



Observatoire Europe-Afrique 2030

Data sheet n°5

Enterprise : Multi-Industries Group (MIG) (Maroc)

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Degree of accuracy of the information contained in the data sheet

Medium

Date of creation: 2018

Turnover: n.a.

Head office: Senegal

1. Company's business sector

The enterprise is involved in Solar lighting solutions, Micro-computing and Electric bicycles (Mobibyke).

MIG is the industrial subsidiary of the ADS Group. It is a pioneering project whose ambition is to turn Africa into a Centre for the production of consumer goods and equipment - initially to serve African markets and, eventually, international markets, particularly emerging countries facing similar development challenges.

2. Industrial activity

Assembly and manufacturing

For the first stage of its development, MIG is concentrating on assembling components to the highest standards and sourcing them from its partners to finalize its product ranges. For the time being, the aim is to establish the brand and its know-how while recruiting and training skilled operators with a view to the second stage, which is the production of the key components of each MIG solution. The aim is to move up the value chain to ensure that each of the products in the MIG catalogue is manufactured from start to finish.

Research and development

MIG is not just a group of factories, but also a place where tomorrow's products and equipment are designed in response to the specific needs of emerging economies. How can we improve transport and delivery solutions 'down to the last kilometer' by adding traceability and remote control components? How can we optimize the components of a portable PC and its battery to make it accessible to all budgets in Africa? How can we improve the concept of the solar streetlight to add new functions - video surveillance, information broadcasting, emergency management system, etc.?

The Multi-Purpose Factory

MIG is developing a multi-purpose factory in Diamniadio. This concept is based on the coexistence of production lines dedicated to different products within the same workshop. MIG is also ensuring the versatility of its operators, who should eventually all be able to operate on each of the lines.

This approach makes it possible to optimize production and adjust production rates as closely as possible to the order book, by constantly reallocating human resources according to requirements. It gives each operator multiple skills, giving them cross-functional expertise, an overall understanding and the flexibility to contribute to the design office's thinking and, ultimately, to adapt easily to the manufacture of new products designed by the design office.

Expert partnerships

MIG has teamed up with experts recognized in the market for their capacity for innovation and the quality of their products.

- The Haier Group (China) is a leading manufacturer of electronic appliances, domestic appliances and televisions. It is MIG's partner of reference for the assembly and eventual manufacture of computers in the Diamniadio cluster.
- Solar Mobility is a French company operating in West Africa and specializing in the design of solar-powered rechargeable electric vehicles. It has developed several innovative models of bicycles, tricycles and scooters.

Since 2021, the company has been producing electric bicycles with a range of 25 to 40 km, a top speed of 30 km/h and which can be recharged using household electrical outlets. They are equipped with a GPS tracker, a smartphone holder and a locking system.

Points to be clarified:

Is this multi-purpose plant operational or planned? If planned, what is the scheduled commissioning date? If already operational, what were the quantities produced in 2023, for each product range?

What is (will be) the degree of vertical integration (local value added) at this plant?

3. Product range

MIG develops three product lines:

- **Solar lighting solutions**

<https://migafrica.tech/solutions-declairage-solaire/>

- **Micro-computing**

<https://migafrica.tech/les-solutions-mig/micro-informatique/>

- **Electric bicycles (Mobibyke)**

<https://migafrica.tech/les-solutions-mig/vehicules-electriques/mobibyke-smg1/>

4. Short/medium-term projects

Annual production targets set at MIG's first factory in Diamniadio :

- 35,000 solar-powered street lamps
- 200,000 laptops
- 30,000 bicycles, tricycles, scooters and electric cars

MIG aims to create 1,000 direct jobs by 2027 in all countries of operation.

5. Sources of information

<https://migafrica.tech>

6. Contacts

Name	Position	email	Phone
Ibrahima SARR	Général Manager		
Mamadou BA	Production Manager (Diamniadio Factory)		

Point to be completed : Mails and phone numbers