

4^{ème} édition du FORUM DE LA PME

18, 19 & 20 FEVRIER 2025
AU GRAND THEATRE ET
MUSÉE DES CIVILISATIONS

PME & INNOVATION

leviers de souveraineté



ÉDITION 2025

Pour sa 4ème édition, le forum sera consacré à l'innovation et au développement industriel et commercial, enjeux majeurs de la politique du nouveau gouvernement sénégalais. Positionnant les PME au cœur de la croissance et de la souveraineté nationale, cet événement vise à renforcer le dialogue inclusif entre gouvernants et entrepreneurs, tout en s'attaquant aux défis majeurs rencontrés par les PME/PMI.



Objectif général

Le Forum de la PME se veut un cadre de concertation annuelle, de rencontres, de réflexions et de partage pour un dialogue public-privé inclusif centré sur la PME et ses grands défis.

Il vise à fournir aux décideurs publics des recommandations issues des acteurs concernés et des spécialistes, nécessaires à la bonne exécution et au suivi évaluation des politiques en faveur du développement de la PME/PMI.

RESULTATS ATTENDUS

4



Les PME sont sensibilisées à l'innovation, la transformation et l'adoption technologique en vue d'améliorer leur compétitivité.

01



Une orientation vers l'industrialisation est portée par les PME pour assurer la souveraineté économique.

02



L'ensemble des acteurs de l'entrepreneuriat ont proposé des solutions aux différentes problématiques.

03

PROGRAMME

10 000
participants attendus



EXPOSITION
MADE IN SENEGAL
500 PME - PMI

8 POLES ÉCONOMIQUES

DIASPORA

EXPOSITION
TECHNOLOGIQUE ET
DIGITALE

PARTENAIRES INSTITUTIONNELS
ET PRIVÉS



REUNIONS
MINISTERIELLES

4 SÉANCES



SESSION
PLÉNIÈRE
NJDADJE PME

SÉANCE
D'ÉCHANGES
1500 PME
AVEC LE PRÉSIDENT
DE LA RÉPUBLIQUE



ATELIERS ET
SESSIONS
THÉMATIQUES

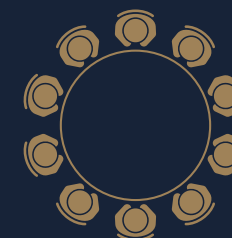
12 ATELIERS

6 MASTERCLASS



RENCONTRES
PROFESSIONNELLES

BUSINESS MATCHING
INTERNATIONAL B2B



RÉUNION
RÉSEAU SAE
UEMOA

VALIDATION DES
STATUTS, ÉLECTION
DU BUREAU

TEMPS FORT

LE NDJADJE PME PERMETTRA AU PRÉSIDENT DE LA RÉPUBLIQUE, POUR UNE PREMIÈRE, D'AVOIR UN DIALOGUE DIRECT AVEC 1500 PME SÉNÉGALAISES.

Déroulement :

Keynote du
Président de la
République

Résultat de
l'enquête :
contraintes à la
compétitivité
des PME

Session
questions
-
réponses

Remise de prix
et
Mot de clôture

AGENDA

Jour 1

OUVERTURE DU FORUM AVEC VERNISSAGE DE L'EXPOSITION

Réunions ministérielles, ateliers thématiques, master class, exposition continue 09h à 00h, animation.

Jour 2

Panels, ateliers thématiques, master class, business matching, B2B, Ateliers de formation, exposition continue 09h à 00h, animation.

Jour 3

NDJADJE PME

Réunion SAE de l'UEMOA, exposition.



Adresse

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Mail forum@adepme.sn





LE DIRECTEUR GENERAL

N° 000010 /ADEPME/DG/SG/DAT/ean-25

Dakar, le 09 JAN. 2025

A l'Attention de
Son Excellence Madame Nur SAGMAN
Ambassadrice de la République de
Türkiye au Sénégal

DAKAR

Objet : Invitation en tant que Pays d'Honneur à la 4^{ème} édition du Forum de la PME

Excellence,

Nous avons l'immense plaisir de vous annoncer que, dans le cadre de la tenue de la 4^{ème} Édition du Forum de la PME, la Türkiye a été choisie comme pays invité d'honneur.

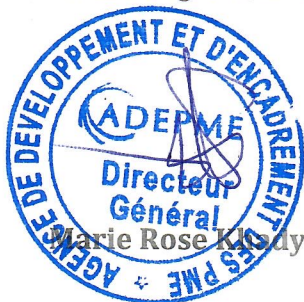
Ce choix reflète l'excellence des relations solides et mutuellement bénéfiques entre nos deux pays, ainsi que l'impact significatif des initiatives turques en matière d'innovation et de soutien aux PME.

En choisissant la Türkiye comme pays invité d'honneur, nous souhaitons également célébrer et renforcer les partenariats existants, tout en explorant de nouvelles opportunités de collaboration pour des projets d'envergure.

À cet effet, nous serions particulièrement honorés de compter sur votre présence et celle d'une délégation turque lors de cet événement majeur. Votre participation enrichira les échanges, renforcera les liens de coopération et offrira une visibilité accrue aux initiatives turques dans les domaines de l'entrepreneuriat et de l'innovation.

Nous restons à votre disposition pour organiser une rencontre afin de discuter des modalités de cette participation et de définir les actions à entreprendre pour mettre à l'honneur la Turquie au cours du forum.

Veuillez agréer, **Excellence**, l'expression de notre considération distinguée.



Marie Rose Khady Fatou FAYE

LE DIRECTEUR GÉNÉRAL

N° 000913/-ADEPME/DG/SG/DRP-as/24

Dakar

16 DEC. 2024

To the Attention of: Ahmet Serdar İbrahimcioğlu
KOSGEB President

Subject: Invitation to the Senegalese SME Forum in Dakar

Dear President,

“ADEPME” the Senegalese Agency for the Development and Supervision of Small and Medium Size Enterprises (SMEs) has the pleasure to invite you as our guest of honor to the 4th Edition **Senegalese SME Forum**, which will be held from **18 to 20 of February 2025** in the capital of Senegal, **Dakar city**.

The Forum, organized by the Agency annually since 2017, is aimed at assisting Senegalese companies in promoting their products and providing the public with an opportunity to get acquainted with domestic producers. It is a platform for sharing experience, establishing cooperation and interaction between representatives of business, government agencies and international organizations.

More than 1 500 companies that have received state support from the Agency will be presented at the Forum. ADEPME actively implements support measures in micro, small and medium-sized enterprises (SMEs) using effective tools.

We invite international partners to join our endeavors as we seek to expand market and stimulate the growth of the SME sector to achieve sustainable potential development.

Recognizing the close trade and economic relationship between Türkiye and Senegal, reaffirming the importance of cooperation to the development of commercial relations between them; Emphasizing the significant role that SMEs play in driving national economic prosperity and international trade, ADEPME offers your entrepreneurs to participate in the **Senegal SME Forum** as guests in order to establish mutually beneficial partnership relations and the possibility of concluding co-operation agreements.

In case of interest from Turkish entrepreneurs, both sides express their intention to cooperate and organise **B2B** meetings with the potential partners at the venue.

We look forward to the opportunity this event will provide to follow up on the key decisions made between ADEPME and KOSGEB to establish strong ties of cooperation which aim to improve economic and commercial cooperation between Turkish and Senegalese SMEs and to contribute to the Turkish and Senegalese SMEs for improving their competitive power in global markets.

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The event will provide the opportunity to sign the action plan that is established based on the Memorandum of Understanding on Cooperation between our respective organizations on the **19th February 2025**.

In addition, ADEPME plans to organize high level panel sessions with the participation of the Chair of the Managing Board of ADEPME, experts of Senegal's private sector and international partners of the Agency.

Given your best practices in the development of entrepreneurship in Turkey, we believe that your personal participation in the panel sessions will make a significant contribution to the exchange of experience and strengthen our partnership.

More detailed information about the Forum and topics that will be covered during the panels are enclosed. We kindly ask you to identify your panel of interest in order to help us facilitate its organization.

We remain at your entire disposal for any further information and we very much hope to have you among us to make this edition a success.

Please accept, **Mr. President**, the expression of my distinguished consideration.

Kind regards,



CEO ADEPME
Marie Rose Khady Fatou FAYE
Directeur
Général



KOSGEB : Small and Medium Enterprises Development Organization of the Republic of the Republic of Türkiye

ADEPME: Agency for the Development and Supervision of Small and Medium Enterprises of the Republic of Senegal

Based on the Memorandum of Understanding on Cooperation between the Small and Medium Enterprises Development Organization (KOSGEB) and between the Agency for the Development and Supervision of Small and Medium Enterprises (ADEPME) signed on November 1st, 2024 in İstanbul.

SMEs have positive contributions in providing and maintaining balanced economic and social development. They also play an important role in decreasing the level of unemployment and creating new employment opportunities and with their flexible production structure they can follow the changes in the market conditions more effectively. Due to their importance almost all the countries, especially the developed ones, are developing and implementing new policies which will encourage establishing, expanding, developing and protecting SMEs.

Recognizing the close trade and economic relationship between Türkiye and Senegal, reaffirming the importance of cooperation to the development of commercial relations between them; Emphasizing the significant role that Small and Medium-Sized Enterprises (SMEs) play in driving national economic prosperity and international trade; both sides express their intention to cooperate and sign this Action Plan in **Dakar**, on **February 18th, 2025**.

KOSGEB

Ahmet Serdar
İBRAHİMCİOĞLU
President

ADEPME

Marie Rose
FAYE
General Director

ACTION PLAN
KOSGEB – ADEPME

No.	Planned Activities	Target Group (attendees)	Venue	Duration	Date (Year)	
					Start	End
1	Establishment of a joint working group in order to discuss important issues and critical / potential sectors and meet annually.	Working Group Members appointed by KOSGEB and ADEPME	Türkiye/ Senegal/ Online	2-3 days annually	2025	2027
2	Exchanging information on fairs, exhibitions, seminars etc. for SMEs and entrepreneurs and announcing them to the related target groups	Participants' experts and SMEs	Documentation work (Via e-mail or official letter)	Throughout the year	2025	2027
3	Organizing meetings to inform the SMEs about the investment climate, opportunities, supports, incentives/subsidies and potentials of the other country	SMEs, Participants' managers and experts	Türkiye/ Senegal/ Online	2-3 days	2025	2027
4	Carrying out the best practice workshops regarding to KOSGEB's and ADEPME's activities according to the request of the parties	Participants' managers and experts	Türkiye/ Senegal/ Online	3-4 days	2025	2027
5	Experts exchange to examine current policies and implementations of the Participants' and their countries'	Participants' experts	Türkiye/ Senegal/ Online	5 days	2025	2027
6	Organizing and holding reciprocal business trips/B2B meetings for interested entrepreneurs of Türkiye and Senegal in order to increase trade turnover and support SMEs	SMEs Participants' managers and experts	Türkiye/ Senegal/ Online	2-3 days	2025	2027
7	Carrying out or coordinating the training/informing programs or joint activities for SMEs and SME related organizations	SMEs, Participants' managers and experts	Türkiye/ Senegal/ Online	2-5 days	2025	2027

8	Inform each other about the best practices in institutional capacity building and SME Support mechanisms in the field of entrepreneurship and SMEs.	Working Group Members appointed by KOSGEB and ADEPME	Documentation work (Via e-mail or official letter)	Throughout the year	2025	2027
9	Ensure the participation of representatives of both organisations in national and international events/exhibitions/forums where one of the parties is the organiser to strengthen bilateral cooperation and provide support.	KOSGEB and ADEPME	Any Venue to be determined by the Parties	Throughout the year	2025	2027

Note: Expenses will be covered by participants' own-budget or project-budget funded by international organizations

PROJECT SUMMARY

TITLE:

Enhancing the Capacity and Participation of SME Support Institutions and Private Sector in OIC Member States to Use Online B2B Matchmaking Tools

OBJECTIVES:

1. Improving Capacity of SME Support Institutions in OIC Member States on Internationalization
2. Increasing Intra-OIC Trade Among SMEs
3. Formation of a SME Networking Tool Among OIC Member States For Internationalization

SCOPE:

Main focus of the project will be on connecting SMEs, SME support institutions and other relevant stakeholders of the OIC Member States by increasing their capacities on using online B2B tools. With this focus, this project will address the three aforementioned objectives of COMCEC SME Program by implementing activities indicated below.

- Conducting desk research and consultation with OIC Member States to share knowledge and experience on the benefits and limitations of existing online B2B Tools,
- Technical specification preparation and tendering process for B2B Tool,
- Orientation training for SME support institutions on the usage of B2B Tools and identification of suitable SMEs,
- Training program for capacity building of SME support institutions on entrepreneurship, SME internationalization, trade finance and international trade,
- Online seminar on Success Stories among the trade of OIC Member States,
- Development and full operationalization of the new B2B Tool for OIC Member States
- Organising Pilot Online B2B Meetings,
- Organising Physical B2B/Sectoral Meetings with the Users of the Tool,
- Launch of the B2B Tool as a side event of COMCEC Ministerial Meeting,
- Monitoring and Evaluation of the Project.

By the implementation of this project, the following outcomes are expected:

- Realize online B2B meetings between SMEs of the OIC Member States,
- Contribute to development of SME support institutions' capacities on internationalization,
- Support promotion of intra-OIC fairs, specialised exhibitions and business forums,
- Accelerate commercial relations among SMEs with the contribution of SME support institutions,
- Formation of a OIC-wide SME database,
- Establish the initial IT infrastructure for developing a comprehensive SME platform, across OIC Countries with more functionalities beyond B2B matchmaking.

IMPLEMENTATION

The implementation period is expected to be 2 years (24 months).

The implementation of this project will serve in enhancing the interaction among all SME ecosystem members of OIC States with the usage of the Online B2B Tool. By means of this tool, SMEs (especially youth and women owned) will have the chance to access to a broader customer base, diverse supplier networks and new technologies. The project will also assist the OIC Region SMEs to reach new markets, foster learning on the improvements of their sectors and be aware of recent customer needs.

Following the successful implementation of the project, it is aimed to establish an SME Networking Tool Among OIC Member States in the light of the data attained from KOSGEB-IsDB-ICDT study.

TARGET COUNTRIES:

Türkiye, Egypt, Indonesia, Malaysia, Pakistan, Saudi Arabia, Senegal