

SIPEN-UEMOA

Salon International des Professionnels de l'Économie
Numérique de l'UEMOA



3^{ème} EDITION

LOMÉ
2025

Annual International Conference and Exhibition on the Digital Economy
in the WAEMU Member States



THEME

**PROMOTING A HUMAN-CENTRIC DIGITAL TRANSFORMATION
IN THE WEST AFRICAN ECONOMIC AND MONETARY UNION**



**24-25-26
SEP. 2025**



**Lomé,
TOGO**

Institutional Partners



A FULL HYBRID EVENT CO-HOSTED BY

Registration and booking of exhibition stands: <https://sipen-uemoa.net>

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Executive Summary

Context and justification

In keeping with its commitment to holding an annual event under the auspices of the West African Economic and Monetary Union (WAEMU), the **Regional Association of ICT Professional Organizations** (Regroupement des Organisations des Professionnels des TIC — **ROP-TIC**) selected Togo to host the third annual **International Conference and Exhibition on the Digital Economy** for WAEMU member states in 2025 (Salon International des Professionnels de l'Economie Numérique des pays Membres de l'UEMOA — **SIPEN-UEMOA**).

Togo's bid, led by the **Togolese Business Group of Private Sector Digital Economy Companies** (Entente des Spécialistes Togolais en Technologies de l'Information et de la Communication — **ESTETIC**), received significant institutional support from a key stakeholder: the **Togolese Ministry of Digital Economy and Digital Transformation** (Ministère de l'Économie Numérique et de la Transformation Digitale).

Following **Dakar** in 2023 and **Abidjan** in 2024, **Lomé** is preparing to host the largest digital economy event in the region.

Strategic objectives

The strategic objectives of SIPEN-UEMOA are as follows:

- ⇒ **Strengthen public-private partnerships** in the digital economy sector by encouraging collaboration between governmental/public institutions, and private companies to develop innovative solutions that meet the needs of the population.
- ⇒ **Provide a platform for presenting innovative digital solutions** and creating spaces for identifying technological needs.
- ⇒ **Facilitate B2B meetings between digital ecosystem stakeholders** and promote the development of commercial partnerships.
- ⇒ **SIPEN-UEMOA aims to bring ecosystem stakeholders together around a common ideal:** uniting the various stakeholders to work together toward regional integration and the digitalization of the African economy.



Abidjan, Côte d'Ivoire — November 29, 2024 — The signing of the Memorandum of Understanding (MoU) marks Togo's selection as the host country for the third iteration of the event. Antoine NGom, President of ROP-TIC
Roger Comlanvi Lasmothey, Special Advisor to the Togolese Minister of Digital Transformation, Kwaku Agbeko Dogba, President of ESTETIC

Expected outcomes

SIPEN-UEMOA aims to set the standard for developing the digital economy in Africa and beyond.

The expected outcomes from the third edition are as follows:

Increased participation: mobilize a much larger audience than previous editions basing on a targeted communication and a hybrid format.

Development of strategic partnerships: facilitate collaboration between the private sector and public institutions through B2B meetings and create spaces tailored to the specific needs of participants.

Startup promotion: showcase startups, young companies and local innovation labs to facilitate connections with investors.

Stakeholder sharing: Facilitating discussions on digital challenges to discover new perspectives and solutions.

Global Participation: With a hybrid format, this event will enable inclusive participation and increase global impact.

Capacity Building: Through thematic workshops and training sessions, this event will help in capacity development and skill building for institutions and individual professionals.

Final report: At the conclusion of the event, a final report is published to summarize highlights, recommendations and best practices.

TOGO: THE PERFECT PLACE FOR YOUR DIGITAL TECHNOLOGY INVESTMENTS

By proposing Togo as the host country for the third edition of SIPEN-UEMOA, ESTETIC aimed to showcase the country's ICT accomplishments. These accomplishments are the result of the **collaboration between a dynamic private sector and a visionary and caring public sector**. The public sector is concerned about the well-being of the population and has adopted a national development program that focuses on digital technology. Because of this tandem's determination, **technical and financial partners, as well as investors**, are providing support and guidance in creating a true digital ecosystem. Thanks to the commitment of ROP-TIC and the support of the WAEMU Commission, **this entire ecosystem is meeting in Lomé with their counterparts from other countries in Africa and from different parts of the world**.

About Togo:

- A **leading reformer in West Africa**, according to the World Bank's Business Ready Report (October 2024).
- The **first African country** to host a landing point for Google's Equiano submarine fiber optic cable.
- The **first West African country and the third African country** to deploy **5G technology**.

Togo was connected to the global internet for the first time on **November 17, 1997**, through **CAFE Informatique & Télécommunications SA**, an African pioneer in the digital industry.

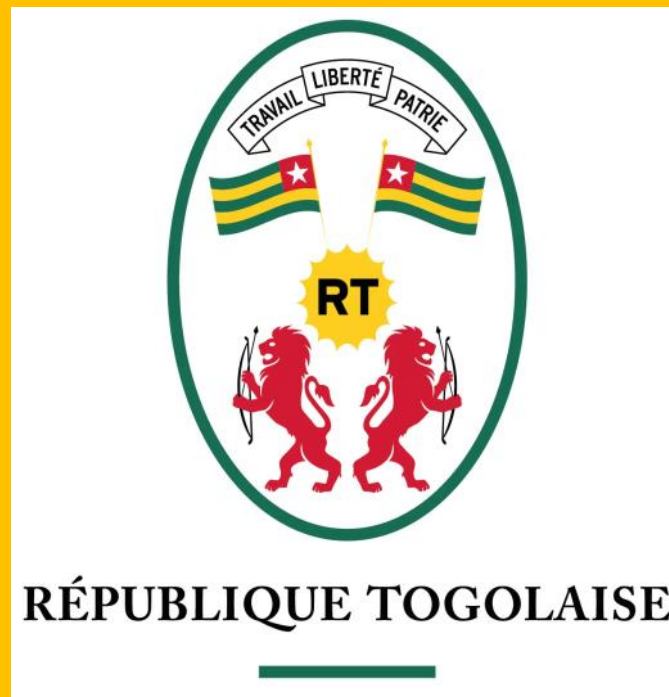
The internet is consistently accessible in Togo, despite the outages observed in West and South Africa on March 14, 2024 (<https://pulse.internetsociety.org/fr/blog/major-internet-outages-across-western-and-southern-africa-today>).

Togo offers an attractive and secure environment for digital investments.

- **ever-growing technological dynamism;**
- **It is a regional pioneer in digitalization and innovation.**
- **an innovative digital ecosystem;**
- **a leading service hub;**
- **social inclusion and modernization of the Togolese economy through digitalization is a reality;**
- **schools and universities offer curricula adapted to the needs of emerging markets.**



INSTITUTIONAL PARTNER



**Ministère de l'Economie Numérique
et de la Transformation Digitale**

Conference main topic and discussion points

Promoting a Human-Centric Digital Transformation in the West African Economic and Monetary Union



Digital Transformation for Efficiency in Governmental Institutions

- WAEMU standards: legislative and regulatory framework, essential public services
- Using digital tools for efficient management of civil servants time and attendance
- Strengthening digital resilience through complementary national and interstate infrastructures



Three essential Questions for a Sustainable Digital Transformation in the WAEMU region

- Funding of Digital Transformation
- Energy Efficiency and Digital Transformation
- Data Storage, Security, and Digital Sovereignty



Women Leadership at the Heart of the Digital Economy in the UEMOA region

- Women and careers in digital: inclusion, professional development, capacity building, innovation and networking
- Women as catalysts to impact sustainable development in WAEMU countries



Leveraging Artificial intelligence to accelerate digital transformation and inclusion

- Benchmarking artificial intelligence strategies in the sub-region
- Artificial intelligence and the future of work in the UEMOA region



The dynamics of the digital economy sector

- Access to public procurement for private sector companies
- The Human Capital



Digital economy in Cultural and Entertainment Industries

- Content Creation and African Cultural Reference
- A niche of opportunities for start-ups?
- The Reality of eSport in the Sub-Region

INSTITUTIONAL PARTNER

UEMOA



ans 1994
2024

Planned activities

Thanks to the **hybrid format** which allows participants to join the event live online and participate in discussions, **more than 7,000 people** are expected to attend SIPEN-UEMOA. Participants include IT decision-makers, CIOs, CISOs, national and international experts, business directors, and IT project managers, as well as more than 60 exhibitors and over 500 companies from the cloud, big data, artificial intelligence, security, storage, networking, telecommunications, mobility, home automation, software, electronic banking, and fintech industries. Together, they will engage in discussions and debates about the major challenges of **digital inclusion** and successful integration during workshops, presentations, and feedback sessions.

High-Level Inaugural Panel:



This is a moment of reflection, followed by discussions on the need for Africans to reevaluate their ambitions regarding digital transformation by prioritizing people.

Thematic workshops, discussion panels, and master class sessions will be offered.



These sessions will address additional topics pertaining to the sector. Presentations and feedback will highlight the potential of services offered by digital technology. These discussions will provide an opportunity to debate the major challenges facing companies and institutions,

as well as exchange concrete solutions for optimizing their information systems. Thanks to the hybrid SIPEN-UEMOA format, participants from around the world will be able to join and participate in the event live online.

Scientific Symposium: This scientific and professional meeting will focus on the central theme of placing humans at the center of digital transformation in the WAEMU region. The symposium will include research presentations and discussions between participants. These discussions will facilitate collaboration between researchers and professionals on digital issues and possible future developments in the WAEMU region.

The SIPEN-UEMOA "Innovation Show"

exhibition will feature dozens of companies, ranging from SMEs to large international private sector groups, presenting their solutions and innovations to the public.



Social and Eco-Responsibility Awareness:

Given the international travel undertaken by speakers and participants, measuring and offsetting carbon footprints is particularly important. The host country will help identify projects to offset the CO₂ emissions generated by organizing SIPEN-UEMOA, Lomé 2025, which cannot be avoided.



This offsetting could take the form of:

- Selecting local service providers committed to sustainable development.
- participation of a group of participants in a local project activity;
- Involving the Ministry of the Environment in selecting local offsetting initiatives.

Business Meetings: Thanks to a B2B platform, SIPEN-UEMOA allows participants to register and schedule business meetings around key topics. These meetings can be held in person in a discreet and cozy networking space or online.

Optional recreational outings: To combine business with entertainment, the organizing committee offers recreational outings and field trips that highlight participants' social responsibility and raise awareness of eco-responsibility through **tree planting**. Visits to tourist facilities near Lomé or within day-trip distance (Aného and Kpalimé) will also be offered in partnership with tour operators.

Gala Dinner and Awards Ceremony, held at the end of SIPEN-UEMOA, aims to provide an informal setting for relaxation, networking, and professional exchange. During the dinner, distinctions and awards will be presented to stakeholders who have contributed to the development of the digital economy in WAEMU countries in various socioeconomic sectors.



Just like the exhibitions, conferences, and panels, the gala dinner and awards ceremony will be one of SIPEN-UEMOA's flagship activities.

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Agenda

September 24, 25 and 26, 2025
SEE YOU IN LOMÉ!

Wednesday, September 24, 2025	Thursday, September 25, 2025	Friday, September 26, 2025
Opening ceremony	Documentary Film Screening	Conclusion of the Proceedings, Final session of the scientific conference
Opening Ceremony, Statement by the Public Authority Representative	Fourth Panel	Signing of the Lomé Declaration.
Signing of MoU, Agreements, and Programs		Signing of the memorandum of understanding (MoU) for the fourth edition of the SIPEN UEMOA
Visit or the SIPEN-UEMOA Innova- tion Show Exhibition, Coffee Break	Coffee Break	
First Panel	Fifth Panel	
Lunch	Lunch	
Second Panel	Round Table Discussion	Gaming Challenge
Cultural Interlude	Masterclass	
Third Panel	Sixth Panel	
Cocktail	SIPEN-UEMOA Startup Challenge	Gala dinner and awards ceremony

estetic

Entente des Spécialistes Togolais
en Technologies de l'Information et de la Communication



e



Protection des intérêts du secteur des TIC

Promouvoir l'échange, la
synergie et la solidarité
entre ses membres



Observatoire des TIC pour le développement

Démocratiser l'accès aux
informations stratégiques
du secteur des TIC



Développer les compétences et l'entrepreneuriat

Développer l'attractivité des
métiers et des entreprises
dans le secteur des TIC



Gouvernance des TIC et Orientation des politiques

Intervenir dans l'orientation
des politiques visant le
secteur des TIC en faisant
entendre votre voix



Avenir des TIC au Togo et en Afrique

Par l'élaboration d'une vision
prospective des TIC, peser sur
les grandes décisions impactant
l'avenir des TIC au Togo et en
Afrique en intervenant
dans le débat public.

Contact : ☎ +228 99 99 87 76

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🌐 linkedin.com/company/estetic-tg

Conference and Exhibition Communication Strategy

Partner with us!



In response to the marketing strategy of SIPEN-UEMOA, Lomé 2025, a carefully developed communication plan was created to mobilize partners (exhibitors and sponsors) from the eight WAEMU countries for their active participation.

Our strategy is based on a variety of media outlets, both national and international, as well as digital resources.

- **TV:** Advertising campaigns and special programs (two per country: one national TV station and one private TV station).
- **Radio:** Four per country: Three urban radio stations and one regional or rural radio station.
- **Print media and specialized magazines:** Inserts and reports (must include the national daily newspaper in each WAEMU country).
- **Online media:** Include visuals and publish articles (online media outlets with a digital-first editorial approach). Obtain a list of the most visited websites in each country.
- **Billboard Displays:** We have proposed fixed 12 m² billboards here. Dynamic screens can be used.

The digital communication component will rely on a social media campaign on **LinkedIn, Facebook, Instagram, and X** to publish content, such as videos, images, and text, as well as the recruitment of one influencer per country to increase the show's audience.

To strengthen communication within each country, we plan to use **international media**, such as television, radio, and magazines, to inform the general public about the show's organization, among other things.

To generate greater support from professionals and the public, we have defined a media plan that includes **audiovisual spots and broadcasts, as well as a promotional period**.

Furthermore, **mobilizing country focal points**, involving each one, combining the various requested media, and providing financial resources will enable us to achieve the communication objectives defined for SIPEN-UEMOA 2025.



SIPEN-UEMOA Conference and Exhibition Catalog

The catalog offers exhibitors a powerful communication platform. It will include a program of meetings and workshops, editorials reflecting industry perspectives, articles on current IT topics, progress updates on the show, an exhibitor directory, and advertisements.

The catalog will be distributed free of charge to industry professionals, organizations from other sectors, partners, public institutions, and guests during and after the show.

Technical specifications :

- Format : A4 (digital printing) ;
- Print run: 5,000 copies (four-color process)

Inside Pages:

- 1 Page: 500,000 FCFA excluding VAT
- 1/2 Page: 300,000 FCFA excluding VAT
- 1/3 Page: 200,000 FCFA excluding VAT
- 1/4 Page: 150,000 FCFA excluding VAT
- 1/8 Page: 100,000 FCFA excluding VAT

Cover Pages:

- Please select the options that interest you.
- Inside Cover: 1,000,000 FCFA excluding VAT
- Back Cover: 900,000 FCFA excluding VAT
- Back Cover: 1,200,000 FCFA excluding VAT

Advertising on touchscreen kiosks

Option 1: 100 prints/day on 20 kiosks located throughout the exhibition:
300,000 FCFA excluding VAT

Option 2: 50 prints/day on 20 kiosks located throughout the exhibition:
200,000 FCFA excluding VAT

Maximum 30-second videos or images
Limited number of spots



Members of **ESTETIC** and/or **ROPTIC** are eligible for a **20% discount!**

SIPEN-UEMOA "Innovation Show" Exhibition Packs

WE ARE PLEASED TO PRESENT THE FOLLOWING EXHIBITION PACKAGES
TO OUR ESTEEMED PARTNERS AND INNOVATORS



9m²

18m²

27m²

Anodized aluminum structure, 3m high
Wooden panel infill
1 track with 3 x 150W spotlights
Branding of the stand front in 0.5 x 2m format (full-color printing on adhesive vinyl) with the exhibitor's name and logo

SUPPLIED MATERIALS

1 x 43" TV Screen
1 power strip, 1 wastebasket
1 reception desk + high stool
Discussion set consisting of a round table (diameter 80cm) + 3 chairs

1x 55" TV Screen
2 power strip, 2 wastebasket
1 reception desk + high stool
Discussion set consisting of a round table (diameter 80cm) + 3 chairs

1 x 55" TV Screen
3 power strip, 2 wastebasket
1 reception desk + high stool
Discussion set consisting of a round table (diameter 80cm) + 3 chairs
1 comfortable three-seater sofa



























1 200 000 F CFA

2 500 000 F CFA

3 600 000 F CFA

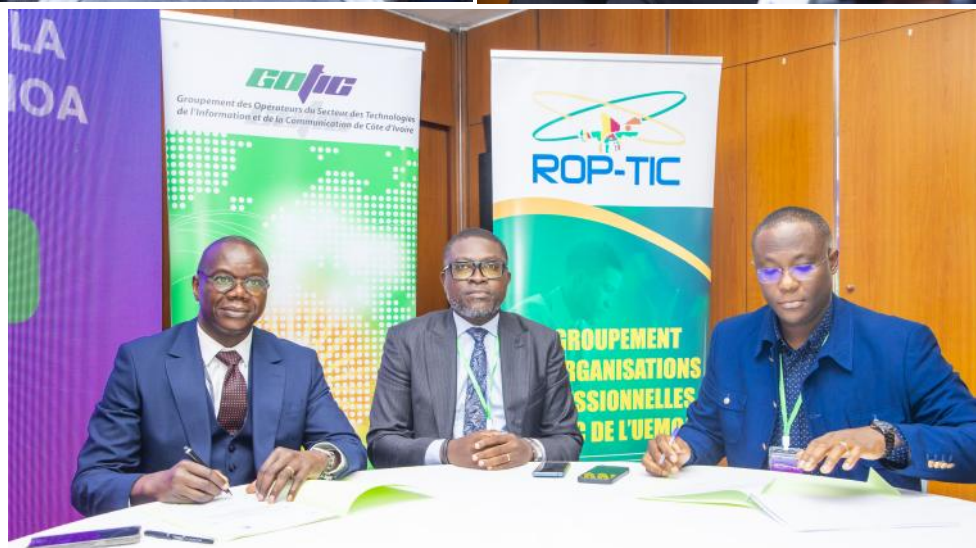
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Sponsorship Benefits

Sponsor contribution /benefits	30 000 000 f cfa	20 000 000 f cfa	10 000 000 f cfa	5 000 000 f cfa	2 500 000 f cfa
Conference and panel visibility					
Digital					
Mention in TV shows					
Email campaigns					
Website					
Marketing collateral					
Event Brochure	Full page	1/2 page	1/4 page	1/8 page	1/8 page
Space on Roll-up banner					
Exhibition Stand Package	27m2	18m2	9m2	9m2	9m2
Exhibition space					
Electrical package	3	2	1	1	1
TV Screen	55"	55"	43"		
Furniture	1 sofa, 1 coffee table, 1 round table, 2 chairs	1 sofa, 1 coffee table, 1 round table, 2 chairs	1 table, 2 chairs	1 table, 2 chairs	1 table, 2 chairs
Cocktail/Gala Dinner					
Access Ticket			4	2	2
Table	8	6			
Display on Identification Badge					
Logo on all non-exclusive media					

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Photo album: SIPEN-UEMOA, Abidjan 2024







STAKEHOLDERS

Public authorities, regulators, cybersecurity agencies, digital transformation agencies, digital infrastructure companies, internet exchange points, internet access and connectivity providers, IT service and engineering companies, innovative solution providers, administrations and local authorities, financial authorities, diplomatic representatives, financial institutions, and decision makers and IT service directors from Central Africa, the Middle East, Asia, Europe, and the Americas.



ROP-TIC

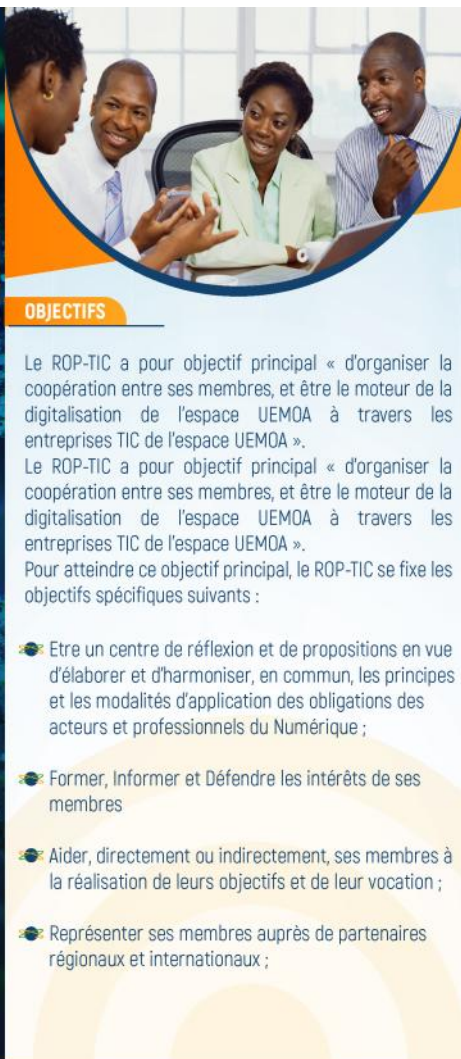
CONSTITUTION ET DÉNOMINATION

Il est constitué entre les acteurs et professionnels du numérique (associations, club de professionnels, groupements et regroupements, etc.) qui adhèrent aux présents statuts, un regroupement interprofessionnel de l'espace UEMOA, apolitique et non confessionnel, régie par la N°64-2015/CNT du 20 octobre 2015, portant liberté d'association au Burkina Faso dénommée :

« Regroupement des Organisations Professionnelles des TIC de l'UEMOA » en abrégé ROP-TIC.

Le siège du ROP-TIC est fixé au 1er étage Immeuble Pharmacie Augustine, Ouaga2000, Avenue Mouammar El Khadafi, 01 BP 6652 Ouaga 01 : Ouagadougou au Burkina Faso ;

Il peut être transféré en tout autre lieu de l'espace UEMOA sur décision de l'Assemblée Générale.



OBJECTIFS

Le ROP-TIC a pour objectif principal « d'organiser la coopération entre ses membres, et être le moteur de la digitalisation de l'espace UEMOA à travers les entreprises TIC de l'espace UEMOA ».

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Pour atteindre ce objectif principal, le ROP-TIC se fixe les objectifs spécifiques suivants :

- Etre un centre de réflexion et de propositions en vue d'élaborer et d'harmoniser, en commun, les principes et les modalités d'application des obligations des acteurs et professionnels du Numérique ;
- Former, Informer et Défendre les intérêts de ses membres
- Aider, directement ou indirectement, ses membres à la réalisation de leurs objectifs et de leur vocation ;
- Représenter ses membres auprès de partenaires régionaux et internationaux ;

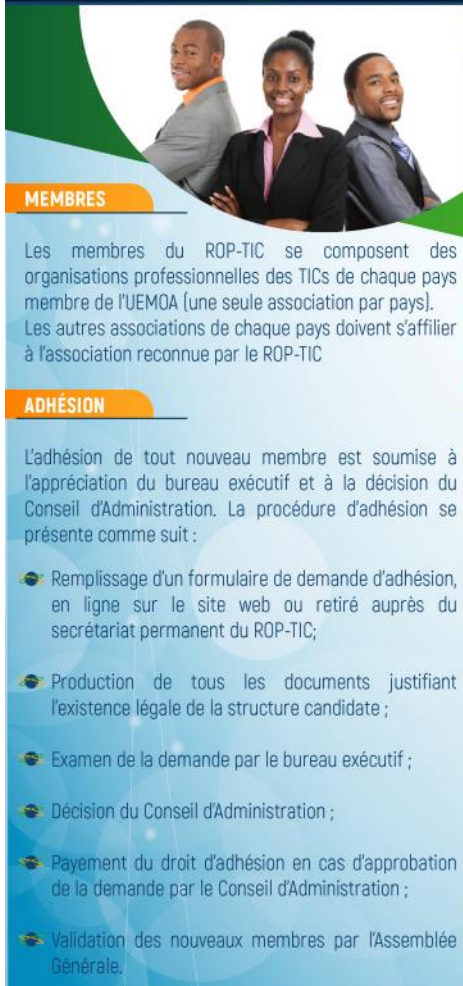
- Promouvoir et Développer la culture du Numérique dans l'espace UEMOA comme partout ailleurs ;
- Promouvoir l'investissement dans le numérique ;
- Valoriser l'image des acteurs du Numérique en renforçant l'éthique et la déontologie dans l'acte d'entreprise ainsi que dans la dimension citoyenne ;
- Contribuer activement à la lutte contre les pratiques de concurrences déloyales, de faux, de contrefaçons et de la fraude ;
- Veiller à la cohésion, à la bonne entente entre ses membres et leur apporter assistance ;
- Collaborer avec les structures privées ou publiques, poursuivant des buts similaires ou dont les activités sont complémentaires à celles du ROP-TIC.

NEUTRALITÉ DU ROP-TIC

Le ROP-TIC étant à vocation socio-économique et professionnelle, toute prise de position en faveur d'un parti politique ou toute prise de position à caractère discriminatoire est rigoureusement interdite en son sein et à son profit.

Dans l'exercice de sa mission, le ROP-TIC s'investit, dans le cadre de son objectif principal au bénéfice exclusif des acteurs et professionnels du Numérique de l'espace UEMOA. En conséquence, elle s'interdit tout acte et toute action à caractère partisan ou discriminatoire.

L'obligation de neutralité n'interdit pas à ses membres de participer à titre personnel aux institutions de l'UEMOA et, plus généralement, de prendre part au débat public.



MEMBRES

Les membres du ROP-TIC se composent des organisations professionnelles des TICs de chaque pays membre de l'UEMOA (une seule association par pays). Les autres associations de chaque pays doivent s'affilier à l'association reconnue par le ROP-TIC

ADHÉSION

L'adhésion de tout nouveau membre est soumise à l'appréciation du bureau exécutif et à la décision du Conseil d'Administration. La procédure d'adhésion se présente comme suit :

- Remplissage d'un formulaire de demande d'adhésion, en ligne sur le site web ou retiré auprès du secrétariat permanent du ROP-TIC;
- Production de tous les documents justifiant l'existence légale de la structure candidate ;
- Examen de la demande par le bureau exécutif ;
- Décision du Conseil d'Administration ;
- Paiement du droit d'adhésion en cas d'approbation de la demande par le Conseil d'Administration ;
- Validation des nouveaux membres par l'Assemblée Générale.

REPRÉSENTATION DES MEMBRES

Chaque membre désigne ses représentants titulaires et suppléants pour la représenter auprès du ROP-TIC. Toute désignation ou changement des représentants doit être notifié au ROP-TIC dans la quinzaine de la décision des instances de la structure adhérente de ces représentants.

A défaut de notification au ROP-TIC de la désignation des représentants de la structure adhérente, celle-ci ne peut être représentée auprès du ROP-TIC. Le représentant permanent suppléant remplace le représentant permanent titulaire en cas d'empêchement de celui-ci.

INSTANCES ET ORGANES DU ROP-TIC

Les instances et les organes du ROP-TIC sont :

- L'Assemblée Générale
- Le conseil d'administration
- Le bureau exécutif
- Les commissions « ah-hoc »
- Le Secrétariat Permanent

Les élections au sein des instances et organe se font sur la base du principe « un membre - une voix ».



Site web :
ROPTIC.ORG

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ROP-TIC



Contact Us



**Regroupement des Organisations
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