



Dakar Senegal Delegation Report December 2022

The Office of Waleed Shamsid-Deen, Special Envoy Trade & Investment, The Republic of Sierra Leone, in collaboration with The National Muslim Business Council (NMBC) Hosted the first annual Muslim Business Conference in Dakar Senegal December 16th -25th

Beginning with an international flight using two major Airlines (Delta and Air Senegal) the delegation arrived on the continent Friday and Saturday, December 16th and 17th Greeting by Airport personnel with welcome signs and an amazing “Welcome Home” by

our planning committee.



The delegates proceeded to check in at the beautiful **Radisson Blue Dakar**. Followed by a press conference to highlight the arrival and purpose of the ADC – NMBC Conference.



Press Conference
Highlighting the Arrival of the Delegates and the vision for the business conference

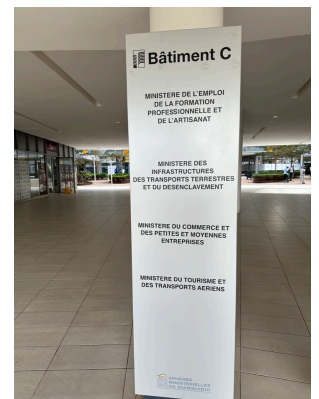
Sunday marked the beginning of the **Cultural Exchange Program** with a beautiful dance, music, fashion & food presentation

“Ceebu-jen”

Students learned the traditional way to dine Senegalese style!



With an intense schedule Monday, December 19th the day began with a 6:00am wakeup call followed by breakfast and a 2-hour trip to Touba. Prior to arriving in Touba, there was a short stop for a brief welcome reception by the **Ministry of Tourism** in the new office facilities.





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Then the delegation proceeded to **Touba** and was hosted by Serigne (Sheikh) Mountakha Bachir Mbacké (Khalife General of the Mouride brotherhood). Upon arrival, the delegates were received by a series of local press, national press and several camera men to document and create digital content throughout the week. Several interviews of delegate members were captured and broadcasted live via social media and satellite TV.

The delegates were well received by the community and learned the history of the Mouride community and our shared values of “do for self.” Delegates were then greeted



by their welcome reception and received by the wife of the Khalifa for a lunch. Lastly, the Delegates were presented to the Sheikh by Bachirou SECK and remained for comments and prayers as the press



conducted interviews and visits to the Grand Mosque.

Tuesday, December 20th was a special day as we prepared for and visited **Goree Island** to witness the history of the Transatlantic slave trade. Our tour guide gave a description of the brutal conditions of the slave house and the significance of the



“Door of No Return.” We stood in the walls of where our ancestors were beaten, raped, murdered, punished and sold in the most inhumane way. Despite the solemn stories and images of the slave trade, we enjoyed the local vendors, an amazing lunch and the beautiful ferry ride to and from the island.



After Goree Island the delegation proceeded to the Museum of Black Civilization



Attorney Musa Dan Fodio and the local tour guide, the delegates enjoyed a better appreciation of our history as

told by our people.

Wednesday, December 21st was reserved for our student delegation to visit **Sup de Co Business School** where the President of Student Association Ndeye Coumba Laye Seck hosted the students from WD Mohammed

Schools of Atlanta and provided a tour and introduction to their student council.





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Mr. Cheikh TIDIANE SY managing Director, and Mr HANN in in charge of international relations addressed the delegation leads and entertained bi-lateral opportunities between American Historically Black Colleges and Universities (HBCU's) and those in Dakar.



Another highlight on Wednesday was the **business mixer** on the roof top at the Radisson Blue. Sponsored in part by **APIX**, the mixer was an opportunity for our delegates to meet local businesspersons and government officials.



Presentations by Ambassador Waleed Shamsid-Deen, Ambassador Fode SECK, Mr Mamadou Diop from APIX, and Cheikh Tidiane SY Al Aminethe Deputy Minister of Tourism and several prominent businessmen and women launched the event. All Senegalese business owners were

introduced, and the American Delegation had an opportunity to mingle and exchange.

The evening was closed with one-on-one fittings for custom African garb designed by local tailers.

On Thursday, December 22nd we received a special invitation to join Akon and his family for the grand opening of a youth center in **Akon City**.



Located on the outskirts of **Mbodiene**, we were greeted by a traditional ceremony of drummers, dancers, singers, music and food. We toured the facility and was hosted for lunch. We witnessed Akon sharing his vision for Akon City and the developments to come.

Jumah Friday, December 23rd we set up one on one meetings with special guest from Sierra Leone. Breakfast was filled with those interested in doing business in Salone and becoming dual citizens. Our dear brother Fyeston bockary led discussions and introduced Amb. Junisa P.G.S. Kallon





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The delegation proceeded to the ribbon cutting for the Opening of our new NMBC Office. Attendees from the US Embassy - Dakar where



there to greet us as we shared the vision for our offices.

Afterwhich, the delegation proceeded to the Yoff Layene Community for Jumah, a welcome reception and site visit where we were guests of Serigne (Sheikh) Mouhamadou Lamine Laye spokesman of the Layene community.



On Saturday morning the Delegation had the opportunity to visit Tivaouane with Serigne (Sheikh) Mousatpha Sy Al Amine. They

were graciously hosted with a **7-course** meal and tour of the community.

The Delegation concluded its site visits with a brief stop by the Monument de la



Renaissance to see who could climb the 208 stairs leading to the monument.





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On behalf of ADC-NMBC, we would like to extend special thanks to all our partners, sponsors, donors, supporters, presenters, and delegates. Stay tuned for our next African Diaspora Event!



Delegation Lead & Planning Committee
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