



## **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

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## MESSAGE OF THE EXECUTIVE DIRECTOR

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Dear friends and partners,  
It is an honor to share with you this Newsletter presenting our 2021 activities and summarizing our first steps in building a business ecosystem in the mining sector in Mali.

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 2021, but above all an excellent year 2022, 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 four distinct services tailored to local content development and consistent with our mission :

- We help companies restructure their operations and develop a transformative business plan through our Mining Supplier Accelerator Program, enhancing the capabilities of local companies, stimulating their growth, increasing the scale of their operations in their market share, providing market research that highlights new opportunities, providing tools for improvement.
- BiD supports projects that aim to stimulate the local economy. We advise businesses on how to design sustainable and effective community development projects.
- We help companies develop their human capital organically by giving them access to a pool of local and international experts.
- We offer management consulting services for small and medium-sized companies in various sectors that require support in various aspects such as corporate governance and management, finance, human resources management, marketing, communication, information technology, etc...



## ACTIVITIES

Despite a particular health context, the year 2021 has been a busy year for BiD and its clients. It is with pleasure that we share this newsletter with you.

In recent months, we have evolved in line with local content development through capacity building of local businesses, improvement of businesses' offerings, development of human capital, which BiD believes are key factors for the sustainability of any business.

We have been working on the following activities:

- Finalization of activities and final evaluation of the local supplier accelerator program supported by Barrick Gold Corporation
- Certification ceremony for the Barrick Gold Corporation sponsored Local Supplier Accelerator Program and launch of the Reliable Suppliers platform
- Information sessions with local suppliers of B2Gold Mali
- The Mining and Petroleum Days of Mali (JMP 2021, 9th edition)



## FINAL EVALUATION OF THE COHORT

After 13 months of implementation of the local supplier accelerator program, supported by Barrick Gold Corporation, we conducted final evaluations by having sessions at each of the participating companies for at least two (02) days to go over the initial diagnosis and expectations that had emerged from the program's initial evaluation and compare them to their present situation.

BiD implemented this activity in order to evaluate the progress of the companies, identify areas of improvement for the companies, but also for BiD regarding the approach used for this first cohort.



Final evaluation session with the Proslabs Microbio Consulting team



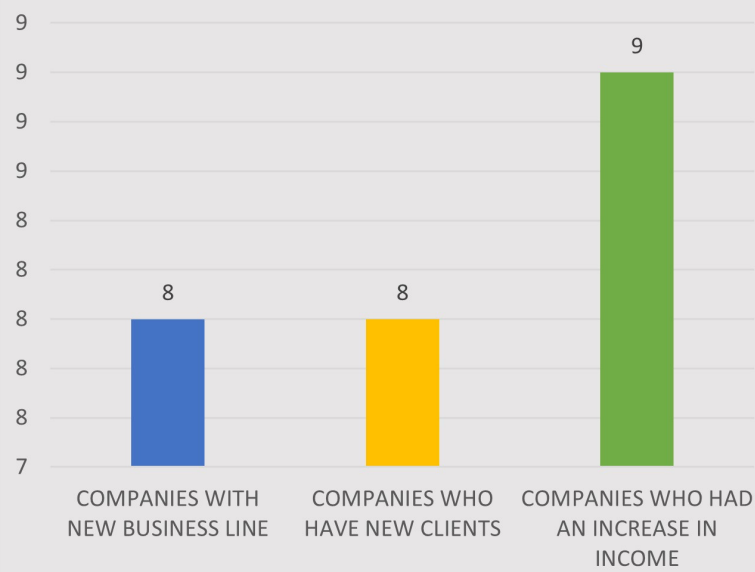
Final evaluation session with the Metalica Sarl team



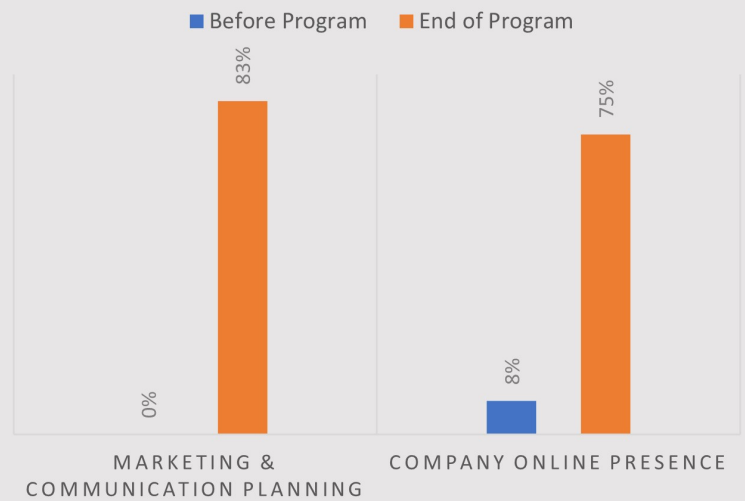
Final evaluation session with the 3R team

# FINAL EVALUATION OF THE COHORT

## BUSINESS EXPANSION



## MARKETING & COMMUNICATION



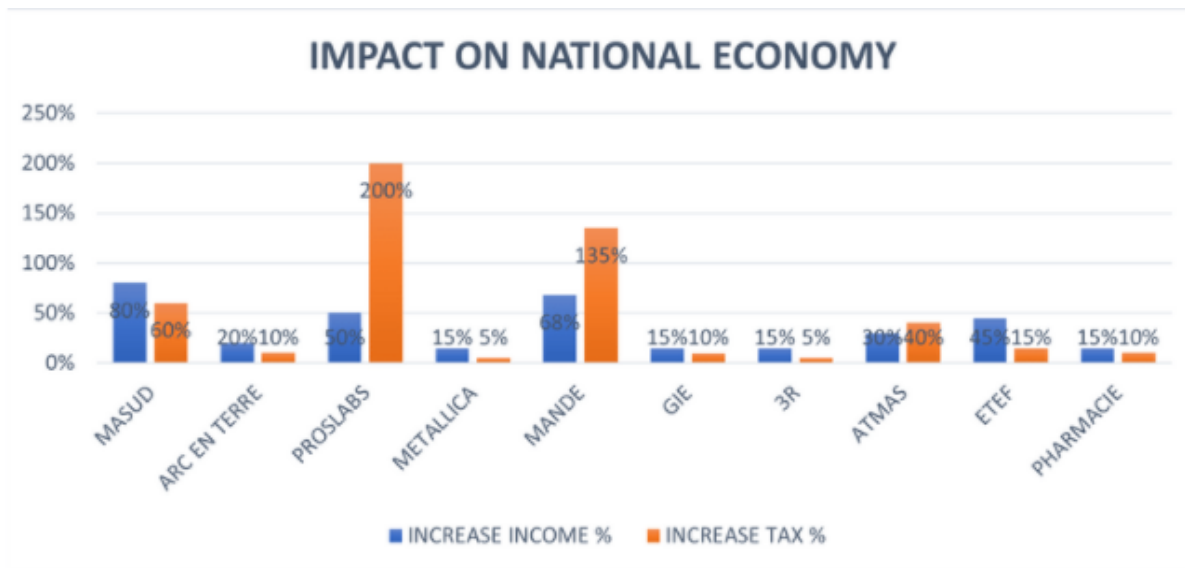
Before the program, most companies showed an important dependency on Barrick SOMILO mine. 75% of the participating companies had more than 60% of their revenues coming from SOMILO. The non-diversification of their revenue streams was the result of companies not having any formal development strategies. About 83% of the participating companies were not known outside their direct partners because of the inexistence of marketing and communication strategies.

The program allowed CEOs to focus more on their vision and develop strategies toward that vision. This allowed CEOs to identify many opportunities in other mines or even outside of the mining sector that are at their reach. Developing a 3-year development strategy gave the opportunity to the companies to plan their expansion gradually over time.

The program also supported the companies to design marketing and communication strategies to support their development plan and reach the objectives that were set. Companies are now capable of better identifying their targets and developing marketing and communication contents to reach them through the right channels. From an initial number of 8%, 75% of the companies now have a digital presence through a website, Facebook, or LinkedIn page, which increased their visibility and allowed them to be known outside their direct collaborators.

**During the strategic planning, 92% of the companies have prioritized the diversification of their revenue streams. The program supported to do so, through better communication about their products and services, facilitating the contact with decision makers of other mines and industries, developing new lines of business. This had a very positive impact on the different businesses. Now, 75% have expanded their client base; have opened new lines of activities in their business; and as a result, have increased their revenues.**

# FINAL EVALUATION OF THE COHORT



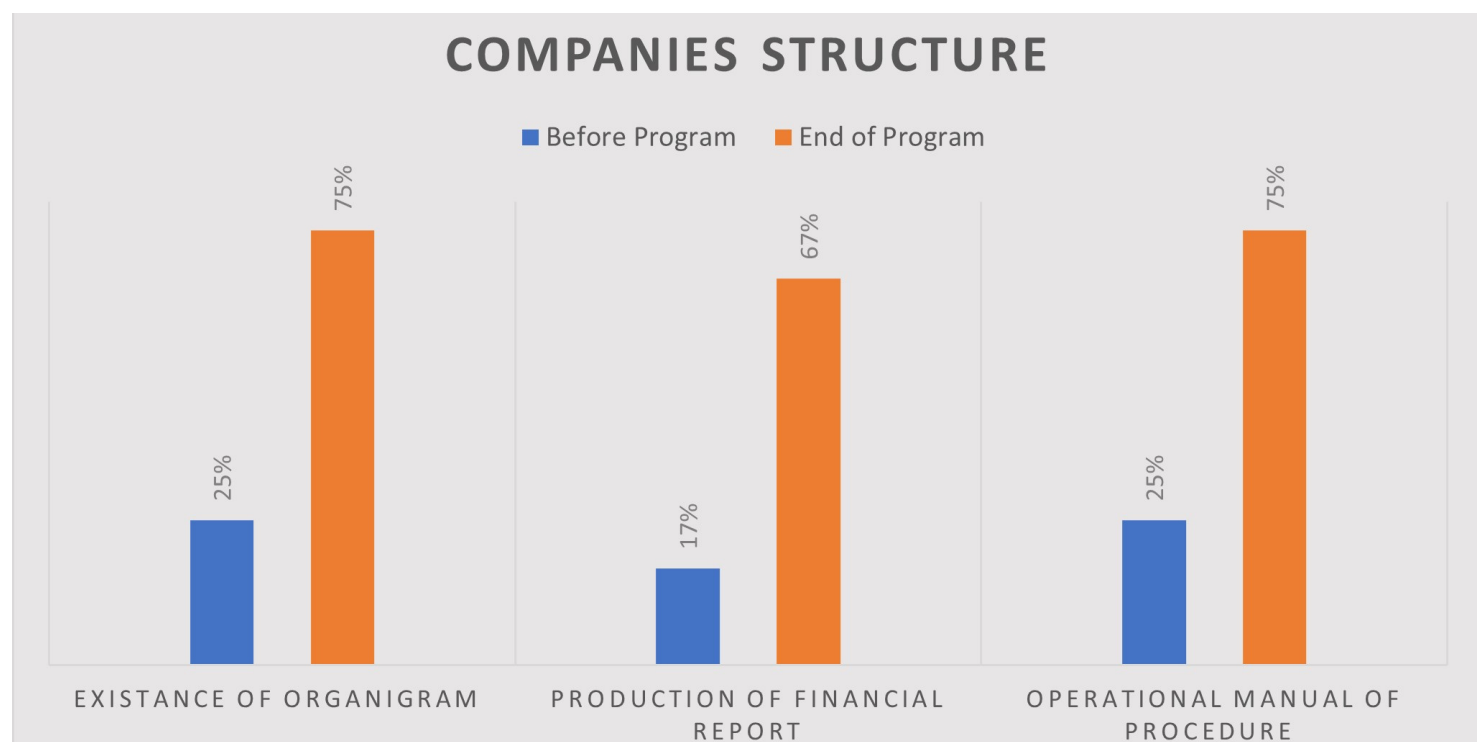
The participating companies managed to grow their businesses and increase their revenues thanks to the support of the accelerator. BiD supported them to have development strategies which allowed them to identify other opportunities. The program also supported the companies to have marketing and communication strategies allowing them to attract more clients. These initiatives resulted in an increase of revenues in 10 companies with an average of 35% of increase: with a lowest increase rate of 15% (Pharmacie Djema, 3R) and highest rate of 80% (MA-SUD).



The program has stimulated job creation rapidly. During the structuring process, the assessment has shown key positions that were still unfilled in some companies. So, BiD recommended to fill these key positions, allowing the CEOs to delegate certain tasks and have strong teams that will support them in developing their businesses. The development strategies also allowed the companies to acquire new contracts, new clients and open new lines of activities which also created more jobs. The program contributed to the creation of 181 direct jobs from the following companies: ETEF (82), PROSLABS (35), MA-SUD (29).

In addition to job creation, participating companies are aware that they need to recruit qualified staff and continue to contribute to their development to have very competent people who will make the company more competitive. As a result, 10 companies have budgeted up to 85 250 000 CFA to support the training of their staff. This will contribute to the development of local expertise, with more and more Malian workers with great skills and capable of tackling more challenges.

## FINAL EVALUATION OF THE COHORT



Before the program, almost all the companies were showing organizational challenges. For instance, PROSLABS Microbio Consulting clearly showed much better structuring than the rest; however, they still had room for improvement regarding administrative processes. The assessment results show that only 25% of the participating companies had a manual of procedures, and the ones that had it were not fully implementing them. Only 25% had an organigram internally; half of which did not match with the reality of how the teams are organized within the businesses. Only 17% had a proper financial system in place and producing financial reports was not a habit.

The program supported the participating companies to elaborate manuals of procedures adapted to their activities, and updates for those that already had one. Many CEOs had good management practices; however, there were no formal documentation that turned these practices into company policies. **Now, 75% of the companies have a manual of procedures determining the framework in which tasks should be performed. Participating companies also benefited from HR and Financial Management trainings from the program, following which BiD business development team assisted each company to draw their organigram, elaborate their HR manual, and setup financial Management systems. Now, 75% of the participating companies have an operational organigram and 67% have a financial system in place and are producing reports regularly.**

The existence of these procedures and management systems facilitates change management for leadership, delegating, onboarding of new employees, the collaboration with partners, clients and even government. About 67% now have some form of succession plan which did not exist before. This form of organizing the business has a direct impact on performance and breaks the total dependency of the business on the CEO. This definitely brings some form of assurance that the company can continue to exist longer even after the founder.



# CERTIFICATION CEREMONY FOR THE BARRICK GOLD CORPORATION SPONSORED LOCAL SUPPLIER ACCELERATOR PROGRAM AND LAUNCH OF THE RELIABLE SUPPLIERS PLATFORM



On Saturday, September 11, 2021, we were honored to conclude the activities for the first cohort of the Local Mining Supplier Accelerator Program.

## CERTIFICATION CEREMONY

For the sponsor Barrick Gold Corporation, represented by its Country Manager, Mr. N'Golo Sanogo, the program's execution and the results obtained were very satisfactory :

"We are more than satisfied today to see the tangible results that this program is achieving with national companies that are becoming well structured, with improved management systems, which will undoubtedly allow them to provide better quality services and products to the mines in order to secure a larger market share. We are delighted to know that this program will allow more local companies to sustain their activities, create more jobs, more wealth, but above all create more local expertise through local champions that will continue to develop the Malian economy beyond the mining sector."

The purpose of the ceremony was to inform our partners about the impacts of the program, such as the 181 direct jobs created and 75% of the companies that are now better structured, 83% of the companies that have increased their turnover and paid more taxes, 75% of the companies that have diversified their clientele beyond the mining sector and 67% that have developed new activities, which has allowed them to increase the market share of national companies in the mining industry.

## **CERTIFICATION CEREMONY**

During this ceremony, the companies that have completed the program, have testified their appreciation for the transformation process that has been fostered in their companies thanks to the program, as stated by their representative Mr. Issiaka Ba, founder of Proslabs Microbio Consulting:

**"We would like to express our deep gratitude to the Barrick company for the valuable tools we have received over the past year, which have addressed areas as diverse as :**

- **Strategic planning**
- **Financial and accounting management**
- **HR management**
- **Marketing-Communication**

**Without any doubt, this reinforcement already allows us to face with more confidence the challenges related to the provision of support services to your activities and more broadly to any other request from our customers .... We believe that we have received more than just tips through this program because the knowledge and advices we have acquired have oriented us towards quality services and the growth of our respective companies. Also, we urge, humbly to continue this action for more benefiting companies strengthening and more local content.**

**As for Mr. Abbas Coulibaly, General Manager of the Loulo-Gouunkoto Complex, the participating companies are to be congratulated; he also encourages them to collaborate in order to increase their capacities to become more competitive in order to secure more opportunities.**



Certificate ceremony: Mr. N'Golo Sanogo; Country Manager of Barrick & Mr. Aguibou Traoré, founder of ETEF Sarl



Certificate Ceremony: Mr. Abbas Coulibaly, SOMILO General Manager, Ms. Oukou Dicko, 3R & Mr. Hamidou Traoré, 3R founder



Mr. Issiaka BA, Founder of Proslabs Microbio Consulting

# PRESENTATION OF THE RELIABLE SUPPLIERS PLATFORM

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## RELIABLE SUPPLIERS

Plateforme de référence qui met en relation les entreprises locales et les demandeurs de produits/services.

Recherche avancée



<b>11</b>	<b>1</b>	<b>12</b>	<b>11</b>	<b>2</b>	<b>10</b>	<b>1 830 000 000</b>	
FOURNISSEURS	CLIENTS	AUDITES	CERTIFIES RS	CERTIFIES	APPEL D'OFFRES	MONTANT DES APPELS D'OFFRES	Confidentialité - Conditions

- Reliable Suppliers is a platform that connects local businesses with product/service seekers.
- Buyers and service seekers will have access to a highly organized database of certified suppliers to meet their needs and requirements.
- The platform allows companies to issue targeted requests for proposals to suppliers that meet their criteria, making the process more efficient while maintaining transparency.

To be listed on the platform as a supplier, companies must meet a number of criteria:

- Legally registered, with a tax identification number
- Technical expertise (human capital, specific expertise)
- Experience in the field
- Financial system in place
- Production of financial statements

The objectives are as follows:

- Promote local content through the development of reliable local companies
- Provide an opportunity for mining companies and strategic clients to have access to structured, reliable local businesses that meet quality management standards
- Facilitate collaboration between companies and stakeholders (government, business and financial institutions) through a credible system
- Increase the market share of local companies by making them more structured and competitive
- Contribute to the development of local expertise
- Develop a dynamic private sector by encouraging local businesses to become more structured, better managed, more competitive, and have a long-term development strategy.

## INFORMATION SESSIONS WITH B2GOLD MALI LOCAL SUPPLIERS



On November 10 and 11, 2021, BiD organized information sessions for B2Gold Mali to support the company in its mission to make Malian companies more familiar with their procurement and payment procedures in order to improve its collaboration with local companies.

### DAY 1

The panels gathered industry experts such as Mr. Issa DIARRA, CFO of B2Gold Mali, Mr. Mohamed CISSE, General Manager of SOMISY, Mr. Mamadou Abdoul DIAGNE, Director of Operations of AfriLog Mali, Mr. Mahamadou DIAKITE, Executive Director of Baobab Intelligence & Development, to discuss industry standards and the importance of security of supply in the mining value chain so that suppliers understand the issues and are able to meet the challenges of delivering quality products and services to the mine.

Suppliers also shared their challenges and proposed solutions to improve their collaboration with B2Gold Mali.



## INFORMATION SESSIONS WITH B2GOLD MALI LOCAL SUPPLIERS



### DAY 2

The second day of B2Gold Mali's information sessions with local suppliers covered several dimensions :

Presentations of B2Gold Mali on :

- Procurement: the prerequisites for being considered as a potential supplier and considerations for obtaining contracts
- Finance: B2Gold Mali's payment processes and conditions
- Workplace safety considerations while providing services on mine sites

The day was concluded by a high-level panel on legal and tax matters in the private sector and mining in particular, with speakers including Ms. Fatoumata DIARRA, legal and tax advisor ALT Mali, Mr. Mamadou COULIBALY, a lawyer who specializes in taxation and business law Satis Partners, Mr. Mamoudou CISSE, Tax Advisor B2Gold Mali.

On November 10 and 11, 2021, BiD organized information sessions for B2Gold Mali to support the company in its mission to make Malian companies more familiar with their procurement and payment procedures in order to improve its collaboration with local companies.



# THE MINING AND PETROLEUM DAYS OF MALI (JMP 2021, 9TH EDITION)



On November 16, 17 and 18, 2021, BiD participated in the 9th edition of the Mining and Petroleum Days of Mali which had the following theme :

**LOCAL CONTENT DEVELOPMENT: CHALLENGES, PROSPECTS AND ROLE OF THE STATE**

BiD's very first participation in the Mining and Petroleum Days of Mali was a particularly enriching experience. In addition to the animation of its exhibition stand, BiD was delighted to participate in two (02) high-level panels, through the intervention of the executive director, Mr. Mahamadou DIAKITE, namely:

- Local Content Development: Issues, Perspectives and the Role of the State
- Local Content and Corporate Social Responsibility (CSR)



# RECAP' 2021 NETWORKING SESSIONS AND TRAININGS - ACCELERATOR PROGRAM FOR LOCAL SUPPLIERS

Below is a summary of our key networking sessions and trainings for the year 2021.

## NALLIAS SA, SONAVIE & SANLAM MALI : THE ADDED VALUE OF A BUSINESS INSURANCE PLAN IN PROTECTING INVESTMENTS AND CREATING A SAFE AND QUALITATIVE WORK ENVIRONMENT

BiD held a networking session on "The added value of a business insurance plan in protecting investments and creating a safe and qualitative work environment."

The discussions covered the risks to which companies are exposed in the exercise of their activities and the solutions that insurance companies offer (life and non-life insurance) to be proactive against these risks.

Speakers:

Daniel DENA, Head of the Sales and Marketing Department of SONAVIE

Ousmane SIMPARA, Production Manager at NALLIAS SA

Alou TALL, Director of Operations and Development at SANLAM MALI (formerly SAHAM Assurance Mali)



# RECAP' 2021 NETWORKING SESSIONS AND TRAININGS - ACCELERATOR PROGRAM FOR LOCAL SUPPLIERS

## RESOLUTE MINING LIMITED : LOCAL CONTENT DEVELOPMENT IN THE MINING SECTOR IN MALI

BiD can count on Resolute to help build the capacity of local suppliers in the mining sector in Mali.

Mr. Ousmane COULIBALY, Country Director (Mali) of Resolute came to meet local suppliers to discuss the gaps that exist between the needs of mining companies and the products and services offered by local suppliers.

Discussions focused on how mining companies, the government, BiD, and local suppliers can work together to strengthen local procurement for mines.





# RECAP' 2021 NETWORKING SESSIONS AND TRAININGS - ACCELERATOR PROGRAM FOR LOCAL SUPPLIERS

## BARRICK GOLD CORPORATION : LOCAL CONTENT DEVELOPMENT - HOW TO BE MORE COMPETITIVE IN THE MINING SECTOR

Mr. Chiaka BERTHE, General Manager of Operations, West Africa, Barrick Gold Corporation meeting with local suppliers:

After discussing his professional background, the conversation focused on the need for 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, and to consolidate their impacts.



# RECAP' 2021 NETWORKING SESSIONS AND TRAININGS - ACCELERATOR PROGRAM FOR LOCAL SUPPLIERS

## **FIREFINCH LIMITED : LOCAL PROCUREMENT - CHALLENGES AND POTENTIAL SOLUTIONS FOR MINING COMPANIES**

We were honored to host Mr. Seydou SEMEGA, Country Manager (Mali) of Firefinch Limited, at our regular networking session which consists of connecting stakeholders in the mining sector.

Mr. Semega came to meet with local suppliers to discuss local procurement issues for mines, including the challenges and potential solutions that mines and their suppliers are experiencing.

Discussions focused on the types of strategic partnerships that local suppliers can form with each other to increase their capacity and be more competitive. The discussion also focused on the potential strategic partnerships that suppliers could have with the mines if they were better organized and structured.

Mr. Semega reiterated Firefinch's commitment to becoming a major contributor to the development of local content with a focus on creating value and impact in the national economy.



# CAPACITY DEVELOPMENT TRAININGS



After identifying the needs of the companies, specific trainings on different topics have been set up to develop the companies' capabilities in specific areas. In 2020, our trainings covered the topics of operations and supply chain management (including cost control and optimization), human capital development, finance and accounting. In the same direction, 2021 trainings covered strategic planning in business management, business plan development, ISO 9001 - 2015: Quality Management Systems (QMS), ISO 45001 - 2018: occupational health and safety management (OH&S), ISO 14001 - 2015, environmental management system.



2022

HAPPY

New Year

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 2021 a year filled with activities.

**THANK YOU**

*Team BiD*

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