

Press release

Casablanca, Morocco, 07 July 2021

Africa Digital Manager Award (ADMA) – discover the three winners

The Africa Digital Manager Award (ADMA) ceremony will take place on 14 September 2021 at Inetum's offices in Casablanca, Morocco. The competition launched in December 2020 is organized by Inetum (formerly Gfi) in partnership with the Ecole Centrale of Casablanca, and singles out companies and managers conducting digitalization projects in Africa. During the ceremony, the representatives of the 10 finalist projects and the jury will gather for an event that brings together digital players in Africa, where the 3 winners of the first ADMA competition will receive their trophies.

The award ceremony marks the final stage of the 2021 edition of the ADMA competition, which drew more than 50 entries from across Africa, with finalists from 7 countries. The initiative aims to encourage digital projects that contribute to the development of the economy across the African continent today, and to inspire initiatives for the future. **Hugues Ruffat, Corporate VP and Head of Inetum's Global Area EEMEA**, says, "We are proud of the involvement of private and public companies in Africa in this competition to promote digital projects in Africa. The initiative puts Inetum at the heart of a growth dynamic in innovation ecosystems on the continent. The strong social dimension seen in a wide variety of projects perfectly illustrates the positive impact of digital flow on the performance of organizations to the benefit of society."

Following a deliberation phase to select the 10 finalist projects from all the entries received, and after listening to their oral presentations, the jury made up of professionals in the field chose three winners in the first ADMA contest. They are:

- For **North Africa** –The Moroccan group **Maghreb Accessoires**, for their project on business processes and customer experience. It uses digitalization as a key vector in the various growth areas of the group to modernize its organizational structure and improve retail processes. The entry for the ADMA competition took the form of a horizontal digitalization project that also includes the setting up of a SAP ERP to centralize, automate and render paperless all business processes, improve the customer experience through new interactive, multichannel interfaces, and monitor transactions in real time. The project stood out from three other finalists in its category – Amendis, a subsidiary of the Veolia group in Morocco; MACIRVIE, Argentinian subsidiary of the Compagnie Internationale d'Assurance et de Réassurance (CIAR); and WafaCash, the Moroccan leader in money transfers.
- For **Central Africa** – **My Way+ by Orange** in Cameroon, with the implementation of a digital interface in the My Orange application. The project gives the telecom operators' subscribers various options to customize and adjust subscription packages to the habits and preferences of users of the same application. The other finalists in this category were another project from

Orange in Cameroon called Virtu'O, and the CotizApp Congo project steered by the Government's National Social Security Fund for Civil Servants.

- For **West Africa** – A project to modernize and harmonize the information systems of Senegal's social security fund (CSS) and the Senegalese pension fund institution (Institut de Prévoyance Retraite du Sénégal or **IPRES**), which included the digitization of all technical, operational and support departments. There were two other finalists in this category: an e-health project from the company Denko Kunafoni in Mali, and GOMEDICAL, an application that gives access to healthcare in Benin.

The winners will be invited to a ceremony on 14 September at Inetum's offices in Morocco in the presence of **Inetum CEO Vincent Rouaix** and various players from the African digital ecosystem, during which talents and projects related to digitalization on the African continent will be in the spotlight. An occasion to congratulate the winners and present them with their respective trophies.

The three winners of the competition will benefit from dual support – advice from Inetum's expert consultants for each winning organization, and Six Sigma Green Belt certification training from the École Centrale of Casablanca for the manager who led the project, starting next September.

Saloua Karkri-Belkeziz, CEO of Inetum in Africa, adds, "We are happy to see that the first ADMA contest drew such enthusiasm despite unprecedented circumstances... The opportunity to talk with talented managers about ambitious projects led by African companies and institutions has made this an enriching experience."

Find all the information on **ADMA** and the competition jury on line 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.

For more information, please contact:

Inetum Press Relations

press@inetum.world

Claudine Morel Le-Berre
VP Group Communications Director
Tel.: +33 (0)6 68 01 22 56

Marion Latapy
Group Communications Manager
Tel.: +33 (0)6 60 13 50 71

Find Inetum on social media:

[Facebook](#) / [Twitter](#) / [LinkedIn](#) / [YouTube](#) / [Instagram](#)

inetum.world