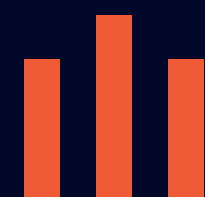




JOURNÉES DE L'HABITAT

6^e
EDITION

EDITION HOUSING DAYS
MBOUR / SALY PORTUDAL



UNDER THE THEME

**"MBOUR DEPARTMENT:
Land of opportunities"**

November 09, 10 and 11, 2023
Mbour / SALY PORTUDAL



TERMS OF REFERENCE

CONTEXT

Climate change and urban mutations call for an adjustment of our cities' sustainable development policies. In developing countries, the mismatch between the high cost of housing construction and the low purchasing power of the population continues to give cause for concern. What's more, the right to own a home has until now been reserved for a privileged few.

The State of Senegal, in its policy of controlling the urbanization of sites, has set up a decent housing program accessible to all social categories and in particular to households with low and/or irregular incomes. This ambitious project to "construct one hundred thousand (100,000) homes" over 5 years represents a massive and intelligent investment in affordable housing and is therefore

essential to making Senegalese cities welcoming, liveable for all and sustainable.

This change is in line with the 6th edition of Habitat Days, which offers the opportunity to promote innovation and formulate effective economic, environmental and social solutions that call for the use of appropriate materials and energies, the reconciliation of mobility and spatial development, improved accessibility of services for all, harmonious articulation between the built environment and nature, and between spaces for production, exchange and socialization...

As such, participants in these days are called upon to continue thinking about strategies for the development of



sustainable smart cities, at the heart of digital transformation, with all their functionalities and conveniences. Indeed, many sectors are likely to experience rapid development thanks to the technical support that will be provided in these smart cities.

As guest of honor, Gambia will share its experience in making the most of natural building materials such as earth. With a view to sustainable development, numerous initiatives have been taken in the country to label buildings and comply with construction and planning standards for towns, seaside resorts, etc.



PRESENTATION OF THE MBOUR DEPARTMENT

The Department of Mbour is a town in western Senegal and one of the 3 departments of the Thiès region. It is located on the Petite-Côte, some 80 km south of Dakar and bordering the seaside resort of Saly. This position gives it a number of development assets: tourism activities all along the coast, as well as strong potential in fishing activities, for the processing and marketing of fish products. It is one of Senegal's leading fishing ports.

The city also plays an important role as a center of trade and commerce, extending beyond its administrative region.

The department of Mbour offers a wide range of opportunities in almost every sector of activity:

TOURISM

Tourism is one of the key economic activities in the Mbour department. In fact, the department owes much of its renown to its seaside and tourist resorts, which welcome people from all over the world and give local tourism a new lease of life.

It's this tourist activity in the vicinity of Mbour that has encouraged its anarchic development in recent years. The nearby resort of Saly, as well as Nianing and La Somone, have provided direct and indirect employment for a large number of Mbour residents. Galloping urbanization demonstrates a prosperity that few Senegalese cities can boast. On the coast, not a metre of beach is available from the fish market to La Somone, some fifteen kilometers to the north. For tourism, however, Mbour itself is little more than a reservoir of manpower, and few hotels are located directly in the city. But it is tourism that has enabled it to benefit from investment and infrastructure more rapidly than other regional capitals. The ambition is to place Senegal among the top 5 tourist countries in Africa by 2023, with over three million tourists per year.

As part of the flagship "Integrated Tourist Zones" project, new seaside resorts such as Pointe Sarène and Mbodiène are being developed in the heart of the Petite Côte.

The development of these exceptional sites will offer both state and private structures the opportunity to share their



investment projects. The meeting will also be an opportunity to encourage other partners to set up there.

FONCIER

In recent years, the department of Mbour has experienced an unprecedented demographic explosion, with an economy that has developed, but not sufficiently.

The opening of the Blaise Diagne International Airport (Aibd), the Special Integrated Economic Zone (Zesi), the Diamniado-Mbour freeway, the construction of the Regional Express Train between Dakar and Diass airport, and the implementation of the government's tourism development plan will boost the area's economic dynamism. As a result, Mbour is set to grow even faster, making it one of the country's leading departments.

The department of Mbour is also under strong land pressure, due to its geographical location, its beautiful seafront, its proximity to the capital and the numerous infrastructures built or planned in the area (AIBD, hotel resorts, the future port of Ndayane, the Dagga-kholpa urban hub, Akon city...). All these assets mean that the department attracts many private investors ready to buy land for development. The 6th edition of Habitat Days therefore offers a platform for numerous initiatives that

contribute to the democratization and securitization of access to property. Such is the case of the "Sama keuyyitou këur" operation initiated by the DGID, which aims to help any citizen who so desires to obtain a lease or land title for the plot of land they occupy.

FISHING

The Department of Mbour is a key player in Senegal's fishing industry. It is Senegal's second-largest fishing port, after Dakar. It exports mainly to neighboring countries and the European Union, and is fast becoming a very active fishing port, accounting for the lion's share of Senegal's fish landings.

An integral part of the Petite Côte, the department of Mbour boasts a wealth of fish products, both in quantity and quality. A motorization and technical capacity-building program for fishermen has boosted this sector. It accounts for around a third of national landings. Fishing activities are an important factor in the development of the Department of Mbour. The fishing sector has always been a major provider of jobs and commercial revenue, especially in the field of artisanal fish processing, thanks to the opportunities it offers. It stands out for its easy access to different types of activity.

It's also a vacation and leisure spot that attracts many tourists



who enjoy deep-sea fishing. In its waters abound swordfish, blue marlin, tuna, tarpon, barracuda, sawfish and sharks. The fishing wharf, with more than 1,300 canoes, directly or indirectly supports 100,000 people.

The Department of Mbour is a major tourist center, renowned for its fine sandy beaches and deep-sea fishing.

AGRICULTURE

The department of Mbour is not just a fishing, craft or tourism zone, as it abounds in enormous agricultural potential. Last year, it ranked first in the Thiès region for cereal production, and agri-business is increasingly developed with the Sandiara-Malicounda-Nguéniène intermunicipal agreement set up as part of the creation of an intermunicipal agropole. With a budget of over 100 billion CFA francs, this inter-municipal agropole, which will generate 5,000 jobs, comprises 50 ha of shared agricultural land. Three hundred young people from the three communes, i.e. 100 per commune, will be cooperators, employees and shareholders.

ARTISANAL

Providing jobs and financial resources through the tourism circuit, the craft industry in Mbour department is booming. It stands out for its rich potential and the diversity of its products. Know-how is more than a reality.

At the village artisanal de cette commune, commonly known as "Pack laobé", it's not surprising to see craftsmen showcasing their skills in basketry, leatherwork, ironwork, pottery, ceramics, jewelry, woodcarving, weaving, etc. The village artisanal was built and inaugurated in 2005.

With its pirogues, fishermen and market, Mbour is Senegal's leading craft port and a fundamental pillar of the country's craft industry.



GOALS

1. GENERAL OBJECTIVE

Promote the development of sustainable cities and encourage private investment in the region's growth sectors.

2. SPECIFIC OBJECTIVES

- Propose strategies and formulate recommendations for the development and promotion of sustainable cities in the UEMOA region; investment in tourism sites;
- Showing the potential of the whole department
- Facilitate the exchange of best practices between participants to share and capitalize on successes;
- Encourage the development of local building materials manufacturing industries
- Discussing the business-friendly legal environment
- Create a buzz around the department for three(3) days
- Putting Mbour in the spotlight before, during and after the event

3. EXPECTED RESULTS

- Effective strategies and recommendations are formulated for the development and promotion of sustainable cities in the UEMOA region;
- A number of players are showing keen interest in investing in tourism and hotels in resorts and other locations;
- B-to-B and B-to-C meetings are organized on site;
- Proposals are made for the development of local building materials manufacturing industries;
- A debate is organized on the business-friendly legal environment.



4. PARTENAIRES PARTICIPANTS

- Ministry of Tourism and Recreation;
- Ministry of Air Transport and Airport Infrastructure Development;
- Ministry in charge of Town Planning and Housing;
- Ministry of Digital Economy and Telecommunications;
- Communities territorial ;
- Company for the development and promotion of the coasts and tourist areas of Senegal (SAPCO);
- Agency for the Promotion of Investments and Major Works (APIX);
- Investors;
- Directorate General of Taxes and Domains (DGID);
- General Delegation for the Promotion of the Urban Poles of Diamniadio and Lac Rose (DGPU);
- National Federation of Offices and Unions of Tourism Initiatives of Senegal (FNOSIS);
- Employers' Union of the Hotel Industry of Senegal (SPIHS);
- Syndicate of Travel and Tourism Agencies of Senegal (SAVTS);
- Chamber of Notaries of Senegal;
- National Order of Expert Surveyors of Senegal;
- Property developers in Senegal (real estate investment company, etc.);
- Cement works ;
- Building material suppliers;
- Development partners: West African Economic and Monetary Union (UEMOA), World Bank (WB), African Development Bank (ADB), West African Development Bank (BOAD), French Development Agency (AFD), European Union (EU) , Global Environment Facility (GEF), United Nations Development Program (UNDP), United Nations Environment Program (UNEP),
- Social actors: NGOs,
- Banks;
- Etc.





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