



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.

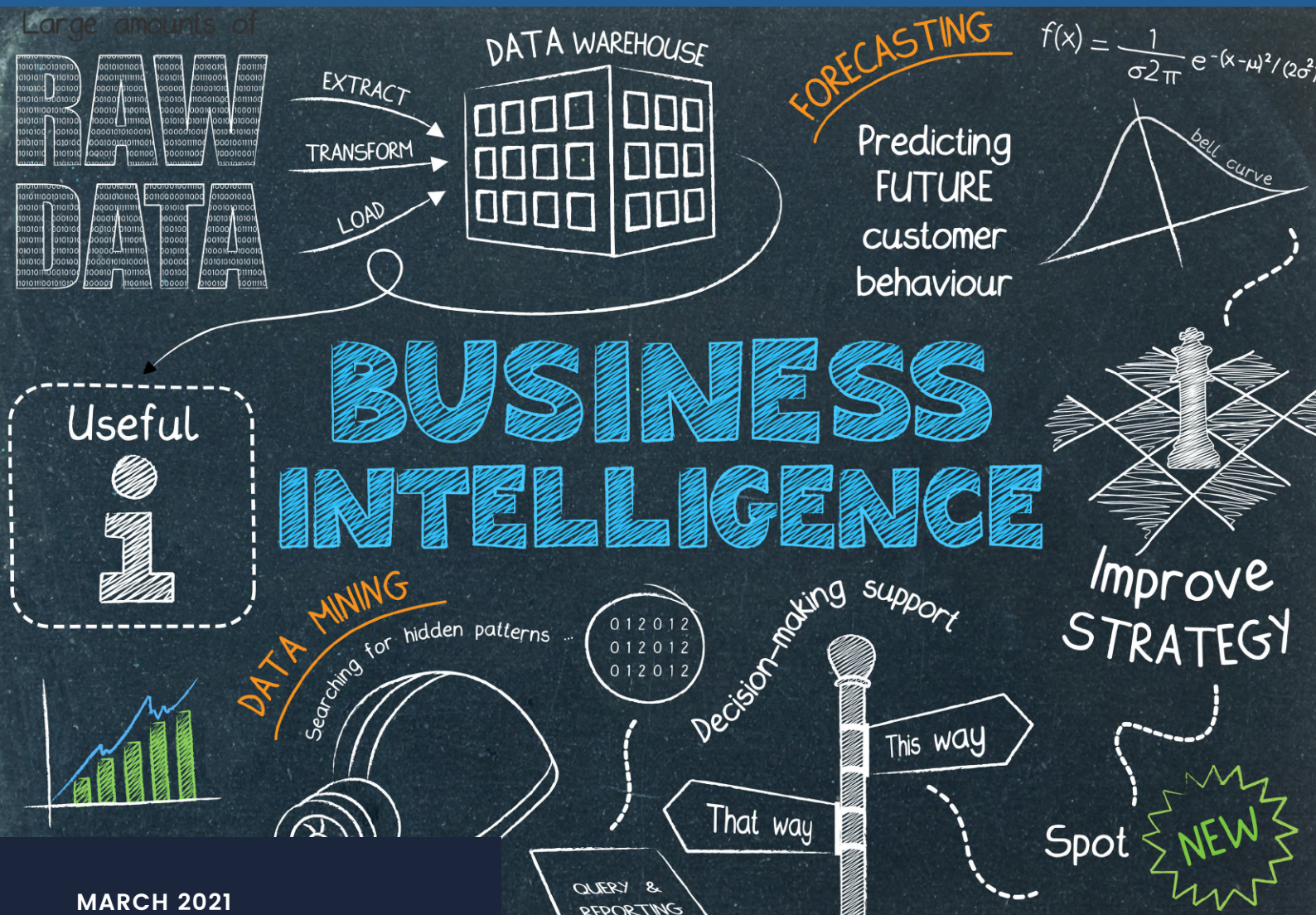
VISION

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

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OUR MARCH ACTIVITIES WERE UNDER THE THEME OF BUSINESS INTELLIGENCE.



MARCH 2021

Business Intelligence

Our March theme was Business Intelligence, which combines business analytics, data mining, data visualization, data tools and infrastructure, and best practices to help organizations make more data-driven decisions. A training module was developed to cover this topic with the cohort, in addition to the following activities:

- Meeting with the Ministry of Mines, Energy, and Water of Mali
- Information session with the African Institute of Management (IAM) as part of the BiD internship program
- Networking session with Barrick Gold Corporation

MEETING WITH THE MINISTRY OF MINES, ENERGY AND WATER

One of our main goals is the continuous improvement of relations between the private sector within the mining industry, financial institutions and governmental institutions. Resultantly, we have decided to approach the Malian government and its departments in order to identify opportunities for collaboration and to consolidate our efforts towards a common goal: the development of the Malian economy, through an ambitious and equipped private sector.

On Thursday, March 11, 2021, BiD had the honor to meet Mr. Lamine Seydou TRAORE, Minister of Mines, Energy and Water of Mali. The discussions were useful and constructive; Mr. TRAORE reiterated the support of his department for any initiative aimed at improving the business climate within the mining sector.



Meeting between BiD, Barrick & the Minister of Mines, Energy and Water of Mali

From Left to Right:

Ms. Korotimi TRAORE, Business Development, Marketing, & Communication Associate, BiD
Mr. Lamine Seydou TRAORE, Minister of Mines, Energy and Water of Mali
Mr. Mahamadou DIAKITE, Executive Director BiD,
Mr. Moussa KANTE, Environmental & Community Manager - SOMILO/Goukoto, Barrick Gold Corporation

INTERNSHIP PROGRAM:

INFORMATION SESSION WITH THE AFRICAN INSTITUTE OF MANAGEMENT (IAM)

As part of our Human Capital development strategy, we have developed an internship program that aims to generate a talent pool of young professionals with different backgrounds and experiences from the best universities in Mali and the diaspora. These trainees will be a critical contribution to our Malian companies so that they can rise to become world-class companies in terms of expertise, providing quality products and services.

On Friday, March 12, 2021, BiD had an information session with a group of students from the African Institute of Management - IAM. During this session, BiD went through the key information related to the internship program with the participants; we also proceeded to a question-and-answer session in order to assist the participants with their questions and receive their feedbacks.



Information Session between BiD & IAM Students
Mr. Abdallahi Ould MOHAMED, Business Development Lead at BiD, answering questions.

BUSINESS INTELLIGENCE TRAINING MODULE

The training module on Business Intelligence was organized on Saturday, March 13, 2021. The main objective was to familiarize the CEOs with this concept and encourage them towards its use.

The module focused on the concept of Business Intelligence which is the set of processes, technologies and tools that help us transform data into information, information into knowledge and knowledge into plans that guide the organization. The mastery of this concept and its application are essential for the development of solid strategies for any company willing to survive and be competitive on a sustainable basis. From human resources management to sales, marketing and finance, business intelligence allows companies to facilitate and support better and more sustainable business decisions.

The use of business intelligence is a crucial contribution to the leadership of any company because it does not only improve the efficiency and productivity of the different functions within the company, it also helps in considerably reducing the grey areas by facilitating the identification of bottlenecks and risks to which the company is exposed.



NETWORKING SESSION WITH BARRICK GOLD CORPORATION

Barrick meets with local suppliers:

As part of our Local Mining Supplier Accelerator program, supported by Barrick Gold Corporation, we were honored to host on Saturday, March 27, 2021, Mr. Chiaka BERTHE, General Manager of Operations, West Africa, Barrick Gold Corporation for a networking session with local suppliers on the topic of local content development, discussing "How to be more competitive in the mining sector. "

After a presentation of his impressive professional background, the discussion focused on the need for local companies to have a clear mission that goes beyond the pursuit of profit in order to drive a strong, productive, and sustainable business ecosystem. Mr. Berthé also encouraged local suppliers to collaborate and learn from each other, to stimulate their sectors, which will help them consolidate their impacts. Finally, Mr. Berthé emphasized the need for companies to focus on the development of their human capital because it is the basis for sustainable business development.



Panel - From Left to Right:
M. Mahamadou DIAKITE, Executive Director Baobab Intelligence and Development
M. Chiaka BERTHE, Director of Operations West Africa, Barrick Gold Corporation



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.

Team BiD

BAOBAB INTELLIGENCE & DEVELOPMENT
(Data, Analytics and Strategies)

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