REPUBLIC OF MALI
One People – One Goal – One Faith
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MINISTRY OF INDUSTRY AND TRADE

TERMS OF REFERENCE
FOR THE MALI INVESTMENT FORUM
"MALI KURA FORUM"

DATE: 11 to 12 December 2026

LOCATION: CICB

JUNE 2026

I. Context and Rationale

Mali has considerable economic potential that remains largely underexploited, making it a strategic destination for productive investment in West Africa. With a strong agricultural base, Mali is one of Africa's leading cotton producers, with annual production of approximately 600,000 tonnes. It also has vast arable land estimated at more than 40 million hectares, a significant portion of which remains undeveloped.

The country also benefits from major mineral resources, particularly gold, of which it is one of Africa's leading producers, as well as lithium and other strategic minerals with strong industrial potential. In addition, Mali enjoys some of the highest levels of solar irradiation in the world, offering exceptional prospects for the development of renewable energy, particularly solar power.

Demographically, Mali has a young and dynamic population, with more than 70% of the population under the age of 35, according to the National Institute of Statistics (INSTAT). This represents an important asset for developing a competitive workforce and supporting the emergence of a growing domestic market. In addition, its geographic position at the heart of West Africa, combined with its membership in economic areas such as the West African Economic and Monetary Union (WAEMU/UEMOA) and the Confederation of Sahel States (AES), provides privileged access to a regional market of several hundred million consumers.

Building on these assets, Mali has embarked on a structural transformation of its economy through the Vision **"Mali Kura Ɲɛtaasira ka bɛn san 2063 ma"**, which reflects the ambition to build a resilient, sovereign and industrialized economy. At the heart of this vision are the local processing of raw materials, the development of a competitive industrial base, the promotion of productive investment, and the creation of integrated value chains capable of generating sustainable jobs and inclusive, participatory and sustainable growth.

It is also part of an effort to strengthen economic sovereignty by reducing dependence on imports and creating greater value from national resources, hence the concept of **"endogenous development".**

In this context, Mali's development necessarily requires increased mobilization of both domestic and international investment, as well as stronger partnerships between the public and private sectors.

It is therefore essential to develop structured initiatives that connect project sponsors with investors, facilitate linkages between economic operators, and promote concrete, viable and transformative investment opportunities in Mali.

It is within this framework that the Mali Investment Forum, entitled the ***"Mali Kura Forum"***, is being organized under the instructions of the country's highest authorities by the Ministry of Industry and Trade through the Mali Investment Promotion Agency (API-Mali).

The Forum is positioned as a strategic platform for meetings and dialogue among public decision-makers, domestic and foreign investors, and economic operators, with the aim of turning opportunities into concrete projects, stimulating partnerships, and strengthening Mali's visibility as a credible and competitive investment destination.

Beyond serving as a forum for dialogue, it aims to play a structuring role in the national economy by helping to bridge the gap between projects and financing, while fostering sustainable economic cooperation in line with the objectives of the Vision **"Mali Kura Ɲɛtaasira ka bɛn san 2063 ma"**. Above all, it will also seek to change the narrative about Mali.

II. Objectives

2.1 General Objective

The general objective of the ***"Mali Kura Forum"*** is to position Mali as a preferred investment destination in West Africa in order to accelerate its economic transformation and strengthen its country image by changing the narrative, in accordance with the Vision **"Mali Kura Ɲɛtaasira ka bɛn san 2063 ma".**

2.2 Specific Objectives

More specifically, the objectives are to:

- promote a structured portfolio of investment opportunities aligned with national priorities and Mali's economic transformation priorities;
- facilitate direct and qualified linkages between Malian project sponsors and domestic and international investors through targeted B2B and B2G meetings;
- support the realization of investment commitments through the signing of memoranda of understanding and partnerships;
- mobilize key stakeholders in the economic ecosystem, particularly the domestic private sector, financial institutions, technical and financial partners, and the Malian diaspora, around productive investment in Mali;
- strengthen Mali's attractiveness by highlighting ongoing reforms, investor support mechanisms and the country's comparative advantages;
- contribute to the promotion of local value chains by supporting industrial processing and the creation of value added within the country;
- Mali's country image by changing the narrative.

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III. Expected Results

- A structured portfolio of investment opportunities aligned with national priorities and Mali's economic transformation priorities is promoted;
- Direct and qualified linkages between Malian project sponsors and domestic and international investors are facilitated through targeted B2B and B2G meetings;
- Investment commitments are materialized through the signing of memoranda of understanding and partnerships;
- Key stakeholders in the economic ecosystem, particularly the domestic private sector, financial institutions, technical and financial partners, and the Malian diaspora, are mobilized around productive investment in Mali;
- Mali's attractiveness is strengthened through the promotion of ongoing reforms, investor support mechanisms and the country's comparative advantages;
- Local value chains are promoted through the development of industrial processing and the creation of value added within the country;

  Mali's country image is strengthened by changing the narrative.

IV. Methodology and Organization:

The organization of the ***"Mali Kura Forum"*** is based on a structured, inclusive and results-oriented approach, involving strong coordination among public-sector stakeholders, the private sector, financial institutions and diplomatic missions.

For this to occur, an Organizing Committee has been established under the authority of the Minister of Industry and Trade. It is responsible for the preparation, coordination, supervision and implementation of all activities related to the Forum.

Chaired by the Director General of the Mali Investment Promotion Agency (API-Mali), the Committee brings together representatives of API-Mali, CCIM, APEX-Mali, CTRCA, the Protocol of the Republic, and the Senior Defense Official of the Ministry of Industry and Trade.

To ensure the effective and specialized implementation of the Forum's various components, the Organizing Committee is supported by technical Subcommittees, each with specific responsibilities.

- **The Scientific Subcommittee** is responsible for developing the themes, panels, B2B and B2G sessions, as well as the technical documents and the portfolio of projects to be promoted;
- **The Logistics and Catering Subcommittee** is responsible for the material organization of the event, including accommodation, transportation, catering and the reception of delegations;
- **The Protocol, Transportation, Accommodation and Security Subcommittee** is responsible for protocol and security arrangements in coordination with the relevant authorities;
- **The Communication and Mobilization Subcommittee** is responsible for designing and implementing the communication strategy, ensuring the visibility of the event, and mobilizing national and international participants;
- **A Technical Secretariat** is established to ensure operational coordination, activity monitoring and the centralization of information.

The work of the Subcommittees is regularly monitored and consolidated at the level of the Organizing Committee, which validates strategic orientations and deliverables at each stage of the process. This structure is designed to ensure rigorous preparation of the Forum, effective stakeholder mobilization, and implementation in line with the established objectives.

The methodological approach is based on multi-phase planning, from strategic framing and technical preparation to partner mobilization, logistical organization, the actual holding of the Forum, and post-event follow-up.

Particular attention is given to the advance preparation of a structured portfolio of investment opportunities, the scheduling of targeted B2B and B2G meetings, and the establishment of a mechanism to follow up on commitments arising from the Forum, in order to ensure that intentions are effectively transformed into concrete projects.

V. Expected Participants:

The ***"Mali Kura Forum"*** will bring together high-level stakeholders from the public and private sectors, both nationally and internationally, in order to foster strategic exchanges and the realization of investment partnerships.

The official opening ceremony, held under the high patronage of **His Excellency Army General Assimi GOÏTA, President of the Transition, Head of State**, will be chaired by the Prime Minister, Head of Government, with strong participation from members of the Government, administrative and institutional authorities, as well as national and international delegations.

This high-level segment is intended to demonstrate the commitment of the country's highest authorities to investment promotion, the country's economic transformation, and the strengthening of strategic partnerships.

Other national participants are expected to include public institutions, technical agencies and entities responsible for investment promotion, industry and economic development.

The Malian private sector will be strongly represented through professional organizations, consular chambers and major umbrella organizations, including the Chamber of Commerce and Industry of Mali (CCIM), the Permanent Assembly of Chambers of Agriculture of Mali, the Permanent Assembly of Chambers of Crafts of Mali, the Chamber of Mines, as well as employers' organizations, sectoral interprofessional organizations and major national companies.

The Forum will also welcome international investors and economic operators, including industrial and commercial companies, investment funds, financial institutions, development banks, as well as foreign chambers of commerce and employers' organizations. Selected African champions will be specifically targeted.

Particular attention will be given to mobilizing the countries of the Confederation of Sahel States (AES), particularly Burkina Faso and Niger, with the desired participation of the Ministers responsible for Investment from these countries, in order to strengthen economic integration, regional cooperation and the promotion of investment opportunities within the AES area.
The Forum also plans to host prominent figures and strategic partners from Mali's partner and friendly countries, including Türkiye, China, Russia, India, Morocco, the United States of America, Egypt and other partner countries. In this context, an invitation will be extended to Morocco's Minister responsible for Investment.

Mali's diplomatic missions will be strongly mobilized to promote the Forum and will also be involved in the post-Forum phase.

The Malian diaspora will also be an important stakeholder in the Forum, serving as a channel for investment, partnerships and skills transfer.

Finally, technical and financial partners, as well as national and international media, will be mobilized to ensure broad coverage of the event and strengthen Mali's visibility internationally.

A total of one thousand (1,000) participants are expected at the ***"Mali Kura Forum"***, including four hundred (400) international participants.

VI. Date and Venue:

The Forum will be held from 11 to 12 December 2026 at the Bamako International Conference Centre (CICB).

VII. Monitoring and Evaluation Mechanism:

To ensure that the impact of the Mali Investment Forum extends beyond the event itself, a structured monitoring and evaluation mechanism will be established under the coordination of the Mali Investment Promotion Agency (API-Mali).

This mechanism will be based on the establishment of a dedicated post-Forum follow-up unit responsible for centralizing information, monitoring commitments, and supporting investors and project sponsors.

A database of the projects presented and contacts established will be created, enabling systematic monitoring of interactions, investment intentions and partnerships initiated during the Forum.

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A mechanism for monitoring memoranda of understanding and investment commitments will also be established, with the objective of facilitating their maturation, addressing any administrative or technical constraints, and supporting their transformation into actual projects. To this end, regular progress reviews will be organized with the relevant stakeholders.

Finally, the follow-up mechanism will support knowledge capture and continuous improvement, with a view to strengthening the effectiveness of future editions and consolidating the Forum's position as a sustainable platform for investment promotion and facilitation in Mali.

VIII. Indicative Programme:

The ***"Mali Kura Forum"*** will take place over two (02) days and will be structured around strategic sessions, thematic panels, project presentations and business meetings aimed at facilitating the realization of investments.

Day 1:

Time	Activity	Content
09:00 – 10:00	Opening Ceremony	Official remarks, presentation of the Forum objectives
10:00 – 11:30	High-Level Panel	Mali 2063 Vision, reforms, message to investors
11:30 – 13:00	Panel 1	Industrialization and local processing
13:00 – 14:30	Lunch Break	Lunch and networking
14:30 – 16:00	Panel 2	Why Invest in Mali? Attractiveness and business climate
All day	B2B / B2G	Scheduled business meetings (B2B)
All day	Exhibition	Company and institutional stands

Day 2:

Time	Activity	Content
09:00 – 11:00	Panel 3	Investment security
11:00 – 13:00	Project Pitches	Presentation of priority projects
13:00 – 14:30	Lunch Break	Networking
14:30 – 16:00	Agreement Signing	Memoranda of Understanding (MoUs)
16:00 – 17:00	Closing	Summary and outlook
19:30 – 22:30	Gala Dinner	High-level networking

IX. Indicative Budget:

The budget for the ***"Mali Kura Forum"*** will be developed in detail by the Organizing Committee, based on the final format of the event, the expected number of participants, and the partnerships mobilized.

The Forum will be organized by the Mali Investment Promotion Agency (API-Mali), in collaboration with partner institutions, notably the Chamber of Commerce and Industry of Mali (CCIM), and the other stakeholders involved in the various Subcommittees.

The Forum will be financed through a blended approach drawing on several sources, including:

- the API-Mali budget;
- contributions from partner institutions;
- resources from the National Budget;
- the mobilization of private sponsors and partners such as companies, banks, financial institutions, and technical and financial partners;
- the sale of exhibition stands.

Main Expenditure Items

The budget will cover, in particular, the following items:

- **Logistics**: venue rental, site setup, technical equipment, reception and guidance of participants;
- **Accommodation and transportation**: partial or full coverage for certain delegations, local transportation and VIP reception;
- **Communication and visibility**: design and implementation of the communication strategy, visual materials, press relations, and national and international media coverage;
- **Technical organization and content**: programme preparation, production of materials, panel moderation and speaker management;
- **B2B/B2G mechanism and digital platform**: development or implementation of a matchmaking system, registration management and scheduling of business meetings;
- **Production of investment promotion tools**: opportunity catalogue, project sheets, presentation materials and digital materials;
- **Protocol and security**: protocol arrangements and security for participants and venues;
- **Catering and networking events**: coffee breaks, lunches and gala dinner;
- **Post-Forum follow-up**: establishment of the commitment-monitoring mechanism, investor support and capitalization of results.

Bamako,

Director General,

Ibrahim Ahamadou TOURE
Knight of the National Order

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