

# Senegal attractiveness benchmarks

Within the framework of the **Emerging Senegal Plan**, the State of Senegal identifies the private sector as the driving force of inclusive development:

- by promoting sectors with growth potential through targeted productivity growth support programmes,
- by promoting public-private partnership in the implementation of the State's developmental projects.

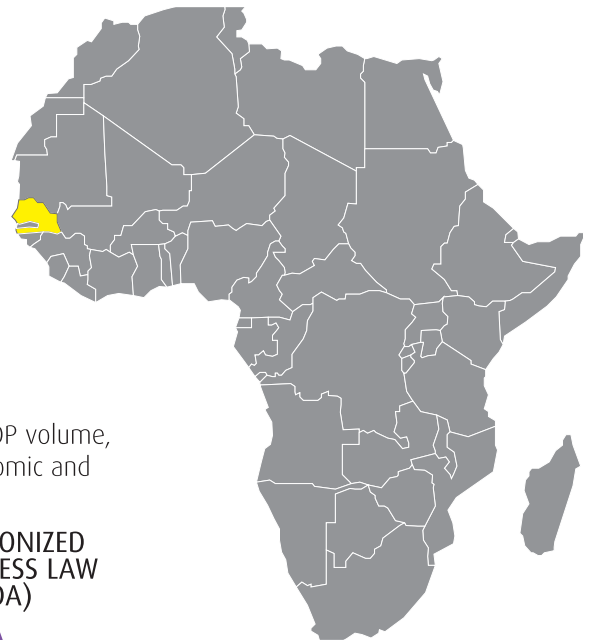
Achieving the vision of the President of the Republic will propel Senegal into a new strong, sustainable and inclusive growth momentum, which can be buttressed by a stable macro-economic framework and immense potentialities.

## A DYNAMIC REGION

**AFRICA** has the highest growth rate of the world:  
**5.5% OF GDP IN 2013**

**WEST AFRICA** with ECOWAS, is the most dynamic region of the black continent:

**A MARKET OF 300 MILLION ACTORS**      **6.7 TO 7.4% GROWTH PROJECTED FOR 2015**



## A COMPETITIVE COUNTRY

Senegal has a unique geostrategic position. In terms of GDP volume, it is the second largest economy of the West African Economic and Monetary Union (UEMOA):

**A MARKET OF 80 MILLION ACTORS**

**A UNIQUE CURRENCY, THE CFA FRANC, PEGGED TO THE EURO**

**HARMONIZED BUSINESS LAW (OHADA)**



## A MODEL OF DEMOCRACY AND FREE ENTERPRISE

Senegal is cited as an example in terms of political stability. It has strong institutions. It is a stable country with a financially strong capacity and a low level of risk.

**STANDARD & POOR'S B+ STABLE / B 1<sup>ST</sup> IN WEST AFRICA**

**MOODY'S B1 in sovereign debt in foreign and local currency**

## A FAVOURABLE BUSINESS ENVIRONMENT

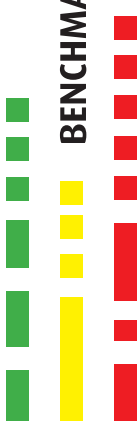
Senegal has embarked on an ambitious programme to improve its business climate. The efficiency of the reforms management and monitoring system set up to contribute to transforming the Senegalese administration into a service administration, which illustrates the competitiveness of the Senegalese model.

Senegal is among the:

**TOP 27 COUNTRIES IN THE WORLD THAT MOST IMPROVED THEIR BUSINESS CLIMATE OVER THE LAST 10 YEARS**  
(Doing Business)

**10 MOST COMPETITIVE COUNTRIES IN AFRICA**  
(Global Competitiveness Report, 2013, Davos)

**TOP 10 AFRICAN COUNTRIES FOR GOOD GOVERNANCE AND DEMOCRACY**  
(Moh Ibrahim)



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## MODERN AND EFFICIENT INFRASTRUCTURE

- **AN AUTONOMOUS PORT** with computerized procedures, working non-stop and equipped with a container terminal.
- **AN INTEGRATED SPECIAL ECONOMIC ZONE (ZESI)** under construction and intended to provide a range of infrastructure and services to businesses.
- **A NEW INTERNATIONAL AIRPORT (AIBD)** with an annual capacity of 3 million passengers, in its final phase of construction. Daily air connections linking Dakar to the major capitals.
- **A MODERN MOTORWAY** built through public-private partnership to improve urban mobility and linking Dakar to the ZESI, AIBD and regional competitiveness centres.
- **TRAFFIC ROUTES LINKING DAKAR TO 5 BORDERING COUNTRIES** (Guinea Bissau, Mali, Mauritania, Guinea Conakry, Gambia).

Senegal is positioned as a regional hub. Multimodal transport with a perfect integration of the road, rail and maritime routes to promote the competitiveness of businesses, by reducing the time spent in the handling and storage of imported or exported goods.

- **A FULLY DIGITALIZED TELECOMMUNICATIONS NETWORK** with a 3000 km optic fibre loop and the presence of the 3G throughout the country.

## SIGNIFICANT INVESTMENT OPPORTUNITIES IN GROWTH SECTORS

- Agriculture and fisheries, ICTs, tourism, mines, energy, education, health, housing

## YOUNG AND QUALIFIED HUMAN RESOURCES


- 75% of Senegalese are under 35
- A sizeable number of reference public and private schools and universities

## AN EXCEPTIONAL LIVING ENVIRONMENT

- 700 km of coastline, a temperature ranging from 20 to 30° and 300 days of sunshine a year
- 5 natural and cultural sites classified among UNESCO World Heritage sites

## ATTRIBUTES OF THE COUNTRY

Time zone	GMT	Official language	French
Climate	Tropical	National language	Wolof
Capitale	Dakar	Institutional system	Semi-presidential system

 **13.2** millions  
Number of inhabitants

**196 712** km<sup>2</sup>  
Surface area

 **53.7%**  
Urbanization rate