

ACP Business Friendly Program

The ACP Business-Friendly (BF) Program is an intra-ACP action funded by the European Union and the Organisation of African, Caribbean and Pacific States (OACPS). The program objective is to support business-friendly and inclusive national and regional policies and strengthen productive capacities and value chains.

The Program follows a tiered approach with engagements focusing on macro-, meso- and micro-level interventions implemented by the World Bank (WB), the United Nations Industrial Development Organization (UNIDO) and the International Trade Centre (ITC), respectively.



[Watch the Program Overview Video.](#)



[Read the Program brochure.](#)

Funded by:



Implemented by:



ACP BF in Senegal



World Bank ACP BF interventions support the government of Senegal in implementing investment policy and promotion and business environment reforms to address constraints that hinder sustainable market-driven development, especially in labor-intensive and productive sectors.

1



INVESTMENT POLICY & PROMOTION

Supports the development of an investment attraction and retention strategy and related policy reforms to boost investor confidence and increase competitiveness for existing and new foreign direct investments (FDI)

2



BUSINESS ENVIRONMENT

Addresses regulatory burdens for both domestic and international firms to promote business start-up, formalization and growth while lowering the cost of doing business

Reforms Supported by the World Bank*

- | | |
|--|--|
| <input checked="" type="checkbox"/> Adoption of a new Investment Code (attained) | <input checked="" type="checkbox"/> Simplification of licensing in 2-3 high-priority sectors (attained) |
| <input type="checkbox"/> Establishment of an institutional framework for an Investor Grievance Mechanism | <input checked="" type="checkbox"/> Simplification and modernization of the construction permitting process (attained) |
| <input type="checkbox"/> Adoption of an enhanced institutional framework for systematic FDI linkages | <input checked="" type="checkbox"/> Adoption of Startup implementing regulations (attained) |
| | <input checked="" type="checkbox"/> Strengthened QI framework (attained) |

Attained In progress

World Bank Technical Assistance Details

Reforms in each program pillar are supported by WB technical assistance provided to government counterparts. For Senegal, some of these interventions include the following.

1 Investment Policy & Promotion (IPP)

- Review of the draft investment code against international best practices and provision of related recommendations
- Implementation of a sector scan to inform a national FDI attraction and retention strategy
- Support for the definition of a strategy for investment promotion, including sector prioritization and value proposition development for relevant sectors
- Development of a pilot for investor targeting and outreach for selected sector(s), especially ICT
- Provision of recommendations to strengthen FDI linkages with domestic firms to promote benefits for the local economy
- Support to recruit the investment promotion agency team
- Capacity building with regards to investment law reforms, investment code recommendations, sector scan methodologies and priorities, investment strategy development, and best practices in investment promotion

2 Business Environment

- Mapping licensing requirements and permitting procedures in selected sectors, including education and construction
- Identification of business regulation constraints and provision of recommendations to streamline and simplify procedures, especially with regards to risk-based licensing
- Support in drafting amendments to the Urban Planning and Construction Codes
- Support in drafting implementing regulation for the startup law
- Diagnosing the quality infrastructure system and recommending reforms related to institutional, legal, and procedural requirements to facilitate access to markets

 Learn more at www.worldbank.org/acp_businessfriendly or www.businessacp.com/en/news-acp-business-friendly/.

 Follow the program on social media using the hashtag #ACPBizFriendly.