



Centre
International
du Commerce
Extérieur du Sénégal

UNDER THE HIGH PATRONAGE OF HIS EXCELLENCY MR. MACKY SALL
PRESIDENT OF THE REPUBLIC OF SENEGAL.

17th EDITION OF THE OIC MEMBER STATES TRADE FAIR

JUNE 13-19, 2022 IN DAKAR

DAKAR INTERNATIONAL EXCHANGE
CENTER (CIED)







S. E. Hissein Brahim Taha
Secretary General of Organization of Islamic Cooperation



STRATEGY: PLAN SENEGAL EMERGENT REINFORCEMENT LOGIC



Mme LATIFA ELBOUABELLAOUI
Director General CIDC

After a two-year break due to the COVID-19 pandemic, the Trade Fair of OIC Member States returns for its 17th edition from 13 to 19 June 2022 in Dakar. This biannual event represents the flagship commercial event of the Organization of the Islamic Cooperation, since it allows private and public economic operators from OIC Member States to explore opportunities to increase intra-OIC trade and investment.

The OIC has 57 member countries, located in Asia, Africa, Middle East and America, representing no less than 2 billion potential consumers with more than 50% of young people under the age of 25. So it's a very promising and growing market, with countries that are experiencing growth in domestic consumption and investment.

The choice of Senegal, one of the dynamic members of the OIC, to host this edition stems from the importance of this country as a catalyst for growth in the West African region. It must be said that this country, under the enlightened leadership of His Excellency Macky Sall, President of the Republic, has taken important steps to bring the business environment up to international standards. Indeed, this country is becoming very attractive for IDEs in the Islamic world thanks to the «Emerging Senegal» strategy.

The Dakar edition, inspired by this new dynamic, is an opportunity to breathe new life into the partnership between OIC member countries, especially in the post-COVID period. With a total area of sqm 56,000, made available to exhibitors, this edition aims to create a real business space in various sectors. The objective is to develop, diversify and sustain commercial relations between the business communities of the OIC area.

The Fair is also a real opportunity to seek ways and means to boost intra-OIC cooperation and partnership, in a logic of strengthening regional economic integration, targeting key sectors for value chain development and sectoral complementarities. In this regard and on the sidelines of the fair, a Business Forum Senegal-OIC during which the host country will present its investment climate as well as the partnership potentialities in

the framework of specialized sectoral deal rooms focused on bankable investment projects.

The Investment Promotion Agencies of the OIC countries will also meet to develop a policy dialogue to seize the opportunities offered in the OIC space through, the exchange of experience and the creation of conditions for innovation in the promotion and marketing of products and services.

In addition, and as part of the ongoing exchange of expertise and capacity building in trade-related fields, two training workshops will be held on the knowledge economy and on the «Halal» certification of food products, respectively.

This 17th edition offers all the conditions facilitating access to information on the potential of the markets and the making of direct contacts between the economic actors of the public and private sectors of the participating countries.

The CIDC expresses its thanks and gratitude to the Senegalese authorities, and more particularly His Excellency the President of the Republic, for all the facilities offered to make this event a success.



MESSAGE OF MR. SALIHOU KEÏTA DIRECTOR-GENERAL OF THE INTERNATIONAL CENTRE FOR EXTERNAL TRADE OF SENEGAL (CICES)



MR. SALIHOU KEÏTA, DIRECTOR GENERAL OF THE INTERNATIONAL CENTER FOR EXTERNAL TRADE OF SENEGAL

We are pleased to welcome to Dakar on Senegalese soil the 17th fair of the Organization of the Islamic Conference (OIC) placed under the high patronage of SE Mr. Macky Sall the President of the Republic of Senegal.

To all delegates, exhibitors, economic operators and visitors, we welcome to the country of Teranga. Together with our partner, CIDC, we will make this event, the largest fair in the Islamic world, a great moment of exchange and perspectives. Beyond the exhibition fair, we invite you to the OCI-Senegal forum and the various side events planned to explore and measure the investment opportunities offered by Senegal.

The CICES is one of the privileged instruments of a renewed cooperation, in its spirit and methods, with industrialized countries. We have two fundamental missions:

- ◆ The management of the Exhibition Centre of the Dakar International Trade Centre (C.I.E.D), by organising:
 - ◆ General fairs (Dakar International Fair, ECOWAS Fair, Afro-Arab Fair, Islamic Countries Trade Fair, Ramadan Fair, etc.),
 - ◆ Specialized trade fairs (Dakar International Fair of Books and Educational Materials, International Exhibition of Fashion and Textile in Africa, Computer Show, International Exhibition of Health and Medical Equipment in Dakar).
- ◆ the exploitation of the Palais des Congrès of the C.I.E.D, organizing or hosting national and international meetings, congresses, seminars, meetings, recreational meetings and religious events etc.

Welcome to Senegal.





The Islamic Countries Trade Fair is one of the major events organized every two years by the Islamic Center for the Development of Trade (CIDC) as part of the trade promotion and cooperation between the 57 member countries, to date, from the Organization of Islamic Cooperation (OIC). It is a platform for exchanges between the different actors of the business community sharing common values of cooperation and development.

For this 17th edition of the fair, which promises to be grand in the land of Senegal, borrows from the history and intersection of trade between West Africa and the rest of the world, we already count on the presence of eminent personalities.

<https://tradefaircoi.org>

PROGRAM



Monday, June 13, 2022

4:00-5:00 p.m.	Opening ceremony of the Fair at Dakar International Exchange Center (CIED) Master of Ceremony: Mr. Boubacar Diallo known as DJ Boubs
	Welcoming Speeches: Mr. Saliou Keita, Director General of CICES, and Mrs. Latifa El Bouabdellaoui, Director General of ICDDT
	Speech of His Excellency Mr. Houssein Brahim Taha, OIC Secretary-General
	Speech of HE Mrs Aminata Assome Diatta, Minister of Trade and SMEs
	Cultural Entertainment
	Ribbon cutting of the fair
	Visit of the pavilions
	Press conference
Cocktail	

Tuesday, June 14, 2022

10:00-12:00 a.m.	Knowledge-Economy Panel (ICCIA), June 14, 2022
	International Center for Foreign Trade of Senegal (CICES), Room: 4 Avril
	Moderator : Mrs. Amina Thiam, Journalist at Medi1TV
	Panelist : Ms. Passent Waguih, Economic Researcher at ICCIA
9 :30-10:00 a.m.	Training Workshop on Market Access and Export Strategies for the benefit of Senegalese cooperative leaders, June 14, 2022
	International Center for Foreign Trade of Senegal (CICES), Room: Alioune Diop
	Moderator : Mr. Boubacar Diouf, Consultant
9 :30-10:00 a.m.	Registration
10 :00-10:30 a.m.	Opening Speeches
	Mrs. Latifa El Bouabdellaoui- Director General of ICDDT
	Mr. Idrissa M. Diabira – Director General of National Agency in charge of SMEs Development
	Mr. Vianney Lesaffre - Market Analyst, International Trade Centre
10 :30-10:45 a.m.	Coffee Break
10 :45a.m.-2p.m	Strategies for exporting local products
	Determination of target markets and untapped potential.
	Use of AT tools, Trade Map, and Export Potential Map by Mr. Vianney Lesaffre - Market Analyst, International Trade Centre

10:00 -7 :00 p.m.	B2B meetings: Agri-food products and construction equipment, June 14-18, 2022
	International Center for Foreign Trade of Senegal (CICES), Room: Patio
	Morocco Day, June 14, 2022
10:00 a.m-7:00p.m	Centre International du CoInternational Center for Foreign Trade of Senegal
	Flag Raising Ceremony
	National anthem
	Cultural entertainment
	Visit of the Moroccan pavilion
	Panel to be determined
Wednesday, June 15, 2022	
9:00 a.m-4:00 p.m.	OIC Investment Promotion Agencies Forum, 15 June 2022
	King Fahd Palace : Flamboyant Conference Room
9.00 -9.30 a.m.	Registration
09.30-10.00 a.m.	Master of Ceremony: Mr. Adama Wade, Director, Financial Afrik
	Opening speeches:
	Speech of Mrs. Latifa El Bouabdellaoui, Director General of ICDDT
	Speech of Mr. Musa Sillah, Director, IsDB Regional Office Dakar.
	Speech of Dr. Osman Elfeel , Advisor at BADEA
	Welcome speech ofv Mr. Mountaga Sy, Director General of APIX Senegal
10.00-10:15 a.m.	Coffee break
10:15 -12.00 a.m.	Session I: Current Status of World and OIC Investment Flows and the impact of COVID-19
	Moderator: Mr. Ismaël Kamara: Director of Trade Finance, Afreximbank
	Speakers:
	OIC FDI Prospects by Mrs. Latifa El Bouabdellaoui, Director General of ICDDT
	Role of investment agreements in enhancing policy dialogue of OIC IPAs and intra-OIC investment flows by Mr. Hamed El Kady, Senior Officer in charge of International Investment Agreements, UNCTAD
	Impact of COVID on Intra-OIC Investment Flows and Strategies for Improving Intra-OIC Investment Flows by Dr. Cem Tintin, Senior Expert, SESRIC
	Role of BADEA in supporting IPAs in Sub-Saharan Africa by Dr.Osman Elfeel, Advisor, BADEA
	Discussion
12:00a.m-12:30 p.m	Session II: Presentation of Investment Strategies: pitch by AMDIE (Label Morocco Now) and APIX
	Moderator: Mrs. Latifa El Bouabdellaoui, Director General of ICDDT
12.30 a.m.-1:30 p.m.	Session III: Policy Dialogue of Investment Promotion Agencies (IPAs)
	Moderator: Mr. Mohamed Ahmed Bukhari, Senior Investment Expert, Department of IsDB Regional Cooperation and Integration
	Presentation of the dialogue between OIC IPAs by a group of 4 members
	Discussion
1.30-2.30 p.m.	Lunch break
2.30-3.30 p.m.	Session III: Policy Dialogue of Investment Promotion Agencies (IPAs) (continued)
	Moderator: Dr. Osman Elfeel, Advisor, BADEA

2.30-3.30 p.m.	Speakers:
	Presentation of the dialogue between OIC IPAs by a group of 4 members
	Discussion
3:30-4.00p.m.	Closing ceremony :
	Reading out the policy dialogue recommendations
	Closing remarks by representatives of ICDT, IsDB, and APIX
	Training Workshop on Market Access and Export Strategies for the benefit of Leaders of Senegalese Cooperatives, June 15, 2022
	International Foreign Trade Center of Senegal (CICES), Room: Alioune Diop
Moderator: Director General of ASEPEX	

10:00-11:30 a.m.	Situation and access to international markets for local products
	Notions of market access, related key concepts (tariffs, non-tariff measures), and specific illustration on Rules of Origin.
	Use of Market Access Map, Rules of Origin Facilitator, ePing tools by Mr. Vianney Lesaffre - Market Analyst, International Trade Center
11:30-11:45 a.m.	Coffee Break
11h45-13h30	Case study by Mr. Vianney Lesaffre - Market Analyst, International Trade Centre
1:30-2:00p.m.	Closing Ceremony (ICDT-ITC)

9:00 a.m.-6:00 p.m.	Training Workshop on Halal Food Certification of the OIC Halal Foundation / SMIIIC for the African Region, 15-16 June 2022 (Day 1)
	International Center for Foreign Trade of Senegal (CICES), Room: 4 Avril

**Proceedings of the SMIIIC Technical Committee:
Development and Revision of Standards, Adoption of OIC/SMIIIC Halal Food Standards | SMIIIC experts**

8:30-09:00 a.m.	Registration
09:00-9:30 a.m.	Opening ceremony:
	Speech of Mr. Elhadji Abdourahmane Ndione, Managing Director of the SAN
	Speech of Ms. Latifa El Bouabdellaoui, Director General of ICDT
	Speech of Mr. Ihsan Ovut, Secretary-General of SMIIIC
9:30-10:00 a.m.	Introduction on SMIIIC and presentation of the Workshop
10:00-11:00 a.m.	Coffee break
11:00-12:30 a.m.	1) IS of SMIIIC – What and how ?
	2) Proceedings of the Technical Committee, Development, and revision of standards
	3) Adoption procedure, requirements, and implementation of the OIC/SMIIIC series of 3 Halal food standards
12:30 -2:00 p.m.	Lunch break and prayer
2:00-2:30 p.m.	Requirements and Implementation of OIC/SMIIIC 1: 2019 General Requirements for Halal Foods
3:30-3:45 p.m.	Coffee break
5:00-6:00 p.m.	Requirements and Implementation of OIC/SMIIIC 1: 2019 General Requirements for Halal Foods
	Country presentations on Halal
5:00- 6:00 p.m.	Panel on Halal Industry Development in OIC Countries, June 15, 2022
	International Center for Foreign Trade of Senegal (CICES), Room: Petit Théâtre (Salle Cinéma)
	Moderator: Professor. Khadiyatoulah Fall, Minister Counsellor.

5:00- 6:00 p.m.	Panelists:
	Ms. Latifa El Bouabdellaoui, Director General of ICDT
	Mr. Ihsan Ovut, Secretary-General of SMIC
	Dr. Mohamed Kettani, Senior Partner, DinarStandard
	Mrs. Saeeda Ahmed, Education Partnership Director, England
	Mr. Mohammadu Dikko Ladan, Director General, Dar Al Halal Nigeria
	Questions/Answers



Thursday, June 16, 2022

10:00a.m. -5 :30p.m.	OIC-SENEGAL Investment Forum, 16-17 June 2022 (Day1)
	King Fahd Palace : Flamboyant Conference Room

10:00 -10:45 a.m.	Inaugural session
	Moderator: Mr. Abdou Souleye Diop: Managing Partner Mazars Morocco
	Welcoming Speech of H.E. Latifa El Bouabdellaoui: General Director of ICDT
	Speech of H.E. Hissein Brahim Taha: Secretary-General of the OIC
	Speech of Dr Akinwumi Adesina : President Director General, ADB
	Speech of H.E. Dr. Ayman Sejiny, Director General, Islamic Corporation for Development of Private Sector (ICD) (video)
	Speech of H.E. Amadou HOTT: Minister of Economy, Planning, and Cooperation
	Master(s) of ceremony:
	Trilingual Arabic-French-English profile(s): ongoing selections
10:45-11:15a.m.	Pitch Invest in Sénégal
	Presentation of the investment opportunities of the Senegal destination
	Mr. Mountaga Sy: Director General of APIX
11:25 - 12:30 a.m.	Investment Financing Panel:
	Theme: Business environment & risk management
	Theme: Business environment & risk management
	Objectives:
	Supporting regional and international banks in financing investments;
	Investment incentive program ;
	Facilities to be offered ;
	Guarantee instruments for support and hedging.
	Panelists :
	Dr Sidi Ould Tah, Director General of BADEA (video)
	Mr. Mamadou Lamine Ba, Director of Business Environment, APIX
	Mr. Papa Demba Diallo: General Manager, FONSI
	Mr. Ismaël Kamara: West Africa Director, Afreximbank
	Mr. Hamza Boukili: Director of Partnerships, ICD

11:25 - 12:30 a.m.	Questions/Answers
12:30- 2:00p.m.	Lunch breaka & networking
2:30-3:30 p.m.	Investment panel
	Theme: Which mechanisms to stimulate post-COVID investment
	Moderator: Mr. Abdou Souleye Diop, Managing Partner, Mazars
	Objectives :
	Resilience tools and mechanisms deployed during the Covid-19 crisis;
	Instruments for boosting public and private investment;
	Priority investment climate reforms in a post-Covid context;
	Role of the private sector in promoting investment.
	Panelists :
	Mrs. Thérèse Faye, Director General of Fongip
Mr. Ibrahima Mané, Director General of Cooperation, External Financing and Private Sector Development and Partnerships.	
Mr. Baidy Agne, President, National Council of Senegalese Employers (CNP)	
Mr. Babacar Ngom: President, Senegal Investors Club (CIS)	
3:30-5:30 p.m. (Concurrent sessions)	Deal Room 1: Industry (1h30): Conference room B5
	" Industry " information session
	Animation: Ministry of Industry
	Duration: 15 minutes
	BtoG Meetings :
	Agri-industry
	Industry manufacturing
Agro-industrie	
Pharmaceutical	
3:30-5:30 p.m. (Concurrent sessions)	Deal Room 2: Telecoms & IT (1h30): Conference room B6
	"Telecoms & IT" information session
	Animation: Ministry of Telecommunications
	Duration: 15 minutes
	BtoG Meetings :
	Digital Economy
	Telecoms
3:30-5:30 p.m. (Concurrent sessions)	Deal Room 3: Energy & Mining (1h30): Conference room C1
	"Energy & mines" information session
	Animation: Ministry of Petroleum and Energy
	Duration: 15 minutes
	BtoG Meetings :
	Hydrocarbons
	Electricity & renewable energies
09:00 a.m-6:00 p.m.	Training Workshop on Halal Food Certification of the OIC Halal Foundation / SMIC for the African Region, 15-16 June 2022 (Day 2)
	International Center for Foreign Trade of Senegal (CICES), Room 4 Avril

**Work session II:
Requirements and Implementation of OIC/SMIIC 1: 2019 General Requirements for Halal Foods | SMIIC experts**

09:00-11:00a.m.	Requirements and Implementation of OIC/SMIIC 1:2019 General Requirements for Halal Foods
11:00-11:30a.m.	Coffee break
11:30-1:00 p.m.	Continuation. Requirements and Implementation of OIC/SMIIC 1:2019 General Requirements for Halal Foods
1:00-2:00 p.m.	Lunch break and prayer
2:00-4:00 p.m.	Continuation. Requirements and Implementation of OIC/SMIIC 1: 2019 General Requirements for Halal Foods
4:00-4:20 p.m.	Coffee break
4:20-5:30 p.m.	OIC/SMIIC 2: 2019 Conformity Assessment - Requirements for Bodies Providing Halal Certification" – Briefly
5:30-6:00 p.m.	Closing session: Remarks from SMIIC, ICDT, and Senegal



Friday, June 17, 2022

9:00a.m.-7:00p.m.	OIC-SENEGAL Investment Forum, 16-17 June 2022 (Day2) King Fahd Palace: Le Flamboyant Conference room
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9:00-11:00a.m. (Concurrent sessions)	Deal Room 4: Tourism & Hospitality (1h30): Conference room B5
	"Tourism & Hospitality" information session
	Animation: Ministry of Tourism and Air Transport
	Duration: 15 minutes
	BtoG Meetings :
	Hospitality industry
	Tourist accommodation

9:00-11:00a.m. (Concurrent sessions)	Deal Room 5: Transport & logistics (1h30): Conference room B6
	"Transport & Logistics" information session
	Animation: Managing Director of the Autonomous Port of Dakar (PAD)
	Duration: 15 minutes
	BtoG Meetings :
	Maritime sector
	Aviation sector

9:00-11:00a.m. (Concurrent sessions)	Deal Room 6: Construction & Infrastructure (1h30): Conference room C1
	"Construction & Infrastructure" information session
	Animation: APIX
	Duration: 15 minutes
	BtoG Meetings :
	Construction/real estate
	Public infrastructure

11:00-11:15 a.m. **Coffee break & networking**

11h15-12h30	Closing session: Synthesis and recommendations
	Structuring of speaker profiles:
	Mr. Mountaga Sy: Director General of APIX
	Mrs. Latifa El Bouabdellaoui: Director General of ICDT
	Moderator:
	Mr. Abdou Souleye Diop: Managing Partner of Mazars Morocco

12:30-2:30 p.m. **Lunch break & networking**

3:00-7:00 p.m.	Site visits
	Exclusive Sessions:
	One-to-one sessions with Mr. Director General of APIX...
	Visits to strategic sites:
	Diamniadio's integrated industrial platform
	Other sites of investment interest...

Saturday, June 18, 2022

8 p.m.-11p.m.	Awards Ceremony and Gala Dinner, June 18, 2022
	King Fahd Palace
	ICDT and CICES speeches
	Distribution of Fair awards
	Cultural activities

Sunday, June 19, 2022

8 p.m.-Midnight	Closing Ceremony of the Fair, June 19, 2022
	Dakar International Exchange Center (CIED)



|FORUM



The Islamic Centre for the Development of Trade (CIDC) and the Dakar International Trade Centre (CIED) are inviting you to their joint press conference, 10 May 2022 at the Hassan Tower in Rabat for the presentation of the Investment Forum that will take place on the sidelines of the 17th Islamic Countries Trade Fair that will take place in Dakar (Senegal), from 13 to 19 June 2022.

For this 17th edition of the fair, which promises to be grand in the land of Senegal, borrows from the history and intersection of trade between West Africa and the rest of the world, we already count on the presence of eminent personalities.

The international trade fair, the largest trade event of the Organization of the Islamic Conference, will allow exhibitors from 57 member countries to discuss ways and means to increase trade. More than 500 trade visitors are expected on an area of 20,000 m², including 6,000 m² dedicated to the exhibition.

In parallel to the fair, the CIDC and CIED organize the following activities:

- ◆ OIC-Senegal Investment Forum with room deals.
- ◆ Forum of Investment Promotion Agencies (APIs) of OIC Member States.
- ◆ Workshop on the knowledge economy.
- ◆ Workshop on the certification of HALAL food products for African countries.

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