



SÉNÉGAL

CASA INDUSTRIES SA



Casa Industries SA -au capital social de
50 000 000 F CFA - RC SN-ZGR.2021
B1743- Ninea : 8881733-

Château d'Eau lot N°250 BP 1557-
Tel +221 33 991 18 67 ZIGUINCHOR-
SENEGAL

CASA INDUSTRIES SA, ANOTHER VISION OF INDUSTRIAL DEVELOPMENT!

1. CONTEXT

The Republic of Senegal, located in West Africa on the Atlantic coast, is populated by approximately 16 million inhabitants. Its geographical position and its transport infrastructure make the country a major commercial crossroads in the sub-region.

As for the natural region of Casamance, it is located in the south of the country, bordered to the north by Gambia and to the south by Guinea Bissau. It has a seaport in Ziguinchor and two international airports.

Casamance, is still suffering the repercussions of the security crisis that has been raging in the region for nearly four (04) decades and whose impacts on economic activity are still visible. To this difficult security situation, is added, structurally, the narrowness of the industrial fabric essentially constituted by SONACOS, the only large-scale industrial unit with, however, limited capacities for absorbing local labor, especially young people. Tourism, meanwhile, is mainly seasonal and organized around the seaside, which does not offer real opportunities for sustainable employment with substantial remuneration for the populations.

All this reduces the competitiveness of local productions and increases their difficulties in accessing national and international markets. Moreover, the isolation, particularly internal, of the region reduces the capacity to exploit and develop its economic potential.

Furthermore, the weak structuring of the regional economy, mainly due to the absence of a network of SMEs/SMLs with financial, technical and human capacities, does not encourage substantial investments capable of creating wealth and generate employment.

On the strength of these observations, daughters, sons and sympathizers of Casamance have decided to unite their resources and pool their skills to build a named society Casa-industries SA in order to contribute to the promotion of endogenous development, through the exploitation and development on an industrial scale of Casamance products.

Agriculture, although benefiting from a favorable physical environment (especially soil fertility) allowing the development of a multiplicity of sectors: rice, sesame, banana, cashew, groundnut, palm oil, mango, citrus and forest products, still remains highly dependent on the rainfall situation, in the absence of a real water management policy. Added to this is the still rudimentary nature of the production system, the low storage capacity and the obsolescence of conservation and processing techniques. Similarly, the statistical data on these sectors, particularly on the production and marketing aspects, are not updated, which does not allow rigorous monitoring of developments in the agricultural sector in general.



2. PROJECT DESCRIPTION

Casa-industries SA is a public limited company with a capital of 50,000,000 FCFA, the result of the subscription of 387 shareholders, all social conditions and all socio-professional categories combined. This is an innovative approach, both in the form of the constitution of the company and in its inclusive nature.

The company was created following the constituent general meeting held on June 13, 2021 in Ziguinchor. Like any company, it has a Board of Directors and a General Management. Alongside these bodies, a Strategic Orientation Council has been set up.

The objective of Casa-industries SA is to contribute to the establishment of a cluster to better enhance the agricultural potential of Casamance through industrialization. By setting up this company, the idea is, of course, to generate profit, but above all to make it an instrument for creating wealth, jobs and a player in local development.

The evolution of the security context (return of peace) and economic (policy of opening up land, air and river-sea, creation of the Southern Agropole) is very favorable to such an initiative.

In fine, it will ultimately be a question of setting up an industrial unit capable of creating a Casamance label built on the enhancement and promotion of products from the natural region of Casamance.



CASA-INDUSTRIES SA has set itself three ambitions:

1. Implementation of an industrial cashew processing line
2. Implementation of an industrial fruit and vegetable processing line;
3. An industrial peanut processing line

3. IMPACT

The expected impact of Casa-industries is threefold:

- **economic:** development of local products, supply of markets with quality products, establishment of a Casamance label strengthening the competitiveness and attractiveness of the region;
- **social:** job creation, fight against precariousness and rural exodus, support for education and health (Corporate Social Responsibility: CSR)
- **ecological:** preservation of the environment and the balance between man and nature characteristic of the peoples of Casamance, with the basic philosophy: not to take from nature more than we are able to restore to it.



4. TECHNICAL AND FINANCIAL SUPPORT:



For an optimal start and a good implementation in the national economic environment, Casa-industries needs to be supported both technically and financially.

Technical support:

- Support for structuring: drafting of governance documents such as the company's strategic development plan (PSD) over a time horizon of less than five (years) and a procedures manual incorporating international standards in terms of transparency and competitiveness; support for the establishment of a network of producers and economic operators who are partners of Casa-industries;
- Technical support for management and operational teams in quality management;
- Support for the establishment of processing units
- Rolling logistics support for optimal deployment of teams in the field



5. POSITIONNING AND ADDED VALUE OF CASA INDUSTRIE SA

Casa-industries aims to build a competitive and attractive company on a national scale, with an axis of progress towards the sub-region and internationally: this challenge should go, first, through a solid structuring of society and, then, through ambitious but well-controlled investments, based on productive sectors with high potential for returns and growth.

In terms of added value Casa-industries intends to create the "Casamance label", both in production and in processing: a label that respects environmental standards and the standards and requirements of customers from the point of view of quality.

Moreover, Casa-industries intends to fully assume its societal responsibility, because beyond the benefits and returns sought, it must create a positive impact within its social and physical environment of intervention in order to strengthen its acceptance while maintaining its economic viability.

