

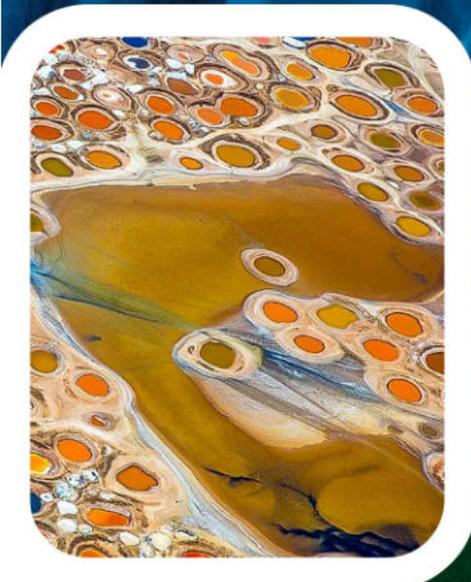
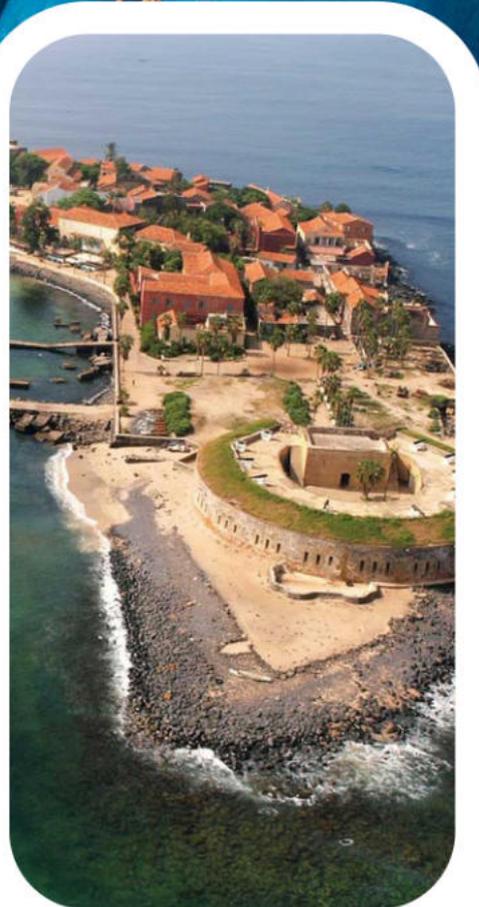
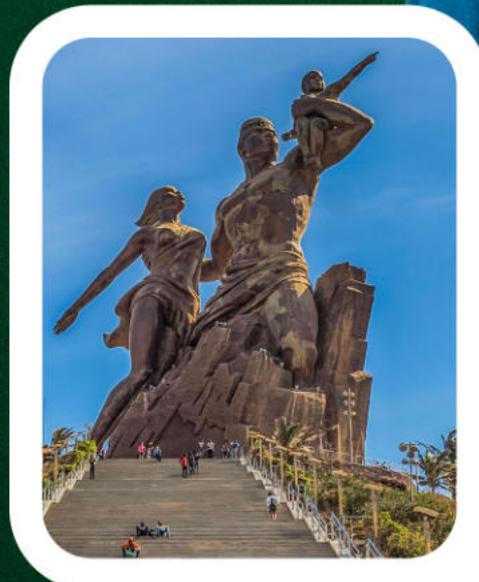
DISCOVER

SENEGAL

LAND OF THE LEGENDARY TERANGA

JUNE 2025

- **Explore Senegal :**
A Treasure of History,
Culture, and Nature



© 2025 Discover Senegal. All rights reserved.



Why “Discover Senegal” Was Published

Discover Senegal is more than a magazine—it is a **cultural and economic showcase designed to present Senegal to the world in all its richness, resilience, and radiance**. Though timed with the Osaka Universal Expo 2025, this publication stands as a timeless portal into the soul of Senegal, inviting readers—whether diplomats, investors, tourists, or academics—to explore the nation’s treasures.

We believe in the power of storytelling and strategic visibility. This edition, available both in print and digital form, has the capacity to reach millions globally. Its relevance extends far beyond October 2025: it is an archive of curated content that highlights **our heritage, innovation, tourism potential, and business opportunities**. It is a lasting reference, a catalyst for partnerships, and a mirror of a nation in motion.

We extend our deepest gratitude to all who contributed to this effort, especially our exceptional graphic design team led by Mr. Limamou, whose creative vision brought this publication to life and Clémence Thiam my Assistant Editor.

Special thanks are also due to:

Mr. Gueye of ASEPEX for his early and enthusiastic support

Mr. Wade of Dakar Games 2026 for believing in our shared vision

Ambassadors Cheikh Niang, Jean Antoine Diouf, and Abdoul Wahab Haidara for their diplomatic insight and encouragement

Mr. Mucaje of the Brazilian AfroChamber for his constant solidarity
The remarkable Atech/Embraer team in Sao Paolo

And all the advertisers who believed in this project, especially **Nextensummit.com**

Special thanks to:

Laye Thiam - Timbuktors
Fatimata "Néné" Dia Sy
Iba Gueye & Daba Diène
Clémence Eckling
Barro SICAP

For their constant support and valuable advice.

Welcome to Senegal
Teranga begins here.

Senator Amadou Thiam
Publisher | International
Consultant
Infographer : **Limamou**
Tél : **+1 202 7474425**
Email : **mamebocar@aol.com**



Pourquoi «Discover Senegal» a été publié

Discover Senegal est bien plus qu'un magazine : c'est **une vitrine culturelle et économique conçue pour présenter le Sénégal au monde dans toute sa richesse, sa résilience et son éclat.** Bien qu'il soit publié à l'occasion de l'Exposition Universelle d'Osaka 2025, ce magazine se veut un portail intemporel vers l'âme du Sénégal, invitant les lecteurs - qu'ils soient diplomates, investisseurs, touristes ou universitaires - à découvrir les trésors de notre nation.

Nous croyons au pouvoir du récit et de la visibilité stratégique. Cette édition, disponible en version imprimée et numérique, a la capacité d'atteindre des millions de personnes à travers le monde. Sa pertinence dépasse largement le mois d'octobre 2025 : elle constitue une archive de contenus soigneusement sélectionnés mettant en lumière **notre patrimoine, notre capacité d'innovation, notre potentiel touristique et nos opportunités d'affaires.** C'est une référence durable, un catalyseur de partenariats, et un miroir d'une nation en mouvement.

Nous exprimons notre profonde gratitude à tous ceux qui ont contribué à cette initiative, en particulier à notre exceptionnelle équipe de design graphique dirigée par M. Limamou, dont la vision créative a donné vie à cette publication et Clémence Thiam mon Rédacteur adjoint.

Special thanks are also due to:

Nos remerciements spéciaux vont également à :

M. Gueye de l'ASEPEX pour son soutien précoce et enthousiaste

M. Wade de Dakar Games 2026 pour avoir cru en notre vision commune

Les ambassadeurs **Cheikh Niang, Jean Antoine Diouf et Abdoul Wahab Haidara** pour leur clairvoyance diplomatique et leurs encouragements

M. Mucaje de la Chambre Afro-Brésilienne pour sa solidarité constante

La remarquable équipe d'Atech/Embraer à São Paulo

Et tous les annonceurs qui ont cru en ce projet, notamment **Nextensummit.com**

Remerciements particuliers à :

Laye Thiam - Timbuktours
Fatimata "Néné" Dia Sy
Iba Gueye & Daba Diène
Clémence Eckling
Barro SICAP

Pour leur soutien constant et leurs précieux conseils.

Bienvenue au Sénégal
La Teranga commence ici.

Sénateur Amadou Thiam
Éditeur | Consultant international
Infographie : **Limamou**
Tél : **+1 202 7474425**
Email : **mamebocar@aol.com**



Senegal - Land of the legendary Teranga

The Republic of Senegal is located on the westernmost point of the African continent. It borders the Atlantic Ocean along over 350 miles of white sand beaches and unlimited sunshine yearly. Senegal is only a mere 7 hours from New York and less than 6 hours from Paris. Senegal is popular for its legendary and world renowned hospitality (teranga) tradition with a particularly rich history, culture, and environment.

What can you do in Senegal? Well, there is something for each one of you. From dawn to dusk, you will have a wide variety of activities and destination choices that will suit your taste and spirit. Nature and animal lovers will take pleasure in the beauty of national parks, the unique and breathtaking fauna and flora. Art lovers will enjoy both contemporary and traditional masterpieces from individual artists or from galleries and museums throughout the modern, vibrant capital city of Dakar. Treat yourself and your family to

unique, handcrafted wares in bazaars, relax on a golf course, or indulge yourself with the local and international cuisine in quaint cafes and restaurants all over the country.

If you are just looking to have fun, festivals take place several times a year; there is lively nightlife spots with a hip, chic crowd at all times. Looking for a more educational and spiritual vacation? Take your family to the historic and internationally classified landmarks such as Goree Island, once the center of the Atlantic slave trade, with its House of Slaves, a gathering and shipping outpost, where many Africans were held in shackles and deprived of their freedom before being shipped to the New World. Are you a sports fan? There is a large variety of activities ranging from biking to water sports, not to forget soccer, hunting, etc. Moreover, the weather permits it all. To get a taste of African paradise, visit Senegal today!

Current Political Situation

Senegal is experiencing a historic political transformation following the 2024 elections, which brought to power President Bassirou Diomaye Faye and Prime Minister Ousmane Sonko. This new leadership reflects a strong commitment to transparency, social justice, and the affirmation of national sovereignty.

The government has initiated major reforms aligned with the "Senegal 2050" Transformation Agenda, a long-term vision aiming to modernize institutions, promote inclusive growth, and respond to the deep aspirations of the youth, the diaspora, and local stakeholders.

In this renewed political context, Senegal's institutions have demonstrated stability and resilience, creating favorable conditions for investment, innovation, and sustainable development.

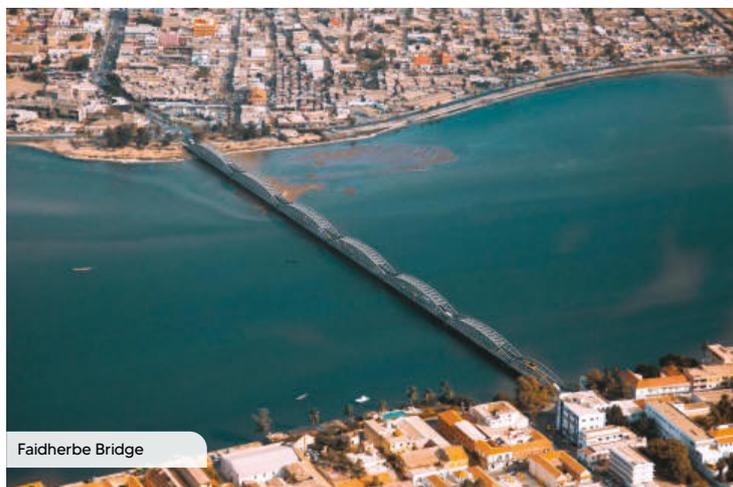




Historical Background

Several European countries competed to take control of this geographically strategic and rich country for trade: The Portuguese, the British, the Dutch; with the French gaining possession in 1840, and making Senegal an overseas territory (colony) of France. Gorée Island became a major center for the Atlantic slave trade through the 1800s, and millions of Africans were shipped to the New World. On April 4th, 1960, Senegal gained its independence and became the democratic Republic of Senegal. Since 1960, four consecutive presidents have been elected. First, the famed poet and writer, Leopold Sedar Senghor, from 1960 to 1980; then Abdou Diouf, Following President Abdoulaye Wade, Macky Sall led Senegal from 2012 to 2024 – first for a 7-year term, then for a 5-year term after constitutional reforms.

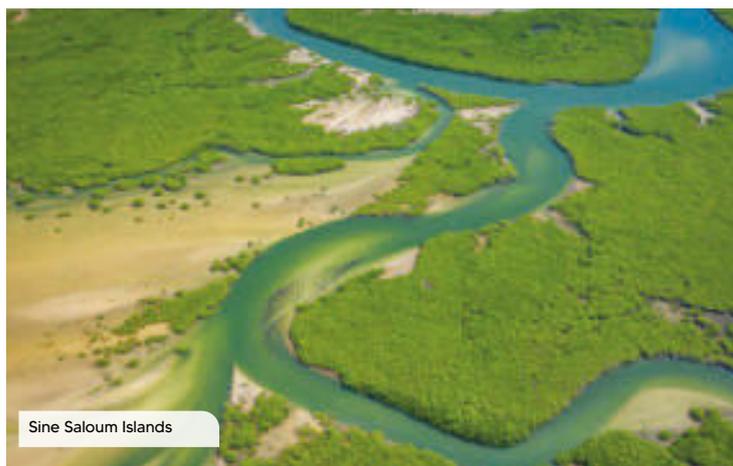
In 2024, a new era of democratic renewal brought Bassirou Diomaye Faye to power. In a powerful political gesture, he appointed his longtime ally and PASTEF founder, Ousmane Sonko, as Prime Minister.



Faïdherbe Bridge



The Multicolored Salt Pans of Palmarin



Sine Saloum Islands

Climate & Geography

The Republic of Senegal is a low-lying region located on the westernmost point of continental Africa, bordered by the Atlantic Ocean (west) Mali (east), Mauritania (north), Guinea (south), and Guinea-Bissau. In the center of the country, lies another country, the Republic of Gambia. Senegal is crossed by four rivers, the Senegal River, the Gambia, the Saloum, and the Casamance. Senegal boasts beautiful weather almost all year-round—the average temperature in the city stays below 80 degrees Fahrenheit. Its tropical but comfortable climate, with a short rainy season between June and September, and a cooler season from December through April, allows for ideal outdoor activities. The country is divided into fourteen regions.





FITAC

International
Tourism Fair
of Central Africa
Equatorial Guinea

+ 450
exhibitor capacity

+ 67
potencial markets

+ 86
Millions of tourists
received by Africa
annually, according to
UNWTO.

The future is AFRICA the moment is NOW

- U NETWORKING OPPORTUNITIES**
Connect with professionals from the tourism industry, operators, and African authorities.
- U NEW BUSINESS ALLIANCES**
Open doors to international business, agreements, and strategic collaborations.
- U ACCESS TO EXPERTS**
Attend conferences led by African tourism leaders.
- U DISCOVER UNIQUE DESTINATIONS**
Gain exclusive information about African tourist destinations, from safaris to paradise beaches.
- U INNOVATION AND TRENDS**
Learn about the latest trends and advancements in African tourism.
- U INSPIRATION TO TRAVEL**
Experience an immersive event with presentations, activities, and live culture.
- U GLOBAL VISIBILITY**
Expand your presence in the international market by being part of a high-profile event

OCT 27 - NOV 02

 2025

www.fitacge.com

Culture

Senegal's population is a melting pot of young, modern, and dynamic people together with the traditional folks all belonging to varied ethnic groups, each with its own distinctive dialect. Some of the ethnic groups include the Toucouleur, the Fulani, the Serer, and the Mandingo, Diola, but the Wolof represents the largest of these ethnic groups. About 50,000 Europeans (mostly French) also reside in Senegal, as well as some Mauritanian, Lebanese, Vietnamese and Cape Verdean communities throughout the cities.

Although Wolof is the most widely spoken language in Senegal, French is the official language.

Religion and beliefs play a key role in the daily life of the populations, though the country is known for its religious tolerance. The Toucouleur ethnic group, among the early inhabitants of Senegal, converted to Islam in the eleventh century, even as their religious beliefs retained strong elements of animism. Muslims in Senegal now represent 95% of the population; the remaining 5% consists of Christians and others still practicing animism.





Its endearing oral literature, as exemplified by its storytelling, poetry and chant, is one of the outstanding aspects of Senegalese culture. This form of artistic expression, combined with the use of traditional musical instruments such as the drum, the flute, the xalam, etc., are used as tools of communication, awareness-raising, education, and entertainment during initiation rites and family ceremonies.

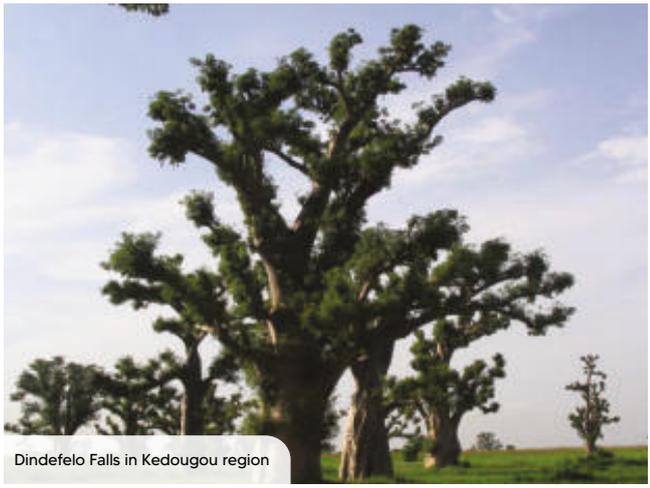


(Bassari and Bedik people)





The salt wells in Palmarin (Sine Saloum Islands)



Dindéfelo Falls in Kedougou region



Park of Dioudj,



Fathala Wildlife Reserve,



Sine Saloum Islands

The Great Outdoors/ Activities

Senegal's many national parks-some of which are named UNESCO World Heritage Sites-are an adventurer and nature lover's dream. From the regal baobab trees to the colorful birds that take to the sky, Senegal is also an ornithologist's paradise. Bird-watchers will catch a glimpse of everything, from flamingoes to egrets, pelicans to ostriches, and the more than one hundred species of birds on the mainland or on one of the islands just off the coast. Niokolo Koba, the biggest national park, has more than eighty mammal species including, lions, hippopotamus, buffalo, gazelles, many types of monkeys. Eco-tourists can enjoy the pristine mangroves, home to nearly fifty various types of animals, in the National Park of Lower Casamance, and the diverse ecosystem of the Sine Saloum deltas, where mangroves, mud flats, sandy islets, dry forests and lagoons will make for incredible environmental tours. Well-known by European divers for the amazing variety of fish that abound in its waters, Senegal offers exceptional snorkeling, particularly around Goree Island and the Madeleine Islands off Dakar. Bring your camera to capture the everlasting and joyful memories of your adventure in Senegal, some of your most outstanding souvenirs for sure!

Park of Dioudj, St Louis



ACCOR · LIVE LIMITLESS
MEETING PLANNER

**RETROUVEZ LE PROGRAMME
DE FIDÉLITÉ MEETING PLANNER
DANS NOS 4 HÔTELS AU SÉNÉGAL**



DAKAR.MEETINGS@ACCOR.COM
FATOU.DIAW@MOVENPICK.COM





Shopping

Nothing captures the spirit of a country like the authentic handicrafts of its people. The collector and bargain-hunter in you will revel at the exquisitely carved gold, silver, and bronze jewelry, antique beads, and authentic amber necklaces found in markets and antique shops throughout the country. With baskets, pottery, hand-woven fabrics with incredibly intricate patterns at great buys, you can practice your haggling and come away with a unique shopping experience. Painters depict the daily life of the population with humor and talent, in vivid colors and a naive style. These unique, affordable paintings and wood artifacts make beautiful souvenirs with which to remember your visit. With each region offering its own traditional crafts you will not only be supporting the artisans and their livelihood, but will also enjoy indulging in duty-free shopping in areas like St. Louis, Tambacounda, Ziguinchor and Kaolack, outside of Dakar.





TERROU-BI
-DAKAR-

AU COEUR
DU SÉNÉGAL
AVEC LE
TERROU-BI DAKAR

MAISON DE FAMILLE DEPUIS 1986

+338399039
www.terroubi.com



Entertainment

Senegal is a country where music and celebration are woven into the fabric of daily life. From vibrant local gatherings to international stages, the nation's cultural heartbeat is expressed through rhythm, dance, and storytelling. The nightlife is alive with energy – Dakar's clubs and beachside venues echo with the sounds of mbalax, afrobeat, hip-hop, and jazz, blending tradition with modernity. Legendary artists like Youssou N'Dour, Baaba Maal, and Ismaël Lô have brought Senegalese music to global acclaim, while younger generations continue to innovate and redefine African soundscapes.

The country's cultural calendar is filled with dynamic festivals and artistic events that celebrate its rich heritage and creative spirit. Highlights include the World Festival of Negro Arts (FESMAN), DAK'ART (the Biennale of Contemporary African Art), FESNAC, and the Saint-Louis Jazz Festival. Other standout events such as the Africa Fête, Gorée Diaspora Festival, Teranga Movie Awards, Fashion Week Gorée, and the Hip Hop Awards attract artists, filmmakers, designers, and audiences from across the continent and beyond. Entertainment in Senegal is more than a leisure activity – it is a way of life, a reflection of identity, and a celebration of shared humanity.



The Fanal



St. Louis International Jazz Festival



La régates de Saint-Louis

Visiting Senegal

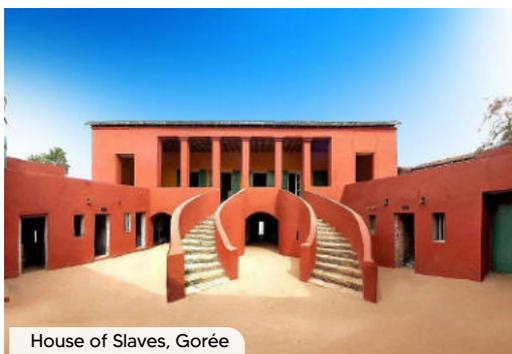
Citizens of most European countries do not need a tourist visa which can be obtained at most of the Senegalese consulates abroad, for a small fee, due to recent changes in Senegal's legislation.

The currency used in Senegal is the Franc CFA. The exchange rate is a fixed rate 1 Euro=655 Francs. Mostly all banks and local currency exchange facilities throughout the country will convert Euros, British pounds, etc. to Francs.

Emergency repatriation and medical care in Senegal are mainly provided by two private medical services. These services operate with mobile equipped and life-support ambulances that can cover the whole territory and, if needed, are assisted in their task by the civilian maritime and air services to reach remote areas. Be sure to visit your primary care physician for the recommended vaccinations beforehand. There are several private clinics well equipped to handle any medical emergency.



Goree Island



House of Slaves, Gorée



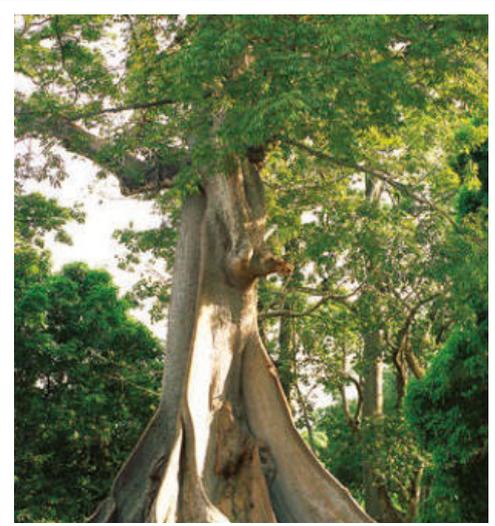
Lompoul desert, Louga



Statue of the Liberation from Slavery, Gorée



African Renaissance Monument



Senegal is one of the most developed countries in West Africa when it comes to cellular service and Internet access. Rest assured that you would be able to use your cell phone, check your email and browse through your favorite websites, while in Senegal.

You will also find a large number of accommodations for your stay-from luxury resorts to hotels that respond to international standards. If being close to nature is your ideal lodging, there are also campsites in and around the national parks and reserves as well as bungalows in some of the sites.

The megaliths of Senegal



The megaliths of Senegal



KING FAHD PALACE
HOTEL



Senegal in English



Land of the legendary Teranga (hospitality in Wolof, the language of Senegal).

The Republic of Senegal is located in the western part of the African continent. It borders the Atlantic Ocean along more than 350 kilometers of white sandy beaches and endless sunshine. Senegal is only about 5 hours from Madrid and less than 6 hours from Paris. Senegal is well known for its renowned traditional hospitality (teranga) and its rich history, culture, and environment.

What can you do in Senegal? Well, there is something for everyone. From dawn to dusk, you'll have a wide variety of activities and options to suit your taste and spirit. Nature and animal lovers can enjoy the beauty of national parks, with their unique and spectacular flora and fauna. Art lovers can appreciate both traditional and contemporary artists, as well as galleries and museums in the modern and vibrant capital, Dakar.

Enjoy unique handcrafted products in its bazaars, relax on a golf course, or savor local and international cuisine in picturesque cafés and restaurants across the country. If you're looking for fun, several

festivals take place throughout the year; there's a lively nightlife and places bustling with people at all times. Looking for a more educational and spiritual holiday? Take your family to a historic and traditionally significant site like Gorée Island, which was a center of the Atlantic slave trade. There you can visit the House of Slaves, where many Africans, shackled and deprived of their freedom, were held before being sent to the New World.

Are you a sports enthusiast? There is a wide range of activities, from cycling to water sports, not to mention football, hunting, and more. Moreover, the weather makes everything possible. To taste the flavor of..

Historical Background

Several European countries competed to take control of this geographically strategic and commercially rich country—Portuguese, British, Dutch—all rivaled by the French, who turned Senegal into a French colony in 1840. Gorée Island became the largest center for the Atlantic slave trade in

the 19th century, and millions of Africans were taken to the New World. In April 1960, Senegal gained its independence and became the democratic Republic of Senegal.

Climate and Geography

The Republic of Senegal is a lowland region located at the westernmost point of the African continent, bordered by the Atlantic Ocean, Mali, Mauritania, Guinea, and Guinea-Bissau. In the center of the country lies another nation: the Republic of The Gambia. Five rivers cross Senegal: the Senegal River, the Gambia River, the Saloum, and the Casamance.

Senegal enjoys favorable weather almost all year round, with an average annual temperature in the cities below 29°C. Its tropical and pleasant climate—with a short rainy season from June to September and a cooler season from December to April—is ideal for practicing all kinds of outdoor activities. The country is divided into four regions.





Senegal in English



Culture

The population of Senegal is a melting pot of young, modern, and dynamic people alongside traditional communities, all belonging to various ethnic groups, each with its own dialect. Some of these ethnic groups include the Toucouleur, Fulani, Serer, Mandinka, and Diola, with Wolof being the most prominent among them. Around 50,000 Europeans (mostly French) still reside in Senegal. While Wolof is the most widely spoken language, the official language is French.

Religion and beliefs play a very important role in the daily life of the Senegalese people, although the country is known for its religious tolerance. The Toucouleur, the first inhabitants of Senegal, converted to Islam in the 11th century, although their religious beliefs still retain strong elements of animism. About 95% of the population is Muslim, while the remaining 5% are Christians and followers of traditional animist practices.

Senegal's rich oral literature—reflected in storytelling, poetry, and song—is one of the most remarkable aspects of its culture. This artistic form of expression, combined with the use of traditional musical instruments such as drums, the auta, the xalam, and others, serves as a tool for communication, awareness, education, and entertainment during family ceremonies and rituals.



Senegal en Español



Tierra del legendaria Teranga (hospitalidad en wolof, lengua de Senegal).

La República de Senegal se encuentra al oeste del continente africano. Limita con el Océano Atlántico a lo largo de más de 350 kilómetros de playas de arena blanca y sol ilimitado. Senegal está sólo a unas 5 horas de Madrid y a menos de 6 horas de París. Senegal es popular por su tradicional hospitalidad renombrada (teranga) y una rica historia, cultura y medio ambiente.

Qué puedes hacer en Senegal? Bien, hay algo para cada cual. Desde el amanecer hasta el anochecer, tendrá una amplia variedad de actividades y opciones que se adapten a su gusto y espíritu. Los amantes de la Naturaleza y los animales podrán disfrutar de la belleza de los parques nacionales, con su ora y fauna únicas y espectaculares. Los amantes del arte podrán disfrutar tanto de artistas tradicionales como contemporáneos o de sus galerías y museos en su moderna y vibrante capital Dakar. Disfrute de los productos artesanales únicos en sus bazares, relájese en un campo de golf, o disfrute de la gastronomía local e internacional en pintorescos cafés y restaurantes de todo el país.

Si usted busca diversión, varios festivales tienen lugar a lo largo del año; hay una animada vida nocturna, lugares con multitud de gente en todo momento. Está buscando unas vacaciones más educativas y espirituales? Lleve a su familia a un histórico y tradicionalmente lugar de interés como la Isla de Goree, que fue el centro del comercio de esclavos en el Atlántico, con su Casa de los Esclavos, donde muchos africanos con grilletes, privados de su libertad fueron reunidos allí antes de ser enviados al Nuevo Mundo. Es usted un fanático de los deportes? Hay una larga variedad de actividades que van desde el ciclismo a deportes náuticos, sin olvidar el fútbol, la caza, .. Por otra parte, el tiempo lo permite todo. Para degustar el sabor del





Senegal en Español

Antecedentes históricos

Varios países europeos compitieron por tomar el control de este país, geográficamente estratégico y rico para el comercio; portugueses, británicos, holandeses, con los franceses, que hicieron en 1840 de Senegal una colonia francesa. La Isla de Goree se convirtió en el mayor centro de comercio de esclavos en el Atlántico en el siglo XIX y millones de africanos fueron llevados al Nuevo Mundo. En Abril de 1960, Senegal consiguió su independencia y se convirtió en la demo-

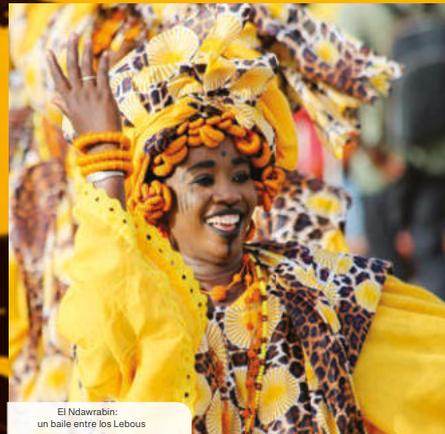


Clima y Geografía

La República de Senegal es una región de tierras bajas en el punto más occidental del continente africano, rodeada por el Atlántico, Mali, Mauritania, Guinea y Guinea-Bissau. En el centro del país, se encuentra otro país: la República de Gambia. Cinco ríos atraviesan Senegal: el Río Senegal, el Gambia, el Saloum y el Casamance. Senegal goza de un buen clima casi todo el año, con una temperatura media anual en la ciudad por debajo de 29 Co . Su tropical y agradable clima, con una corta temporada de lluvias entre junio y septiembre, y una estación más fría de diciembre a abril, es ideal para la práctica de cualquier actividad al aire libre. El país se divide en cuatro regiones.



(Pueblo bassari y bedik)

El Nidowrabin:
un baile entre los Lebous

La lucha senegalesa

Cultura

La población de Senegal es un crisol de gente joven, moderna y dinámica, junto con la gente tradicional, todos ellos pertenecientes a diversos grupos étnicos, cada uno con su propio dialecto. Algunos de estos grupos étnicos son el Toucouleur, Fulani, Serer, Mandinga, Diola, pero el Wolof es el más representativo de ellos. Alrededor de 50.000 europeos (franceses mayoritariamente) viven todavía en Senegal. Aunque el Wolof es el idioma más extendido, el idioma oficial es el francés.

La religión y las creencias juegan un papel muy importante en el día a día del pueblo senegalés, aunque el país es conocido por su tolerancia religiosa. Los Toucouleur,

Primeros habitantes de Senegal, se convirtieron al Islam en el siglo XI, aun cuando sus creencias religiosas mantienen fuertes elementos de animismo. El 95 % de la población es musulmana, el 5 % restante, cristianos y los que siguen practicando el animismo. Su entrañable literatura oral, como se ejemplifica en su narración, la poesía y el canto, es uno de los aspectos sobresalientes de la cultura senegalesa. Esta forma de expresión artística, combinada con el uso de instrumentos musicales tradicionales, como el tambor, laauta, el xalam, etc., se usa como herramientas de comunicación, sensibilización, educación y entretenimiento durante las ceremonias y ritos familiares.



ATECH: TECHNOLOGY THAT PROTECTS, CONNECTS, AND TRANSFORMS REALITIES

Atech is a Brazilian company of the Embraer group, specialized in the development of critical systems for defense, security, aviation, and urban air mobility. Its mission is to transform challenges into technological solutions that enhance efficiency, reinforce sovereignty, and ensure security across various sectors.

With over fifteen years of experience, Atech is internationally recognized for developing Command, Control, Communications, Computers and Intelligence (C4I) systems that integrate data from multiple sources, provide real-time situational awareness,

and support decision-making in strategic contexts.

More than just developing systems, Atech acts as a strategic partner to governments, armed forces, and public institutions, offering knowledge transfer, training, and tailored solutions for each unique context. Its collaborative approach respects the specific circumstances of each country, promoting not only technological adoption but also the development of local capabilities.

In India, the SkyFlow system developed by Atech is used to manage air traffic flow in one of the world's busiest airspaces. The

solution integrates real-time data, optimizes routes, reduces delays, and contributes to a more sustainable aviation sector – all increasingly relevant features for African countries looking to expand their infrastructure with cutting-edge technology.

The future of defense, security, and air mobility lies not only in the equipment – but in the invisible intelligence behind every decision, every safe flight, every protected border. And that's exactly where Atech drives – where technology meets mission, and innovation becomes real-world impact.





Senegal at Expo 2025 Osaka: A Vision for a Sustainable Future

Senegal is honored to participate in Expo 2025 Osaka, a global event that reflects humanity's collective aspiration to build a more inclusive, sustainable and innovative future. This presence offers an opportunity to share Senegal's vision, talents, and ambitions with the Japanese public and the international community.

Although the final layout of the Senegal Pavilion is still under preparation, the exhibition will offer a dynamic portrait of a country in motion. Visitors will encounter a blend of tradition and innovation, with a showcase of products and services ranging from handmade textiles and artisanal crafts to cutting-edge start-ups in agritech, renewable energy, and digital finance. Particular emphasis will be placed on the role of youth, creativity, and entrepreneurship as engines of transformation. Culture will also play a central role, with music, gastronomy and spiritual heritage giving life to the Senegalese experience.

Senegal's development trajectory is guided by the "Projet Sénégal - Vision 2050," a long-term government strategy focused on human dignity, territorial equity, and sustainable growth. It outlines the ambition of building a prosperous,

resilient, and united society, grounded in strong institutions and a green, inclusive economy. Expo 2025 is viewed not only as a platform for visibility but also as a space to engage with new partners around these priorities.

Japan holds a special place in Senegal's international relations. The ties between the two countries are built on mutual respect, technical cooperation and shared values. Over the decades, Japanese support has contributed significantly to Senegal's development in key sectors such as energy, urban transport, health, education and water management. Through the Tokyo International Conference on African Development (TICAD) and bilateral frameworks, this relationship has matured into a true partnership.



Among the key accomplishments of this cooperation are the development of strategic infrastructure, the training of hundreds of Senegalese professionals in Japan, joint research in fisheries and marine biodiversity, and vibrant cultural exchanges, notably through the promotion of martial arts and artistic collaborations. Japan's precision, discipline and technological excellence resonate deeply with Senegal's aspirations for the future.

Looking ahead, Senegal seeks to deepen its collaboration with Japan in areas such as green hydrogen, artificial intelligence, smart agriculture, climate adaptation, and education reform. The Expo provides a unique occasion to initiate new partnerships in these emerging sectors, in line with global efforts to transition toward more resilient and inclusive models of development.

Senegal extends a warm invitation to Japanese institutions, investors, researchers and citizens to engage in this new chapter of cooperation. Together, we can write a story of shared innovation, mutual learning, and lasting friendship—between the Nation of Teranga and the Land of the Rising Sun.



- *Location de véhicules*
- *Transports touristique*
- *Transferts avec VTC*
- *Evénementiel*
- *Réceptif*
- *Assistance & Conseils*

**Nous offrons à tous nos clients la possibilité de payer leur facture sans se déplacer.
Nous vous facilitons vraiment les choses !**

Le Sénégal à l'Expo 2025 Osaka : une vision pour un avenir durable



Among the key accomplishments of this cooperation are the development of strategic infrastructure, the training of hundreds of Senegalese professionals in Japan, joint research in fisheries and marine biodiversity, and vibrant cultural exchanges, notably through the promotion of martial arts and artistic collaborations. Japan's precision, discipline and technological excellence resonate deeply with Senegal's aspirations for the future.

Looking ahead, Senegal seeks to deepen its collaboration with Japan in areas such as green hydrogen, artificial intelligence, smart agriculture, climate adaptation, and education reform. The Expo provides a unique occasion to initiate new partnerships in these emerging sectors, in line with global efforts to transition toward more resilient and inclusive models of development.

Senegal is honored to participate in Expo 2025 Osaka, a global event that reflects humanity's collective aspiration to build a more inclusive, sustainable and innovative future. This presence offers an opportunity to share Senegal's vision, talents, and ambitions with the Japanese public and the international community.

Although the final layout of the Senegal Pavilion is still under preparation, the exhibition will offer a dynamic portrait of a country in motion. Visitors will encounter a blend of tradition and innovation, with a showcase of products and services ranging from handmade textiles and artisanal crafts to cutting-edge start-ups in agritech, renewable energy, and digital finance. Particular emphasis will be placed on the role of youth, creativity, and entrepreneurship as engines of transformation. Culture will also play a central role, with music, gastronomy and spiritual heritage giving life to the Senegalese experience.

Senegal's development trajectory is guided by the "Projet Sénégal - Vision 2050," a long-term government strategy focused on human dignity, territorial equity, and sustainable growth. It outlines the ambition of building a prosperous, resilient, and united society, grounded in strong

institutions and a green, inclusive economy. Expo 2025 is viewed not only as a platform for visibility but also as a space to engage with new partners around these priorities.

Japan holds a special place in Senegal's international relations. The ties between the two countries are built on mutual respect, technical cooperation and shared values. Over the decades, Japanese support has contributed significantly to Senegal's development in key sectors such as energy, urban transport, health, education and water management. Through the Tokyo International Conference on African Development (TICAD) and bilateral frameworks, this relationship has matured into a true partnership.

Senegal extends a warm invitation to Japanese institutions, investors, researchers and citizens to engage in this new chapter of cooperation. Together, we can write a story of shared innovation, mutual learning, and lasting friendship—between the Nation of Teranga and the Land of the Rising Sun.



**Accélérer l'innovation à travers L'IA
et la Blockchain!
Democratiser les Investissements!
Transformer les Villes!**

NexCF
Senegal Pulse (civic tech)
NexLab (Hub IA)
Masterclasses et Formations

NEXTEN SUMMIT

DECEMBER 3-5, 2025

AU KING FAHD PALACE

NEXTENSUMMIT.COM

セネガル、2025年大阪万博へ：持続可能な未来へのビジョン



こちらがご指定のテキストの日本語訳です：

セネガルは、より包摂的で持続可能かつ革新的な未来を築こうとする人類の共通の願いを反映する世界的イベント「大阪・関西万博2025」に参加できることを光榮に思います。この参加は、日本の皆様および国際社会に対して、セネガルのビジョン、才能、そして野心を共有する貴重な機会となります。

現在、セネガル館の最終的な設計は準備中ですが、本展示では進化を続ける国のダイナミックな姿を紹介します。来場者は、手工芸品や伝統的なテキスタイルから、アグリテック、再生可能エネルギー、デジタル金融などの先端スタートアップに至るまで、伝統と革新が融合した製品やサービスを体験できます。特に、若者、創造性、起業家精神が変革の原動力であるという点に焦点が当てられます。文化も中心的な役割を果たし、音楽、美食、精神的遺産がセネガル体験に命を吹き込みます。

セネガルの発展の道筋は、「セネガル・ビジョン2050」という長期的な政府戦略に導かれています。この戦略は、人間の尊厳、地域間の公平、持続可能な成長に焦点を当て、強固な制度と

緑豊かで包摂的な経済に基づいた、繁栄し回復力のある統一社会の構築を目指しています。大阪・関西万博は、可視性の場であると同時に、こうした優先課題に関して新たなパートナーとの対話の場でもあります。

日本は、セネガルの国際関係の中で特別な位置を占めています。両国の関係は、相互尊重、技術協力、共有された価値観の上に成り立っています。何十年にもわたり、日本の支援は、エネルギー、都市交通、保健、教育、水資源管理といった重要分野でセネガルの発展に大きく貢献してきました。東京国際アフリカ開発会議（TICAD）や二国間の枠組みを通じて、この関係は真のパートナーシップへと進化しています。

この協力の主な成果としては、戦略的インフラの開発、日本でのセネガル人専門家数百名の研修、漁業や海洋生物多様性分野での共同研究、武道や芸術交流を通じた活発な文化交流などが挙げられます。日本の精密さ、規律、技術的卓越性は、セネガルが未来に向けて抱く願いと深く共鳴しています。

未来を見据えて、セネガルはグリーン水素、人工知能、スマート農業、気候変

動への適応、教育改革などの分野で日本との協力をさらに深めたいと願っています。万博は、こうした新興分野における新たなパートナーシップを創出する絶好の機会であり、より強靱で包摂的な開発モデルへの移行を目指す世界的な努力と一致するものです。

セネガルは、日本の機関、投資家、研究者、そして市民の皆様に対し、この新たな協力の章にご参加いただくよう心よりご招待申し上げます。共に、革新の共有、相互学習、そして持続可能な友情の物語を紡いでまいりましょう。「テランガの国」と「日出ずる国」の間で。

必要に応じて、デザインやレイアウトに合わせて段落を調整することも可能です。ご希望があればお知らせください。

DISCOVER EQUATORIAL GUINEA

GUINÉE ÉQUATORIALE : L'ÉVEIL D'UN PETIT



BIENTÔT
DANS VOS KIOSQUES

L'Afrique se prépare à accueillir le monde !

Le Sénégal s'apprête à écrire une page d'histoire en accueillant les 4èmes Jeux Olympiques de la Jeunesse (JOJ) d'été, du 31 octobre au 13 novembre 2026. Cet événement majeur marquera une première : des Jeux Olympiques organisés sur le sol africain.



Un Symbole pour l'Afrique et sa Jeunesse

Nés de la volonté de diffuser les JOJ aux quatre coins du monde, les Jeux de Dakar 2026 placent l'Afrique au cœur d'une transformation. Le sport, profondément enraciné dans l'histoire et la culture sénégalaise, notamment chez les jeunes, est perçu comme un vecteur de symbiose, d'échange, de joie, de fierté et d'humilité pour la jeunesse mondiale, africaine et sénégalaise. Le slogan officiel, "L'Afrique accueille, Dakar célèbre", incarne cette approche, soulignant l'hospitalité de la jeunesse africaine prête à façonner un avenir commun avec la jeunesse du monde entier. Le sport est également vu comme une célébration, une manière de vivre ensemble, et un facteur de paix, de rapprochement et de cohésion sociale.

Trois Villes Hôtes, un Événement Inoubliable

Les compétitions des JOJ Dakar 2026 se dérouleront dans trois villes principales : Dakar, Diamniadio et Saly.

Dakar accueillera le complexe multisport Iba Mar Diop, avec une piste d'athlétisme, des terrains de football et de rugby, et une arène multisports. On y trouvera également le complexe Tour de l'Œuf avec sa piscine olympique, ainsi que la Corniche Ouest pour les sites de célébration et d'engagement.

Diamniadio disposera de quatre sites majeurs : le Centre des Expositions de Diamniadio, le stade Me Abdoulaye Wade, le centre équestre de Diamniadio et la Dakar Arena.

Saly accueillera des installations temporaires dédiées aux compétitions aquatiques et de plage, sur la petite côte.

Un Programme Sportif Riche et Équilibré

Dakar 2026 proposera 35 sports, dont 25 en compétition et 10 d'engagement. Ces 10 sports d'engagement visent à éveiller l'intérêt et à encourager la participation dans le pays et la région hôtes, permettant aux jeunes de découvrir la pratique sportive plutôt que d'être de simples spectateurs.

Parmi les 25 sports de compétition figurent l'Athlétisme, la Natation, le Tir à l'arc, le Badminton, le Baseball 5, le Basketball 3x3, la Boxe, le Breaking, le Cyclisme (cyclisme sur route), les Sports équestres (saut d'obstacles), l'Escrime, le Futsal, la Gymnastique artistique, le Beach Handball (Handball de plage), le Judo, l'Aviron de mer, le Rugby à sept, la Voile, le Skateboard (Skateboard street), le Tennis de table, le Taekwondo, le Triathlon, le Volleyball de plage, la Lutte de plage et le Wushu.

Au total, 151 épreuves seront disputées, réparties équitablement entre athlètes masculins et féminins (72 épreuves chacun), avec 7 épreuves mixtes. Pour la première fois dans l'histoire des JOJ d'été, l'égalité des genres sera totale, non seulement en termes de quota global d'athlètes (2700) mais aussi dans toutes les disciplines et épreuves. Autre nouveauté : une équipe de réfugiés, composée d'athlètes du continent africain, participera pour la première fois aux Jeux Olympiques de la Jeunesse.



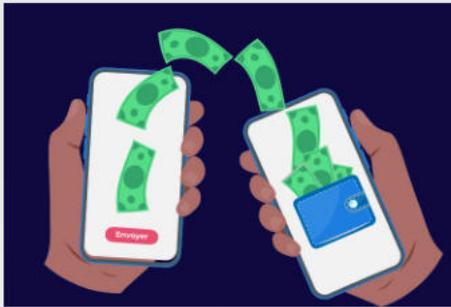
SUNUGALSONS
AMERICAN STORE - MULTISERVICE
IMPORT - EXPORT

VOTRE PONT ENTRE LES USA ET LE SÉNÉGAL

Fiabilité & Sécurité Garantie

• Départs réguliers • Sécurité maximale assurée

NOS SERVICES



Transfert d'Argent :
Rapide et sécurisé
entre les USA et le
Sénégal



Expédition de Colis & Conteneurs : Transport fiable par air et mer



American Store :
Produits américains disponibles à Dakar

**TRANSFERT D'ARGENT
EN AFRIQUE DE L'OUEST**



Téléchargez l'application **TAPTAPSEND** pour envoyer de l'argent facilement avec notre partenaire.

📍 5492, LIBERTÉ 5
☎️ CHEIKH : 77 669 10 10
☎️ +221 33 825 06 66

📍 2192, DIEUPPEUL 2
☎️ AMINATA : 77 743 74 69
☎️ +221 33 867 20 13

✉️ sunugalsons@gmail.com
☎️ +1 301-675-1945

Senegalese flavors



AVT

AVIATION VOYAGES TOURISME



AVT, Votre partenaire pour des voyages Zéro tracas



EMISSION DE BILLETS D'AVION TOUTES DESTINATIONS

AVT garantit les meilleurs choix selon l'itinéraire et le budget du client.



PACKAGES TOURISTIQUES

billets d'avion, transferts, hôtel, excursions... pour les séjours d'affaires ou de vacances



VOLS À LA DEMANDE / LOCATION D'AVIONS

AVT affrète à la demande des avions avec ou sans équipage, pour tous types de transport, toutes destinations et tous types de clients.

*Professionalisme, flexibilité, réactivité...
pour une assistance multiforme*



Tél: +221 33 82201 82 • +221 338897840



12, Avenue Hassan II. Dakar - Sénégal.



www.avtsenegal.com



agence@avtsenegal.com

Le Sénégal en Mouvement : Infrastructures et Innovations



Stade du Sénégal



Train Express Régional (TER)



Bus Rapide Transit (BRT)



Maison des Nations Unies

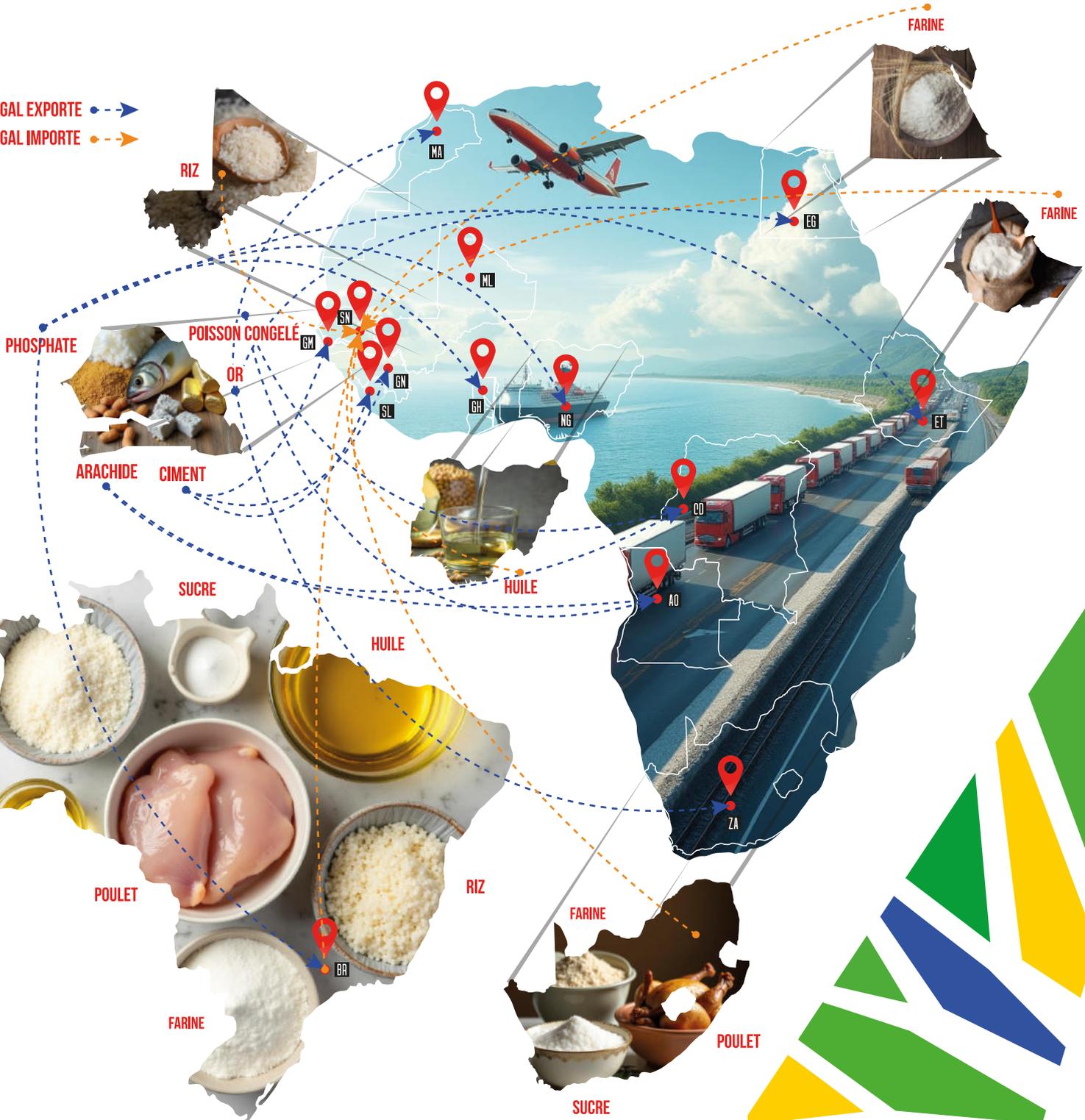


Centre International de Conférences
Abdou Diouf (CICAD)



Musée des Civilisations Noires

SÉNÉGAL EXPORTE 
 SÉNÉGAL IMPORTE 



**LET'S
TRADE!**

Le Sénégal : Un modèle d'harmonie interreligieuse entre musulmans et chrétiens

Le Sénégal, nation ouest-africaine reconnue pour sa culture vibrante et sa tradition démocratique, se distingue comme un modèle exemplaire de tolérance religieuse et de coexistence pacifique. Dans un monde de plus en plus marqué par les conflits religieux, le Sénégal incarne avec force la possibilité d'une cohabitation harmonieuse entre des croyances différentes.

Avec une population composée à plus de 90 % de musulmans et environ 5 % de chrétiens – principalement catholiques – le pays a su, depuis son indépendance en 1960, construire une culture remarquable de dialogue interreligieux et de cohésion sociale. Musulmans et chrétiens vivent ensemble, célèbrent les fêtes religieuses de chacun, s'unissent par le mariage, et collaborent dans tous les aspects de la vie nationale.

Symbole de cette coexistence pacifique, le premier président du Sénégal indépendant, Léopold Sédar Senghor, était un catholique pratiquant. Il dirigea le pays de 1960 à 1980, année où il démissionna volontairement – un fait rare en Afrique à l'époque. Senghor fut non seulement le père fondateur de la République sénégalaise, mais

également une figure intellectuelle et culturelle de renommée mondiale. Premier Africain élu à l'Académie française, poète, philosophe et fervent défenseur du dialogue des civilisations, il œuvra pour une nation unie, où les religions ne divisent pas, mais rassemblent.

L'une des caractéristiques les plus marquantes de la société sénégalaise est la célébration mutuelle des fêtes religieuses. Il est courant de voir des familles musulmanes fêter Noël ou Pâques avec leurs voisins chrétiens, tout comme les chrétiens participent avec ferveur aux célébrations de la Korité (Aïd el-Fitr) et de la Tabaski (Aïd el-Adha). Cette tradition témoigne d'un attachement profond à la teranga, cette valeur sénégalaise d'hospitalité, d'ouverture et de solidarité.

Les chefs religieux des deux confessions maintiennent un dialogue constant et collaborent souvent sur des questions sociales, politiques et humanitaires. L'Église catholique et les confréries musulmanes, telles que la Tijaniyya et les Mourides, entretiennent depuis longtemps des relations fraternelles et solidaires. Il n'est pas rare de voir des musulmans assister à des cérémonies chrétiennes et vice-versa.

Les autorités sénégalaises ont, au fil des décennies, toujours choisi avec discernement les meilleurs diplomates catholiques pour représenter le pays auprès du Vatican. Ces ambassadeurs ont su, avec talent et élégance, incarner les aspirations de cohésion nationale du peuple sénégalais. Nous gardons un souvenir affectueux de figures comme l'Ambassadeur André Coulbary, l'Ambassadeur Henri Turpin, qui facilita gracieusement une audience avec le Pape Jean-Paul II, ou encore de mon ami proche S.E. Dr Pascal Martin Tine. Aujourd'hui, le nouvel ambassadeur auprès du Saint-Siège, l'honorable Isidor Marcel Sène, s'apprête à présenter ses lettres de créance au Pape Léo XIV. Nous lui

adressons nos vœux les plus sincères de succès, dans la grande tradition de relations fortes et continues entre le Vatican, le Sénégal, ses autorités et ses guides religieux musulmans.

Le Vatican a toujours reconnu cette harmonie exceptionnelle. Plusieurs papes ont visité le Sénégal, dont le pape Jean-Paul II, accueilli avec enthousiasme par toute la nation en 1992. Aujourd'hui, l'élection du nouveau souverain pontife le pape Léo, dont le prénom rappelle celui de Léopold Senghor, résonne comme un clin d'œil historique et spirituel aux racines du dialogue interreligieux sénégalais.

Le Sénégal continue ainsi de montrer au monde que la diversité religieuse peut constituer un socle de paix nationale. À une époque où les tensions confessionnelles tendent à diviser les sociétés, l'exemple sénégalais offre une précieuse leçon : par le respect mutuel, le dialogue ouvert et des valeurs communes, il est possible de vivre non seulement côte à côte, mais aussi cœur à cœur.

Sénateur Amadou Thiam



Senegal: A Model of Interfaith Harmony Between Muslims and Christians



Senegal, a West African nation widely recognized for its vibrant culture and democratic tradition, stands as a beacon of religious tolerance and peaceful coexistence. In a world increasingly challenged by religious conflict and division, Senegal offers a powerful and enduring example of how diverse faiths can not only coexist but thrive in mutual respect and harmony.

With a population that is over 90% Muslim and around 5% Christian—primarily Roman Catholic—the country has, since its independence in 1960, nurtured a remarkable culture of interfaith dialogue and social cohesion. Muslims and Christians live side by side in Senegalese society, celebrating each other's holidays, intermarrying, and collaborating across all spheres of life.

A symbolic cornerstone of this peaceful coexistence lies in the legacy of Senegal's first post-independence president, Léopold Sédar Senghor, a devout Catholic. Senghor led the nation from 1960 until his voluntary resignation in 1980, becoming not only a founding father of the Senegalese Republic but also a global intellectual and cultural icon. A member of the prestigious French Academy, a renowned poet, and philosopher Senghor used his influence to promote national unity and interreli-

gious respect. His personal friendships with leading Muslim clerics and his inclusive governance helped forge a national identity where religion served as a unifying rather than divisive force.

ONE OF THE MOST STRIKING FEATURES OF SENEGALESE SOCIETY IS THE MUTUAL CELEBRATION OF RELIGIOUS FESTIVALS.

It is common to see Muslim families joining their Christian neighbors during Christmas or Easter, just as Christians joyfully participate in Eid al-Fitr and Tabaski (Eid al-Adha) celebrations. This reciprocal tradition reflects a deeply ingrained culture of *teranga*, the Senegalese concept of hospitality, openness, and community.

Religious leaders from both faiths maintain constant dialogue, often collaborating on social, political, and humanitarian matters. The Catholic Church and Muslim *tariqas* (Sufi brotherhoods),

such as the Tijaniyya and Mourides, are closely intertwined through decades of goodwill and joint service to the people. It is not unusual to see Muslims attending church ceremonies and Christians respectfully observing Muslim events.

Over the years, Senegalese heads of state have consistently appointed distinguished Catholic diplomats to represent the nation at the Vatican. These ambassadors have brilliantly embodied Senegal's national aspirations for unity and peaceful coexistence. We fondly remember Ambassador André Coulbary, Ambassador Henri Turpin, who graciously arranged a personal audience for me with Pope John Paul II, and more recently my close friend H.E. Dr. Pascal Martin Tine. Today, Senegal's newly appointed ambassador to the Holy See, the Honorable Isidor Marcel Sène, is preparing to present his credentials to Pope Leo XIV. We extend our best wishes to him as he carries forward the proud tradition of strong and respectful relations between the Vatican, the Senegalese government, and the country's Muslim leaders.

The Vatican has long recognized Senegal's exceptional religious harmony. Several popes have visited the country, most notably Pope John Paul II, whose 1992 visit was met with jubilation from both Christian and Muslim communities. Today, the ascension of Pope Leo XIV, whose name uncannily echoes that of President Léopold Senghor, feels almost providential to many Senegalese—a spiritual reminder of Senghor's legacy of unity.

Senegal continues to demonstrate how respect for religious diversity can serve as a foundation for national peace. At a time when global tensions threaten to polarize communities, Senegal's model offers valuable lessons. Through shared values, open dialogue, and deep-rooted mutual respect, the people of Senegal have shown that it is possible to live not only side by side—but heart to heart.

Senator Amadou Thiam



The Soul of Senegal: Rhythm, Style, and Strength



The Rhythm of a Nation: Traditional Dance in Senegal

Senegalese dance is more than movement—it's the heartbeat of a people. Passed down through generations, dance in Senegal is an essential form of communication, celebration, and identity.

At the center of this expression is the Sabar, a powerful and percussive dance rooted in the Wolof culture. Traditionally performed at weddings, naming ceremonies, and neighborhood gatherings, the Sabar involves intricate footwork, spontaneous bursts of motion, and an electrifying call-and-response between dancers and drummers.

Accompanying the dance is the tama (talking drum), which mimics the tones of human speech and is used to praise, tease, or tell stories. The Simb (false lion dance) is another dramatic spectacle where masked dancers embody the spirit of a lion, merging mysticism and playfulness to thrill audiences with surprise appearances and vibrant choreography.

Dance troupes like Ballet La Linguère and the Ensemble Lyrique Traditionnel preserve these cultural gems while adapting them for modern stages, ensuring the legacy continues to inspire.



Centre de Recherche et d'Action sur les Droits
Économiques Sociaux et Culturels

Agir pour les Droits Économiques, Sociaux
et Culturels (DESC) de toutes et tous

CRADESC, THINK TANK ENGAGÉ, ŒUVRE POUR :

L'élaboration de politiques publiques justes
La justice sociale et environnementale
L'égalité de genre
La résilience des communautés
La défense des droits par des actions de
plaidoyer, de recherche et de contentieux



NOS PROGRAMMES

- ◆ Sécurité alimentaire & résilience
- ◆ Genre & DESC
- ◆ Justice climatique & transition énergétique
- ◆ Contentieux & justiciabilité des droits



A Sound Like No Other: The Pulse of Senegalese Music

Few countries in Africa can claim the global influence that Senegal has through its music. The genre of Mbalax, pioneered by legendary artist Youssou N'dour, fuses traditional rhythms with jazz, soul, and salsa to create an energetic, deeply rooted modern sound.

From Baaba Maal's (Black Panther) haunting Fulani vocals to Ismaël Lô's and Wasis Diop's melodic ballads, Senegalese music tells stories of resistance, migration, joy, and identity. These artists have taken local traditions like the sabar drumming and griot storytelling to international arenas, earning Senegal a place on the world's cultural stage.

But music isn't confined to the stars. Local orchestras, youth groups, and cultural events—like those showcased during Senegalese events in Washington DC or New York—keep the streets alive with sound. Whether it's a spontaneous jam in Dakar or a sold-out concert in Paris, Senegalese music remains a bridge between tradition and modernity.



The rise of Senegalese hip-hop, pioneered by groups like Positive Black Soul and iconic artists such as Duggy Tee, added a new urban voice to this cultural landscape, blending rap with traditional rhythms and powerful social commentary.

Senegalese hip-hop has become more than just music—it's a voice for the urban youth. Artists use it to speak boldly about unemployment, inequality, and political frustration, offering commentary rooted in the real-life challenges of Dakar's neighborhoods. This grassroots movement is both poetic and political, blending activism with rhythm, and forging a unique space for civic engagement through art. From rap battles in Pikine to music videos shot in the heart of Medina, Senegal's urban music scene remains a powerful lens through which society can reflect and mobilize.



Where Elegance Meets Identity: Senegalese Fashion

Senegal is Africa's fashion capital. From Dakar's bustling markets to the runways of Paris, Milan, New York, Tokyo, Senegalese style is unmistakable: bold colors, regal fabrics, and an effortless fusion of traditional and modern aesthetics.

The "tradi-moderne" style combines ancestral garb like the boubou with contemporary tailoring. Fashion houses across the country are reinventing heritage wear with intricate embroidery, eco-friendly fabrics, and daring silhouettes. Designers like Oumou Sy, Adama Paris, Colle Ardo, and recently, some younger, bright, fashion-conscious designers have helped put Senegal on the global fashion map.

Hair and accessories are equally important. Senegalese women's hairstyles are elaborate works of art—braids, twists, and wraps rooted in ancient beauty traditions. Leather bags, bead necklaces, and handmade sandals complete the look.

During Dakar Fashion Week, fashion shows not only display wearable art but also launch careers. Up-and-coming designers are given space to shine, bringing a fresh and daring generation of creativity to the spotlight.





KING FAHD PALACE
HOTEL

BUFFET

DU DIMANCHE & DES JOURS FÉRIÉS

**UN FESTIVAL DE SALADES, DE METS ET
DE DESSERTS PLUS QUE SUCCULENTS !**

AU JARDIN DE L'OcéAN.

**ADULTE: 40 000 FCFA - ENFANT: 25 000 FCFA,
AVEC UN ACCÈS À LA PISCINE RÉNOVÉE ET CHAUFFÉE.**

ANIMATION ORCHESTRE EN LIVE DE 13H00 À 16H00

RESERVATIONS AU

33 869 69 69 OU 78 721 88 88



Wrestling with the Soul: “Lamb” and the Spirit of Senegal

Forget MMA—lamb is where the heart of Senegalese sport beats loudest. Known formally as la lutte sénégalaise, this traditional wrestling style is both an athletic and spiritual contest, second only to football in popularity.

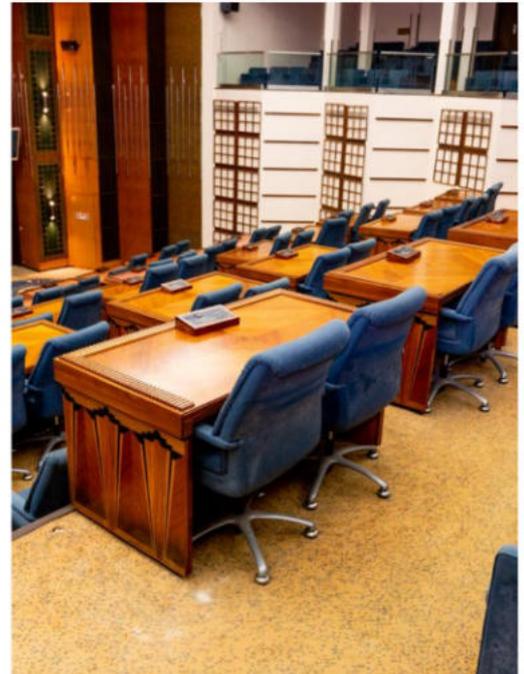
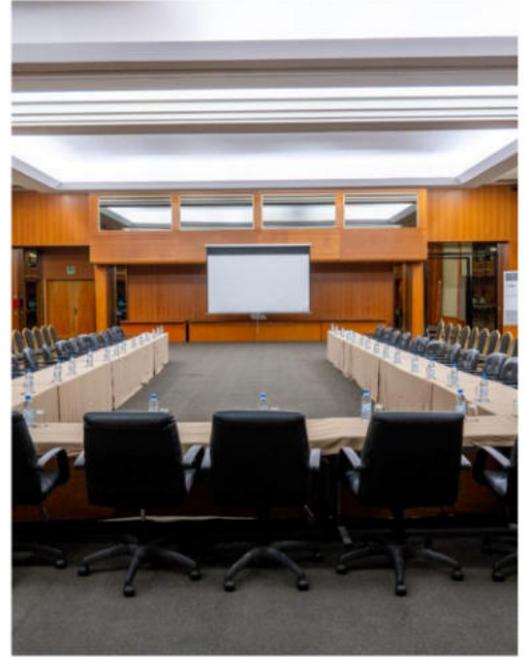
Matches are held in arenas that feel like sacred spaces, where thousands cheer for their heroes—muscle-bound warriors adorned with amulets, covered in sand, and led in by griots chanting ancestral praises. Before the bout, elaborate rituals are performed: dancers invoke the spirits, drums echo through the stadium, and the wrestlers engage in choreographed warm-ups that blend strength and symbolism.

Younger wrestlers like Modou Lo, Balla Gaye, Gris Bordeaux, and Sa Thies are on the footsteps of champions of yesteryear. Old timers still talk about Mame Gorgui Ndiaye, Robert Diouf, Double Less, Boy Bambara, and numerous others who are the real legends.

But lamb is more than spectacle. It’s a career path, a social ladder, and a source of community pride. Top wrestlers become household names and symbols of resilience. Training centers across Dakar, Thies, Mbour, and Joal prepare youth not only to fight—but to carry the values of discipline, respect, and identity.

Senegal’s lamb isn’t just sport—it’s culture in motion.





Miss Sénégal: Beauty, Culture, and Empowerment

Since its inception in 1974, the Miss Sénégal pageant has been more than a celebration of beauty—it's a living symbol of Senegalese pride, culture, and national identity. As one of the country's longest-standing cultural institutions, Miss Sénégal has played a crucial role in promoting Senegal's image on the global stage, while also fostering professional pathways for young women in fashion, beauty, and entrepreneurship.

Today, Miss Sénégal is entering a dynamic new chapter. Aligned with the national development strategy Sénégal 2050, the pageant has evolved into a powerful platform for youth training, women's empowerment, and cultural promotion. Through mentorship, skills development, and access to entrepreneurship opportunities, the Miss Sénégal initiative supports young women across the country and in the diaspora—particularly in Europe and North America, where overseas selections are planned.

In 2025, Miss Sénégal will take center stage as an honored guest during the Senegal Day celebration at the Osaka Universal Expo on August 25th. This international presence reflects the vision of turning Miss Sénégal into a Pan-African event, bridging tradition and modernity while showcasing the creativity, elegance, and resilience of Senegalese women.

Whether on the runway, in training sessions, or during cultural exchanges, Miss Sénégal shines as a beacon of dignity, opportunity, and excellence.



Miss Sénégal : Beauté, Culture et Épanouissement

Depuis sa création en 1974, le concours Miss Sénégal est bien plus qu'une célébration de la beauté – c'est un symbole vivant de la fierté, de la culture et de l'identité nationale sénégalaise. En tant qu'institution culturelle parmi les plus anciennes du pays, Miss Sénégal a joué un rôle déterminant dans la promotion de l'image du Sénégal à l'échelle internationale, tout en ouvrant des perspectives professionnelles aux jeunes femmes dans les domaines de la mode, de la beauté et de l'entrepreneuriat.

Aujourd'hui, Miss Sénégal entame un nouveau chapitre plein de promesses. En harmonie avec la stratégie nationale de développement Sénégal 2050, le concours s'impose comme une plateforme dynamique dédiée à la formation des jeunes, à l'autonomisation des femmes et à la valorisation de notre patrimoine culturel. À travers des programmes de mentorat, de renforcement de capacités et d'accès à l'entrepreneuriat, l'initiative soutient les jeunes femmes sur l'ensemble du territoire, mais aussi au sein de la diaspora – notamment en Europe et en Amérique du Nord, où des sélections à l'étranger sont en préparation.

En 2025, Miss Sénégal sera à l'honneur lors de la Journée du Sénégal à l'Exposition Universelle d'Osaka, le 25 août. Cette participation reflète l'ambition de faire de Miss Sénégal un événement panafricain, alliant tradition et modernité, tout en mettant en lumière la créativité, l'élégance et la résilience des femmes sénégalaises.

Sur scène, en formation ou lors d'échanges culturels, Miss Sénégal brille comme un phare de dignité, d'opportunités et d'excellence.



Salon Daba+ Los Angeles



733



For centuries, African people have worn braids as a powerful expression of identity, heritage, and artistry. Among the many African communities that have kept these traditions alive, the Senegalese people stand out as steadfast guardians of this ancestral art.

With migration over the years, Senegalese people have carried this heritage across borders, sharing their skills and artistry wherever they go. In the United States, cities with strong Senegalese communities have more Senegalese-owned braiding salons. These shops provide authentic African braiding services while preserving a deep sense of identity and pride.

It is a profound honor when Americans seek out African braiding shops. It shows respect and appreciation for the roots of these styles and the people behind them. One powerful symbol of this recognition is the popular "senegalese twist", a style named after Senegal itself.

At its core, braiding is a celebration of African resilience, beauty, and community. And for those of us who practice the craft today, whether in Dakar or Los Angeles, every braid we create is an act of remembrance and honor.

Amina Gueye
Salon Daba
Los Angeles



VOL VIP & VOYAGE D'AFFAIRE
EVACUATION SANITAIRE
TAXI AÉRIEN | FRET URGENT
VOL D'ENTREPRISE SEMI-RÉGULIER



Nous contacter: **(+221) 33 820 24 67**
Aéroport L.S. Senghor Dakar - Yoff, Sénégal
commercial@arcencielairlines.com



AGENCE REVINA SALLY PORTUDAL

ROND POINT SALLY
Place Bouguinville

+221 33 957 88 88

info@revinatours.com

www.revinatours.com

AGENCE DE VOYAGE & DE TOURISME



AGENCE REVINA PLATEAU

Direction Générale,
Production Touristique
Rue Mouhamed 5
X Amadou Assane Ndoye

+221 33 889 59 00

info@revinatours.com

www.revinatours.com

AGENCE DE VOYAGE & DE TOURISME



AGENCE REVINA MARISTES

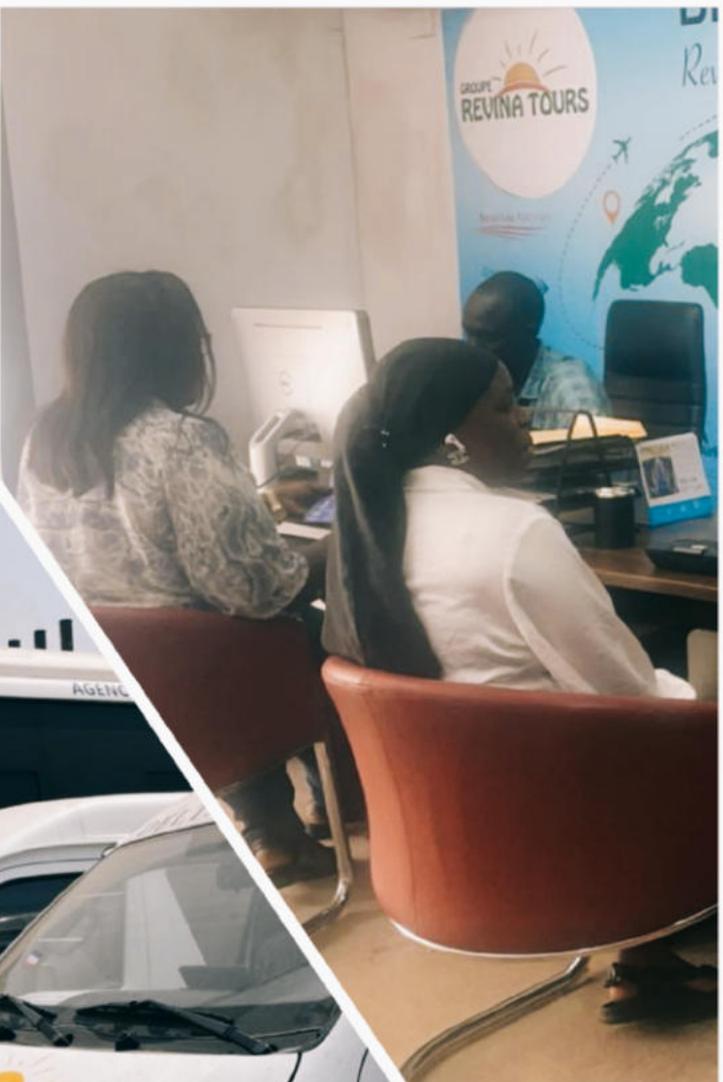
ROND POINT MARISTES

+221 33 832 52 42

info@revinatours.com

www.revinatours.com







Avec M. Ousmane Sonko
Premier Ministre du Sénégal

Senator Amadou Thiam

THE OTHER SIDE OF THE SUN

A Journey of Addiction, Redemption, and Love

Explore a powerful narrative where each page is a step towards redemption. **The Other Side of the Sun** takes you on an emotional journey through the challenges of addiction and the power of love.



Available now at [bookstores](#), [online retailers](#), and [amazon](#)

For more information, visit our website [amadou.net](#) Or by sending an email to: mamebocar@aol.com



Avec le président de AfroChamber
à Sao Paolo, Brésil



Avec Mme Yassine Fall
Ministre de l'intégration africaine et des affaires étrangères

FESTIVAL & CONFERENCE

FUTURE WAVES:

AFROFUTURISM 2.0
AND THE WORLD

POSTPONED UNTIL FURTHER NOTICE

A GROUND-BREAKING MULTI-WEEK CELEBRATION
HONORING THE BOLD AND INNOVATIVE EXPRESSION OF
BLACK CREATIVITY AND SPECULATIVE VISION

SEPTEMBER
6-21, 2025

DAKAR,
SENEGAL

INFORMATION
& REGISTRATION

PRODUCED BY

Airlines Serving Senegal (Alphabetical Order)

1. Air Algerie
2. Air Burkina
3. Air Cote d'Ivoire
4. Air France
5. Air Peace
6. Air Senegal
7. ASKY Airlines
8. Brussels Airlines
9. Delta Air Lines
10. Ethiopian Airlines
11. Iberia
12. Kenya Airways
13. Mauritania Airlines
14. Royal Air Maroc
15. TAP Air Portugal
16. Transavia
17. Transair (Senegal)
18. Turkish Airlines
19. United Airlines



LE NOUVEAU SOUFFLE CARIBÉEN AU CŒUR DE DAKAR

Au menu, des plats haïtiens, caribéens et africains revisités avec créativité, des recettes ancestrales sublimes en mode fusion, sans oublier une sélection d'options végétariennes, pour une cuisine engagée et inclusive.



CARS AND BUS RENTAL



COSELOC

Our domain covers all of **SENEGAL**
and the neighboring sub-region !



COSELOC guarantees fast, efficient service, available 7 days a week from 08:00 AM to 07:00 PM. Our modern, air-conditioned vehicles are equipped with either manual or automatic transmissions, according to your preference:

Sedans – 4x4s – SUVs – Utility vehicles.

COSELOC also offers high-end buses equipped with restrooms and the latest technological innovations.

For your travels in optimal conditions, anywhere in Senegal and the surrounding region, **COSELOC** is committed to providing you with skilled and experienced drivers.



**COSELOC, Km 5,5 Avenue Cheikh Anta Diop, Fann Mermoz
COSELOC VILLE , 145 Rue Moussé Diop , Dakar
BP 21832 Dakar Sénégal**

**info@coseloc.sn - Tél: +221 33 869 25 25 / +221 33 823 83 88
Permanence : +221 77 638 90 40**

“ Une nouvelle dimension pour votre sécurité et votre confort ”



Senegal Population 2023 : 18 126 390
Dakar Population: Dakar: 3 896 564

Major industries: the main industries include mining, food processing, cement, artificial fertilizers, chemicals, textiles, tourism, oil and natural gas, refineries of imported oil and more.

Exports include minerals, fish, agricultural products, chemicals, cotton, fabrics, groundnuts and calcium phosphate.

Local currency: U.S \$1 = approximately \$600 Francs CFA

Main languages: French, English, Wolof, Pular, Diola, Serer, Mandingo, Bambara. Religion: Islam and Christianity

Investment info:

Investinsenegal.com

Export info: Asepex.sn

Important upcoming dates:

Senegal Investment Expo: October 7th and 8th

December 3rd to 5th at King Fahd Palace Nexten AI and Blockchain Summit

See nextensummit.com



Contacts Importants – Ambassades du Sénégal

Ambassade du Sénégal au Japon (Tokyo)

Adresse : 1-3-4 Aobadai, Meguro-ku, Tokyo 153-0042, Japon

Téléphone : +81 (0)3-3464-8451 / +81 (0)3-3464-8452

Email : senegal@senegal.jp

Site web : www.ambassene-tokyo.sn

Ambassade du Sénégal aux États-Unis (Washington, D.C.)

Adresse : 2215 M Street NW, Washington, D.C. 20037, États-Unis

Téléphone : +1 202 234 0540

Fax : +1 202 629 2961

Site web : www.ambasenegal-us.org

Ambassade du Sénégal en France (Paris)

Adresse : 14 Avenue Robert Schuman, 75007 Paris, France

Téléphone : +33 1 47 05 39 45

Email : repsen@wanadoo.fr

Site web : www.ambassenparis.gouv.sn

Ambassade du Sénégal en Espagne (Madrid)

Adresse : Calle Moralarzal n° 18, 28034 Madrid, Espagne

Téléphone : +34 917 45 10 03

Fax : +34 917 45 11 48

Email : infos-ambasen-es@diplomatie.gouv.sn

Site web : www.ambasen-es.sn



DAKAR 2026



SPORTS
COMPETITIONS



SPORTS
INITIATIONS



CULTURAL
ACTIVITIES

IN 2026, DAKAR, SENEGAL WILL HOST
THE YOUTH OLYMPIC GAMES

L'AFRIQUE
ACCUEILLE,
DAKAR
CÉLÈBRE.

AFRICA
WELCOMES,
DAKAR
CELEBRATES.

AFRIG
DALAL,
NDAKAARU
JËMËL.

www.dakar2026.org



@jojdakar2026

