



About BiD

Baobab Intelligence & Development (BiD) is a private company that uses business intelligence (a data-based approach) to evaluate, transform, and support the growth and sustainability of companies. Currently, we operate in the mining sector through the development of local content through capacity building and corporate restructuring. Our main purpose is to continuously improve the relationship between the private sector within the mining industry, financial institutions and government institutions. BiD is convinced that the key to sustainable development is a well-equipped and ambitious private sector.

MISSION

We make local businesses better, stronger and more competitive.

VISION

To become the catalyst for a stronger economy through the development of local businesses.

NEWSLETTER
BiD

TABLE OF CONTENTS

Message of the Executive
Director • P. 2

Services • P. 3

Activities • P. 5

Inspiration • P. 8



MESSAGE OF THE EXECUTIVE DIRECTOR

Dear friends and partners,
It is an honor to share with you this Newsletter presenting our 2020 activities and summarizing our first steps in building a business ecosystem in the mining sector in Mali.

"THIS FIRST EDITION IS AN OPPORTUNITY FOR US TO PRESENT THE MISSION AND VISION OF BAOBAB INTELLIGENCE & DEVELOPMENT (BID) AS WELL AS OUR ACTIVITIES THROUGH OUR ONGOING FLAGSHIP ACCELERATOR PROGRAM, SPECIFICALLY DESIGNED TO SUPPORT SUPPLIERS IN THE MINING INDUSTRY IN PARTNERSHIP WITH AN INDUSTRY LEADER, BARRICK GOLD CORPORATION."

Despite the current health context where the global and local economies are affected by the Coronavirus pandemic, we have put in place security measures to work effectively with our stakeholders while dealing with constraints and restrictions on movement.

The entire BiD team wishes you a happy end of the year 2020, but above all an excellent year 2021, which we hope will be marked by the eradication of this Covid-19 pandemic. We kindly request you to accept, the expression of our most distinguished greetings,

Mahamadou Diakité

Executive Director, Baobab Intelligence & Development

SERVICES

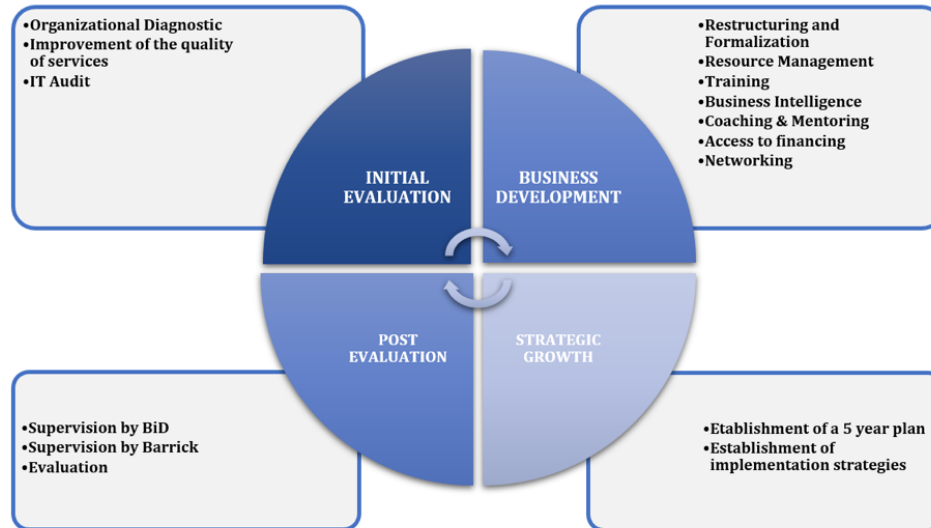
Currently, we offer three distinct services adapted to local content development and in line with our mission:

- First, we help local businesses restructure their operations and develop a transformative business plan as part of our acceleration program,
- Second, we advise mining companies to design sustainable and effective community development projects,
- Thirdly, we help companies develop their human capital by giving them access to a pool of local and international experts.



PRIVATE SECTOR ACCELERATION PROGRAM

In Mali, BiD is the only company active in the restructuring of the mining industry by linking all the key actors: local suppliers, financial institutions, technical actors, mining companies and the government. We are actively working to become a regional reference through our integrated approach, as shown in the figure below:



ADVICE ON LOCAL CONTENT STRATEGIES

BiD supports mining companies in designing their local content strategies. We help our clients to identify sustainable local content projects to improve local economies, even at the community level, with progressive exit strategies through a comprehensive approach:

- Strategy Design
- Stakeholder Mapping
- Impact Monitoring and Evaluation

HUMAN CAPITAL DEVELOPMENT

As part of the overall transformation of companies, BiD intervenes within client companies to support them in the implementation of new strategies and procedures. BiD also offers a talent pool of recent graduates with a competitive educational and practical background as well as highly experienced business practitioners who support companies in short-, medium- and long-term assignments.

ACTIVITIES

Despite the particular health context, the year 2020 was a busy year for BiD and its clients. It is a pleasure for us to share with you some of our activities:



COACHING & MENTORING

After the initial diagnostic, which consists of identifying the client's strengths and weaknesses, the follow-up phase of the organizational development plan is initiated. BiD uses appropriate monitoring tools to track the company's progress in its transformation and development process. It is in this context that work sessions and company visits are regularly held in order to accompany companies in the implementation of their development process.



TRAININGS

After identifying the needs of companies, specific trainings on various subjects are set up in order to develop the capacities of companies in specific fields. In 2020, our training sessions have covered the themes of operations and supply chain management (including cost control and optimization), human capital development, Finance and Accounting.



Training Session on Human Capital Development – Ro&Partners



Training Session on Finance and Accounting – Pyramis Mali

NETWORKING

BiD organizes Networking Sessions with experts from different industries in order to enable companies to get answers to some of their questions but also to understand different sectors and the best practices that ensure sustainable business development. In 2020, our Networking Sessions focused on several themes:



The role of Communication and Marketing in the business world.

Photo: From left to right

- Mamadou DIAKITE, Business Development Expert
- Amadou DIAWARA, CEO of Famib Group
- Birama KONARE, CEO of Binthily Communication
- Mahamadou DIAKITE, Executive Director, BiD



The fiscal and legal challenges that companies face and how they can protect themselves (Cabinet ALT),

- Fatoumata DIARRA, Legal and Tax advisor of African Legal & Tax Mali (ALT-Mali)



The challenges in the mining sector and how local companies should go about it in order to be more competitive

Photo: From left to right

- Daouda DEMBELE, Directeur Financier SOMILO
- Mahamadou DIAKITE, Executive Director, BiD



Companies' needs and expectations of financial institutions and the expectations of financial institutions regarding companies in order to facilitate their access to financing.

Photo: From left to right

- Seydou Coulibaly, Director of Commercial Banking at ECOBANK Mali,
- Hamidou DICKO, Head of the Research and Financing Department at the FGSP (Guaranty Fund for the Private Sector)
- Mahamadou DIAKITE, Executive Director, BiD

NETWORKING (LEADERS IN THE MINING SECTOR)

As part of the capacity building component, BiD organizes networking sessions with leaders in the mining sector to expose companies to best practices for sustainable development and the risks involved in certain practices.



How to use Supply chain management to ensure security of supply and gain the confidence of mining companies

Panel: From left to right

- Mamadou YARA, CEO of Yara Oil
- Mahamadou DIAKITE, Executive Director, BiD
- Mamadou DIAGNE, Director of Operations at Afrilog

INSPIRATION



From left to right:
Mr. Mossadeck BALLY,
Mrs. Soukeyna KANE
Mr. Jean Louis N'KURUNZIZA

Facilitator: Rokhaya N'Diaye,
Ro&Partners

One of BiD's objectives is to expose CEOs to mentors in order to create a support system and enable them to learn best practices in business management from personalities who have established themselves in the business world through their quality leadership.

Discussion panels

As part of our objective to expose our CEOs to the best practices in business management, we had an amazing panel with Mr. Jean Louis Nkurunziza, the Director of Sogea-Satom in Mali, Mrs. Soukeyna Kane, Regional Director of the The World Bank covering Mali, Burkina Faso, Niger and Tchad and Mr. Mossadeck Bally, CEO of AZALAI HOTELS Group, operating in 6 countries - Mali, Burkina Faso, Guinea Bissau, Benin, Mauritania et Côte d'Ivoire.

The conversation focused on the role of good leadership in the growth and sustainability of a company, the roles and responsibilities of private companies in creating value (building local expertise through human capital development), and the development of local businesses that are strong and competitive. We thank our panelists for the quality of the conversation and for contributing to changing the narratives of Local businesses in Mali. The participating CEOs of our Barrick Gold Corporation Accelerator program came out of this session very inspired.

Session held on
October 04, 2020



THANK YOU



HAPPY NEW YEAR 2021

Thanks to our various activities, we remain convinced that it is imperative to develop quality local content through strategy development, organizational development and human capital development to ensure a sustainable economic growth for Malian companies, but also of the economy in general. Consequently, BiD is reassured about its perspective of providing holistic support to propel companies in the mining sector to be stronger and more competitive. We are grateful for the support of Barrick, but also of our cohort and all the stakeholders who have actively participated and made 2020 a year filled with activity.

Happy New Year 2021

Team BiD

BAOBAB INTELLIGENCE & DEVELOPMENT
(Data, Analytics and Strategies)

Baco Djicoroni ACI, Street 640, Lot 704 – BAMAKO, MALI
Telephone: (+223) 44 90 53 45
E-mail: info@baobabinteldev.com