



MSM NEXUS GATEWAY

BEYOND BORDERS

2026

**BUSINESS
PROPOSAL**

SUPPORTED BY MSM GIA

ABOUT OUR COMPANY

A Brief Story About The Company

MSM Nexus Gateway is the business facilitation and investment operating entity within the MSM GIA group. The vocation of the company is established as the transmutation of geographical boundaries into sustainable business opportunities, by providing a complete infrastructure necessary for Import, Export and strategic implantation in innovative markets.

The action of the entity cannot be limited to the mere facilitation of import flows. His expertise extends to the structuring of African companies with proven growth potential for export and the creation of partnership synergies capable of materializing through joint investments within projects or entities with higher-intrinsic value. Thus it is erected as a catalyst for continental and international trade characterized by its agility, strict regulatory compliance, and beneficial mutuality.

VISION

It is intended to be recognized as the Bilateral Investment and Trade Nexus with the prerogative of reliability and efficiency, granting international partners the position of leaders in Africa, and African companies, that of pre-eminent actors on the world stage.

MISSION

01

Facilitating International Expansion (Inbound Flow):

Enable access for internationally oriented companies to the African market through expeditious, secure and asset-light market integration.

02

Triggering Direct Investment:

Lead the entire process to its completion, which is direct investment (via joint venture or equity) and the establishment of shared growth between the entities.

03

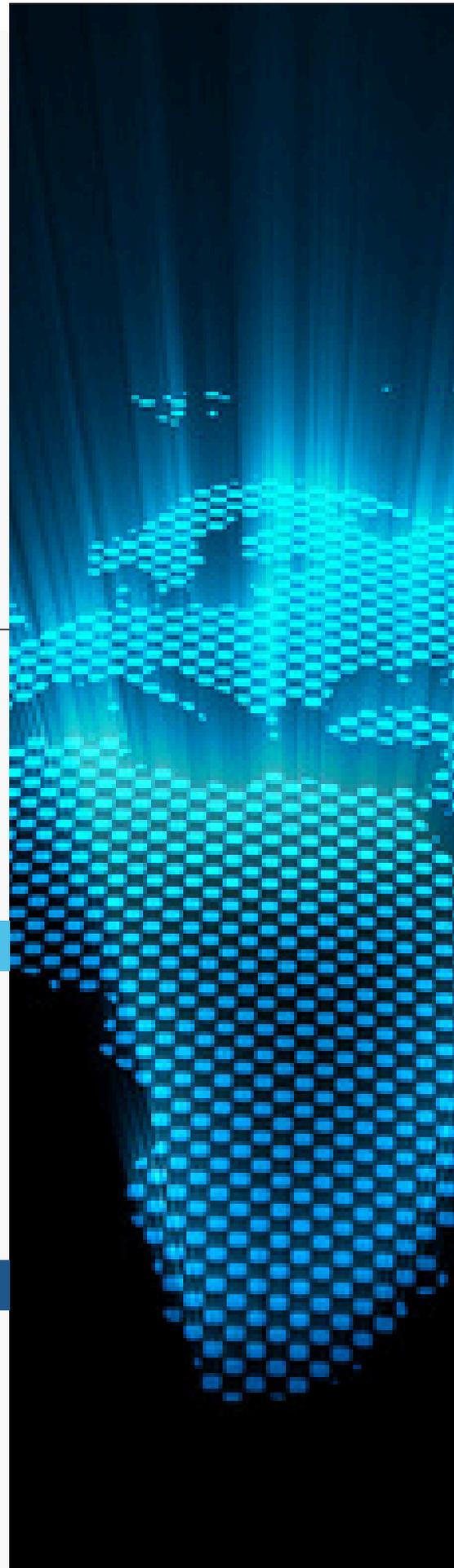
Forging Strategic Partnerships:

Initiate the forging of lasting strategic partnerships by converting transactional business relationships into sustainable alliances.

04

Propel Global Access (Outbound Flow):

Ensure the structuring and propulsion of access to the global market (Europe, Asia, Americas) for companies of African obedience.



MAJOR FACTOR

The competitive advantage lies in the status of Strategic Actor at Full Cycle. This positioning is justified by four interdependent operational axes:



01 Integrated Functional Duality:

The simultaneous management is ensured of Import flows (Inbound: minimization of access to the African continent) and Export flows (Outbound: opening of the global market to African products), providing comprehensive expertise on bilateral imperatives.

02 Asset-Light Implementation Model:

The entity operates as a local turnkey structure, substantially reducing the human resources and physical infrastructure needs of international clients.

03 Commercial-Investment Converter:

The transactional business process is systematically considered as the prelude to an investment potential (joint venture or equity), transforming sales success into strategic capitalization.

04 Compliance and Flow Security:

The commitment is made to ensure strict adherence to international regulatory and logistical standards, thus securing the entire value chain, from origin to final destination.

PROBLEM



A brief story about the problem

Bilateral expansion is paralyzed by the difficulty of international companies to establish themselves without risk ("Asset-Light" mode) and the lack of compliance of African entities for export. This asymmetry maintains a purely transactional relationship, unable to convert into strategic and sustainable investment partnerships.

Obstacles to Inbound Flow (Inbound/Expansion):

International business entities are confronted with heterogeneous regulatory frameworks and logistical complexity, which make the immobilization of inventory and the establishment of a physical presence very expensive and risky.

Constraints on Outbound Flows (African Growth):

African companies are making considerable efforts to meet international quality and compliance standards, and suffer from poor access to global distribution networks, which require exemplary structuring and reliability.

The Strategic Bottleneck:

Bilateral expansion is paralyzed by the asymmetry between the "Asset-Light" need of international players (faced with logistical and regulatory risks) and the lack of compliance of African entities for export, thus limiting relations to a purely transactional framework.



SOLUTION



A Brief History About the solution

MSM Nexus Gateway offers a growth architecture built around three fundamental pillars, which are inseparable from the investment perspective:



The "Asset-Light" Implementation:

Provision of the local legal and operational structure for the incoming flow, allowing commercial deployment without inventory immobilization or heavy assets.



The Structuring of Export:

Alignment of the products and processes of African entities with global market requirements (outflow), followed by the opening of distribution channels.



The Conversion into Investment:

Systematic transmutation of proven business success into direct investment and joint venture opportunity, materializing shared and sustainable growth.



STRENGTHS WE PROVIDE TO OUR CLIENTS

1. Market Expertise

We have in depth knowledge of African markets, their regulations and local dynamics. This expertise allows our clients to confidently navigate complex environments and make informed decisions for their projects and investments.

2. Strategic Guidance

We develop robust economic models, adapted operational strategies and precise action plans. Our approach ensures that each project is optimally structured to maximize efficiency, profitability and long-term sustainability.

3. Networks & Partnerships

Thanks to an extensive network of local and international partners, we connect our clients with investors, institutions and key market players. These collaborations open up new opportunities, reduce risks and accelerate the success of projects.

4. Sustainable Impact

We ensure that each supported initiative generates a concrete economic, social and environmental impact. Our solutions are customized and focused on measurable results, enabling customers to create value while contributing positively to local communities.

TARGETED SECTORAL OPPORTUNITIES

Value maximization is sought in areas where the differential between demand and compliance imperative is greatest:

1. Technology and Specialized Equipment (Incoming Flow)

Targeting manufacturers of Fintech solutions and renewable energy equipment. We provide the "Asset-Light" platform for certification and secure distribution in Africa, ensuring rapid deployment and without heavy assets.

2. Processed and Certified African Products (Outflow):

Assistance to producers (e.g. cocoa, cashew) for export. We ensure compliance and global quality certifications to unlock access to global markets.

3. Digital and Outsourced Services (BPO/IT):

Meet the overall demand for outsourced services. We manage digital service platforms in Africa, ensuring quality, data security and cost competitiveness for international clients.

4. Co-Investment in Logistics and Commercial Infrastructure:

After validation of the commercial success, we convert the commissions into direct investment opportunities (Joint venture). This finances critical assets to secure the resilient value chain.



MARKET SIZE

ils ont demandé nos services



The target market is bilateral trade (Import/Export) in full growth, representing a total potential of 500 billion US dollars of annual trade. The African Continental Free Trade Area (AfCFTA) is expected to generate intra-African trade growth of +10% per year. The volume of qualified investment opportunities to be converted is estimated at €50 million over 3 years.

- **The Nexus Factor :** By targeting both senses of trade, the potential for revenue and investment is doubled on each of the trade corridors whose activation is ensured. The functional diversification strategy allows increased resilience in the face of sectoral and geographical fluctuations.

TOTAL GLOBAL CIBLE	IMPORTATION	EXPORTATION
\$350 Billiards US (Combined high value added segments)	\$150 Billiards US (Mainly Tech, Equipment, Health)	\$200 Billiards US (Mainly Processed Products, IT Services)



THANK YOU

We are ready to assist you

The MSM Nexus Gateway entity is the strategic infrastructure intended to structure trade. It converts commercial success into market intelligence and sustainable strategic investments. Acting as a Full Cycle Partner, it ensures exponential growth and calls for the immediate activation of partnership and investment.



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