

Trade Winds Forum:

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Business Opportunities in Senegal West & Central Africa

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Business Opportunities in Senegal West & Central Africa

★ Basic Statistics for Senegal

- ★ 12 million population
- ★ GDP per capita \$1,800 (ppp)
- ★ GDP growth rate has averaged 5% over past 10 years- declined 2% 2006 (power shortages)
- ★ Imports: \$3.3 billion (2006)
- ★ Exports: \$1.5 billion (2006)

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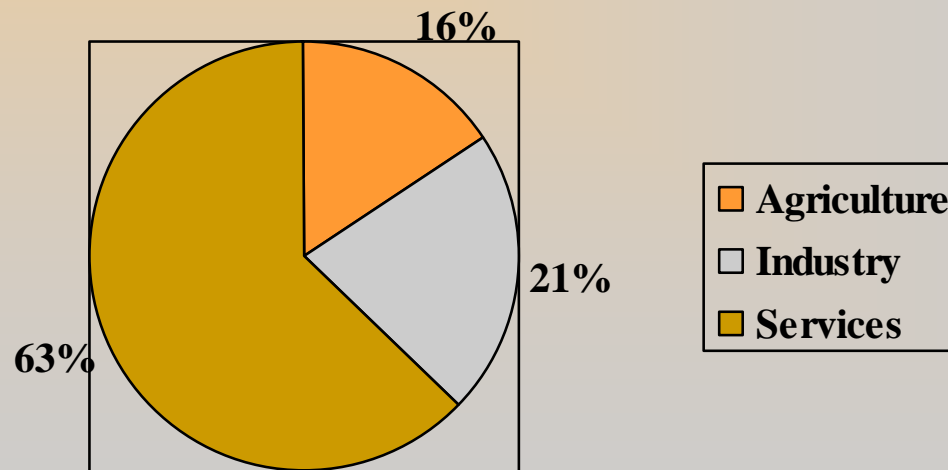
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Senegal's Economy

★ Senegal's GDP Composition by Sector



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Senegal's Imports

- ★ Food & Beverages (rice, powdered milk products, wheat)
- ★ Capital Goods (vehicles)
- ★ Fuels (crude oil, butane, refined petroleum products-Nigeria)



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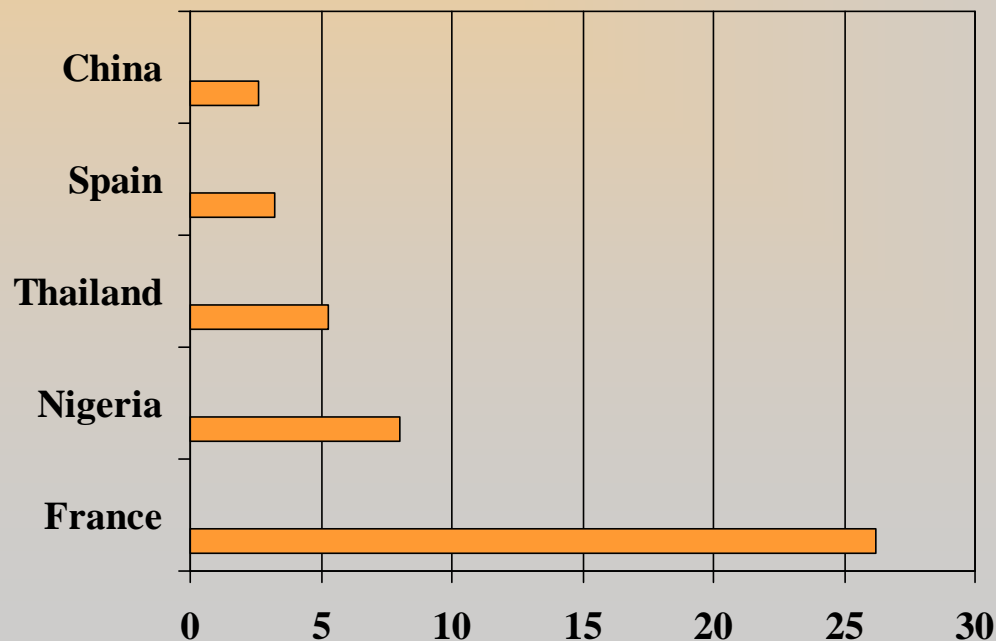
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Senegal's Import Partners

Imports: \$3.3 billion (2006)



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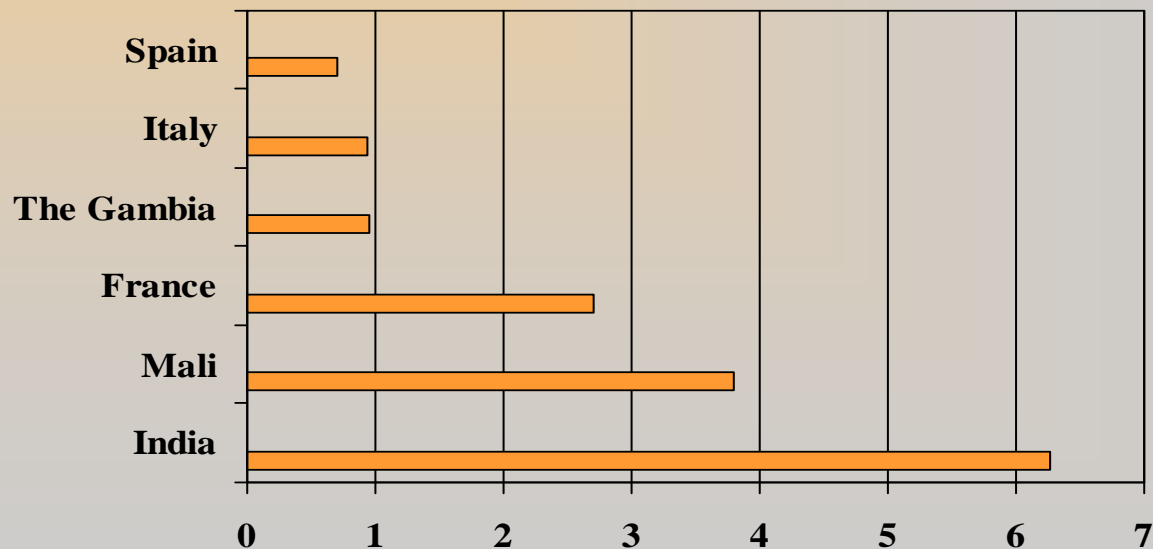
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Senegal's Export Partners

Exports: \$1.5 billion (2006)



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Best Prospects for U.S. products

- ★ Telecommunications products
- ★ Construction Equipment and Materials
- ★ Power generators (electrical power systems)
- ★ Mining Equipment

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SWOT Analysis for Senegal

Strengths

- ★ Relatively strong telecommunications infrastructure
- ★ Investment Code
- ★ Agency for Import Promotion (APIX)

Weaknesses

- ★ French labor codes
- ★ Horrendous traffic congestion
- ★ Burdensome & frequent tax audits
- ★ Non-transparent judiciary

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SWOT continued

Strengths

- ★ Interest in doing business with the U.S.
- ★ Sophisticated consumer

Weaknesses

- ★ Corruption
- ★ Limited IPR protection
- ★ Lack of Steering or Coordination Committee to “champion” reforms in Senegal

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Opportunities & Threats

Opportunities

- ★ Senegal can position itself as a hub for the WAEMU countries
- ★ One of the more stable countries in this economic grouping
- ★ Transportation hub

Threats

- ★ Overpopulation in Dakar
- ★ 75% of industry is located on the peninsula of Dakar—deterrent to investment
- ★ Insufficient power

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