

International Exhibition for Information and Communication Technologies dedicated to Africa

Under the auspices of The Ministry of Digital Economy, Telecommunication and Innovation, Ivory Coast

Under the auspices of The Ministry of Communication Technologies, Tunisia

6th
EDITION



TOWARDS
INNOVATIVE
DIGITAL SOLUTIONS

INTERNATIONAL FORUMS
FINTECH, E-HEALTH, INDUSTRY 4.0,
TRAINING 4.0, E-AGRICULTURE

30-31 MAY and
01 JUNE 2022
ABIDJAN, IVORY COAST

> AKWABA!

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www.siticafrica.com

ORGANIZERS

IN PARTNERSHIP WITH

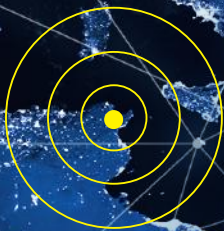




ANNUAL MEETING
OF AFRICAN EXPERTS
IN DIGITAL

TRIANGULAR COOPERATION
FRANCE-TUNISIA-IVORY COAST

ACCESS TO NOVELTIES IN DIGITAL:
5G, IOT, INDUSTRY 4.0, BIG DATA,
BLOCK CHAIN...



ORGANIZERS

The International Exhibition for Information and Communication Technologies dedicated to Africa, SITIC AFRICA ABIDJAN 2022, in its sixth edition is organized by **Tunisie Afrique Export** in partnership with the Ivorian authorities and in collaboration with our French partner, NET Opportunity.

Tunisie Afrique Export aims to deliver Export Support Services to Tunisian exporting companies.

Led by Mr. Férid Tounsi, former State Clerk (General Director of API and CEO of CEPEX), Tunisie Afrique Export aims to create a platform for exchanges and partnership between Tunisian and African SMEs in the digital sector.

NET Opportunity is a French export consulting company to Africa. Its Manager, Mr. Bruno Roth is a Foreign Trade Advisor and a Honorary Consul of the Ivory Coast in Nancy for the Great Est of France..

SITIC AFRICA 2020 is organized in partnership with:

- The Tunisian Professional Association of Banks and Financial Institutions (APTBEF), assembling 24 universal banks, 2 investment banks, 8 leasing companies and 2 factoring enterprises.
- The Arab Information and Communication Technology Organization, AICTO, an Arab Governmental Organization working under the aegis of the League of Arab States.
- The Tunisian Union of Industry, Trade and Handicrafts, UTICA. Created in 1947, it constitutes the most important Tunisian Employers Body.
- CONECT, the Confederation of Citizen Entreprises of Tunisia. An Employers Organisation that aims to meet the expectations of Business Leaders.
- Cloud Temple Abidjan, a company specializing in the development, transformation, hosting and outsourcing of business critical applications. Its Managing Director, Mr. Fodhiel Kerkeni has a significant international experience.
- The General Confederation of Ivory Coast Companies (CGECI) is the most representative employers' organization of the private sector in Ivory Coast. CGECI brings together professional groups, business associations and companies from all sectors of activities (industry, commerce, agriculture and services)
- The Ivory Coast Chamber of Commerce and Industry. Created in 1908, it represents the interests of commercial, industrial and service companies and provides training for entrepreneurs and support to companies.
- The Ivory Coast Group of IT companies (GOTIC CI). Created in 2009, it represents and defends the interests of its members at the local, sub-regional and International level.
- The Ivory Coast DSI Club is an association bringing together the IT directors of companies and administrations.
- The Ivory Coast Digital Youth Foundation, FJN. Its mission is to foster an ecosystem facilitating the initiatives of young digital entrepreneurs.
- The "Choose France™" brand is the BUSINESS France label for actions to promote the economy of France. BUSINESS France, an organization of the French State, supports French companies in their export projects and international establishment. SITIC AFRICA ABIDJAN 2022 received this labeling.



SITIC AFRICA ABIDJAN 2022

AN INTERNATIONAL BUSINESS PLATFORM IN DIGITAL A DEVELOPMENT AND GROWTH LEVER FOR AFRICA

The Information and Communication Technologies are a priority sector in Africa not only as a sector of development but also as a dynamic sector of innovation and a driving force opened on the international space through exports, foreign investment, partnership and subcontracting with developed countries as well as with those developing.

- The Digital transformation could be a game-changer for the African continent. It represents an opportunity to boost economic growth and industrialization, reduce poverty and improve people's lives. The use of digital technologies and services will contribute to the African Union's Agenda 2063.

In this time of crisis, digital technology has proven to be an essential tool for implementing resilient and inclusive solutions.

Ultimately, the digital - at the end of the pandemic which is weakening most of the economies in the world - is inevitably the new way to boost African economies.

TRIANGULAR COOPERATION ACCELERATOR OF DEVELOPMENT IN AFRICA

The digital transformation is a real chance for the African continent, it represents an opportunity to boost economic growth and industrialization, to reduce poverty and to improve the lives of people.

Indeed, digital technologies can drive innovation, economic growth and job creation in many key sectors of the economy. Promoting digital transformation in Africa will optimize development particularly in areas such as health, energy, transport, agriculture, education and facilitating access to basic social services.

To achieve this, it is essential for African countries to create an enabling environment and encourage private investment and funds.

Triangular Cooperation Developed Countries-Tunisia-Africa could provide strong support to enhance the African national effort by boosting this digital transformation and reducing the digital gap.

SITIC AFRICA ABIDJAN 2022 will implement a triangular cooperation France-Tunisia-Ivory Coast with the visibility of Pavilions of Honor from these 3 countries.



SITIC AFRICA ABIDJAN 2022 Offer

SITIC AFRICA ABIDJAN 2022 is an international platform for Business to make known the African and International Offer in the digital.

SITIC AFRICA ABIDJAN 2022 6th edition presents an African and International offer in the Digital with an opening on the novelties such as 5G, Internet of Things, Big Data, and Industry 4.0...

Many Business delegations are already announced coming mainly from Sub-Saharan Africa, North Africa and developed countries, particularly France.

As every year, the Tunisian Professional Association of Banks in partnership with Tunisie Afrique Export mobilizes the Tunisian, African and International Banks and Financial Institutions at this important international digital event.



SITIC AFRICA ABIDJAN 2022 has 3 important components:

1ST PART :

Presentation of the African and International offer in national pavilions and companies booths. Three Pavilions of Honor for Ivory Coast, France and Tunisia will be built in the logic of triangular cooperation.

2ND PART :

B2B meetings in a dedicated space :

These meetings are open to African and International Exhibitors and order givers. A triangular cooperation sub-space France-Tunisia-Ivory Coast will be included in this component.

3RD PART :

INTERNATIONAL FORUMS AND WORKSHOPS :

Five International Forums will be held throughout the three days of the Exhibition.

- 5th edition of the Fintech International Forum in partnership with the Tunisian Professional Association of Banks involving the Ivorian, French, African and European financial sector.
- 4th edition of the International Forum E-Health in Africa in partnership with the Ivorian Authorities and health professionals in Africa.
- 3rd edition of the International Forum Industry 4.0.
- International Forum Training 4.0 with the participation of African and Western Public and Private Universities.
- International Forum E-agriculture

WHY YOU SHOULD EXHIBIT ?

- To give visibility to your business and meet potential customers among the 5000 professional visitors from Africa, Asia, Europe and America.
- To have access to targeted B2B meetings with Ivorian, Tunisian, French, African and International order givers.
- To participate in the International Forums organized as part of the SITIC AFRICA ABIDJAN 2022: Fintech, E-Health, Industry 4.0, Training 4.0, E-Agriculture.
- Possibility to organize a workshop dedicated to your company.
- To meet with African and Western Higher Education and Vocational Training Institutions, from the public and private sectors active in the Digital Sector.
- To meet African and International stakeholders active in the digital ecosystem.
- To meet the African Starts Up active in the digital sector.



SITIC AFRICA ABIDJAN 2022 EXHIBITORS

SITIC AFRICA ABIDJAN 2022

is an International Exhibition offering a comprehensive range of IT potential:

INFORMATION SYSTEMS

- ERP , CRM
- Consulting & BI
- E-Trade , E-Banking , E-Post , E-Health , E-Tourism, E-Gov, E-Agriculture
- Cloud, Network and Infrastructure
- IT Equipments and Maintenance
- IT Security
- Industry 4.0

TELECOM & INFRASTRUCTURE

DIGITAL MARKETING

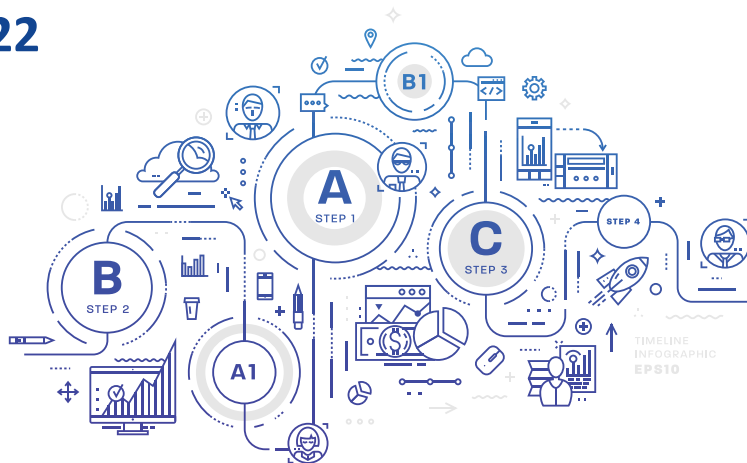
- Web development
- Digital Strategy

BANKING

- Electronic Banking and banking Development
- Mobile Banking
- Big Data

IT TRAINING

- Training and certification for professionals
- Diploma Course



INNOVATIONS

- Digital Art (Gaming , Production)
- Mobile application and embedded solutions

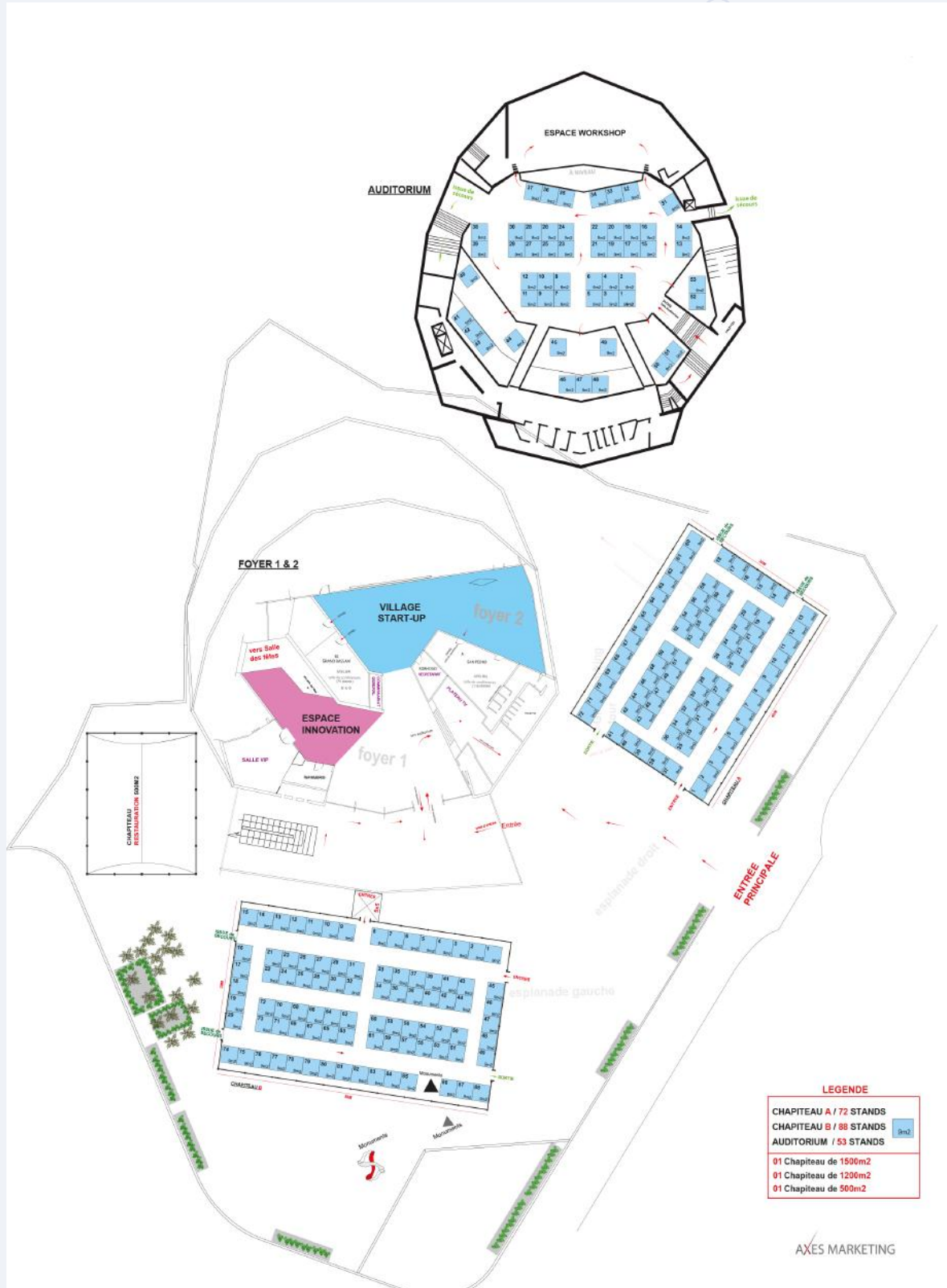
INTERNATIONAL PAVILIONS

- Groups offering complete solutions, innovative SMEs...

THIS IT OFFER IS COMPLETED AT THE EXHIBITION LEVEL BY:

- The African Starts up Village
- The Digital Supporting Structures
- The African Universities and Training Schools Village
- Insurance and Banks in Africa

EXHIBITION GENERAL PLAN SITIC AFRICA ABIDJAN 2022 ABIDJAN IVORY HOTEL





THEY SAID ABOUT SITIC AFRICA



” ... Our participation in SITIC Africa 2019 about twenty companies has brought us great satisfaction. Our companies were able to meet their counterparts in Tunisia but also several other African digital ecosystems ...

”
Mr. Eugène Niox, Permanent Secretary
OPTIC-professional organization of IT
Member of National Council
of the employers of Senegal

” On behalf of the Government of Quebec, I would like to congratulate you and your team for the work done in organizing the 4th edition In the presence of Minister GIRAULT, 13 Quebec companies took part in SITIC Africa 2019 and they have made a large number of business meetings with Tunisian and African companies ...

”
Mr. Alain Olivier,
Director of the Quebec Office in Rabat

” ... We would like to congratulate you for the success of the event and we rely heavily on South-South cooperation to promote the development of new technologies in Africa ...

”
Mr. Marcelin B. AKIZANONS,
Honorary Consul of Tunisia in Benin

” ... An important delegation of about twenty business leaders.... The B2B meetings organized on this occasion allowed Burkinabe business leaders to make more than 140 formal meetings, an average of 7 meetings per company ... Partnerships between Burkinabe and Tunisian companies have been concluded thanks to the previous editions of SITIC AFRICA

”
Mr. Felix Sanon,
Technical Advisor
for International Strategy
Chamber of Commerce
and Industry of Burkina Faso

” ... The Malian delegation is satisfied with the SITIC AFRICA 2019 ... The business meetings continued during the Exhibition, especially during booth visits, B2B meetings and business dinners ...

”
Mr. Adama Diarra,
Chief IT Division,
Chamber of Commerce
and Industry of Mali

SITIC AFRICA ABIDJAN 2022 PROGRAM

SUNDAY MAY 29TH 2022	
20h00 – 22h00	Arrival of Foreign Delegations Welcoming cocktail in honor of Foreign Delegations offered by the Ivorian Authorities
MONDAY MAY 30TH 2022	
10h00 – 18h00	Opening hours of SITIC AFRICA ABIDJAN 2022
10h30 – 11h30	Inauguration of SITIC AFRICA ABIDJAN 2022
11h30 – 13h00	Opening Ceremony SITIC AFRICA ABIDJAN 2022 and INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS
15h00 - 17h30	PANEL 1 : INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS
15h00 – 17h30	INTERNATIONAL FORUM ON INDUSTRY 4.0
20h00 – 22h00	Cocktail Networking in honor of Exhibitors and Foreign Delegations
TUESDAY MAY 31ST 2022	
10h00 – 18h00	Opening hours of SITIC AFRICA ABIDJAN 2022
10h00 – 12h30	PANEL 2 : INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS
10h00– 12h30	INTERNATIONAL FORUM ON E-HEALTH IN AFRICA
10h00 – 13h00	B2B Meetings
15h00 - 17h30	PANEL 3 : INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS
15h30 - 18h00	Continuation of B2B meetings
WEDNESDAY JUNE 01ST 2022	
10h00 – 18h00	Opening hours of SITIC AFRICA ABIDJAN 2022
10h00 – 12h30	INTERNATIONAL FORUM Training 4.0
10h00 – 12h30	INTERNATIONAL FORUM E-Agriculture
10h00 – 13h00	Continuation and closing of B2B Meetings
18h00	Closing of the Exhibition

Several Workshops are planned on topics related to IT business to be organized in the framework of SITIC AFRICA ABIDJAN 2022.

SITIC
AFRICA
ABIDJAN
2022

THE HUB OF AFRICAN
EXPERTS IN DIGITAL

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