



EXPERIENCE SHARING: How to mobilise skills and funding from the diaspora's high-level talents?



Sène & cie | Bridging Angels



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Co-founder of Bridging Angels
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Digimind Morocco | StartUp Maroc



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Founder and President StartUp Morocco

Impact Diaspora



Samir Bouzidi
Ethnomarketer expert in African diasporas / CEO Impact Diaspora / Media columnist

Alioune is founder and associate of Sène & Cie. Prior to the creation of Sène & Cie, he founded the Investing in Africa department at Paris Corporate Finance, which he headed until the launch of Sène & Cie.

Before joining Paris Corporate Finance, Alioune participated in the creation and development of the Transaction Services and Advisory department of KPMG France, for Normandy. He participated in the development of the service line for regional SMEs to enable them to access equity investors.

Alioune started his professional career at Altrio, now Equideals, after two previous experiences, on the one hand at the Financial Engineering Department of Banque Populaire and on the other hand at the M&A firm AZ & Cie. He also taught financial valuation at the IUP/IAE of Caen. Alioune is a member of AFIC Avenir, as well as of the AFIC Africa Club.

He co-founded Eco d'Afrique, a collection of sectoral studies dedicated to the African continent.

A French-Senegalese national, Alioune has lived in Algeria, Cameroon, Senegal and Zimbabwe and travels regularly to many countries on the continent.

Alioune holds a Master 2 in Banking and Finance from the IAE of Perpignan and a Master 2 in Financial and Market Engineering from the IUP/IAE of Caen.

Naoufal Chama is a computer and communications engineer who manages the operations of Digimind's subsidiary in Africa and the Middle East with major international accounts and African public organisations. Digimind is a company that designs and develops social media monitoring and analysis software, allowing companies to deploy and manage social media monitoring, social media strategy and digital reputation projects.

With 16 years of experience in the fields of technology and management, Naoufal is a PMP certified consultant, with extensive experience in strategic planning, resource management and digital transformation. He is familiar with IT frameworks such as ITIL, CMMI and PMBoK. In addition to his deep knowledge of digital technologies (Java, Mobile, Cloud, Big Data, AI), he has a long experience in entrepreneurship and support to entrepreneurs of innovative structures and entrepreneurs of the diaspora with a good understanding of the constraints, opportunities and challenges of the Moroccan, African and Middle Eastern markets.

Founder and President of StartupMaroc, he develops and operates coaching programmes that have benefited hundreds of Moroccan and African entrepreneurs at all stages of their development.

With over 15 years of experience in ethnomarketing in France and internationally, including more than a hundred missions focused on ethnic markets, he is currently CEO and founder of the startup Impact Diaspora, based in Dakar. This pioneering company in Africa deploys innovative models centred on Big data, digital and ethnomarketing, to assist African governments, large private accounts and startups in their objectives to develop the engagement (investment, savings...) of their target diaspora.

A professional who is very committed to the inclusive development of Africa via its diasporas, he is the promoter of the "Diaspora Africa Tour" (March 2019 - end of 2023), a solidarity expertise tour in 20 African countries to raise awareness of the potential of the diasporas in national ecosystems. He is the initiator of the big Station Africa event, scheduled for 28 April in Paris, in partnership with the AIMF.

He regularly shares his expertise at conferences, executive trainings and media columns, notably for Financialafrik.

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