



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.

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OUR FEBRUARY ACTIVITIES WERE UNDER THE THEME OF CORPORATE GOVERNANCE.



FEBRUARY 2021

Corporate Governance

Still evolving under the theme of Corporate Governance, our month of February was marked by strategic planning sessions, the development of two of our flagship programs and our monthly Networking event:

- Strategic Planning Sessions
- Mentoring Program
- Internship Program
- Networking Session Resolute Mining Limited

STRATEGIC PLANNING SESSION

This month of February 2021, we held several strategic sessions with CEOs and their respective teams to collaborate on the development and implementation of a plan to organizational development.

These sessions were characterized by :

- Reflections on the mission, vision, and culture of the company,
- Strengths, Weaknesses, Opportunities, and Threats analysis – SWOT analysis,
- BCG analysis: strategic classification of products and services according to their profitability for the company (relative market share) and their investment needs (growth rate in the market),
- Stakeholder mapping,
- Market analysis: customer needs and characteristics, competition, risks,
- PESTEL analysis: the macro-environmental factors that can affect the company – Political, Economic, Sociological, Technological, Environmental, and Legal aspects.

MENTORING PROGRAM

Working toward good corporate governance and capacity building, BiD has decided to develop a mentoring program to support and strengthen its coaching system. As a result, we have identified business leaders who are committed to good corporate governance and continue to distinguish themselves in their sectors of activity.

Given the diversity of our clients' needs, we have meticulously selected mentors who work in multiple sectors such as hydrocarbons, transportation, logistics, construction, and public works, to provide our clients with the expertise that corresponds to their needs and connect them to mentors with whom they can identify in order to have a concrete impact in terms of inspiration and support.



Mentoring Program Meeting
From left to right:
Mr. Mossadeck BALLY, CEO AZALAI HOTEL GROUP
Mr. Mahamadou DIAKITE, Executive Director BiD
Mr. Issiaka BA, CEO PROSLABS MICROBIO CONSULTING
Mr. Seydou DIARRA CEO MANDE SARL

INTERNSHIP PROGRAM

In addition to our capacity building activities that fall under our Human Capital Development component, we have developed an internship program that aims to generate a talent pool of young professionals with different backgrounds and experiences.

For this program, BiD has identified the best institutes of higher education in Mali in order to establish agreements that reward excellence. Our program targets the best students in their graduating classes to reward them and build a talent pool that will enable Malian companies to become world class in terms of expertise, providing quality products and services. For BiD, it is also an opportunity to stimulate the job market and contribute to the development of a national economy that rewards the most outstanding individuals.

The profiles needed are as diverse as the needs of companies, including but not limited to Management, Finance, Marketing, Law, Communication, Information Technology, Statistics & Data Analysis.



Meeting between BiD & the Institute of Political Science, International Relations and Communications (ISPRIC) for BiD Internship Program

From Left to Right:

Mr. Mohamed GAKOU, General Director ISPRIC

Mr. Mahamadou DIAKITE, General Director BiD,

Ms. Korotimi TRAORE, Business Development, Marketing, et Communication Associate, BiD

Mr. Abdallahi Ould MOHAMED, Business Development Lead, BiD

NETWORKING SESSION - RESOLUTE MINING LIMITED

On Saturday 27th February 2021, BiD had the honor to receive Mr. Ousmane Coulibaly, Country Manager (Mali) of Resolute Mining Limited for its 8th networking session on the theme of local content development in the mining sector in Mali.

Discussions focused on the issues that mines face in their local sourcing; local development policies and initiatives that can help suppliers restructure and meet mining standards; the role that some of the key players, including the State, BiD, and local suppliers, should play in reducing the gaps that exist between the needs of mining companies and the products and services offered by local suppliers.



Panel - De gauche à droite:
M. Ousmane COULIBALY, Country Director (Mali) Resolute Mining Limited,
M. Mahamadou DIAKITE, Executive Director Baobab Intelligence and
Development



NETWORKING SESSION RESOLUTE MINING LIMITED

This Networking session is once again an opportunity for BiD to create a discussion platform that brings together the actors of the mining sector in order to highlight the needs of each stakeholder and to address together the potential solutions to these issues.



THANK YOU



Thanks to our various activities, we realized 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 and 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 actively participate and support us in our activities.

Equipe BiD

BAOBAB INTELLIGENCE & DEVELOPMENT
(Data, Analytics and Strategies)

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