

# SENEGAL

## Artisan Directory



CROISSANCE  
ECONOMIQUE



UNITED NATIONS  
INDUSTRIAL  
DEVELOPMENT  
ORGANIZATION

Aid to Artisans

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## WORKING ENVIRONMENT IN SENEGAL

“Senegal is a country of tradition, culture, and color and all of these are woven into the handcrafts that emerge from rural villages and urban workshops. The colorful baskets developed with natural fiber and an array of colorful plastic threads either bought new from a local factory or recycled from old and new prayer mats, stand out immediately as unique to Senegal. All of the women are beautifully dressed from a head-wrap to their shoes, no matter what the occasion, going off to a high-powered job, selling tomatoes on the side of the road or hanging out at the house. It is this visual image that is so present that leads one’s attention to the beautiful woven fabric used to make clothes, fashion accessories, decorative accessories and upholstery. In addition to the hand-woven cloth, there is batik and embroidery, both of which show potential yet at a different scale than the hand-woven cloth. Delving deeper into the market one finds a wide variety of recycled products of various qualities and potential that also demands one’s attention. Leather is also widely present in the market, from handbags and wallets to shoes, in addition to wood; however, Senegal does not have a strong tradition of wood-carving and the majority of the products come from throughout West Africa or are traditional objects being sold as artifacts. Metal is also found being used by a variety of professions, from mechanics to artisans. A few producer groups were seen making chairs, tables, beds and sofas, and an added twist was Ghanaians using metal frames to make garden furniture and swings, weaving with plastic threads bought in the local market. From the extreme of metal, soap is being made and sold locally, promoting the cure of various skin ailments. And Senegal wouldn’t be Senegal if one didn’t mention jewelry being made primarily in silver but also gold; and the tapestries of Thiès.” - Lorraine Johnson /Aid to Artisans Fall 2007

## KEY CONSIDERATIONS FOR EXPORTING

- **General pricing is high due to the cost of living and cost of raw materials**
- **Generally communication is good through cell phones and land-lines**
- **Packing and shipping services are available but are at the high end of costing**
- **Dakar is *Port of Exit* with worldwide shipping service agencies available**

For additional information go to:

**[www.exportfocus.com](http://www.exportfocus.com)**

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## SENEGAL BACKGROUND

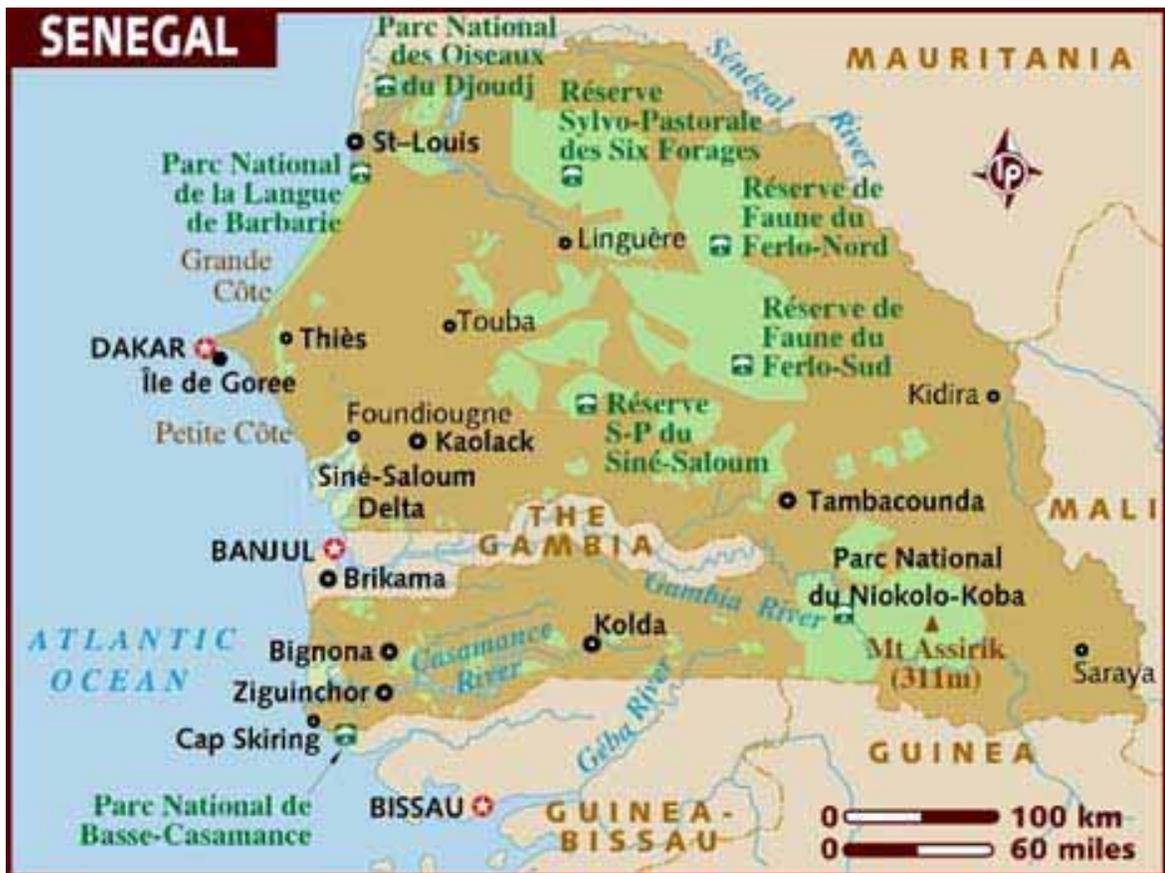
Independent from France in 1960 Senegal was ruled by the Socialist Party for forty Years until current President Abdoulaye Wade was elected in 2000. A southern separatist group has clashed sporadically with government forces since 1982, but Senegal remains one of the most stable democracies in Africa. Senegal has a long history of participation in international peacekeeping missions.

Senegal is the westernmost country in Africa, and the capital Dakar is home to 2.6 million people. Senegal's dry season lasts from September to May with temperatures averaging in the 80's on the coast. The rainy season lasts from June to August with average temperatures in the 70s. The currency in Senegal is the Franc (XOF) which is fixed to the Euro. XOF 110.0 = € 0.15.

For further information go to:

[www.lonelyplanet.com](http://www.lonelyplanet.com)

[www.worldatlas.com](http://www.worldatlas.com)





## ACOMA

**Contact:** Victor Sagna, Managing Director  
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### COMPANY BACKGROUND

Acoma is a cooperative of weavers established in 1978 by a Catholic priest with the goal of helping young people from the countryside who have moved to the urban setting of Dakar. They sell through their production-site retail shop, exhibitions, local designers, private label corporate gifts, and individual retail stores. The manager Victor Sagna has been with the organization for 27 years and has received extended business training from a Canadian NGO. As of the writing of this directory they have applied and are waiting for fair trade status from EFAT. The production building and retail shop were donated by a Swiss NGO, they are currently financially self-sustaining.

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**PRODUCTS** - Travel bags, totes, handbags, small wallets, pouches, and private label silk screened corporate gifts such as folders and computer bags

**PRODUCTION CAPACITY** - 50 to 100 pieces per month, depending on the product, they can average about 700 meters per month with a maximum width of 80cm

**RAW MATERIALS & EQUIPMENT** - Cotton, synthetic lining, they have access to zippers, buttons, and findings, upgrades are available

**CUSTOM DESIGN CAPABILITIES** - They have experience producing custom designs for local designers and would like to expand

**EMPLOYEES** - 23 total, with 8 full time weavers and 1 full time tailor

**LANGUAGES** - French, Wolof, and Manjack

**EXPORT CAPABILITIES** - They have exported small individual orders to Europe



## **AISSA DIONE TISSUS**

**Contact:** Aïssa Dione  
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**Phone:** (221) 825-7515  
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**Fax:** (221) 825-8172  
**E-mail:** [adt@orange.sn](mailto:adt@orange.sn)

### **COMPANY BACKGROUND**

Aïssa Dione has been in business for over fifteen years creating contemporary interpretations of traditional Mandjaque hand weaving for her two stores in Dakar, as well as for the high-end export markets in New York, Paris, Italy and South Africa. The products have been featured in Elle Décor magazine and Magazine Maison Française. Some of the fabrics have been selected by firms such as Hermès and Fendi Casa and are used by designers such as Jacques Grange, Christian Liaigre and Peter Marino. Her workshop weaves, dyes, embroiders and sews. There are over fifty full time employees and a number of village sub-contractors.

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**PRODUCTS** - Furniture (settees, armchairs, coffee tables) textiles (pillows, throws, bedding) fashion accessories (handbags, luggage, stoles, scarves, traditional shoes)

**PRODUCTION CAPACITY** - 3000 meters of woven fabric per month

**RAW MATERIALS & EQUIPMENT** - Cotton and raffia, interested in developing organic cotton based products

**CUSTOM DESIGN CAPABILITIES** - Works with high-end designers as well as her own creations, very open to new development

**EMPLOYEES** - Average 50 total including full and part time

**LANGUAGES** - French and English

**EXPORT CAPABILITIES** - Currently exports to both Europe and the U.S.



## **ARAME PATHE NDOYE**

**Contact:** Mme Arame Pathé Ndoye  
**Address:** Prés Mairie Thiarye Sur Mer, Dakar  
**Phone:** (221) 77 514-3813  
**E-mail:** NA

### **COMPANY BACKGROUND**

Mme Arame Pathé Ndoye started her own company after years of working in the yarn and thread sector. She has had some regional experience in exporting. As an entrepreneur she is open to new business opportunities through exporting.

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**PRODUCTS** - Hand-woven scarves and shawls

**PRODUCTION CAPACITY** - 25 cm wide average 18 meters a day, 90 cm wide average 6 meters a day

**RAW MATERIALS & EQUIPMENT** - Cotton and synthetic threads

**CUSTOM DESIGN CAPABILITIES** - Works with other designers, very interested in working with designers for export development

**EMPLOYEES** - 5 full time, additional trained weavers available depending on order size

**LANGUAGES** - French

**EXPORT CAPABILITIES** - Exported to Cameroon



## **ATELIERS MAAM SAMBA**

**Contact:** Aissa Mbow or Mamar Fall (Association Des Villageois de N'dem)  
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**Phone:** (221) 973-3040  
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### **COMPANY BACKGROUND**

Maam Samba, a seventeen year old company founded by Babacar Mbow is situated in the arid landscape of the Baol region 75 miles outside of Dakar. The community business employs 365 people and is focused primarily on creating clothing and home décor from ancient African weaving and dyeing techniques married with contemporary tailoring. Weaving, dyeing and tailoring shops occupy a compound that has expanded to include small workshops in ceramics, leather, calabash craft, metal, crochet, and embroidery. Weaving, dyeing and tailoring, however, are the backbone of Maam Samba vision.

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**PRODUCTS** - Fashion accessories, clothing, home décor, toys, table top, musical instruments, woodcarvings, and crochet

**PRODUCTION CAPACITY** - Depends on product category

**RAW MATERIALS & EQUIPMENT** - Cotton, raffia, metal, wood, natural fibers, ceramics, and calabash

**CUSTOM DESIGN CAPABILITIES** - Diverse skills and materials can accommodate a wide range of custom designs

**EMPLOYEES** - In addition to 6 on-site weavers, there are 120 weavers in 34 neighboring villages as well as 30 tailors and 30 dyers (both chemical and mud dye).

**LANGUAGES** - French and English

**EXPORT CAPABILITIES** - Currently export to both Europe and the U.S.



## **BINETA SALSAO**

**Contact:** Benita Salsao

**Address:** NA, Dakar

**Phone:** (221) 824-5733

**E-mail:** [binetasalao@sentoo.sn](mailto:binetasalao@sentoo.sn) or [bineta.salsao@free.fr](mailto:bineta.salsao@free.fr)

### **COMPANY BACKGROUND**

Benita Salsao established her design businesses in 1998 creating a successful local and regional track record. She has attended a number of trade shows in France, Germany, South Africa, Burkina Faso, and Bermuda and continues to export to expatriates and individuals in the region. Because Benita attends fashion trade shows on a regular basis, she understands the demands of quality finishing and creating collections that work together.

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**PRODUCTS** - Shawls, scarves, shoes, hats, handbags, belts, and clothing

**PRODUCTION CAPACITY** - NA

**RAW MATERIALS & EQUIPMENT** - Cotton, purchases base fabrics from local weavers like ACOMA

**CUSTOM DESIGN CAPABILITIES** - Does all of her own design but she is very open to working with other designers for export development

**EMPLOYEES** - NA

**LANGUAGES** - French, sister is an English teacher and available for regular translations

**EXPORT CAPABILITIES** - Currently exports to both Europe and other West African countries



## **Couleurs d'ailleurs (Ambre Créations)**

**Contact:** Vachette Sandrine  
**Address:** Hann Plage, Impasse Des Cordias 14641, Dakar  
**Phone:** (221) 832-7068  
**Website:** No longer working  
**Fax:** (221) 832-8549  
**E-mail:** NA

### **COMPANY BACKGROUND**

Couleurs d'ailleurs showed at the Christmas Fair in Dakar in 2007. The company is owned and managed by a French couple. Vachette is the designer and main contact at this point. Their product is terrific, unique and worth investigating for future development in exports.

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**PRODUCTS** - Totes, boxes, organizers, kids furniture and accessories

**PRODUCTION CAPACITY** - NA

**RAW MATERIALS & EQUIPMENT** - Polypropylene and other synthetic fibers, and dyed feathers

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for exports

**EMPLOYEES** - 30 total

**LANGUAGES** - French and Basic English

**EXPORT CAPABILITIES** - Currently exports to France



## **DARMANCO**

**Contact:** Mme Bintou Rasoul Cissé  
**Address:** Mermoz Imeubles Rose face Elton,  
Bloc 2 Apartment 21b, 1er étage, Dakar  
**Phone:** (221) 77- 634- 9821  
**E-mail:** NA

### **COMPANY BACKGROUND**

Mme Bintou Rassoul started her business based on her life time of experience working with her grandmother, an experience tailor. Her shop and office is next to her home where she keeps a watchful eye on the overall quality of the product. She works with modern color combinations and styling.

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**PRODUCTS** - Hand-woven cotton handbags, travel bags, logo based corporate products, folders and wallets

**PRODUCTION CAPACITY** - 1000 cotton covered legal folders

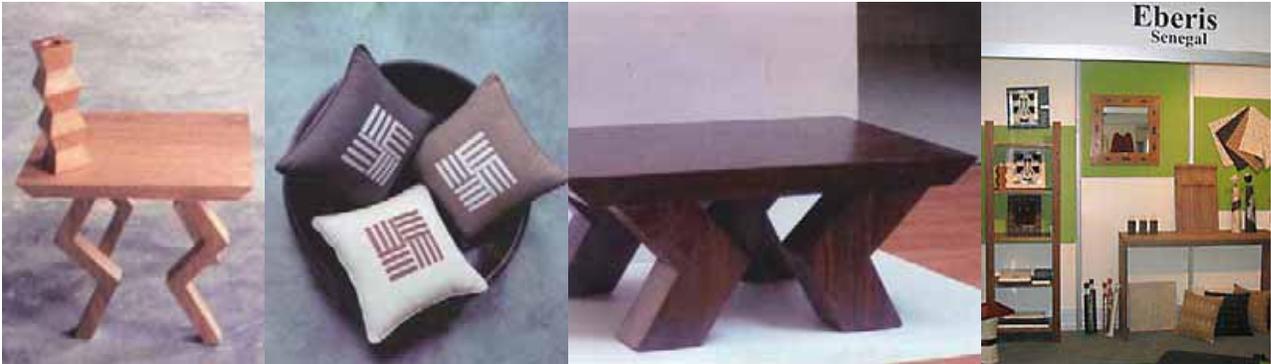
**RAW MATERIALS & EQUIPMENT** - Cotton

**CUSTOM DESIGN CAPABILITIES** - Welcomes design input and corporate private label products

**EMPLOYEES** - 5 full time and 20 additional producers depending on order size

**LANGUAGES** - French and Basic English

**EXPORT CAPABILITIES** - Not at this time



## **EBERIS INTERNATIONAL (“African Exports” export arm)**

**Contact:** Clarisse Djionne, Founder  
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**Fax:** (221) 33 864-3353 or 33 823-6990  
**E-mail:** [eberis@sentoo.sn](mailto:eberis@sentoo.sn)  
**Website :** [www.eberistudio.com](http://www.eberistudio.com)

### **COMPANY BACKGROUND**

Clarisse Djionne caters to a high-end market gaining new exposure through the opening of Ebèn Designs/Africa Outpost, a 400-sq meter showroom in the Wynwood Art District of Miami. Djionne produces furniture for the Senegalese market under Eberis Studios which she founded in 1986. In 2004 Djionne visited the USAID office in Senegal requesting assistance in connecting to overseas market. Through USAID’s West Africa Hub export promotion program she attended the Sources NY trade show in 2005 and Sources LA in 2006. In February 2007 the Hub matched her with Cost Plus/World Market, a large U.S. home décor retailer as the regional agent promoting items from Guinea-Bissau, Mali, and Senegal.

**PRODUCTS** - Wood furniture, organizers, and home textiles

**PRODUCTION CAPACITY** - NA

**RAW MATERIALS & EQUIPMENT** – Wood, local and imported cotton

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for export development

**EMPLOYEES** - NA

**LANGUAGES** - French and English

**EXPORT CAPABILITIES** - Exporting to Europe and the U.S.



## **FINESSE COUTURE**

**Contact:** Mme Adja Coumba Diop

**Address:** 27 Centre Commercial Elisabeth Diouf, Marche HLM

**Phone:** (221) 77 630- 0775

**E-mail:** NA

## **COMPANY BACKGROUND**

Mme Adja Coumba Diop is a highly motivated entrepreneur who focuses on fine machine embroidered clothing and accessories. Having lived in the U.S. she speaks excellent English and has a general understanding of the U.S. market. She is currently working on a collection of totes for a major U.S. importer.

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**PRODUCTS** - Machine embroidered clothing, bags, and totes, can also do table top

**PRODUCTION CAPACITY** - Average about 4 dresses a day

**RAW MATERIALS & EQUIPMENT** - Cotton, veil, linen, thioup, and bazin

**CUSTOM DESIGN CAPABILITIES** - Open to any new designs

**EMPLOYEES** - 6 full time

**LANGUAGES** - French and English

**EXPORT CAPABILITIES** - Currently exports to France, the U.S., and Nigeria



## **Gie Bokk Liggey de Thiés**

**Contact:** Cheikh Tall and Ramatoulaye Tall  
**Address:** Village Artisanale de Thiés, BP 16 Thiés  
**Phone:** (221) 33 951-11 31 or (221) 33 571-98 44  
**E-mail:** NA

### **COMPANY BACKGROUND**

Gie Bokk Liggey de Thiés is a cooperative located in the artisan village of Thiés 70 km outside of Dakar. The village is made up of a number of retail shops and producer groups, from leather covered baskets, grass baskets, leather goods, wood, and recycled materials. Gie Bokk Liggey has experience working with an American wholesale importer and exporting to Europe. Their tie-dyed leather is unique to the area!

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**PRODUCTS** - Table top, handbags, baskets, small leather goods, legal folders, desk accessories, and slippers

**PRODUCTION CAPACITY** - 25 cm 10 meters a day, placemats average 10 a day

**RAW MATERIALS & EQUIPMENT** - Cotton, raffia, grasses, recycled plastic, tie-dyed leather

**CUSTOM DESIGN CAPABILITIES** - Familiar working with corporate gifts and special orders, open to new designs for export development

**EMPLOYEES** - 10 full time

**LANGUAGES** - French and English

**EXPORT CAPABILITIES** - Exported to Europe, the U.S., and Burkina Faso



## **Gie les Brodeuses de Grand Yoff**

**Contact:** Awa Basse  
**Address:** Rue 25 X Corniche Médina, Dakar  
**Phone:** (221) 33 557-9575  
**E-mail:** NA

### **COMPANY BACKGROUND**

Gie les Brodeuses de Grand Yoff is an association of 16 members with supporting funding coming from the Ambassadors' Wives Association of Senegal. They specialize in dying and embroidery and sell through their retail shop, local exhibitions, Embassy Wives Club, and the French military base. They are skilled dyers with a high level of embroidery skills, and they maintain standard western sizing for bedding and general construction for table top.

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**PRODUCTS** - Bed covers, pillow covers, table top, spreads, and blankets

**PRODUCTION CAPACITY**- 10 queen size bedcovers a month with dying and embroidery, or 80 to 100 pillow cases a month

**RAW MATERIALS & EQUIPMENT** - Use a large range of imported fabrics, local cotton, linen, raffia, and polyester

**CUSTOM DESIGN CAPABILITIES** - Has worked with a number of foreign designers, very open to any new designs for export development

**EMPLOYEES** - 12 full time employees with additional women available depending on size of order

**LANGUAGES** - Basic French and Wolof

**EXPORT CAPABILITIES** - No exports at this time, but used to foreigners in styling and customer requirements in quality and design



## HANDI-CREATION

**Contact:** Antoine Sagna, President  
Amina Sylla, shop Manager

**Address:** Nord Foire, Face Imprimerie Tandian, Dakar

**Phone:** (221) 77 577- 4750 or (221) 77 528- 0946

**E-mail:** [ateliersahs@yahoo.fr](mailto:ateliersahs@yahoo.fr) or [ateliersahs@orange.sn](mailto:ateliersahs@orange.sn)

## COMPANY BACKGROUND

Handi-Creation is an artisan association and production center for the physically disabled. The center is focused mainly on naturally dyed batik and jewelry. Ms. Fatou Fall, founder of Handi-Creation, has traveled widely in West Africa and is familiar with a variety of native dye plants and minerals with an exceptionally good eye for color. Fatou is no longer involved in the day to day running of the business but continues to offer support and guidance. Scarf and shawl collections were introduced at Aid to Artisans' booth at the New York International Gift Fair in 2007 with successful results.

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**PRODUCTS** - Naturally dyed cotton batik base fabric and finished products like scarves shawls, table clothes, cushion covers, totes, bags and jewelry, including a new collection of recycled flip-flop jewelry

**PRODUCTION CAPACITY** - In the process of organizing production in order to address the needs of the export market, with attention to controlling color consistency in the use of natural dyes

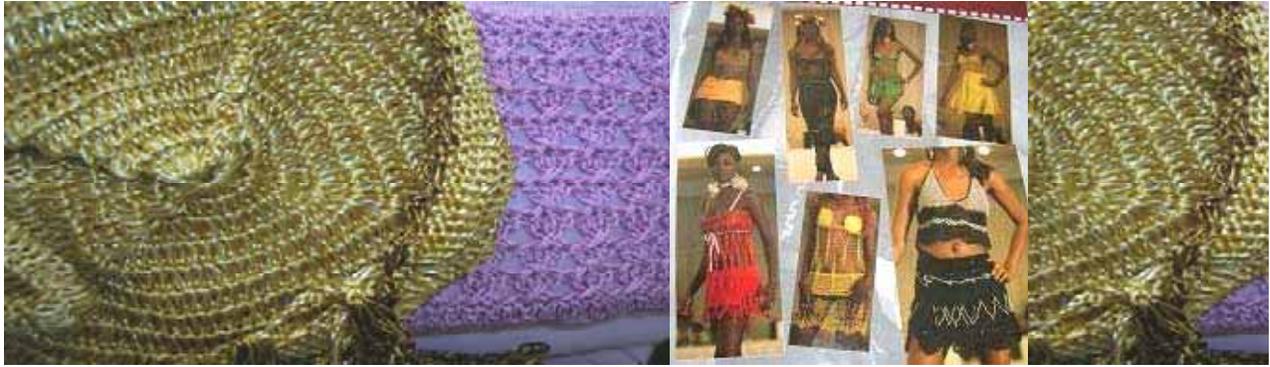
**RAW MATERIALS & EQUIPMENT** - Cotton with some synthetics for linings

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for export

**EMPLOYEES** - 5 full time, additional artisans trained depending on order size

**LANGUAGES** - French and limited English

**EXPORT CAPABILITIES** - Currently exports to both Europe and the U.S.



## **KIRA LINGERIE**

**Contact:** Khady Soumré Gaye  
**Address:** NA  
**Phone:** (221) 680-0534  
**Website:** [www.au-senegal.com/pages/kira-creations.php](http://www.au-senegal.com/pages/kira-creations.php)  
**Fax:** (221) 825-8172  
**E-mail:** [kiralingerie@yahoo.fr](mailto:kiralingerie@yahoo.fr)

### **COMPANY BACKGROUND**

The owner, Khady, has developed a very successful local business using crochet work. They sell through local retail shops, fashion shows, and recently launched a website. Khadija is also Vice President of RESENTEX a consortium of 50 weavers and tailors established in 2005 with European funding as an informal consortium, Each member pays a yearly fee that provides access to better bank negotiations, technical assistance, marketing links, networking, and a database of resources.

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**PRODUCTS** - Resort clothing, lingerie, and general fashion

**PRODUCTION CAPACITY** - NA

**RAW MATERIALS & EQUIPMENT** - Local and imported cotton and acrylic

**CUSTOM DESIGN CAPABILITIES** - Open to custom designs for export development

**EMPLOYEES** - 5 full time

**LANGUAGES** - French and English

**EXPORT CAPABILITIES** - Has exported to both Europe and the U.S.



## La Navette d'Or

**Contact:** Mamadou Keneme, President  
**Address:** Rue 26x27 Medina, Dakar  
**Phone:** (221) 571-1087  
**E-mail:** [kenemearelao@hotmail.com](mailto:kenemearelao@hotmail.com)

### COMPANY BACKGROUND

La Navette d'Or was established in 2004 by a Canadian women who trained the weavers and facilitated the donation of 7 looms through a Canadian NGO. They sell through their production-site retail shop, individual local designers, local retail stores, and local tourist based fairs. Mamadou is highly motivated to develop an export business, the workshop, although small, is efficient and well organized.

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**PRODUCTS** - Shawls and scarves

**PRODUCTION CAPACITY** - Ranges 3 meters a day on a 30 cm wide fabric for each weaver, or about a 100 meters a month with a range of 70 to 115 cm wide fabric

**RAW MATERIALS & EQUIPMENT** - Cotton and rayon

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for export development

**EMPLOYEES** - 7 weavers including the President Mamadou

**LANGUAGES** - French and Wolof

**EXPORT CAPABILITIES** - No exports at this time



## **LAAY DIARRA COUTURE**

**Contact:** Laay Diarra, Owner  
**Address:** Lot 64 SODIDA, Dakar  
**Phone:** (221) 77 637- 0414 or 33 824- 4625  
**Website:** [www.laaydiarra.com](http://www.laaydiarra.com)  
**Fax:** 33 825-8341  
**E-mail:** [info@laaydiarra.com](mailto:info@laaydiarra.com)

### **COMPANY BACKGROUND**

Laay Diarra Couture is a successful fashion business that creates modern apparel for casual, resort, evening, work, and corporate uniforms. The company is well organized with the ability to handle high volume, selling to individuals and retailers through fashion shows and their website. The owner Laay Diaara is also the President of RESENTEX a consortium of 50 stakeholders made up of weavers and tailors (see Additional Resources).

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**PRODUCTS** - Clothing, evening, resort, casual and corporate logo apparel

**PRODUCTION CAPACITY** - Average 50 pieces a day

**RAW MATERIALS & EQUIPMENT** - Wide variety of local and imported fabrics

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for export

**EMPLOYEES** - 20 full time

**LANGUAGES** - French and Basic English

**EXPORT CAPABILITIES** - On-going regional export



## MAM PRODUCTIONS

**Contact:** Marie-Amy Mbow, Owner  
**Address:** BP 5276, Fann, Dakar  
**Phone:** (221) 867- 4029 or (221) 637- 7460  
**Fax:** (221) 825-1677  
**E-mail:** [mbowma@sentoo.sn](mailto:mbowma@sentoo.sn) or [mamproduction@sentoo.sn](mailto:mamproduction@sentoo.sn)

### COMPANY BACKGROUND

MAM Productions specializes in producing luxurious hand embroidered household linens for bed and table. Creator Marie-Amy Mbow, a trained archeologist working from Dakar, takes inspiration from the rich African archeological and cultural heritage she shares with her collaborators. Working with a team of young designers from the National School of Fine Art from Dakar, and young disadvantaged local women skilled at the traditional crafts of hand embroidery and needlepoint, MAM produces luxury products enriched through the preservation of traditional heritage.

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**PRODUCTS** - Table top, sheets, bed covers, pillow cases, cushion covers, and towels.

**PRODUCTION CAPACITY** - NA (depends on embroidery styles)

**RAW MATERIALS & EQUIPMENT** - Local and imported cottons

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for export

**EMPLOYEES** - 5 full time

**LANGUAGES** - French and English

**EXPORT CAPABILITIES** - Exported individual orders



## **NOURA STYLE**

**Contact:** Mme Penda Gueye Sy  
**Address:** 76 Cite Soleil, Dalifore  
**Phone:** (221) 76 382 84 54 or 33 832 09 02  
**E-mail:** [nourastyle@gmail.com](mailto:nourastyle@gmail.com)

### **COMPANY BACKGROUND**

Noura Style was founded by Mm Penda Gueye Sy who is General Secretary of the Senegalese Dyers Association (100 members), and worked at the USAID offices for several years. Noura Style grew out of her fascination with fashion and traditional embroidery; she currently sells directly to individuals and the expat community through fashion shows and exhibitions. She is interested in developing additional categories of products related to home textiles and export development.

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**PRODUCTS** - Machine embroidered traditional and contemporary fashions including resort ware

**PRODUCTION CAPACITY** - Average about 3 dresses a day

**RAW MATERIALS & EQUIPMENT** - Local and imported cotton, and synthetics

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for export

**EMPLOYEES** - 5 full time

**LANGUAGES** - French and Basic English

**EXPORT CAPABILITIES** - Exported to Nigeria



## **NULANGEE DESIGN**

**Contact:** Octavio Fleury or Abdourahmane Ndiaye  
**Address:** BP 635 Rue Leon Armand, Rufisque, Senegal  
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**Website:** [www.nulangee.com/nulangee.swf](http://www.nulangee.com/nulangee.swf)  
**E-mail:** [nulangee@nulangee.com](mailto:nulangee@nulangee.com)

## **COMPANY BACKGROUND**

Nulangee Design began 20 years ago with Babacar Niang, a self-taught artist, sculptor and designer. Babacar finds inspiration in each of his raw materials which include iron, bronze, wood, leather, horn. Using non traditional techniques, he creates furniture pieces which are functional, unique and are beautifully organic art forms. Nulangee exhibited at the “Design Africa” section of the Canadian contemporary furniture show SIDIM in May of 2007.

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**PRODUCTS** - Small accent furniture, leather fashion accessories, art pieces, and decorative home accessories

**PRODUCTION CAPACITY** - Depends on item, average medium size pieces about 5 to 10 a month

**RAW MATERIALS & EQUIPMENT** - Ebony wood (not currently certified), bone, leather, shells, steel, and recycled materials

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for export

**EMPLOYEES** - 5 full time

**LANGUAGES** - French

**EXPORT CAPABILITIES** - Export direct to individuals



## **OUMOU (WANE) Khairy Tall, African Art**

**Contact:** Oumou Wane, Owner

**Address:** Cité CFAO Villa No. 18 Derklé Castors, Dakar

**Phone:** (221) 363-3519

**E-mail:** [oumoukairyall@hotmail.com](mailto:oumoukairyall@hotmail.com) or [africanart2007@hotmail.com](mailto:africanart2007@hotmail.com)

### **COMPANY BACKGROUND**

Oumou Wane is a young designer whose mission is to create high-end quality artisan products made from traditional textiles that capture the essence of African art. The dyes and patterns are conceived and hand created by local artisans from traditional techniques, making each piece a unique work of art.

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**PRODUCTS** - Home textiles for table top, cushion covers, and bed covers

**PRODUCTION CAPACITY** - Average 100 pieces a month

**RAW MATERIALS & EQUIPMENT** - Hand-woven cotton, natural fibers, and bead accents

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for export

**EMPLOYEES** - NA

**LANGUAGES** - French and English

**EXPORT CAPABILITIES** - Exports to Europe and the U.S., can handle wire transfers and letters of credit



## PIK'ART DESIGN

**Contact:** Mamadou (spokesperson for group), Pikine Icotaf

**Address:** BP : 18198 Pikine Dakar

**Phone:** (221)531 78 30-550 or (221) 82 16-657-7274

**E-mail:** [pilart2006@yahoo.fr](mailto:pilart2006@yahoo.fr)

## COMPANY BACKGROUND

The company started in 2003 by 5 young men who met at art school. They are all very talented, energetic, and highly motivated to increase their export business. They currently export to 6 countries in Europe. They have also attended an international trade show in Italy.

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**PRODUCTS** - Painted glass plates, platters, plaques, and boxes

**PRODUCTION CAPACITY** - Average about 60 pieces a month depending on size and detail of painting

**RAW MATERIALS & EQUIPMENT** - Glass from Durand in France, with some wood

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for exports that are within their current styling

**EMPLOYEES** - 5 full time

**LANGUAGES** - French and Basic English

**EXPORT CAPABILITIES** - Export to Europe and the U.S.



## PROMOFIL

**Contact:** Maiga Habi Sanata  
**Address:** 8133 Liberté VI, Rte du Front de Terre  
**Phone:** (221) 636-1074 or (221) 827-0907  
**Website:** [www.komkom.sn](http://www.komkom.sn)  
**E-mail:** [promofil1985@yahoo.fr](mailto:promofil1985@yahoo.fr) or [promofil@psnet.sn](mailto:promofil@psnet.sn)

## COMPANY BACKGROUND

Promofil is a family business established in 1981 in order to promote the traditional weaving of Senegal known as “NDIAGO”. The owner and manager Mme Maiga Sanata Diarra inherited the business from her father. They sell through their retail store, exhibitions, corporate gifts, and some exports to France through her daughter who lives in Paris. They have attended several regional craft fairs like the cash and carry market in SIAO.

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**PRODUCTS** - Handbags, small leather goods, shawls, scarves, shoes, home décor, and corporate gifts

**PRODUCTION CAPACITY** - NA

**RAW MATERIALS & EQUIPMENT** - Hand-woven cotton local and imported, and leather

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for exports

**EMPLOYEES** - 10 full time

**LANGUAGES** - French, Spanish and English

**EXPORT CAPABILITIES** - Individual exports to Europe and the region



## SOLI-SEN

**Contact:** Mariama Sylla, Owner or Chelkhouna Bodian

**Address:** Mbour BP 1995, Dakar

**Phone:** (221) 456-5369

**E-mail:** [mariamasylla@gmail.com](mailto:mariamasylla@gmail.com) or [chelkhounabodian@hotmail.fr](mailto:chelkhounabodian@hotmail.fr)

## COMPANY BACKGROUND

Mariama Sylla has a successful retail shop in a charming tourist area along the coast near La Somone. She is very passionate about working with artisans within the fair trade movement with a special interest in the development of organic cotton and natural dyes (current USAID EG project). She has worked with Air France for over 17 years and lived in New York for several years. She is interested in developing an export business and acting as a buying agent for foreign buyers. She has an excellent eye for product and understands the needs of Western markets.

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**PRODUCTS** - Willing to work with a wide range of projects depending on the needs of the importer. Her shop offers a wide range of textiles, clothing, toys, home décor, table top, and fashion accessories.

**PRODUCTION CAPACITY** - Depends on product supplier

**RAW MATERIALS & EQUIPMENT** - NA

**CUSTOM DESIGN CAPABILITIES** - Understand the need to develop exclusives for importers

**EMPLOYEES** - NA

**LANGUAGES** - French and excellent English

**EXPORT CAPABILITIES** – Has exported to the US and understands requirements



## **TAPESTRY WORKSHOP of THIES (Manufacture des Art Décoratifs de Thies)**

**Contact:** Mr. Tall, Manager  
**Address:** Quartier Dixième, Thies  
**Phone:** (221) 951-1131 or (221) 639-8505  
**E-mail:** [msadthies@yahoo.fr](mailto:msadthies@yahoo.fr)

### **COMPANY BACKGROUND**

Tapestry Workshop of Thies has been producing very high-end “one of a kind” wall hangings since 1966. The workshop is owned by the government and is well known in the artisan sector and internationally.

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**PRODUCTS** - Wall hangings, tote bags, travel bags, small leather goods, corporate gifts, and computer bags

**PRODUCTION CAPACITY** – NA

**RAW MATERIALS & EQUIPMENT** – Local and imported cotton and wool with some indigo dyeing

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for exports

**EMPLOYEES** – Undisclosed

**LANGUAGES** - French and English

**EXPORT CAPABILITIES** - Exporting to Europe and the U.S.



## TAF - TAF

**Contact:** Thomas Nguen, Owner  
**Address:** NA  
**Phone:** (221)33 832-8783 or (221) 76 580-0102  
**Website:** [www.taftaf.com](http://www.taftaf.com)  
**E-mail:** Direct via website

## COMPANY BACKGROUND

Thomas and his wife have an on-line business that sells direct to the consumer as well as a portal for importers. They have been exporting to Europe and the U.S. for a number of years and joined IFAT (Fair Trade) in 2000. They have a core group of artisans they are committed to but are open to working with importers and other resources. In general they have a direct sales website business but are very interested in acting as a buying agent.

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**PRODUCTS** - Major focus on recycled materials for toys, table tops and home décor, wood carvings, and jewelry. (See website for range of products)

**PRODUCTION CAPACITY** - Depends on product supplier

**RAW MATERIALS & EQUIPMENT** - NA

**CUSTOM DESIGN CAPABILITIES** - Understand the need to develop exclusives for importers

**EMPLOYEES** - NA

**LANGUAGES** - French and English

**EXPORT CAPABILITIES** - Exports to Europe, Japan and U.S.



## TISSAFRIC

**Contact:** Mme Mariam Traoré

**Address:** Villa No C57 Patie d'Oie Builders, Dakar

**Phone:** (221) 835-5770 or (221) 658-3364

**Website:** [www.komkom.sn](http://www.komkom.sn)

**E-mail:** [maimadougci@yahoo.fr](mailto:maimadougci@yahoo.fr) or [tissafric@sentoo.sn](mailto:tissafric@sentoo.sn) or [tissafric@tpsnet.sn](mailto:tissafric@tpsnet.sn)

## COMPANY BACKGROUND

Tissafric was created by Mariam Traore in 1995. Tissafric is a small company that focuses on handmade weaving influenced by Mrs. Traore's native country of Mali where weaving is very much part of the culture and Senegal where she has lived for twenty years. She has also been influenced by other regional traditional weaving techniques through her travels as an air hostess.

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**PRODUCTS** - Wall hangings, clothing, table top, bedding, home décor, base fabrics, and fashion totes/bags

**PRODUCTION CAPACITY** - 50 pieces per month average, 300 meters per month depending on width

**RAW MATERIALS & EQUIPMENT** - Hand-woven cotton local wool, raffia, and rayon

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for exports

**EMPLOYEES** - 5 full time

**LANGUAGES** - French and Basic English

**EXPORT CAPABILITIES** - Regional exports



## WHEPSA

**Contact:** Dr. Viola Vaughn  
**Address:** Quartier Sahn, Kaolack  
**Phone:** (221) 941-7722 or (221) 942-1230 or (221) 643-6305  
**Website:** [www.10000girls.org](http://www.10000girls.org)  
**E-mail:** [msadthies@yahoo.fr](mailto:msadthies@yahoo.fr)

## COMPANY BACKGROUND

Dr. Viola M. Vaughn is the founder and Executive Director of the Women's Health Education and Prevention Strategies Alliance (WHEPSA) and "10,000 Girls" in Kaolack. She founded WHEPSA in 2001 to develop new strategies for offering health and educational services to girls and young women in rural Senegal with the goal of reaching 10,000 girls and young women to help them graduate from school and become entrepreneurs. The NGO has worked with an American designer to develop new products, and exported more than \$10,000 FOB to the U.S. Viola Vaughn won the CNN Heroes Award in 2008, awarded to "people driven to exceptional achievement in service to others."

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**PRODUCTS** - Dolls, travel accessories, home textiles, and beach accessories

**PRODUCTION CAPACITY** - Depends on product type

**RAW MATERIALS & EQUIPMENT** - Hand-woven and industrial local cotton and imported wool

**CUSTOM DESIGN CAPABILITIES** - Open to new designs for exports

**EMPLOYEES** - 10 specific to doll project, of age producers NA at this time

**LANGUAGES** - French, English and Wolof

**EXPORT CAPABILITIES** - Exported to the U.S.

## ADDITIONAL RESOURCES

(Contact UNIDO for additional information about these groups)

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**Atelier Leydy** - Leydy is an institute of Beaux Art in Dakar, Senegal with a little over 100 students. It was founded by Oumou SY, a woman who started the institute after working in Art Déco in Geneva. Atelier Leydy has been the costumer in many African films, as well as the first black African Opera. Products include embroidered apparel and jewelry with some exports to Europe and U.S. They have about 30 employees, and speak French and Basic English.

Address: Metissacana 5 Rue de Thiong. Phone: 221 76 693-2699.

E-mail: [oumousy@metissacana.sn](mailto:oumousy@metissacana.sn)

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**Colle` Sow Ardo Creations** - Collé Sow Ardo Creations is an interesting fashion business started by a young model with a mission to provide a platform and forum for up and coming fashion designers in the region through her “Sira-Vision” regional fashion show and forum. Collé Sow Ardo has 35 employees from weaving to cut and sew. They participated in the AGOA program resulting in some exports to Europe. The Sira-Vision regional forum and fashion show takes place every two years with 2008 coming up, it will include top fashion designers coming from Ghana, Cameroon, Morocco, Congo, Nigeria, and two from Paris. The forum will cover a broad range of subjects from the challenges of business development to AIDS prevention.

E-mail: [collesowardo@hotmail.com](mailto:collesowardo@hotmail.com)

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**Complex Saidia** - A training center for fashion founded in 1997 by a previous Yves Saint Lauren model. They make apparel accessories, shoes, and bags made from hand-woven cotton, linen, and blended fabrics.

Contact: Sadya Geye or Mr Sene (Manager)

Adress: Flanc des Mamelles, Route de Ngor

Phone/Fax: (221) 820 49 14 or (221) 77 514 0920

E-mail: [csadya@sento.sn](mailto:csadya@sento.sn)

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**CSAO** - CSAO is a wholesale/retail business which exports artisan products from Senegal and other West African countries to its shops in France. They work with Maam Samba and other artisan groups and their products include textiles, wood, plastic rugs, lightings, interior décor, recovered plastics, and metals.

Website: [www.csaofr.com](http://www.csaofr.com)

Contact: Amy Sow

Physical Address: 7 Rue Joseph Gomis - Goree

E-mail: [csaodakar@sentoo.sn](mailto:csaodakar@sentoo.sn)  
Phone: (221) 821 81 95 or (221) 545 43 67

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**GA COVA** - They are a GIE comprised of two groups one of batik dyers and a second of cut and sew finishers. The batik producer are very talented and could provide some great “one of a kind” pieces however no one in the groups has the ability to communicate in French. Based on the limitations of their language skills, export would be difficult unless the potential exporter is personally interested in working hands-on with the group. Contact Babacar Gueye, Village Artisanale de Rufisque



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**INTERFACE TRADING** - After a short spell with Nestlé Senegal, Mr. Moctar Fall was the marketing manager for seven years of the African Network for Integrated Development (RADI), a Pan-African development NGO, where alongside his marketing functions was responsible for following multilateral trade negotiations (GATT/WTO; UNCTAD, regional agreements).

In 1994 Mr. Fall set up his first agricultural research and services firm which became in 2000 the leading distributor of agricultural inputs (seeds, phytosanitary products, fertilizers) in Senegal. Other projects followed in the area of the production of vegetables and fruit for the local market and for export to European markets: France, Belgium, the Netherlands, and also in the processing of fruit and vegetables. In the area of fair trade, Mr. Fall supports represents of farmers and **artisan craftsmen (drums, toys)** in the production and exporting to Europe, U.S., and Australia. Mr. Fall is a founding member of the national section of Transparency International in Senegal. He is also a **member of the Board of Directors of the International Fair Trade Association (IFAT)** on which he represents the African region.

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**L'Artisanerie** - Retail shop in Dakar with a good range of artisan craft available in the region. A good store to visit for a first time visitor for a general overview of quality and pricing. Several artisans listed in the main directory are shown in this shop. Presentation is typical of a general open market approach



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**Le Canacla** - Press release “Hand-washing a new water-saving technology introduced in Rwanda” Ministry of Health of Rwanda, is promoting the Canacla, a new individual and public hand-washing technology. It comprises of a small pot that is fitted with a water flushing mechanism similar to that used in indoor toilets. The user lifts a self-closing lever with their wrists, thus eliminating contamination that can occur when using taps and also saving water. For a single hand wash using an ordinary



tap, a person can easily use 2 liters of water, compared to 0.03 liters when using the Canacla.

The Canacla was invented by Vanhercke, son of Dr Ben Vanhercke, a Belgian doctor in Dakar, Senegal, where it was first used. Current work for high volume production is being developed in Dakar. Website: [www.courants-solidaires.be](http://www.courants-solidaires.be) Video: see how the Canacla works on YouTube at <http://www.youtube.com/watch?v=KAeBtsSgCuQ>

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**Sourd Art International** - Sourd Art International is a highly motivated and talented group of hearing impaired potters. They currently sell to the French Army, the Sports Club, American Tennis Club, and the French Women's club. Exceptionally well organized workshop and production area, they do not have an on-site kiln, they could be linked with La Canacla for additional kiln time. Highly recommended for export development but will need commitment from any potential importer for kiln development.



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## HELPFUL WEBSITES and LOCAL MARKET'S

[www.au-senegal.com](http://www.au-senegal.com) - French site that focuses on culture and events

[www.exportfocus.com](http://www.exportfocus.com) - General B2B providing guidelines for exporting and networking

[www.exportsenegal.com](http://www.exportsenegal.com) - Search tool, regulations, banking

[www.state.gov](http://www.state.gov) - U.S. State Department, general country information

[www.africaguide.com](http://www.africaguide.com) General travel guide for Africa by country, also provides listings for handcraft

[www.fita.org](http://www.fita.org) - The Federation of International Trade Associations, provides doing business guides

**Village Artisanal de Thiés** - A tourist destination about 70km outside of Dakar, wide range of crafts and producers

**N'Gaparou** - Charming sea side village 1.5 hours Northeast of Dakar

**Goreé Island** - UNESCO World Heritage Site with a burgeoning art community

**Christmas Market** - December market located on a lovely spot overlooking sea in Dakar

**Soumbédioune Artisan's Market** - A tourist destination and craft market in northwest Dakar

**Dakar Markets** - There are many markets in Dakar with a wide range of goods, including hand made products and textiles

**Local Markets** - A range of crafts and producers which vary by region can be found in local markets in Ziguinchor, St. Lious, Rufisque, and Kaolack in addition to other cities.

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## **ABOUT AID TO ARTISANS**

**“We create opportunities for artisans around the world to build profitable, sustainable businesses inspired by handmade traditions by offering, through partnerships, access to new markets, business training and design innovation.”**

Aid to Artisans (ATA), an international nonprofit organization, is a recognized leader of economic development for the craft industry. By linking artisans to new markets and buyers to culturally meaningful and innovative products, ATA provides needed economic opportunities to artisans while preserving the beauty of global handmade crafts.

## **WHAT WE DO**

In its over thirty years Aid to Artisans (ATA) has changed the lives of thousands of artisans through its “Market Link” program of product design, production assistance and business skills training. In developing countries, handcrafts continue to provide an important source of income, especially in rural areas and especially for women.

Through ATA and its Trade Network, artisan groups around the world have become self-sustaining. Because ATA's goal is to link the artisans to markets, we provide assistance in all stages of that process, including product development and design, business development, market entry, and working with clients.

For more information go to:

**[www.aidtoartisans.org](http://www.aidtoartisans.org)**

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**UNIDO** - The United Nations Industrial Development Organization (UNIDO) helps developing countries and economies in transition in their fight against marginalization. To improve standards of living through industries that are both internationally competitive and environmentally sustainable, the Organization has created large portfolio of projects focused on Small and Medium Enterprise development. One of the main focuses is on promoting their sustainable growth - the key generator of wealth in most developing countries.

**UNIDO Senegal Representative:** Edme Koffi

**Address:** P.O. Box 154  
Immeuble Faycal, 19 Rue Parchappe, Dakar

**Telephone:** (221) 33 8231876

**Fax:** (221) 33 8235746

**E-mail:** [office.senegal@unido.org](mailto:office.senegal@unido.org)

**Website:** <http://www.unido.org/office/senegal>

**Also Contact:** Olimpia Panfil

**E-mail:** [O.Panfil@unido.org](mailto:O.Panfil@unido.org)

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**USAID Program for Economic Growth** – USAID EG builds on USAID/Senegal’s successful work on competitiveness enhancement and the Government of Senegal’s accelerated growth strategy. The program has three components:

- Business Development Services that focus on supporting growth of high potential sub sectors to increase investment, trade and competitiveness.
- Public Private Partnerships that attract private investment for efficient delivery of public goods and services.
- Policy Reforms for improved business environment.

The BDS component invests in some of Senegal’s high potential sub sectors which offer products that are in high demand in the local and international markets. These include artisanal textiles, mangos, cashews, bissap, dairy products, fonio, banana, organic and fair-trade cotton and sesame. The component focuses on competitiveness by using a value chain approach, combined with market-based strategies to deliver business tools and techniques. The goal under this component is to promote value addition locally at every possible juncture along the value chain from seed to supermarket. Furthermore, this component works to facilitate Senegalese exporters to benefit from the US Africa Growth and Opportunity Act (AGOA).

**Contact:** Regina Brown, Chief of Party

**E-mail:** [reineb2002@yahoo.com](mailto:reineb2002@yahoo.com) , [rcbrown@irgltd.com](mailto:rcbrown@irgltd.com)

**Also Contact:** Dr Patrick Nugawela, Technical Lead, BDS Component

**E-mail:** [patricknugawela@yahoo.com](mailto:patricknugawela@yahoo.com)

**Address:** Route de Ngor- Almadies, à côté de la Graine d'Or  
B.P. BP 45381 Ngor - Dakar, Senegal

**Phone:** (221) 33 869-7730 or (221) 33 869-7734

**Fax:** (221) 33 820- 2769

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**West Africa Trade Hub** - The West Africa Trade Hub is funded through and managed by the USAID Regional Mission for West Africa (USAID/WA) to promote trade throughout the region and help West African exporters compete in the international market, especially through the duty-free status created by African Growth and Opportunities Act (AGOA). The West Africa Trade Hub also stimulates job creation in West Africa through expanded investment in manufactured apparel, shea butter, home décor and fashion accessories, fish and seafood and processed cashews, as well as some specialty foods.

**Website:** <http://www.watradehub.com>  
**Contact:** Elitza Barzakova, Enterprise Development Advisor  
**E-mail:** [ebarzakova@watradehub.com](mailto:ebarzakova@watradehub.com)  
**Office:** (233) 21.773.393  
**Fax:** (233) 21.782.231

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**Resentex** - Resentex is a profession forum for textile and clothing businesses, NGOs and artisans in Senegal. They have a list of members who include many of the artisans in the directory, as well as a number of additional artisan groups.

**Website:** <http://resentex.com>  
**Contact:** Laay Diaara, President  
**E-mail:** [info@laaydiarra.com](mailto:info@laaydiarra.com)

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**Sodefitex** - A primarily nationalized cotton processing and export company.

**Website:** <http://www.sodefitex.sn>

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**ASEPEX** — The Senegal Export Promotion Agency is a public sector body responsible for promoting exports from Senegal

**Website:** <http://www.asepex.sn/>  
**E-mail:** [asepex@asepex.sn](mailto:asepex@asepex.sn)  
**Address:** Route du Meridien Président Almadies  
BP 14709 Dakar Peytavin, Senegal  
**Phone:** (221) 33 869 20 21  
**Fax:** (221) 33 869 20 22

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## PROGRAM BACKGROUND

Aid to Artisans (ATA) is collaborating with UNIDO's projects in Senegal that focus on SME development and in assisting artisans in accessing markets more effectively. ATA's activities contribute to UNIDO's efforts to link small business development approach with market access initiatives for selected artisan enterprises, drawing on ATA's 30-years of experience in producer development, enterprise-level capacity-building, and facilitating appropriate market linkages. UNIDO's Private Sector Development activities in Senegal commenced in 2002 and led to the implementation of a variety of projects in network development for SME assistance that focuses on developing joint business ventures. UNIDO also commissioned the "Gateway" study to assess the viability of various artisan producer groups in Senegal and their possible links to export market opportunities.

As part of ATA's sub-contract with the International Resources Group (IRG), in conjunction with the USAID Economic Growth (EG) project that builds on USAID/Senegal's work on competitiveness enhancement, technical assistance is provided in the area of Business Development Services for printed and dyed hand-woven cloth and handcrafts. ATA and USAID EG are also implementing a pilot project using village level technology for hand spun organic cotton developed for high end export markets.

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