



CONNECTING
MARKETS.

SECURING
FLOWS.

ACCELERATING
GROWTH.



 **SOURCING
& INTERNATIONAL TRADING**

 **IMPORT-EXPORT
& LOGISTICS**

 **CORPORATE REPRESENTATION
& SUBSIDIARIES**

 **SECURE HOLDING
& ASSET COLLATERALIZATION**

 **COMMUNICATION
& MARKETING**

 **CONSULTING
& STRATEGIC ADVISORY**

AN INTERNATIONAL PLATFORM

FOR BUSINESS FACILITATION, TRANSACTION SECURITY,
AND MULTI-SECTOR COMMERCIAL DEVELOPMENT.



MESSAGE FROM EXECUTIVE MANAGEMENT

In an economic landscape defined by complex supply chains, globalized trade, and the growing need for operational security, businesses require reliable, structured, and strategic partners.

MAISSANE HOLDING was founded with a clear vision: **to become a Pan-African and global trade facilitation platform, capable of connecting markets, securing investments, and accelerating business growth.**

Through our Business Solutions Department, we offer integrated, innovative, and high-value-added solutions covering strategic sourcing, international trading, corporate representation, subsidiary establishment, and secure collateral holding.

Our ambition is to provide sustainable support to industrialists, investors, institutions, and international partners in their expansion across Africa and globally, with rigor, transparency, and operational excellence.



CORPORATE OVERVIEW MAISSANE HOLDING

MAISSANE HOLDING specializes in international trade, commercial representation, strategic distribution, business facilitation, and economic project management.

Headquartered in Burkina Faso, at the heart of West Africa, our group acts as a strategic bridge between:

- International suppliers
- Industrialists and manufacturers
- Investors and institutions
- Importers, distributors, and professional buyers

Leveraging a structured network of partners across Africa, Europe, Asia, the Middle East, and the Americas, MAISSANE HOLDING supports its clients through secure, high-performing, and sustainable commercial operations.



BUSINESS SOLUTIONS DEPARTMENT

The Business Solutions Department is the strategic center of expertise at MAISSANE HOLDING, dedicated to structuring, securing, and optimizing commercial and industrial operations.

Our role is to simplify complex procedures, mitigate operational risks, and provide turnkey solutions tailored to African realities and international standards.

We operate across the entire value chain:

- STRATEGIC CONSULTING
- SOURCING
- INTERNATIONAL TRADING
- DISTRIBUTION
- LOGISTICS
- COMMERCIAL REPRESENTATION
- SUBSIDIARY ESTABLISHMENT
- SECURE HOLDING AND ASSET COLLATERALIZATION



VISION, MISSION & VALUES

> OUR VISION

To become an African and global benchmark in trade facilitation, strategic representation, and multi-sector expansion solutions.

> OUR MISSION

To connect opportunities, secure transactions, and support the sustainable growth of our partners through integrated, reliable, and high-performance solutions.

> OUR VALUES

- Integrity and transparency
- Operational excellence
- Client commitment
- Strategic innovation
- Economic and social responsibility



OUR THREE STRATEGIC PILLARS

> YOUR STRATEGIC PROXY



STRATEGIC SOURCING

> SECURING YOUR RAW MATERIALS AND PRODUCTS

MAISSANE HOLDING provides reliable, swift, and controlled procurement solutions for industries, businesses, and organizations.

Our services include:

Global sourcing from certified suppliers

- Strategic commercial negotiation
- International purchasing management
- Secure importation
- Strategic stock building
- Swift and flexible delivery

We reduce import lead times, stabilize costs, and ensure the continuity of production chains.



DISTRIBUTION & PRODUCT PLACEMENT



> ACCELERATING YOUR COMMERCIAL EXPANSION

We assist producers, manufacturers, and brands in the strategic placement of their products across markets:

- Local and national
- Regional (West and Central Africa)
- International (Europe, Asia, Middle East, Americas)

Our solutions include:

- In-depth market research
- Definition of strategic positioning
- Access to structured distribution networks
- Multi-channel commercial rollout
- Performance tracking and reporting





INTERNATIONAL TRADING

> SECURE TRANSACTIONS AND LASTING PARTNERSHIPS

MAISSANE HOLDING acts as a strategic intermediary in international trading operations.

Our services:

- Buyer/seller matchmaking
- Professional contract negotiation
- Legal verification of contracts
- Securing commercial transactions
- Post-signature monitoring and commitment management

We ensure transparent, balanced agreements in full compliance with international and OHADA standards.



CORPORATE REPRESENTATION

> A STRATEGIC PRESENCE IN AFRICA

MAISSANE HOLDING is a company specializing in international trade, commercial representation, strategic distribution, business facilitation, and economic project management.

Based in Burkina Faso, in the heart of West Africa, our group acts as a strategic bridge between:

- International suppliers
- Industrial and manufacturing companies
- Investors and institutions
- Importers, distributors, and professional buyers

Through a structured network of partners in Africa, Europe, Asia, the Middle East, and the Americas, MAISSANE HOLDING supports its clients in secure, efficient, and sustainable business operations.



SUBSIDIARY CREATION & ESTABLISHMENT

> EXPANDING INTO AFRICA WITH EASE

We support international companies in establishing and developing their subsidiaries in West Africa.

Our support covers:

- Market research and entry strategy
- Legal and administrative assistance
- Company formation (OHADA framework)
- Regulatory compliance
- Organizational structuring
- Local strategic development

A turnkey solution, free from significant operational hurdle.





THIRD-PARTY COLLATERAL MANAGEMENT

> PROFESSIONAL SECURING OF GOODS AND ASSETS

MAISSANE HOLDING offers a third-party holding service designed to secure the stocks, goods, equipment, and strategic assets of its partners.

Our infrastructures provide:

- **Secure and monitored storage**
- **Complete flow traceability**
- **Computerized inventory management**
- **Transparent reporting**
- **Preservation compliant with international standards**



LOGISTICS & IMPORT-EXPORT

> GESTION INTÉGRÉE DES OPÉRATIONS LOGISTIQUES INTERNATIONALES

We ensure integrated management of international logistics operations:

- **Import-export coordination**
- **Customs clearance and regulatory formalities**
- **Sea, land, and air freight**
- **Warehouse management**
- **Optimization of lead times and costs**

Our logistics expertise guarantees fluidity, compliance, and operational efficiency.



SECTORS OF OPERATION

> OUR MULTI-SECTOR APPROACH IS A MAJOR DRIVER OF PERFORMANCE FOR OUR PARTNERS



INDUSTRIES AND RAW MATERIALS



AGRI-FOOD



MINING AND ENERGY



CONSTRUCTION AND BUILDING MATERIALS



PLASTICS AND PACKAGING



TEXTILES AND ALLIED INDUSTRIES



INDUSTRIAL EQUIPMENT



INTERNATIONAL TRADE



WHY CHOOSE MAISSANE HOLDING

WE TRANSFORM OPERATIONAL CONSTRAINTS INTO OPPORTUNITIES FOR SUSTAINABLE GROWTH.

- A single strategic point of contact
- A structured international network
- Recognized multi-sector expertise
- Significant reduction in business risks
- Turnkey solutions
- In-depth knowledge of the African market
- Compliance with OHADA and international standards



LET'S DEVELOP YOUR PROJECTS TOGETHER IN AFRICA AND WORLDWIDE

WHETHER YOU ARE

- Investor
- Industrialist / Manufacturer
- International Supplier
- Importer or Distributor
- Institution or Organization



MAISSANE HOLDING IS YOUR STRATEGIC PARTNER

- Drive sales growth
- Explore new markets
- Secure your supply chains
- Establish your business in Africa
- Structure your commercial operations

? WHAT WILL THE ARCHITECTURE OF OUR COLLABORATION LOOK LIKE?

Looking to explore opportunities in the African market and define a secure market-entry strategy?



Let's discuss your ambitions.

Seeking a trusted proxy to represent your interests or secure your assets through collateral holding?



Initiate a partnership.

Do you have specific needs in sourcing, logistics, or mining and technological equipment?



Contact our experts.



AFRICA

WITH COMPLETE CONFIDENCE.

THE WORLD

WITHIN YOUR REACH.

AN INTERNATIONAL PLATFORM

FOR BUSINESS **FACILITATION**, TRANSACTION **SECURITY**,
AND **MULTI-SECTOR COMMERCIAL DEVELOPMENT**.



MAISSANE
HOLDING

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