

MSM TRADE & COMMODITIES



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**STRATEGIC SOURCING & TRADE
SECURITIZATION 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.

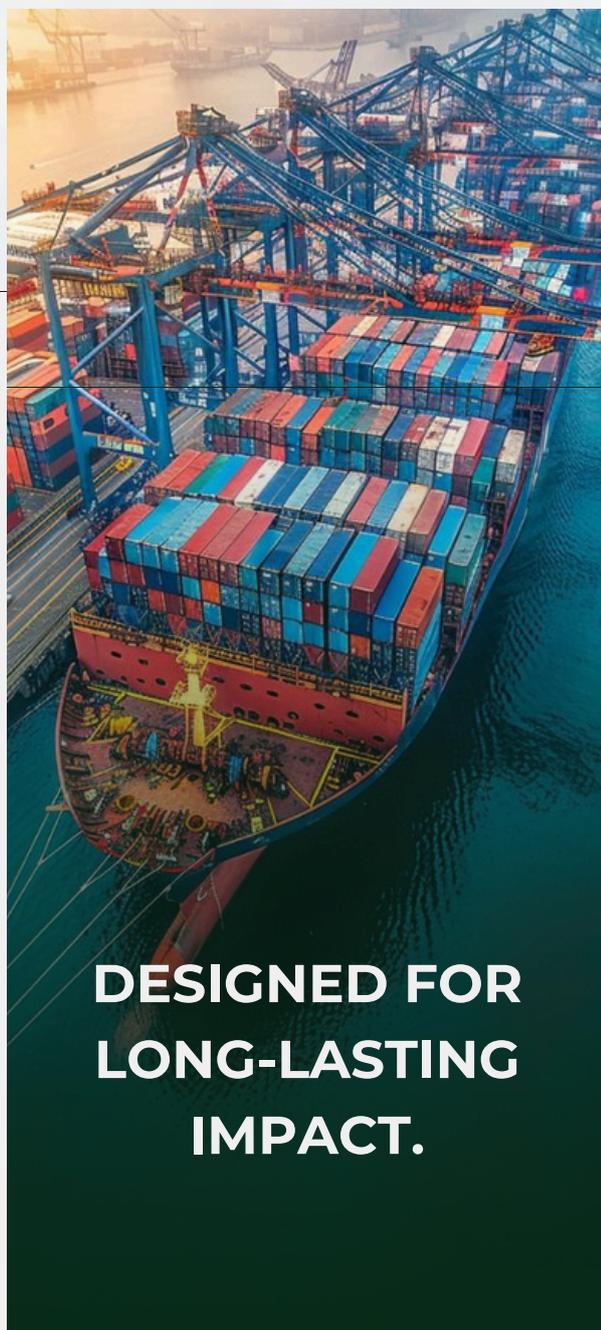
EL DESAFÍO DE LA COMPLEJIDAD Y LA ACCESIBILIDAD EN EL CONTINENTE

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.

THE TRUSTED THIRD PARTY THAT TURNS AFRICAN POTENTIAL INTO BANKING TRANSACTIONS



**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.



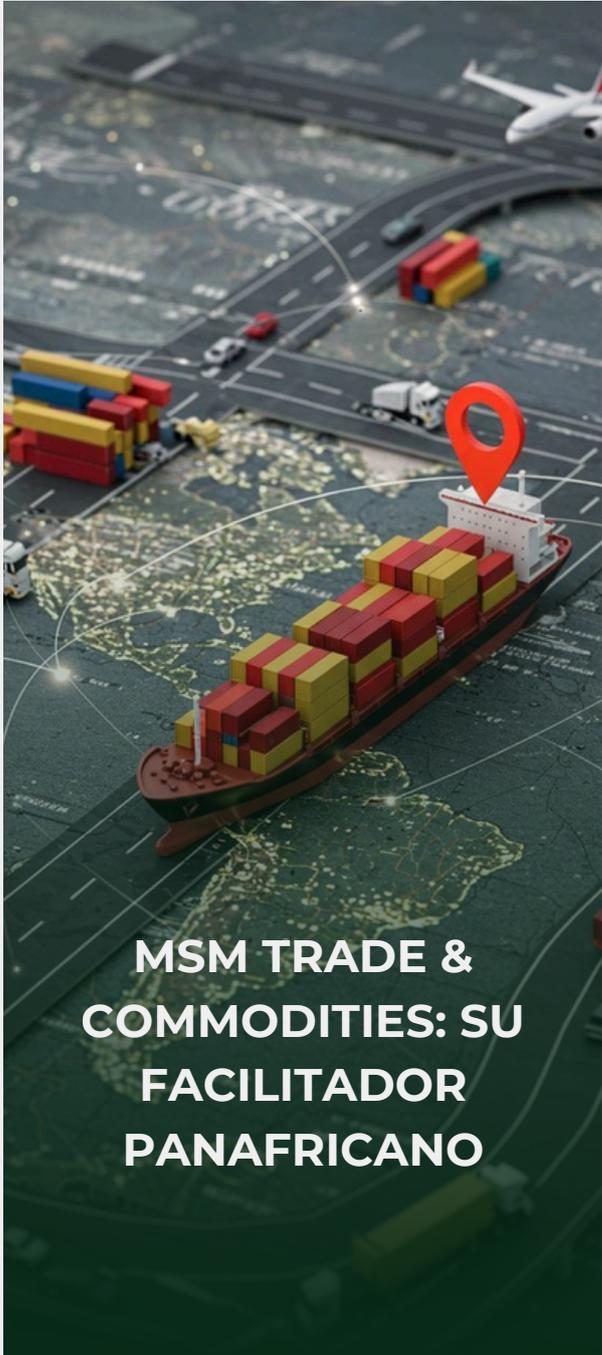
THE NEED FOR A TRUSTED LOCAL ARCHITECTURE

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 : THE PROBLEM

AFRICA: A CRITICAL LINK IN GLOBAL FLOWS



MSM TRADE & COMMODITIES: SU FACILITADOR PANAFRICANO

SUPPLY UNCERTAINTY: BARRIERS TO CONFORMITY AND QUALITY

For any international buyer, the first barrier in the African market is the reliability of counterparties. Compliance risk is ubiquitous: without physical presence, it is extremely complex to verify the actual existence, morality and operational capacity of suppliers (KYC/KYB). In addition, there is an important quality risk. Too often, goods delivered do not conform to technical specifications or international sanitary and phytosanitary standards. These delays are not only logistical problems, but they represent direct financial losses and endanger the reputation of the buyer with its own end customers.

EXECUTION FAILURES: A SUPPLY CHAIN UNDER HIGH VOLTAGE

Execution risk is the second pillar of the problem. In Africa, disruption of the supply chain is a constant challenge, fuelled by sometimes poor infrastructure and complex bureaucracy. Deadlines are rarely checked, turning simple contracts into operational stress tests. For a trader or industrialist whose production lines depend on tight flow supply, these chronic uncertainties make planning impossible and significantly increase transaction costs and stalemate rates.

THE FLAWS OF EXECUTION: A SUPPLY CHAIN UNDER HIGH VOLTAGE

Finally, the risk of fraud remains one of the most persistent obstacles to investment. The opacity of some financial flows and the recurrent falsification of export documents (certificates of origin, transport documents, licences) create an atmosphere of mistrust. This documentary uncertainty makes international banks reluctant to finance operations, thus limiting the ability of buyers to scale. Without a local "guarantor" able to certify each stage of the documentary and financial process, trade with the continent continues to be perceived as an activity of high risk rather than a strategic opportunity.

MSM TRADE & COMMODITIES

THE SOLUTION (THE FRAMEWORK MSM-SAFE DEAL™)

MSM-SAFE DEAL™ : AN ARCHITECTURE OF TRUST FROM START TO FINISH

To respond to the structural challenges of the African market, we have designed the MSM-SAFE DEAL™ protocol. This unique framework is not a simple administrative procedure, but a real security architecture that frames the transaction from origin to destination. By incorporating rigorous control mechanisms at each stage, we transform a potentially risky operation into a standardized, predictable and global market-driven process. Our solution acts as an active filter that only lets verified opportunities and trusted actors pass.



FIELD VERIFICATION AND CONTRACTUAL STANDARDIZATION

The first pillar of our solution is based on rigorous physical verification. We don't settle for digital documents; our teams perform on-site audits to certify the actual existence of inventories, supplier morality (KYC/KYB) and compliance with production infrastructures. This control is combined with strict contractual standardization. We develop legal frameworks aligned with international law and the Incoterms 2020, ensuring that each liability, cost and risk transfer is clearly defined and enforceable, thus eliminating any interpretative grey area.

SECURITY OF PERFORMANCE-RELATED FLOWS AND PAYMENTS

The last pillar of the MSM-SAFE DEAL™ framework concerns the security of financial and logistical flows. We act as an orchestrator of banks and logistics providers to implement secure payment mechanisms, where the unlocking of funds is strictly linked to actual and verified performance (submission of compliant documentation package, inspection certificate, shipment). By closely coordinating the inspection of the goods with the transport stages, we ensure that your capital is not exposed until proof of execution is established, thus ensuring total fluidity and absolute protection of your interests.



why MSM Trade & Commodities ?

The DNA of MSM GIA: The rigor of the Council 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.

Current right: on the guarantee of commitment

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 AND PRIVILEGED ACCESS: THE CONNECTION WITH THE SOURCE

By choosing MSM Trade & Commodities, you benefit from direct access to the most reliable players on the continent. We have already done the fieldwork to identify and pre-qualify major agricultural cooperatives, mining groups and industrial producers. This advantage allows you to avoid informal networks and establish strong business relationships with partners who dominate your production capabilities. You no longer simply buy a product, access a trusted network ready to meet your volume and quality requirements.



FINANCIAL OPTIMIZATION: COST REDUCTION AND LITIGATION

Our intervention translates into a substantial Cost Reduction for your structure. By eliminating opportunistic intermediaries that multiply margins without added value, we optimize their cost price. In addition, the implementation of our secure protocol drastically reduces trade disputes, delays in deliveries and overstaying expenses often related to poor document management. Every dollar invested is maximized, turning operational efficiency into greater profitability for your operations on the continent.

OPERATIONAL SERENITY: TOTAL CONTROL OF RISKS

The ultimate added value of our partnership is risk control. Thanks to the integration of the MSM-SAFE DEAL TM framework, we offer you the luxury of dealing with the African market with the same level of security and predictability as in a domestic market. We absorb local complexity (legal, logistical, administrative) to deliver only compliant results. This "peace of mind" allows you to focus on your core business - growth and distribution - while we secure your foundations in Africa.

METHODOLOGY / APPROACH (OUR APPROACH)

SOURCING & SCREENING: THE RIGOUR OF PRE-SELECTION

The first step in our approach is based on a very selective identification and audit process. We don't just list suppliers; we filter the market according to their specific criteria of volume, quality and ethics. Each potential partner undergoes a rigorous audit that includes verification of their production capabilities, legal compliance (KYC) and financial morality. This thorough "screening" ensures that only the most robust actors enter your supply chain, eliminating the risk of failure from the start.

DEAL STRUCTURING: CONTRACT FRAMEWORK ENGINEERING

Once the partner has been validated, we enter the structuring phase of the agreement. Here we act as architects to negotiate and implement the MSM-SAFE DEAL™ contractual framework. This protocol aligns the terms of the transaction with international standards (Incoterms 2020) and precisely defines performance milestones. By structuring the legal, financial and operational aspects before any execution, we create a secure environment where each party's responsibilities are clear, transparent and legally protected.



QUALITY CONTROL IN THE FIELD

The strength of MSM Trade & Commodities lies in its active presence during the operational phase. The Operation Monitoring consists of a daily and physical follow-up of the collection, processing, packaging and packing of goods. Our on-site teams ensure that technical specifications are met at every step of the process. This "at the bottom of the truck" quality control helps prevent conflicts before they occur and ensures that what has been ordered is exactly what is being loaded for export.

CLOSING AND EXPORT: THE DOCUMENTARY PACKAGE MASTERY

The final phase of our methodology ensures a smooth and trouble-free closing of transactions. We supervise the validation of the documentary package, critical stage in which each certificate (origin, phytosanitary, quality) is verified for its absolute conformity with the customs and banking requirements. By facilitating shipping and coordinating relations with freight forwarders and port authorities, we ensure rapid border crossing. Payment is not completed until proof of shipment and document compliance are established, thus closing the full safety cycle of the deal.

Strategic comparison: the difference



In order to penetrate or supply the African market, international companies are often faced with a dilemma between direct implementation - costly and risky - and the use of traditional consultants who charge fees without any guarantee of results. Traditional approaches are affected by excessive administrative burden or lack of operational involvement in the field. MSM Trade & Commodities breaks these codes by proposing a "Shared Success" approach. Unlike volatile brokers or theoretical consulting firms, we align our interests with theirs: we do not act as mere advisors, as business architects whose remuneration is directly related to the safety and effective success of their transactions.

Inversión en calidad y conformidad

critierion	Intermediate/ Classic Broker	Traditional trade (Trading House)	MSM Trade & Commodities
Security of treatment	Low (without KYC protocol)	High (but very expensive)	Maximum (Protocol MSM-SAFE DEAL™)
Transparency Price	Non-existent (Hidden margins)	Opaque (final price imposed)	Total (direct access to source prices)
quality assurance	Verbal (often not fulfilled)	Insured by your own stock	Audited (third party physical inspection)
service cost	variable commission	High margin of negotiation	Structuring fees/ Success fee
strategic role	Simple matchmaker	seller of goods	Architect and firewalls of your business

The unique competitive advantage: one-third confidence



The first step towards a successful collaboration begins with a 15 to 20 minute Strategic Discovery Call. This concise but intensive exchange aims to identify precisely your strategic imperatives: nature of goods, target volumes, priority geographical areas and technical requirements. This diagnosis allows us to validate the adequacy between your needs and our ecosystem of pre-qualified suppliers, thus ensuring effective guidance from the first minutes of our partnership.

Formalization phase: The Representation Mandate

Once the objectives have been aligned, we proceed to implement the contractual framework by signing a Representation Mandate. This official document gives us the necessary legitimacy to act on their behalf in the African field, whether for sourcing, audit of counterparts or negotiating terms. This secure legal framework clearly defines the areas of intervention of MSM Trade & Commodities and lays the foundations for full transparency on future processes and information flows.

Action Phase: Launch of the Pilot Agreement

The final step in our initial commitment is the execution of a Pilot Agreement. This is to identify and conduct a first test transaction under the rigorous MSM-SAFE DEAL protocol. This pilot serves as an operational proof of concept: it allows you to test in real conditions our safety capacity, the fluidity of our logistics and the quality of our documentary package. It is the concrete demonstration of our effectiveness, aimed at transforming this first success into a perennial and large-scale commercial relationship.

CONCLUSION

The infrastructure of trust for your African ambitions

Africa today is asserting itself as the new frontier of global growth, but it remains a demanding market where trust is not decreed: it is structured and secured with a seamless presence. By choosing MSM Trade & Commodities, you do not hire a mere middleman, but you equip yourself with a true infrastructure of trust and field intelligence capable of transforming your highest ambitions into tangible successes.

A partnership for excellent value chains

We act as the shield for your investments and the engine of your operations, translating every local opportunity into performance that meets international standards. Our commitment is to transform the continent's complexity into a sustainable competitive advantage for your organization. By integrating our ecosystem, it not only secures its goods flows, but also participates in the emergence of a more transparent, structured and mutually beneficial African trade. Let us build tomorrow's value chains today and make their transactions on the continent a benchmark of excellence and reliability.

Let's build tomorrow's value chains together.



GET IN TOUCH



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