

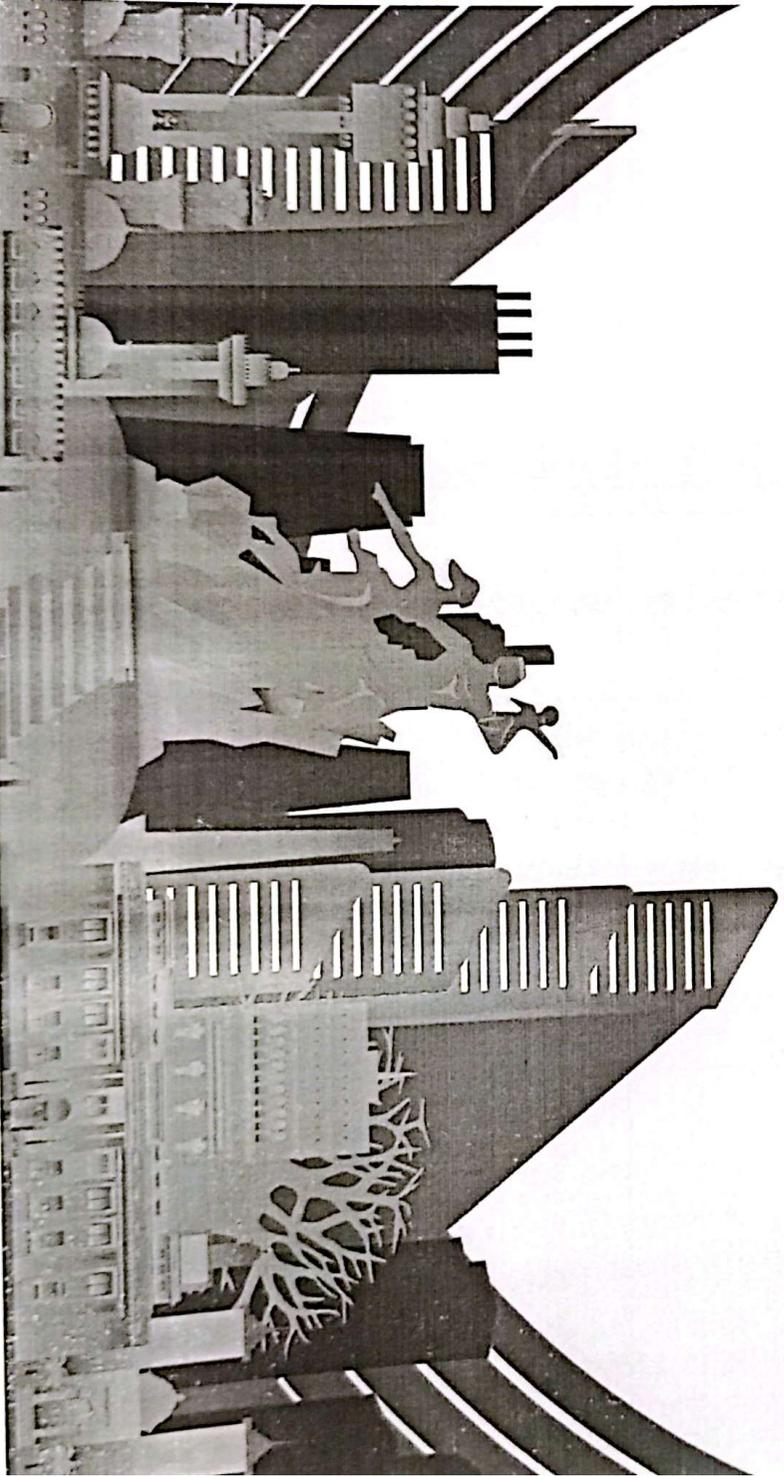
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# THE PACKAGES



**PLATINIUM    DIAMOND    GOLD    SILVER    BRONZE**

Opening Ceremony – Presidential Panel	5 Places VIP	4 Places VIP	3 Places VIP	2 Places VIP	1 Place VIP
Closing Ceremony with the Prime Minister	6 Places VIP	5 Places VIP	4 Places VIP	3 Places VIP	2 Places VIP
Boardrooms	2 Places VIP	2 Place VIP	1 Place VIP		
Thematic panels	3 Places VIP	2 Places VIP	2 Places VIP	1 Place VIP	1 Place VIP
Lunch with the President of the Republic	1 Place	1 Place	1 Place		
High level networking cocktail	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Lounge VIP	<input checked="" type="checkbox"/>				
VIP dining access (day 2)	5 access VIP	3 access VIP	2 access VIP	1 access VIP	1 access VIP
Restoration	20	15	10	5	5
Exhibition stand	100m <sup>2</sup>	64m <sup>2</sup>	50m <sup>2</sup>	30m <sup>2</sup>	18m <sup>2</sup>
Furniture (living room, office, TV)	<input checked="" type="checkbox"/>				
High speed internet connection	<input checked="" type="checkbox"/>				
Regular upkeep and maintenance	<input checked="" type="checkbox"/>				
Logo on marketing tools	<input checked="" type="checkbox"/>				
Logo at the event location	<input checked="" type="checkbox"/>				
Banner on the website	<input checked="" type="checkbox"/>				
Side-event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Event Magazine	Double Page	Page	1/2Page	1/4Page	1/8Page
Film of the event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Exclusive interview	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Special mention in the closing speech	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Access to the participant database	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Accommodation (participants not resident in Senegal)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Transportation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
	<b>120,000,000</b>	<b>80,000,000</b>	<b>60,000,000</b>	<b>30,000,000</b>	<b>10,000,000</b>

# HOW TO PARTICIPATE IN FII SENEGAL?

REGISTER AT:



: FIISENEGAL.SN

FOR MORE INFORMATION :

[fiisenegal2025@apix.sn](mailto:fiisenegal2025@apix.sn)

@apix-s.a :     

 : +221 78 710 29 83 - +221 78 540 82 27

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FII SÉNÉGAL  
2025

