

2nd edition

Women, Youth and Diasporas Entrepreneurship forum,
on the theme

THE TEXTILE INDUSTRY

An economic and societal boon

**Cotonou, Benin
July 2022**

EVENT PRESENTATION

INFORMATION

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An event by



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THE TEXTILE VALUE CHAIN

Natural fibers



Raw material transformation



Finishing



Confection



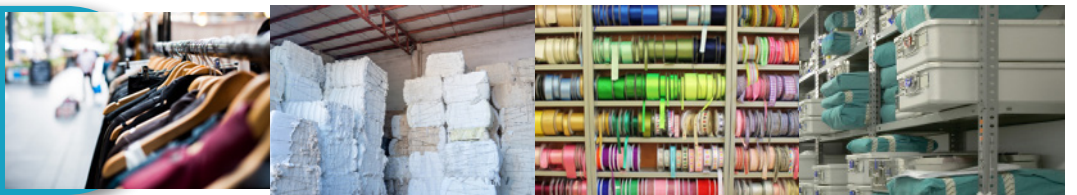
Industrial textile



Domestic textile



Distribution



Recycling





FOR A SUSTAINABLE CAPITALISM

We are a consultancy and business development strategy firm. Since 2011, we have been **supporting** business owners design and implement **strategic plans**.

ND Consultant is owned and managed by Nathalie Daouda, a business development strategist.

Her management philosophy is based on the principles of **Sustainable Capitalism**. In other words:

- Collaborate
- Be rooted in the actual needs of local consumers,
- Use and promote local resources
- And build on **endogenous** and exogenous knowledge, to optimize **performances** of each company resources.

LESSONS LEARNED FROM 1ST EDITION OF COTONOU WYDE FORUM

After the WYDE forum edition of 2019, we have confirmed that the tourism, green entrepreneurship and **agroindustry**, are high potential sectors.

We also established that in order to thrive internationally, African companies need solid **economic models**, training,

thorough management, but most of all, deep roots in the **local and regional markets**. Indeed, the overall potential of consumers in the WAEMU area exceeds **300 million people**.

Last, experience-sharing and successful role model entrepreneurs are structuring for building **inclusive ecosystems** for young entrepreneurs.

That said, what can we do?

“I DO MY PART” SAYS THE HUMMINGBIRD

It was brought to our attention that one of the most promising yet underexploited sector in Benin, is **textile industry**.

According to AfDB, African clothing industry is a potential **31 billion dollars revenue**. That means, it could become the second job provider for sub-Saharan countries, after agriculture. Benin being one important cotton fibre producer on the continent, its local textile industry should also be considered a strong sector for the economy.

But Benin textile industry is not to be limited to cotton fibres. During the WYDE forum, we intend to explore the potentials of the **other natural fibres available**, as well as potential development opportunities for manufactured textiles for **domestic and professional uses**.

The goal here is to envision the synergies that can create

« I DO MY PART »

TOGETHER, WE GO FARTHER

wealth and jobs for Benin.

We want to **inspire young business owners**, strengthen existing businesses and set ground for dynamic and productive synergies in the local textile industry

Benin GDP mainly depends on the cotton sector. But, when talking about textile, we are not only talking about cotton fibre. There are various natural and synthetic fibres, as well as numerous different jobs on the entire value chain of the textile industry.

WYDE forum 2022 will browse from raw material producers to manufactured goods distributors.

WYDE 2022 FORUM WILL GATHER...

- Natural fibres producers
- Processors of raw material
- And those who anoint the transformed products
- Processors for industrial consumers
- Entrepreneurs from the clothing sub-sector
- and last but not least, distribution operators in general
- Les acteurs de la sous-filière de la confection,
- Et enfin, les opérateurs de distribution en général.

TOGETHER, WE GO FARTHER

The addition of all available entrepreneurial, social and political forces, allows to bring to life the most ambitious projects in a community.

We can combine our capabilities and (re)invigorate a very promising sector in terms of wealth creation for Benin.

Because at the end of the day it is our individual responsibility to play our part and make the sky our limit for the development of that industry, in Benin and probably beyond our border.

Thriving business owners are invited to share their experience, discuss and at least examine all good ideas they may be presented with. Hence, we want to contribute to an inclusive ecosystem, ruled on strong technical skills, real managerial competences, and grounded on local resources, while remaining opened to the world.



Nathalie Daouda

**Promoter of WYDE Cotonou
Founder of ND Consultant**



BUILDING PERFORMANT ECONOMIC MODELS

During and after the WYDE forum 2019, local entrepreneurs and project holders have expressed the need to have **experts** sharing **know-how** and best practices, rather than theoretical knowledges. They were certain it would make valuable contribution to the **sustainable economic development** of their companies.

In order to remain in the **pragmatism** spirit of the first edition of the WYDE forum, we have decided to come back to the public, with a solid value proposition.

Because for certain, local entrepreneurs have brilliant ideas and strong will. But implementing management

entrepreneurs. The business owners will have the opportunity to follow up on the WYDE Academy experience via the business accelerator Areolis SAS services.

2022 WYDE ACADEMY & FORUM

PHASE 1 : WYDE Academy intends to gather entrepreneurs for days of practical training, destined to reinforce their capabilities as business managers. One keynote speaker, specialised on the forum general theme, will join the group, in order to share some of their experience.

PHASE 2 : WYDE forum then, will focus on textile industry and the opportunities it conveys. Through discussions and masterclasses, each aspect of the industry will be explored by actual field experts.



theories can be challenging. Very often, this is the cause of great economic ventures failure.

Moving from gathering knowledges to actual know-how and **attitude**, has become one strong baseline for WYDE project in Benin.

Therefore, during two days, the first edition of the **WYDE Academy 2022** will focus on passing down managerial best practices, and field-tested business development technics, on a small group of local

Hence, we intend to bring concrete and long-term solutions to local entrepreneurs' issues regarding production, organisation and distribution.

The keywords for the WYDE Academy and the Forum are "**Collaboration**", "**Pragmatism**", "**Efficiency**", "**Sustainable Capitalism**".

A MORE AGGRESSIVE COMMUNICATION STRATEGY

Based on the first edition experience, and taking one step farther

- ◆ By renewing a successful digital communication strategy that brought us over 100K views on social media
- ◆ Re-engage into sharing sessions within local African entrepreneurs' social media communities
- ◆ Increase our expert keynote speakers interview on local economic media
- ◆ Ask for more articles in both local and international pan African newspapers
- ◆ And of course, go for street displays in Cotonou

20
Millions cfa



Pour financer l'organisation du **forum EFJD 2022** et l'**Académie EFJD 2022**, nous estimons le budget prévisionnel à 20 millions de francs cfa.

52%
Accueil Intervenants



La **qualité des interventions** est primordiale pour le succès du forum. Nous recrutons les meilleurs experts terrains pour rencontrer les entrepreneurs.

15%
Communication



Nous voulons aller plus loin qu'en 2019 et attirer encore plus d'entreprises et d'entrepreneurs. Nous misons sur une **campagne digitale massive**.

100
Entrepreneurs



Afin d'aller toujours plus loin pour **consolider l'écosystème initié** en 2019, nous envisageons doubler le nombre d'entrepreneurs participants.

BECOMING A PARTNER TO WYDE 2022 ACADEMY & FORUM

Speaker

You are an expert in your line of business, and you are willing to share your knowledge and experience with the attending entrepreneurs.

Let's talk

Referencing

Make your products, services and know-how visible to all WYDE forum website visitors. This is your chance to benefit from our significant online community.

from 50 000 fcfa

Advertiser

In addition to the website referencing, this package enables you to display your POS on the WYDE forum location.

We intend to bring in 200 known visitors to the forum and 30 attendees to the Masterclasses.

This packaged offer allows you to personalise the contents regarding your solutions, in the partners' dedicated zone.

from 200 000 fcfa





SPONSORING PACKAGED SOLUTIONS FOR THE FORUM & THE ACADEMY

Sponsoring

In addition to the previous conditions, this packaged offer comes with the possibility to approach each visitor during the forum and the masterclasses. You will hence, be able to share flyers and goodies, and personalize the presentation of your solutions

from 400 000 fcfa

Sponsoring plus

In addition to the previous package, you can communicate about your solution relevant to the very theme of a panel. You may also intervene before the beginning of a Masterclass and present your solution to the attendees, for a defined timing.

from 800 000 fcfa

Partner

The “Partner Pack” includes all the previous benefits, and more. Your company can be the sole sponsor visible during a chosen panel where you can invite one expert from your company, to discuss one specific topic relevant to the theme discussed.

from 1 500 000 fcfa

SPONSOR PACKAGES FOR WYDE 2022

SPECIAL CONDITIONS

REFERENCING PACK	ADVERTISER PACK	SPONSORING PACK	SPONSORING PLUS PACK	PARTNER PACK
from 50 000 fcfa	from ¹ 200 000 fcfa	from 400 000 fcfa	from 800 000 fcfa	from 1 500 000 fcfa
Your own reduction codes for every click on the link to your sites	◆	◆	◆	◆
Final report on sponsorship performance	◆	◆	◆	◆
Insertion of a clickable link of your business. Logo, 5 HD images and a 300 words max. description provided by the advertiser	◆	◆	◆	◆
Promotion according to WYDE forum media planning for 2022 in Cotonou	◆	◆	◆	◆
Digital collaterals visible during the forum	◆	◆	◆	◆
POS and personal website provided by advertiser	◆	◆	◆	◆
Mention in partners area of the WYDE forum final report	◆	◆	◆	◆
Your company can display your own conceived and edited flyers and goodies during the forum	◆	◆	◆	◆
Your company may display your own conceived POS and goodies during Masterclasses	◆	◆	◆	◆
Your company may hunt new customers on site	◆	◆	◆	◆
Your services will be mentioned in the post Masterclass communication newsletter	◆	◆	◆	◆
10 minutes presentation during a Masterclass	◆	◆	◆	◆
Sales hunting after a Masterclass	◆	◆	◆	◆
Your company services will be mentioned in post Panel and Post Masterclass communication newsletter	◆	◆	◆	◆
Your landing page accessible from WYDE forum website	◆	◆	◆	◆
We offer your company some specific time from our media appearances	◆	◆	◆	◆
Your company benefits from a full marketing report in the official WYDE forum report	◆	◆	◆	◆



NOW YOU (ALMOST) KNOW AS MUCH AS WE DO ABOUT THE REASON FOR THE COTONOU WYDE FORUM 2022 AND THE COTONOU WYDE ACADEMY 2022.

IF YOU FEEL YOU NEED TO LEARN MORE THOUGH, IT WILL BE OUR PLEASURE TO ANSWER YOUR QUESTIONS...

CONTACT US

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🌐 <https://www.nd-consultant-group.com>

And (of course) via social media



Visit our website <https://www.forum-efjd.com>

