



NEWSLETTER
BiD

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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THE THEME OF OUR APRIL MONTH WAS STRATEGIC PLANNING.



APRIL 2021

Strategic planning

The theme of our April month was strategic planning, which consists in elaborating a development plan to achieve pre-established objectives while considering the risks and opportunities that the company faces. Due to the continuous nature of this process, it is imperative for any company aiming at sustainability to put in place an adequate management system, which supports the company's development strategies, to direct the company's efforts towards its mission and vision, as well as the satisfaction of all stakeholders, through the supply of quality products, services, and a proper risk monitoring.

Throughout the month of April, we have undertaken the following activities:

- Training sessions on business plan development
- Meeting with the Ministry of Employment and Vocational Training of Mali
- Cohort companies monitoring
- Mentoring program
- ISO 9001 and 45001 trainings

TRAINING SESSIONS ON BUSINESS PLAN DEVELOPMENT

BiD's mission is to make local businesses better, stronger, and more competitive. Within this perspective, one of our main activities is the capacity-building component for local businesses through BiD Accelerator Program for Barrick's local Suppliers.

On Saturdays April 03 and April 10, 2021, we organized two training sessions focused on strategic planning in business management, including the development of a business plan which is one of the most strategic management documents and the essential roadmap for the long-term survival of a company.

Several aspects of business plan development were addressed during these sessions, including identifying the project and its added value, market analysis, the macro-economic environment, operational strategies, technical and financial analysis.

The importance of these sessions was to highlight the advantages of a structured, comprehensive, and coherent business plan, but to also provide participants with a business plan outline. The business plan allows project leaders to structure themselves and to determine the relevant issues of their activities, in order to have viable results. In addition, this document reinforces the credibility of companies in their interactions with banks and investors because it ensures transparency as to the reliability of the company in terms of return on investment.



Training sessions on business plan development

Facilitation: BiD Team

Mr. Abdrahamane KONATE, Administrative and Financial Lead

Mr. Abdallahi OULD MOHAMED, Business Development Lead

MEETING WITH THE MINISTRY OF EMPLOYMENT AND VOCATIONAL TRAINING OF MALI

The continuous improvement of the relations between the private sector within the mining industry, financial institutions, and governmental institutions, being one of our objectives, we decided to go towards the Malian State and its technical services in order to identify collaboration opportunities and to consolidate our efforts towards a common goal: the development of the Malian economy, through that of an ambitious and equipped private sector.

In this context, BiD had the honor to meet on Thursday, April 8, 2021, Mr. Mohamed Salia TOURE, Minister of Employment and Vocational Training of Mali, to discuss the impacts of BiD's accelerator program for Barrick's local suppliers in terms of job creation.

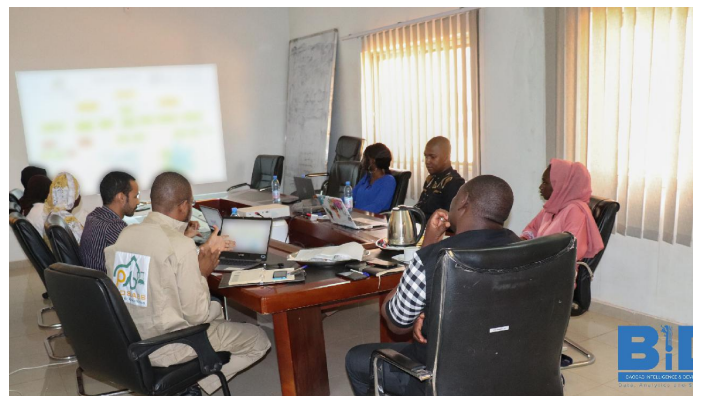
[\(See Page 8\)](#).



From left to right: Mr. Mahamadou DIAKITE, Executive Director BiD
Mr. Mohamed Salia TOURE, Minister of Employment and Vocational Training

COHORT COMPANIES MONITORING

As part of the monitoring of the evolution of the companies in the BiD Accelerator program for Barrick Gold Corporation's local suppliers, BiD holds regular sessions at their offices to support them in the implementation of the strategies acquired during the various activities, particularly the training sessions.



MENTORING PROGRAM

As part of our mentoring program, which aims to support and strengthen our coaching system, we have identified business leaders who are committed to good corporate governance and continue to distinguish themselves in their business sectors.

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.

After the first meeting between Azalai, Proslabs and Mande Sarl, through their respective CEOs, Mr. Mossadeck Bally, Mr. Issiaka Ba, and Mr. Seydou Diarra, two other companies of the cohort, Ma-Sud Sarl (CEO: Mr. Yeli Sissoko) and Arc en Terre Construction (CEO: Mr. Ibrahim N'Diaye), had the opportunity to meet Mr. Mamadou Konaté, founder and General Manager of EGK (Entreprise Générale Konaté) for their first mentoring meeting.



From left to Right:

Mr. Ibrahim N'Diaye, CEO Arc en Terre Construction Mali

Mr. Togo, Technical Director at EGK (Entreprise Générale Konaté)

Mr. Mamadou Konaté, founder and General Manager of EGK (Entreprise Générale Konaté)

Mr. Mahamadou Diakité, Executive Director BiD,

Mr. Yeli Sissoko, CEO Ma-Sud Sarl

TRAININGS

ISO 9001

Quality management being one of the most important principles for any company pursuing sustainability, Baobab Intelligence & Development organized on Friday, April 23 & Saturday, April 24, 2021, two (2) training sessions on the Requirements of ISO 9001: 2015, relative to Quality Management Systems (QMS). The main goal for these sessions was to emphasize the importance of compliance with QMS norms in assuring good managerial practices and quality processes.

This initiative falls under our mission to reinforce the capacity of Barrick's local suppliers participating in the BiD Flagship Accelerator Program.



TRAININGS

ISO 45001

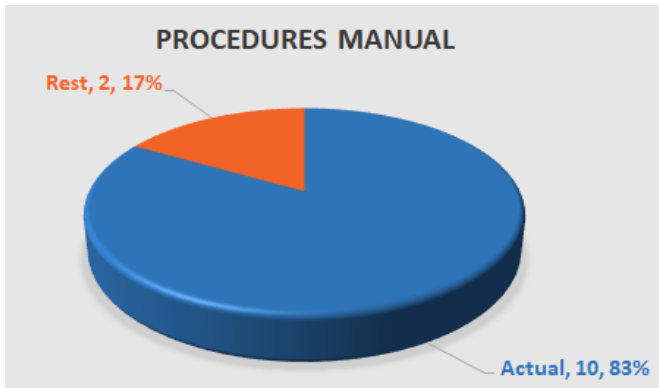
For a proper application of strategic planning, with a holistic approach considering the risks and opportunities that companies face, BiD organized on Friday, April 30 and Saturday, May 1, 2021, a training on the requirements of ISO 45001: 2018, relative to Occupational Health and Safety (OHS) management. The main objective of these sessions was to inform participants on the issues, challenges, as well as the benefits of applying the Occupational Health and Safety standard for quality business management, better employee engagement, and the establishment of a healthy work environment.

These training sessions were facilitated by Mr. Issiaka ISMAILA, Head of the Standardization Department, at the Malian Agency for Standardization and Quality Promotion (AMANORM).



IMPACTS OF THE BID ACCELERATOR PROGRAM

After 11 months of supporting companies in the BiD Accelerator program for Barrick Gold Corporation's local suppliers, the following impacts were made:



- **Out of twelve companies, ten (10)** now have an **operating manual of procedures**. The set objective was to have 85% of the companies to own their operating manual of procedures.



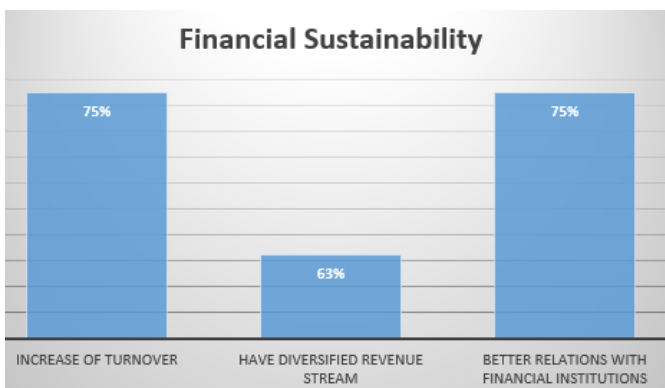
- **Six (6) companies** set up an **employees' performance improvement and succession plan** (employee KPIs, training).



- **Ten (10) companies** established (or upgraded) their **marketing and communication strategies** including digital communication (social media and internet presence).



- Up to **68 100 000 XOF** budgeted (by 7 companies) for **staff training**.



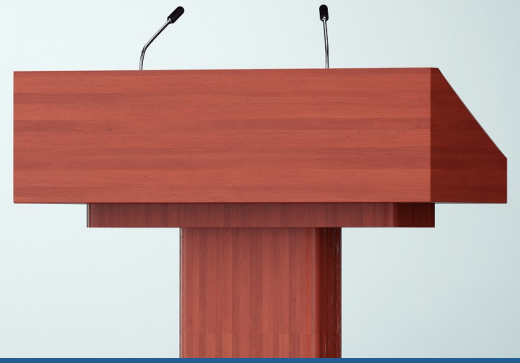
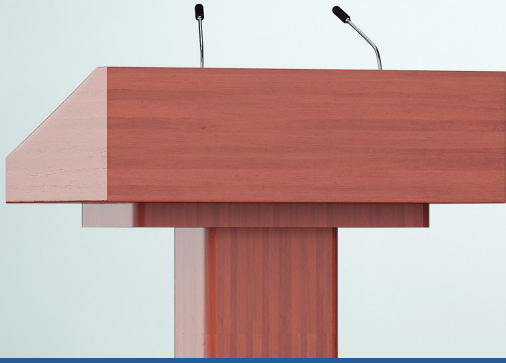
- **63% of participating companies have diversified their revenue stream:** expanding to other mines and multiple industries – B2Gold, FEKOLA SA, MORILA, SEMICO, SONATAM, BRAMALI, DIAGO, Coopération Suisse.

- **132 new jobs** were created with the support of the accelerator program.

- **75%** of the companies in the cohort had an **increase in their revenues**.

- **75%** of the companies in the cohort reported that they have **better relationships with financial institutions**.

THE BID TRIBUNE



To fulfill our commitment to federate the actors of the private and public sectors and with the conviction that the key to sustainable development is an equipped and ambitious private sector, one of our missions is to provide a platform to all actors who want to contribute to the improvement of the business climate in Mali, especially in the mining sector, through the sharing of experiences, but also through relevant remarks that can be useful for companies.

Baobab Intelligence & Development is pleased to offer you this free tribune to share your ideas, opinions and even criticism.

HOW ?

Do you want to express yourself on the business environment in Mali?

Write your article, 1000 words (maximum)

Send it to info@baobabinteldev.com with the subject line: THE TRIBUNE

Please specify your profile by sending us a brief biography

WHEN ?

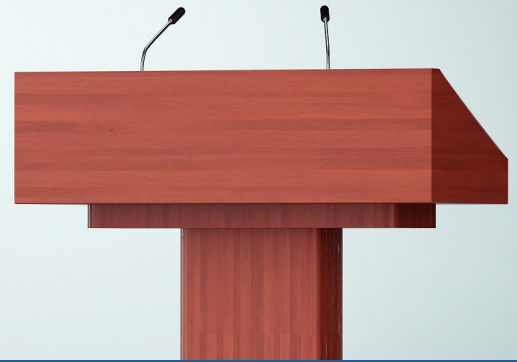
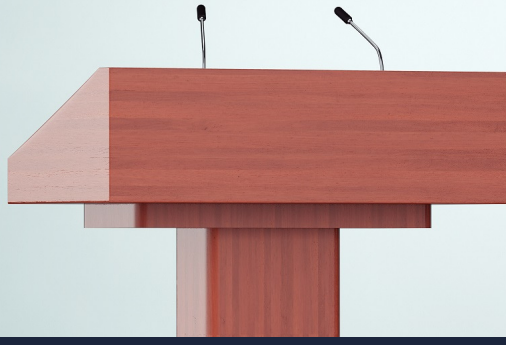
Between the 15th and the 25th of each month.

We look forward to reading you soon,

Sincerely,

Team Bid

THE BID TRIBUNE



Philosophy of Business Ethics

Given the fragile socio-economic context of our country, Mali, I keep asking myself questions about the role of the politician or the businessman in this situation that does not honor us. Is it correct to say that both have failed in their duties towards the country?

Who is responsible for the country?

I go on the basis of the businessman as the responsible one; so I turn to my research on business philosophy – I am referred to business ethics. After reading articles, comparing my experiences in Mali to the business environments of other countries I have known, I realize that not only are my questions necessary, but that it is also important to publicly share my thoughts.

It is in that logic that I seized the opportunity to use the BiD Tribune by contacting Mr. Mahamadou Diakité to reserve a column for me in this newsletter.

Therefore, the following discussion is personal and does not commit BiD. However, readers can send me their comments on:

Hilaire.Diarra@maadou.org

Ethics is defined as a reflection on the values that guide and motivate our actions. It deals with conceptions of the good, the just and human accomplishment. This simply means that everything starts from there – our conceptions of the good, the just and human achievement. In his famous 1776 inquiry into the Nature and Causes of the Wealth of Nations, Adam Smith wrote, "It is not from the benevolence of the butcher, the beer merchant, or the baker, that we expect our dinner, but from the care they take of their interests. We do not address ourselves to the humanity of a businessman, but to his selfishness; and it is never our needs that we speak to him, it is always his advantage."

But how do we explain to our businessmen, to our entrepreneurs, that their advantage is linked to a strong State, to a better educated population, to a healthy population, to a wealthy population?

For the moment, it is money at any cost; it is the culture of financial gains that leaves behind a fragile social context; a population that is impoverished in a global context of growing competition...

In the next few issues we will develop our ideas about the ethics of our local entrepreneurs with respect to our business climate and we will also try to make a comparative description to the so-called advanced economies for which we will have the data.

Hilaire Diarra

Sustainable Development Specialist

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

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