

Press release

Casablanca, Morocco, 16 September 2021

Inetum thanks the ADMA 2021 winners and launches the second edition of the Africa Digital Manager Award

The Africa Digital Manager Award (ADMA) competition organized by Inetum (formerly Gfi) took place on Tuesday, 14 September. Various players from the African digital sector attended the event where the three winners of the 2021 edition were rewarded. Following the success of this first edition, the IT services company is launching the second edition, still in partnership with the Ecole Centrale de Casablanca, to single out companies and managers who have led digitalization projects in Africa.

The ADMA 2021 ceremony took place at Inetum's new premises in Casanearshore, Casablanca. The ceremony marks the end of the first edition of this competition, which drew entries from all over Africa. The event was also an opportunity to encourage digital projects that are currently contributing to the development of the economy throughout the African continent and to inspire future initiatives.

A benchmark platform for the best digital projects in Africa



The competition also provides a platform to talk about the challenges of digitalization in Africa, as well as trends revealed by the candidates' projects. As Inetum CEO Vincent Rouaix says, "We believe in Africa, which is a fast-growing continent, and are convinced that digital technology represents an opportunity for its economy. Organizing ADMA, but also the opening of our FabLab in Casablanca, is proof of our commitment and our desire to expand on the continent. We are present in close proximity to support the digital transition of companies, the economy and society as a whole to make the most of digital flow."

Saloua Karkri-Belkeziz, Chairman of Inetum in Africa, adds, "We are delighted that ADMA has met with such enthusiasm. This project puts Inetum at the heart of a dynamic development of innovation ecosystems on the continent. It has been an enriching experience thanks to our exchanges with talented managers about ambitious projects led by African companies and institutions. And we are determined to keep this initiative going, so that it becomes a real platform for identifying the best digital projects in Africa every year."

At the opening of the ceremony, Inetum announced that the competition would take place again in 2022. Applications for next edition can now be submitted online on the ADMA website at www.africadigitalmanageraward.com.

To compete, participants must submit projects carried out internally or in partnership with third parties – laboratories, universities, subsidiaries, or other partners. Applicants may also present a managerial

method used to effectively lead a project or projects based on agility, change management, or any other performance measure. The innovative character or proof of managerial excellence will determine the jury's choice of the best applications.

Summary of the 2021 edition

The closing ceremony was attended by various digital players in Africa, as well as Vincent Rouaix, CEO of Inetum. The evening was an opportunity to celebrate the success of the first ADMA competition which drew 52 entries, with 10 finalists from 7 countries – Mali, Benin, Senegal, Cameroon, Congo, Morocco, and Algeria. The 3 winners received their trophies:

- **Maghreb Accessoires** for the region **North Africa**, for their organization-wide digitalization project to optimize business processes and modernize the customer experience.
- **Orange Cameroun** won the ADMA prize for **Central Africa**, with the My Way+ platform for innovating and modernizing the customer experience.
- **Caisse de sécurité sociale, Senegal** (IPRES) are the winners for **West Africa**, with their project to modernize and harmonize the information systems of this public service.

The winners will benefit from high value-added support from two sides – advice from Inetum's expert consultants for the winning company, and Six Sigma Green Belt certification training from ADMA's partner, the Ecole Centrale de Casablanca, for the managers who led the winning projects.

To enter for the 2022 edition, you can find out more and register at:
www.africadigitalmanageraward.com



About Inetum, Positive digital flow:

Inetum is an agile IT services company that provides digital services and solutions, and a global group that helps companies and institutions to get the most out of digital flow. In a context of perpetual movement, where needs and usages are constantly being reinvented, the Inetum group is committed

towards all these players to innovate, continue to adapt, and stay ahead. With its multi-expert profile, Inetum offers its clients a unique combination of proximity, a sectorial organisation, and solutions of industrial quality. Operating in more than 26 countries, the Group has nearly 27,000 employees and in 2020 generated revenues of €1.966 billion.

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