A West African powerhouse of 22 million inhabitants, with veritable trading deals, a booming economy and a wealth of precious natural resources, Côte d’Ivoire is being formally welcomed back onto the global scene following a difficult start to the 21st century.

After a decade of conflict, it seemed peace and democracy might have evaded the Francophone country that was the West African Economic and Monetary Union’s (EMU) largest GDP contributor. However, since the re-election of President Alassane Ouattara with a landslide majority of 59.5 percent in October 2015, the proud country is continuing to close back its position as the economy’s bellwether for the region.

“When we came to power in April 2011, we inherited a country in total chaos,” the president told Global Insight.

“It was therefore crucial for my government to re-establish confidence, peace and security, ensure that the end of the crisis would be followed by a period of division and vengeance, and reinforce economic growth, as well as bring about the rehabilitation of our national infrastructures.”

These steps were critical in order to afford confidence in the future of our country to all Ivorians, as well as the international community. People responded very well to our development strategy. People got back to work and, collectively and猛然, we have achieved one of the strongest economic recoveries in the world over the past four years,” Pessole firmly agree that the economic development of the country is remarkable and Côte d’Ivoire is a destination investors should look out for, as all sectors are in growth mode. Increased public spending and private-public partnerships (PPP) in infrastructure projects combined with a government committed to reaching agreements within the business environment have seen economic growth rise to the high single-digits since 2011. Investment is flowing in across all sectors as the country stabilizes, and Côte d’Ivoire, one of the world’s most advanced nations, is achieving its aspiring growth and stability and is promoting national reconciliation,” Abe said.

A landmark visit
In January 2014, Prime Minister Shinzo Abe visited Abidjan, Côte d’Ivoire’s capital, to attend the ECOWAS-Japan summit. It was the first time a Japanese head of state visited a Francophone Africa, and on such a momentous occasion. Abe’s aim was to show his country’s commitment to the region.

“We were impressed to know that Japan-originated aid is loved by all of you,” he said, and expressed his appreciation of Côte d’Ivoire’s (Côte d’Ivoire’s) youth.

Over the past seven years, Abe has come to understand their priorities. We have a philosophy of making a difference in this world, and this mission at hand, we can deliver, calm, peace and security; an aspect that is not only fundamental for investors but also for society at large.

Despite coffee being by far cocoa, coffee, electronics, education, environment, mining, energy and hydrocarbons, tourism and transport, industrial plants for palm oil, sugar, rubber, cocoa, coffee, electronics, education, health care, agriculture and real estate are ready and telling to offer the Japanese a very warm welcome.
Côte d'Ivoire is among the top five countries with the highest growth rates in the world today.

For the second phase of the National Development Plan, which built on the success of the first phase, the government of Côte d'Ivoire outlined a blueprint by Minister for Economy and Finance Adama Koné in 2013 that was launched in 2014. The main objectives of this plan were to ensure stronger economic growth in the medium term. The second-phase National Development Plan, launched in 2014, acknowledges that the first phase delivered results, such as the International Monetary Fund (IMF) declaring that Côte d'Ivoire is now a “resilient performer.”

The second-generation National Development Plan, which is the current plan, has three main goals:

1. Economic growth and diversification: The government aims to ensure that economic growth is diversified and not dependent on traditional sectors such as cocoa, coffee, and cotton. The government is working on projects to improve the performance of the agricultural sector and develop new areas such as ecotourism and mining.

2. Infrastructure and social development: The government is committed to improving infrastructure, including roads and ports, to support economic growth.

3. Governance and institutional reform: The government is focusing on improving governance and institutional reform to create a stable and predictable business environment.

The government has introduced a “School For All” initiative that focuses on girls who fall behind in their education. A new law to promote child employment is also pending.

Overall, the second-generation National Development Plan is a comprehensive strategy to ensure stronger economic growth in the medium term.
Protecting the nation’s interests with vigor

Clear choices, will, determination and hard work. Such is the mantra of the Côte d’Ivoire Customs Authority, which is adding to the national coffers with tax revenues.

As one of West Africa’s busiest sea and air gateways and a thoroughfare for imports and exports for the entire region, customs officials have a huge responsibility in the contribution it makes to the Ivorian economy national development in tax and charges revenues.

With 41 percent of national fiscal revenues coming from customs duties, the Customs Authority plays a key role in providing funds for national development and under the new reforms, is working with Adama Kone, minister for economy and finance to be on top of revenues, as well as eliminating the threat of smuggling and fraud.

Today, the country has more than 180 customs offices, and six central departments, the two most important being the National Services Department and the Central Services Directorate.

Having recently undertaken a far-reaching modernization program that includes digital technology investments to enhance efficiency, the Côte d’Ivoire Customs Authority is more robust than ever. New geo-positioning systems are in place that will not only track consignments and combat crime, but will also monitor goods coming into Abidjan that are destined for transit to neighboring countries.

The Customs Authority’s Director General, Gen. Issa Coulibaly, is championing “expertise, modernization and simplification,” and is intent on achieving best international standards in ethics, good governance and good practice, including borderless procedures, toll-free phone numbers to report any possible smuggling and clear and written codes of procedure and behaviors.

“We have undertaken the computerization of all our procedures, which includes an automated customs clearance system. We also post information on our website so customs procedures are accessible from abroad. Through practical good governance, we have created a legality to confront counterfeiting and have developed a charter of ethics and professional conduct, as well as strengthening the inspection aspect of our services.”

Overcoming challenges

The biggest challenge facing customs officials is to better move toward decentralization and automatic procedures to ensure the customer is no longer forced to travel long distances to access services.

Greater customs interconnection between the neighboring countries is also very important, particularly with Mali, Burkina Faso and Ghana, Coulibaly explained.

“Côte d’Ivoire has already helped us with the just-imposed inspection offices. And Japan also contributed to the interconnection studies with Burkina Faso, Mali and Senegal.

“There are other projects that are planned for 2000 and 2001, particularly in terms of risk control. Japan also supported us in that endeavor, and has provided funding for a remote viewing room so we can see everything that is going on through CCTV.

“What interests us is that Japan can help us establish a dedicated customs school. At the moment, our senior managers are trained at the National Administration School in France. Our ambition is to have a similar school in Côte d’Ivoire, and I am confident that with the experience and expertise that Japan has, it can help us to achieve that.”

The general expresses hope that the recently strengthened ties between the two countries, and the informal taking place across the country will encourage Japan to increase trade with the West African country.

“The chance we face is the pace of development, so we are reaching out to all the friends who want to help. I hope investment and trade between Japan and Côte d’Ivoire continues to grow as it will give us in our mission to become an ‘emerging economy’ We must strengthen our cooperation.”

The future

The customs chief has high hopes and ambitious expectations for the future, and, like government, hopes, it will help him in his duties.

“What interests us is that Japan wants to be one of the most modern countries in the world,” he said. “In some countries, you don’t see customs people walking around the docks to get to an office because they can do everything from home.

“Japan, of course, has an efficient administration, like that. A customs authority where the procedures are simple and everything is online and electronic and it breaks with the negative images it may have generated for narcotics and corruption.”

“At the talks at TICAD, I hope to see the Japanese back in Côte d’Ivoire trading and doing business.”

Gen. Issa Coulibaly, Director General, National Customs Authority

“I see a Customs Authority where the customs agent is proud to do his job and interested to customers because he knows that all his actions have an influence on Côte d’Ivorean economic competitiveness. He is measuring the impact of everything he does.

“The customs agent does not just aim to be a mere tax collector, but will be playing a role in the economy, and culture of results, a new Ivorian, a new customs agent.

“My message to the people of the ninth Tokyo International Conference on African Development (TICAD V) would be to tell them that the Ivorian Customs Authority is preparing to actively participate in this important event.

“Japan should finally listen to our call. Japan is back in the West African region. We want Côte d’Ivoire to find its rightful place in the world. It was a base country in the 70s and 80s, but because of the political and economic crisis, it has been outsmarted.

“True, we are regaining respect from other nations. They know Côte d’Ivoire is back.”

The power of ECOWAS

The Economic Community of West African States (ECOWAS) represent a huge market and therefore has huge potential. For this reason, Côte d’Ivoire and the Customs Authority are playing their parts in helping companies wishing to distribute their products in the region.

Harnessing trade and customs procedures remains one of the ECOWAS major economic objectives. With a single currency and a single trade and customs union due to be rolled out by 2020, countries will be able to negotiate on a larger scale. An IMU study suggests any revenue losses from a common ECOWAS Customs Union will be minimal.

ECOWAS facts

• 15 countries with a market of 305 million consumers
• Common currency Franc CFA pegged to the euro
• Composed of 300 million middle-class consumers
• Common Duty Tax System from 4 to 20 percent
• Economic Partnership Agreement with the EU, an economic partnership agreement with exemption of most of the customs tariffs and quota on products imported from Côte d’Ivoire
• Agriculture, Growth and Food Security Act of 2014
• A Stability and Growth Pact Agreement between Côte d’Ivoire and Senegal
• Preferential access to markets such as Canada, Turkey, Japan and Switzerland.
Transport investment accelerates

With a vast agricultural market highly reliant on goods’ speed to market, the transport sector is pivotal for the economy.

With an expanding economy highly dependent on an agricultural industry that relies on speed to foreign markets to maximize the potential of its valuable perishable goods, Côte d’Ivoire has long boasted some of the best transport infrastructure in Africa.

Côte d’Ivoire’s road network is widely regarded as one of the finest in sub-Saharan Africa, currently comprising around 100,000 kilometers of paved road, about 80,000 kilometers of dirt road and more than 120,000 kilometers of others (light roads).

A further 1,400 kilometers of highway is scheduled for construction over the next 15 years, including a key section of the 800-kilometer Abidjan-Lagos corridor that will connect most major cities in the country. The 1,400-kilometer road will eventually serve up to 300 million passengers in the west region, offering access to landlocked nations Burkina Faso, Mali and Niger Republic.

Domestic transport and logistics are largely underdeveloped due in part to the ambition of the public authorities to establish itself as an economic powerhouse through a comprehensive national development program. The construction of transport infrastructure like roads and ports is an essential component of this strategy.

The modern operations of the transport sector, centered on world-class facilities and meet strict international standards, which combined with Côte d’Ivoire’s strategic location, make it a thriving gateway to West Africa, and even to Europe.

Côte d’Ivoire’s road network, covering 770 kilometers and in some places more than two thirds of the country’s industrial activities, is the backbone of the national economy. The transport sector thus plays a critical role in supporting the country’s economy.

“Transport and logistics are an essential part of the country’s agenda,” said Minister of Transport, Gaoussou Toure.

“Gaoussou Toure

“With abundant investment, business and commercial opportunities throughout the transport and logistics sector, Côte d’Ivoire is a continent on the move and a hub of regional and international trade.”

The minister explained: “We have widened the port’s access channels by 300 meters in length and 230 meters in width with a container storage area of 4,600 square meters. Several hundred kilometers further south, the integrated Autonomous Port of Abidjan (Port Autonome d’Abidjan) covers 770 hectares and is home to more than 200 kilometers of warehouses and exhibition centers. In addition, the port will feature universality for the training of air transport business so as to enable rapid and sustainable development of air transport.”

“Abidjan is the gateway between the world and Africa, and a key hub for the continent,” said Minister of Transport, Gaoussou Toure. “In its current location, Abidjan is one of the largest container terminals in the world, handling more than one million containers each year. With the expansion drive well under way, a new container terminal with a storage capacity of around 600,000 containers will allow larger vessels to load and unload ships and move a wide range of goods, from and to, multiple terminals and warehouses.”

The Autonomous Port of Abidjan is scheduled to be completed in 2017, with an additional 300 million euros allocated for the project.

Soon, Abidjan’s container terminal will be transformed into a hub for regional and international trade. The new facility will enable the port to handle double the current number of containers, making it the largest in West Africa.

“Abidjan’s port is one of the most important in Africa, and its strategic location makes it a gateway between Europe and Africa,” said Minister of Transport, Gaoussou Toure.

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Air Côte d’Ivoire is expanding, flying high in the aviation industry, creating a new era of growth and development in the sub-region. The airline is striving to become a regional hub, offering flights to various destinations, as well as cargo services. The management board’s hard work and the right people in the company have enabled it to flourish.

**Outstanding growth**

In 2013, the Airports and Meteorology Authority (A.N.A.C.) was created in Côte d’Ivoire, to oversee civil aviation security and the management of various countries’ airports. The Authority is responsible for the regulation and coordination of transportation and aviation activities across the country. Its primary objectives include safety, security, and efficiency in the air transport sector.

**Flag carrier Air Côte d’Ivoire**

Air Côte d’Ivoire, one of the country’s leading airlines, is playing a vital role in regional and international transportation. The airline has recently announced its plans to expand its operations, including the addition of new destinations and flights. The management board is working hard to ensure that the company is well-equipped to handle any increased demand for its services.

**Air Côte d’Ivoire**

Air Côte d’Ivoire, making Abidjan a regional hub

www.aircotedivoire.com

**Managing the airline**

The airline, which is a flagship airline in the region, has been successful in the past few years. It is one of the most reliable and efficient airlines in the world. The senior executive is extremely excited about the future of Air Côte d’Ivoire and its potential to become a leading airline in the sub-region.

**With these new aircraft, Air Côte d’Ivoire will offer increased comfort and safety to its passengers.**

As the或者是administrative director and commercial operator of the airline, the senior executive is focused on delivering a first-class service to its passengers. The airline is committed to providing the best on-board services, punctuality, and reliability to its customers.

**Managing the crisis**

Air Côte d’Ivoire is one of the leading airlines in the world. The senior executive is working hard to ensure that the airline is able to continue to offer its passengers the best service possible. The airline is currently focused on delivering a first-class service to its passengers.

**Airlines and Meteorology**

Aéronautique et Météorologie

Managing Director

Germain Assemien

Managing Director, Managing Director, Air Côte d’Ivoire

**Modern logistics hub**

Airlines and Meteorology, in cooperation with various governments, is creating a global logistics network. The network is designed to facilitate the transportation of cargo and passengers around the world. The network is expected to be operational in the near future, providing a new dimension to the transportation industry.

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Côte d’Ivoire has established itself as one of the largest and most successful agricultural producers in Africa and the world.

In June President Alassane Ouattara announced that Côte d’Ivoire had not only achieved self-sufficiency but had also established a new strategy “to use our raw materials and generate more than a billion dollars in value for the country.”

The strategy includes a new approach to the production of cocoa and cash crops. Côte d’Ivoire’s cocoa and cash crop production is projected to reach 4.5 million tons by 2020, compared to 3.5 million tons in 2015. This increase is expected to be driven by improved productivity and a greater focus on processing and value added products.

The government’s plan is to increase the number of farms and improve the efficiency of processing and marketing. The goal is to convert raw materials into finished products, thereby reducing the country’s dependence on exports and increasing its value-added output.

Cacao and cash crops generate tasty profits

The sector utilizes the road networks and seaports for prompt delivery, and generates more than a billion dollars in value for the country. The focus is on improving productivity and processing.

The National Center for Agricultural Research that carries out research to meet the needs of producers, the National Agency for Rural Development that develop the legal framework directly with farmers, and the Interprofessional Union for Agricultural Research and Advisory Services that research financing structure.

“Even once our independent, we have made the wise choice to base our economic development on agriculture,” said Minister of Agriculture Mamadou Sangafowa Coulibaly.

Overlooking rural producers

Dissecting the results of the NAIP as “spectacular,” the minister reveals that the program blueprint has contributed to the finding poverty area and added real national poverty rates from 30 percent to 15 percent.

“We have strengthened our position and become the world’s largest cocoa producer with a 45 percent share,” the minister continued. “This will aid the development of our country’s cocoa sector and will also mean we will have greater control of the global supply of cocoa.”

“By installing a processing plant inside the country. Our challenge is to convert our raw materials into finished products, thereby reducing our country’s dependence on exports and increasing our value-added output. This will mean we will be less vulnerable when the global price of the commodity.”

The initiative aims to improve the efficiency of processing and marketing. The government’s plan is to increase the number of farms and improve the efficiency of processing and marketing. The goal is to convert raw materials into finished products, thereby reducing the country’s dependence on exports and increasing its value-added output.

The government is eager for Côte d’Ivoire to follow in the footsteps of Japan as a model for cocoa processing. The government plans to play a major role in determining the global price of cocoa.

Côte d’Ivoire comprises vast areas of forests and savannas, and is an important producer of timber and wood products. The government is committed to reforesting the country to improve soil quality, reduce erosion, and increase productivity.

If agriculture is the backbone of the economy and the transport network that serves the coast is the spine, then the cocoa and cash crop industry is the main artery. The government is working to ensure that this artery flows smoothly, thereby reducing the country’s dependence on exports and increasing its value-added output.

The government is also working to ensure that the agriculture sector is sustainable and environmentally friendly, by implementing sustainable farming practices and reducing the use of chemical fertilizers and pesticides.

Côte d’Ivoire is a leading producer and exporter of valuable agricultural goods such as cocoa.
The business landscape is changing for the better, with reduced red tape and a more formal economy. Conscientious investors have leapfrogged into raising the quality of life for Ivorians. The business landscape is changing for the better, with reduced red tape and a more formal economy. Conscientious investors have leapfrogged into raising the quality of life for Ivorians.

Reaching the summit

Local businessman Antoine Donou Danielia is a perfect example of the entrepreneurial men of vision Ocassions are the fustering

Another local company making a name for itself is Côte d'Ivoire forest industries. Côte d'Ivoire (CDCI) is a vastly prominent in several areas such as the coffee sector. The business landscape is changing for the better, with reduced red tape and a more formal economy. Conscientious investors have leapfrogged into raising the quality of life for Ivorians. The business landscape is changing for the better, with reduced red tape and a more formal economy. Conscientious investors have leapfrogged into raising the quality of life for Ivorians.

The Carrefour chief gave an example of how a restaurant is a place to dine out or the other counties of the region. We are particularly interested in Burkina Faso, Mali, Niger and Togo. “Côte d’Ivoire has so many resources from coffee, cocoa, rubber, iron, gold, oil and even gas. It has also enormous. Now it is the best potential to the region, thanks to a strong administrative framework. The business landscape is changing for the better, with reduced red tape and a more formal economy. Conscientious investors have leapfrogged into raising the quality of life for Ivorians. The business landscape is changing for the better, with reduced red tape and a more formal economy. Conscientious investors have leapfrogged into raising the quality of life for Ivorians. The business landscape is changing for the better, with reduced red tape and a more formal economy. Conscientious investors have leapfrogged into raising the quality of life for Ivorians. The business landscape is changing for the better, with reduced red tape and a more formal economy. Conscientious investors have leapfrogged into raising the quality of life for Ivorians. The business landscape is changing for the better, with reduced red tape and a more formal economy. Conscientious investors have leapfrogged into raising the quality of life for Ivorians.
Japanese technology firms urged to plug into profits

Digital drive energizes the economy

By embracing the latest information and communications technologies, ministries are enhancing the services they provide

Not surprisingly for Africa's second-largest economy and one of the continent's most outstanding performers, Côte d'Ivoire has an advanced information and communications technology (ICT) infrastructure that plays a vital role in connecting the public, private and individual companies and individuals. Known for its growth and a high-potential sector, the ICT industry presently counts more than 350,000 SKUs or around 800 billion CFA francs, and employs around 200,000 workers directly and indirectly, according to officials.

With an estimated mobile population of 120 million, businesses have been quick to take advantage of the commercial opportunities generated by such a wide consumer base, a theme that is of great interest to investors.

To achieve this, the government has established national data centers and created new service providers. The National Society of Development of Information and Communication Technology (SNDI) is spearheading efforts to introduce modern technologies, meaning that Côte d'Ivoire has an ambition that is not to be underestimated. The minister continued: "This is a country that has nothing to prove. It is a mature country, technologically advanced and has an excellent command of ICT. It is a country that remains among the most advanced and economically powerful in the world. Côte d'Ivoire is a country where you can improve by improving its cooperation with countries such as Japan. We are aware of Japan's involvement in Africa.

Managing the Frequencies
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"E-governance is key to Côte d'Ivoire achieving its goal of becoming an emerging market by 2020," said Bruno Nabagné Koné, Director of the Telecommunications Council of Côte d'Ivoire and the Telecommunications Agency of Côte d'Ivoire to develop the digital economy and expand the market for ICT.

According to Diéméléou, the advanced technology, experience and knowhow to help the country achieve its goals and benefit from a lot of scope for potential partnerships between the public and private sector, and mutually-beneficial relationships.

"Japan is a highly developed, industrial country that has excellent infrastructure and a digital economy. We think Japan's support would be beneficial to our own digital development. "As an emerging country, Côte d'Ivoire needs Japan's support because equipment is expensive and the country has limited access to the market. At the same time, national cooperation could be benefited from this kind of technical advice and expertise. "Japan is a country that has nothing to prove. It is a mature country, technologically advanced and has an excellent command of ICT. It is a country that remains among the most advanced and economically powerful in the world. Côte d'Ivoire is a country where you can improve by improving your cooperation with countries such as Japan. We are aware of Japan's involvement in Africa.

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"Japan is a highly developed, industrial country that has excellent infrastructure and a digital economy. We think Japan's support would be beneficial to our own digital development. "As an emerging country, Côte d'Ivoire needs Japan's support because equipment is expensive and the country has limited access to the market. At the same time, national cooperation could be benefited from this kind of technical advice and expertise. "Japan is a country that has nothing to prove. It is a mature country, technologically advanced and has an excellent command of ICT. It is a country that remains among the most advanced and economically powerful in the world. Côte d'Ivoire is a country where you can improve by improving your cooperation with countries such as Japan. We are aware of Japan's involvement in Africa.

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