

# MSM TRADE & COMMODITIES



**MSM TRADE AND COMMODITIES**

LOCAL PRODUCERS  
PARTNERSHIP BUSINESS  
PROPOSAL



## ABOUT US

MSM Trade & Commodities is the operating arm and spearhead of MSM Global Investment Advisors (MSM GIA). Anchored in the heart of Mali with a decidedly pan-African ambition, we transcend the classic consultant role to become real actors on the ground. Our identity is based on a unique symbiosis: the intellectual rigor of a strategic consultant combined with a surgical mastery of the operational realities of African markets. This dual culture allows us to easily navigate between international compliance requirements and complex local dynamics.

## ENGINEERING AT THE SERVICE OF EXCHANGE: THE "TRANSACTION ARCHITECT APPROACH"

Far from the classic and often opaque schemes of intermediation, we position ourselves as Architects of Transactions. Our job is not limited to linking; it consists in designing, structuring and ensuring ecosystems of robust and sustainable exchanges where others perceive no more than isolated flows of goods. Thanks to the rigorous application of our unique structuring framework, we operate a true transformation of value: we convert the gross potential of African resources into highly credible ("bankable") investment and purchase opportunities. This process allows you to accurately respond to the strictest standards of international finance and global trade, thus ensuring that each business carries the hallmark of excellence and viability.

Our fundamental mission is to break down the barriers of uncertainty and mistrust that often hinder cross-border trade, in order to build an unbreakable bridge of trust between producers on the continent and global markets. By acting as a trusted third party and guarantor of compliance (KYC/KYB) as well as transparency, MSM Trade & Commodities secures every link in the value chain, from field or mine to port of arrival. This holistic approach provides our international partners with privileged, fluid and secure access to Africa's strategic wealth. At the same time, it assures local actors an enriching, fair and structured insertion in international trade, transforming each transaction into a motor of shared growth.



# MSM TRADE & COMMODITIES INTRODUCTION AND POSITIONING

## AFRICA: THE NEW EPICENTER OF GLOBAL STRATEGIC OPPORTUNITIES

The African commodity market, encompassing the agro-industrial, mining and energy sectors, has become the world's most dynamic growth engine. Possessing essential resources for the world economy - from sesame to lithium and renewable energies - Africa is attracting unprecedented international attention. However, this immense potential is often underused or difficult to access for global players due to a lack of readability and reception structures adapted to international standards.

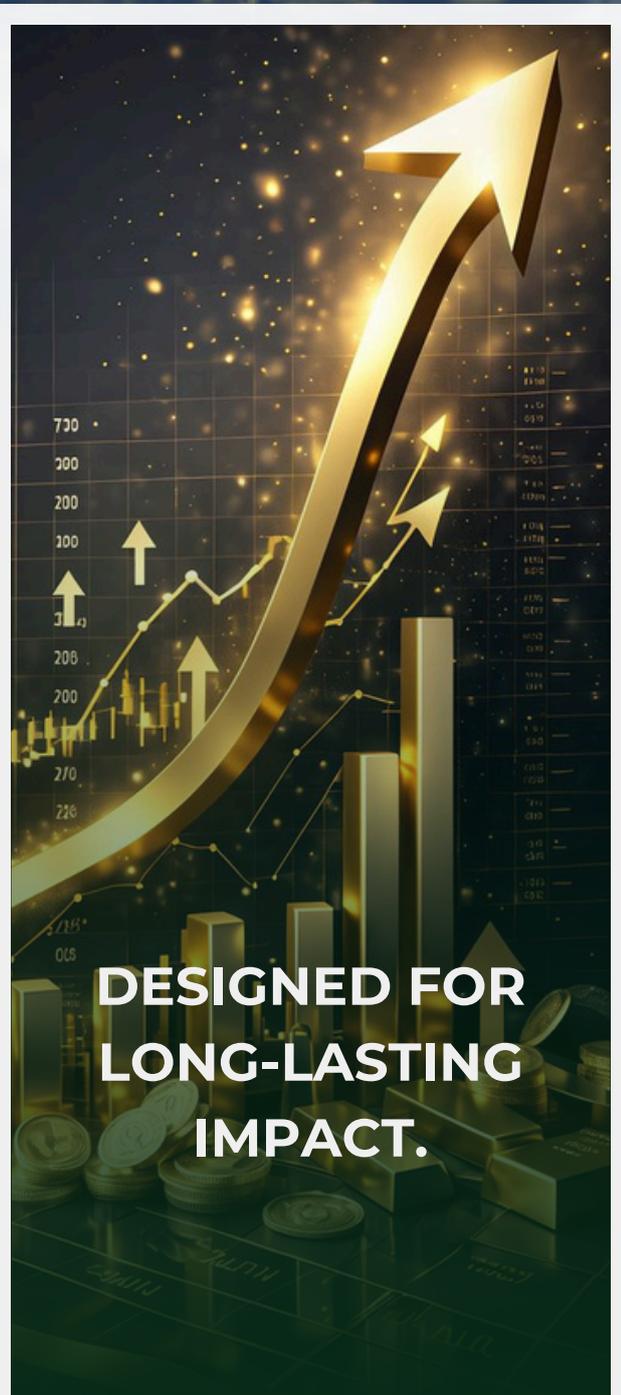
## THE TRUSTED THIRD PARTY THAT TURNS AFRICAN POTENTIAL INTO BANKING TRANSACTIONS

## THE CHALLENGE OF COMPLEXITY AND ACCESSIBILITY ON THE CONTINENT

Despite the attractiveness of resources, access to African markets remains a complex challenge, marked by logistical barriers, regulatory uncertainties and fragmentation of local actors. For an international buyer, the difficulty lies not only in identifying the resource but also in controlling a supply chain which is often informal and heterogeneous. This operational complexity creates a gap between purchase intent and the safe execution of a transaction, limiting investors' ability to secure their long-term strategic flows.

## MSM TRADE & COMMODITIES: SU FACILITADOR PANAFRICANO

It is precisely in order to eliminate these barriers on a continental scale that MSM Trade & Commodities proposes an exclusive and structuring partnership framework. We accompany international buyers at every critical stage: from the rigorous identification of suppliers to the contractual and logistical security of their supplies throughout Africa. As an operating arm of MSM GIA, we don't just facilitate exchanges; we build a trust and performance environment that enables our partners to transform the complexity of the African market into a secure, ethical and sustainable competitive advantage.



**DESIGNED FOR  
LONG-LASTING  
IMPACT.**



## Africa's strategic involvement for its growth

In a global environment that seeks resilience and diversification, Africa is emerging as the hub of new supply chains. However, navigating this potential requires transforming gross opportunities into secure contractual realities.



# context and justification

## Africa: a critical link in global flows

The African continent has become a strategic and critical area for global supply chains, from agricultural raw materials such as sesame and shea to essential mineral resources such as lithium and gold. This growing importance places Africa at the centre of the major powers' strategies for industrial and food sovereignty. However, despite this wealth, access to these resources remains marked by strong operational volatility. For international buyers, the question is no longer whether to source from Africa but how to do so in a stable and perennial way.

## The implementation paradox: the cost of informal

The current finding is unappealable: about 60% of commercial transactions on the continent fail, are subject to litigation or experience major delays due to poor local structures. This "execution gap" is mainly due to the absence of standardized protocols and a rough management of counterparty risks. These deficiencies are not only logistical, but also structural. Without a rigorous trust framework, the cost of opportunity is often offset by losses related to the unpredictability of actors or administrative processes.



### THE NEED FOR A TRUSTED LOCAL ARCHITECTURE

Successful and secure investments on the continent now require much more than a simple connection; this requires a strong local presence, capable of translating complex realities on the ground into international contractual guarantees. MSM Trade & Commodities fills precisely this gap. Acting as a trusted interface, we transform local dynamics into "bankable" processes. Our role is to secure the last mile of the transaction, thus ensuring that each commitment made on African soil translates into a delivery in accordance with global standards.



# MSM TRADE & COMMODITIES : PROBLEMATIC

## AFRICA: A CRITICAL LINK IN GLOBAL FLOWS

## THE COMMERCIAL IMPASSE AND LACK OF VISIBILITY

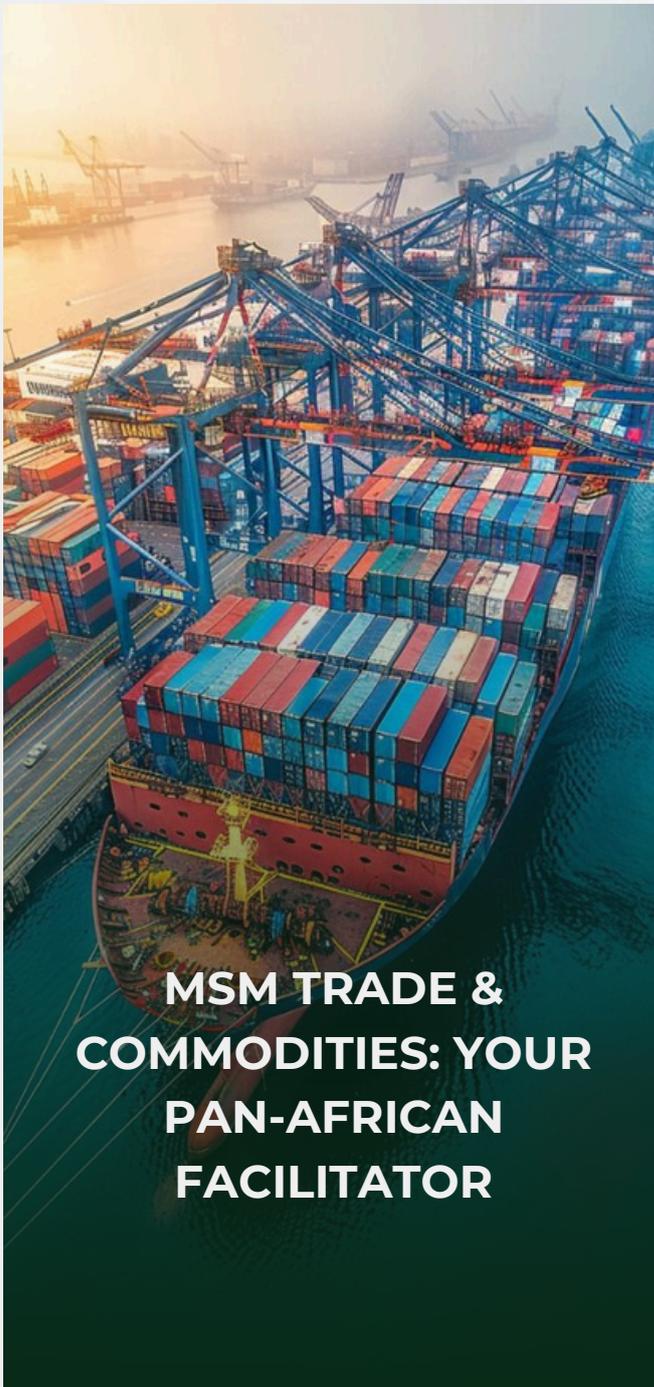
For many African producers, the main obstacle is not quality but access to high-quality markets. In the absence of direct networks, it is often forced to invest its resources in opportunistic intermediaries, which limits its ability to reinvest. This dependence sets up a cycle of precariousness in which the producer suffers from prices instead of influencing them. As a result, an important part of the added value is evaporated even before leaving the continent, depriving its structures of the benefits necessary for their modernization.

## THE CHALLENGE OF CREDIBILITY AND BANKING STANDARDS

Export requires documentary rigour and traceability which informal structures hardly guarantee. This absence of "bankability" blocks access to letters of credit and international financing, leaving it only to carry the financial risk of production to port. Without transparent audits, access to lucrative tenders remains impossible. It is therefore crucial to translate your local operations into the international financial language in order to overcome the barriers of campaign credit and export insurance.

## UNSAFE SALES PROCESSES

The lack of transparency in trade exposes exporters to late payment or quality disputes once the goods have arrived at their destination. Without a trusted third party, you remain vulnerable to distant partners and sometimes abusive contractual clauses. This chronic insecurity hampers any ambition to scale up and discourages innovation. Finally, exposure to the risks of document fraud keeps trade flows in a zone of mistrust which seriously hampers the sustainability of its activities.



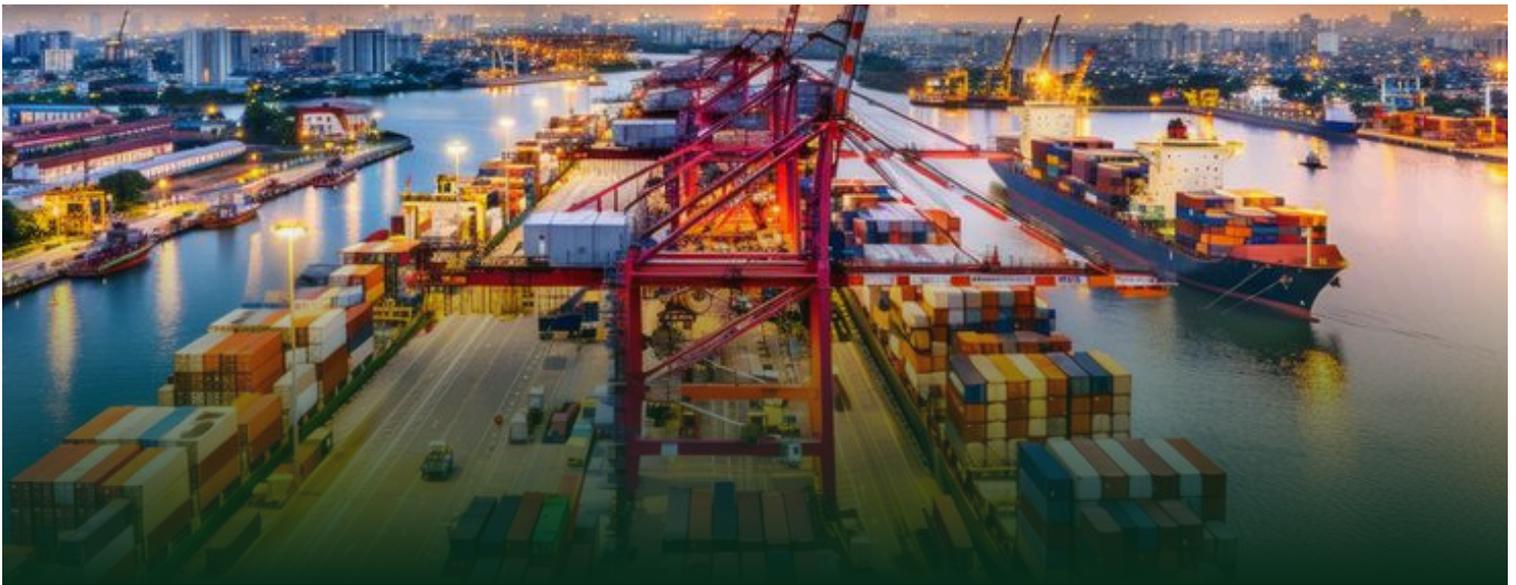
**MSM TRADE &  
COMMODITIES: YOUR  
PAN-AFRICAN  
FACILITATOR**

# MSM TRADE & COMMODITIES

## THE SOLUTION: THE FRAMEWORK MSM-SAFE DEAL™ FOR EXPORTATION

### THE TRANSFORMATION OF SUPPLY: FROM CRUDE TO "GLOBAL STANDARD"

Le protocole MSM-SAFE DEAL™ turns your production into a highly credible and "bankable" offer on the international stage. We structure your compliance files to reassure financial institutions and major global buyers. By aligning your processes with traceability and transparency requirements, we enable you to engage on an equal footing with the most demanding purchasing centres. This adaptation to the standards radically changes its positioning, making its structure move from the status of a local supplier to that of an indispensable global partner.



### REVENUE AND FLOW ASSURANCE ENGINEERING

Our solution guarantees the protection of your treasury thanks to secure and proven payment mechanisms such as escrow accounts and letters of credit (LC). We coordinate each logistical step so that the release of funds is strictly linked to their actual and verified performance, thus eliminating the risk of non-payment or unjustified retention of funds. The MSM-SAFE DEAL™ box acts as a true operational insurance, ensuring that every tonne shipped is systematically translated into compliant regulation, thus ensuring the sustainability of your working capital.

### DOCUMENTARY MASTERY AND EXPEDITION EXCELLENCE

The last pillar of our solution is based on support for certification and management of the export documentation package. We ensure that each document (certificate of origin, phytosanitary documents, bill of lading) is issued without errors and in record time to avoid any customs blockage or delay in payment. By ensuring the administrative aspect of the sale, we expedite its stock-outs and strengthen its reputation with partner banks. This operational rigour ensures that your goods reach their destination in optimal conditions, thus validating your ability to deliver according to global quality standards.



# why MSM Trade & Commodities ?

## **The DNA of MSM GIA: The Council's Rigour applied to Trade**

Choosing MSM Trade & Commodities is to benefit from the MSM GIA expertise. We don't just facilitate trade; we apply the rigour, analytical methods and compliance standards of a high-level financial consultant to every business transaction. This structured approach ensures that each transaction is thoroughly audited in terms of risk, profitability and long-term viability. We are transforming commodity trading into a sophisticated investment operation, where every decision is backed by rigorous strategic analysis.

## **Neutralidad absoluta: su garantía de imparcialidad**

Our model is based on total neutrality, which forms the basis of our ethics. Since we are neither the owners of the goods nor direct buyers, we have no interest in price fluctuations or in the favouritism of a specific supplier. Our only interest is the success, fluidity and absolute security of the deal for our clients. This position of independent third party allows us to act with total transparency and defend exclusively the interests of our agent, thus guaranteeing a healthy commercial relationship, complete and free from conflicts of interest.

## **Field presence: the advantage of proximity and action**

One of our greatest strengths lies in our deep and authentic Local Anchoring. Unlike companies that operate remotely, we are physically present on the ground, where transactions are made and day-to-day operational realities are managed. This proximity allows us to capture weak signals, verify the veracity of information in real time and intervene instantly in case of logistical or administrative blockages. For our partners, this means an impeccable reactivity and a capacity of execution that only a proximity experience can guarantee.



# Your profit: Added value



## DIRECT ACCESS TO LEADING MARKETS

By joining the MSM Trade & Commodities ecosystem, you benefit from a direct connection with world-class buyers located in Dubai, Europe and Asia. We avoid unnecessary intermediaries to place them at the center of the global value chain. This privileged access allows you not only to capture a larger part of the final margin, but also to build long-term relationships with industrialists who seek stability and quality.



# COMMODITIES

## GUARANTEE OF PAYMENT AND SKILL DEVELOPMENT

One of their greatest gains is financial serenity. We guarantee that the logistic and documentary processes are perfect, thus eliminating pretexts to defaults. Beyond the immediate transaction, our collaboration leads to an increase in the competence of your structure: learn to master the tools of international trade (Incoterms 2020, management of the BL, certificates of conformity), making his company an elite player on the continent.

## THE SHOCK ARGUMENT: YOUR VALUATION ARCHITECT

At MSM Trade & Commodities, we are not buyers looking to lower our prices in order to maximize a quick margin. We are the architects of your international success. Our role is to value your work, protect your efforts and transform your production potential into a globally respected trusted brand. We don't negotiate against you; we build with you the path to global excellence of your products.

# Strategic comparison: the difference



To sell its production internationally, an exporter is often faced with two extremes: the local broker who lacks structure and guarantees, or the large international trading house who buys at low prices to resell with a high margin. MSM Trade & Commodities offers a unique alternative: we do not buy your merchandise for resale, we structure your direct market access. Unlike traditional trading, our model is based on total transparency. We act as your outsourced export department, aligning our interests with yours to maximize your selling price while minimizing your payment risks.

**The producer advantage:** This table shows that where other players seek to reduce their profit in order to increase theirs, MSM Trade & Commodities draws its strength from its success. The more your goods are valued and the safer your process is, the longer our collaboration will be. You move from the role of "price bearer" to that of principal actor in your own export chain.

## *Investment in quality and conformity*

critierion	Local agent/ broker	International trade (Trading House)	MSM Trade & Commodities
payment security	Random (often not guaranteed)	High (but strict conditions)	<b>Secure (Escrow/ LC systematic)</b>
Evaluation of the Prize	Low (price pressure)	Minimum (purchase at minimum price)	<b>Maximum (direct sale to market)</b>
transparency	Opaque (Hidden margins)	Total (does not know the final customer)	<b>Total (You control your transaction)</b>
accompaniment	None (simple connection)	Unilateral (They impose their rules)	<b>Strategic (Compliance and audit)</b>
ultimate goal	Take a quick commission	Maximize your own trading margin	<b>Build your export reputation</b>

# METHODOLOGY / APPROACH

## (OUR APPROACH)

### **AUDIT AND STANDARDIZATION: PREPARATION OF THE OFFER FOR EXPORT**

The first step is to audit its production capacity and align its structure with international market requirements. We analyze your processes, certifications and documentation (KYC/KYB) to identify the necessary improvement points. This comprehensive diagnosis allows you to "package" your offer in a professional way, ensuring that it meets the strict selection criteria of premium buyers and commercial financial banks.

### **STRUCTURING AND COMPLIANCE: THE ARCHITECTURE OF THE SECURE CONTRACT**

Once the offer is ready, we structure the transaction by integrating the MSM-SAFE DEAL™ protocol. We negotiate fair contractual conditions for you, based on the Incoterms 2020, and implement financial protection instruments (letters of credit, payment guarantees). This phase of legal and financial engineering turns your sale into a firm and secure commitment, where your rights as producer are protected from the demands of foreign buyers.



### **OPERATIONAL MONITORING: FROM COLLECTION TO PACKAGING**

Our field presence ensures that implementation is strictly within the contractual framework. We supervise the critical stages: collection of the goods, final quality control, weighing and bagging in containers. This rigorous follow-up eliminates the risk of litigation on arrival and ensures that the loaded goods conform perfectly to the buyer's specifications. By acting as your eyes at the loading site, we ensure proof of your performance.

### **EXPEDITION & CLOSING: THE DOCUMENTARY PACKAGE MASTERY**

The last stage is the closing of the transaction by the expert management of the export documentation package. We facilitate the obtaining and verification of all certificates necessary to activate the immediate payment of your invoices. By coordinating relationships with freight forwarders and banks, we ensure smooth shipping and fast fundraising. The success of this final phase confirms its reliability as an exporter and opens the door to recurring and larger contracts.

# UPCOMING STEPS



## **Capacity Diagnosis and Sourcing (15-20 min)**

The first step is a strategic exchange to assess their export potential. We will analyse together your available volumes, the nature of your products and their current state of documentary preparation. This call allows us to confirm that your products meet the expectations of our network of premium buyers and define the first actions to make your offer "bankable".

## **Signature of the export accompanying mandate**

Once the opportunity has been approved, we formalize our collaboration with a representation mandate. This contractual framework gives us the legitimacy to structure your contracts, audit your inventory and negotiate on your behalf with international banks and buyers. It is the founding act that allows us to deploy the MSM-SAFE DEAL™ protocol to protect your interests and income from the first load.

## **Launch of the Secure Pilot Agreement**

The last step is to take action by executing a first supervised transaction. We accompany you from the preparation of the documentary package to the actual collection of the secure payment. This pilot agreement serves as a proof of concept: it demonstrates its ability to deliver according to global standards and validates our security methodology, paving the way for regular collaboration in larger volumes.





# CONCLUSIÓN

## **From the shadow to the light of international markets**

The African continent is full of productive wealth and talent, but export success does not depend solely on product quality: it requires an infrastructure of flawless trust. By choosing MSM Trade & Commodities, you do not find a simple customer, but a strategic partner that transforms your local production into a globally respected offer. We are the architect that secures your growth and the shield that protects the value of your work from the uncertainties of global trade.

## **Let's build your export legacy together**

Our mission is to ensure that the excellence of your land and industry meets the rigour of international standards. By integrating our ecosystem, it leaves the precarious circuits to enter a dynamic of performance, transparency and sustainable profitability. The time has come to value your output at fair value and make your know-how shine in global stock markets. Build tomorrow's value chains today.

## **Let's build tomorrow's value chains together.**



# CONTACT US



**MSM TRADE AND COMMODITIES**

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