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# We grow your *business* in Africa

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*Business development, payments, distribution, media and digital solutions firm in Cote d'Ivoire and the WAEMU.*

**18+**  
years of  
expertise

**6**  
expertise  
poles

**60+**  
Payments  
projects

**8+**  
WAEMU  
COUNTRIES

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OUR IDENTITY

**A firm born from experience, not theory**

Melakah International is an Ivorian firm specialized in business development, project structuring, market opening, payments, distribution, digital, media and strategic events.

Based in Abidjan Cocody, we draw on nearly two decades of direct operational experience in Cote d'Ivoire, Ghana and across the WAEMU - a rare expertise, built on the ground, project after project.

**Our strength: we have personally deployed prepaid cards, negotiated with banks, recruited distribution networks and run call centers. We know what works, because we've done it.**

<p><b>18+</b> YEARS OF FIELD EXPERTISE</p>	<p><b>12</b> COUNTRIES OF DIRECT EXPERIENCE</p>	<p><b>60+</b> PAYMENT PROJECTS ADVISED</p>	<p><b>2</b> DIGITAL MEDIA OPERATED</p>
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**MISSION**

*Help companies identify opportunities, build solid partnerships, develop their sales and create profitable ecosystems in Cote d'Ivoire and the WAEMU.*

**VISION**

*To become the reference firm for business development in West Africa, recognised for its network, its lived expertise and its ability to connect companies to opportunities.*

OUR VALUES

<p>① <b>Lived experience</b></p> <p>Every recommendation is based on real operational experience, not theory.</p>	<p>② <b>Results-driven</b></p> <p>We commit to measurable goals: markets opened, sales generated, partnerships signed.</p>	<p>③ <b>Network &amp; trust</b></p> <p>Relationship capital built over 18 years, put directly at every client's service.</p>
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THE FOUNDER

## Joel Arnaud Kouadio

Business Developer, payments expert and trained in international marketing, advertising and public relations - the journey that gave rise to Melakah International.



Holder of a **Graduate Diploma in Marketing, Publicity and Public Relations** from the Institute of Commerce and Management of Bournemouth (ICM, England), Joel Arnaud Kouadio has been building since 2007 a career fully focused on payments, business development and customer relations across West Africa.

*"A graduate of the International School of Commerce and Management of Bournemouth and backed by solid experience in payments, customer management and marketing, I now put these skills at the service of growing your projects."*

ICM Bournemouth, UK

Payments Expert

CI - Ghana - WAEMU

Bilingual FR/EN

### CAREER PATH

2023 - 2025

#### Business Development Manager

Promonova (Laborex) - Call Center for the promotion of pharmaceutical products

2020 - 2023

#### Business Development Manager, Deputy Commercial Director

Green Pay - Payment acceptance network, POS terminal deployment

2015 - 2018

#### Program Manager - Prepaid Visa Card

Weblogly Offshore - Abidjan.net with NSIA Banque

2011 - 2015

#### Project & Training Manager, Assistant to CEO

Serfin SARL - GIM-WAEMU POS deployment, BHCI/Ecobank/UBA cards

2006 - 2008

#### ICM Bournemouth Diploma & First Experiences

Port Autonome d'Abidjan - GCB Ghana

## Business Development & *Lobbying*

We act as the engine of your commercial growth in Cote d'Ivoire and across the WAEMU. Our high-level network and our knowledge of the local market let us open doors, identify the right partners and turn opportunities into deals.

### OUR SERVICES

- Strategic commercial development
- Search for strategic partners
- Local commercial representation
- Strategic negotiation
- Opening and winning new markets
- Business intermediation
- Institutional support

**For whom?** Large companies, SMEs, financial institutions, international firms looking to set up in Cote d'Ivoire, and ambitious project leaders across every key sector of the Ivorian economy.

### OUR APPROACH

#### Market diagnosis

Detailed analysis of your sector, the competition and real opportunities in Cote d'Ivoire and the WAEMU.

#### Network activation

Mobilization of our relationship network to open the doors of key decision-makers and institutions.

#### Closing deals

Support all the way to signing, with rigorous follow-up of the commitments made by each party.

**18+** Years of field experience in business development, built directly at **Africards, Serfin, Green Pay and Promonova** before founding Melakah International.

POLE 02

# Payments & *Fintech*

Led by a former **Program Manager of a prepaid bank Visa card** (Abidjan.net x NSIA Banque), Melakah International designs, deploys and commercializes **turnkey** payment solutions: technical, commercial and bank lobbying.

<p><b>60+</b> PROJECTS ADVISED</p>	<p><b>5</b> PROJECTS LED</p>	<p><b>8+</b> WAEMU COUNTRIES</p>
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## OUR SERVICES

- End-to-end payment project creation
- Loyalty programs
- Lobbying with banks
- Prepaid and co-branded cards
- Merchant network acquisition
- Support for banks, MFIs and fintechs

## TRACK RECORD



## OUR APPROACH

<p><b>Technical scoping</b> Definition of the payment product, technical specs and applicable BCEAO regulatory framework.</p>	<p><b>Field deployment</b> Setup of the acceptance network, team training and coordinated commercial launch.</p>	<p><b>Continuous steering</b> Volume tracking, system optimization and regular reporting to your management.</p>
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**4** Major prepaid bank cards personally led by our founder: **Abidjan.net (NSIA), BH FREE (BHCI), CAHXPRESS (Ecobank) and AFRICARDS (UBA).**

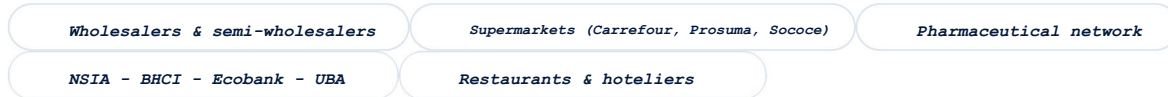
# Distribution & Commercial *Networks*

Forged through a career as **Business Development Manager** at Africards, Serfin, Green Pay and Promonova, this division relies on a **vast multisector relationship portfolio**: distribution, food service, banks and institutions.

## OUR SERVICES

- Market analysis and mapping
- Outsourced sales force
- Introductions through our portfolio
- Setup of distribution networks
- Commercial activations and promotions
- Sales performance tracking

## OUR RELATIONSHIP PORTFOLIO



## OUR APPROACH



**4** Major organizations where our founder personally built commercial networks: **Africards, Serfin, Green Pay and Promonova (Ubipharm group).**

## Media & Influence

Beyond our digital media, we actively support music and cinema in Côte d'Ivoire: artist consulting, product placement and artistic promotion.

### Afrikshow.com

Média digital orienté culture, business, société, innovation et influence. Couverture de l'actualité économique et culturelle africaine.

### Anyama.net

Média local de proximité destiné à informer, valoriser et connecter les habitants, commerçants et entreprises d'Anyama.

### MUSIC & CINEMA

- Consulting for artists and productions
- Artistic promotion
- Product placement (clips, films)
- Online press & press relations

### OUR ADVERTISING FORMATS

#### Visibility Pack

Banners, monthly sponsored article and amplification on our social networks.

#### Influence Pack

In-depth articles, executive interview and event coverage.

#### Culture & Placement Pack

Product placement in a production and artistic introductions.

**2020** Year we launched our **artistic promotion** activity, now fully integrated into our media and influence offering.

## Digital & Technology

Web, mobile and CRM solutions, complemented by our own in-house SMS Marketing and Emailing platforms, plus a full graphic design, creative and communication consulting service.

### OUR SERVICES

- Web development & mobile apps
- In-house Emailing platform
- Communication & marketing consulting
- In-house SMS Marketing platform
- Graphic design, creative & printing
- CRM & business platforms

**Tiered SMS pricing:** from 50 F CFA per SMS (1 to 100 SMS) down to 42 F CFA per SMS (5,001 SMS and above) — 10% off your first order.

### OUR APPROACH

#### Needs assessment

Analysis of your digital goals and selection of the best solution for your budget and timeline.

#### Design & development

Design, development and rigorous testing before deploying your solution to production.

#### Launch & support

Go-live, training of your teams and ongoing technical support after delivery.

2

Proprietary platforms developed in-house: our **SMS Marketing platform** and our **Emailing platform**, available immediately for your communications.

POLE 06

## Events & *Audiovisual*

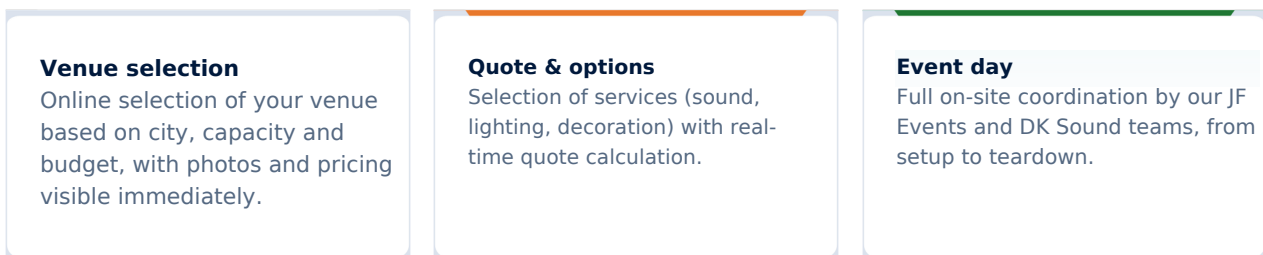
Through JF Events and DK Sound, book your venue online with photos and real-time pricing, get an instant quote, and access our combined calendar with event ticketing.



### OUR SERVICES

- Online venue booking with instant quote
- Decoration, protocol and logistics
- Secure online ticket sales
- Sound, lighting and LED screen
- Combined calendar of all our events
- Event catering

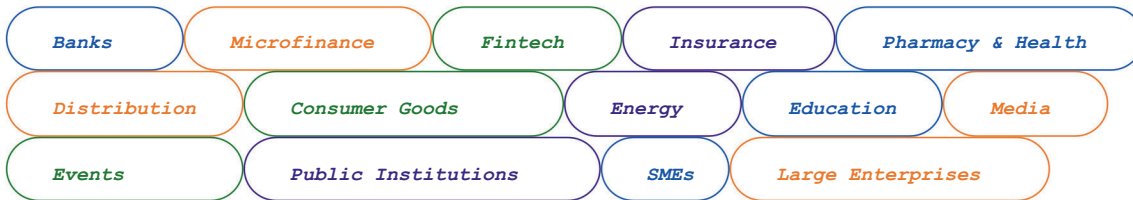
### OUR APPROACH



**2** Specialist brands at your service: **JF Events** for organization and logistics, **DK Sound** for sound and audiovisual.

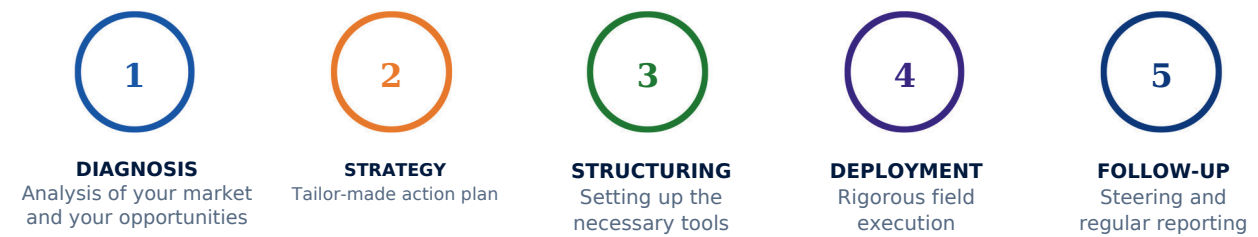
TARGET SECTORS

# Every key sector of the Ivorian economy



OUR METHOD

# A proven 5-step process



OUR REGIONAL COVERAGE

# Based in Côte d'Ivoire, active across the WAEMU



**12** Countries covered through our direct professional experience, in addition to our network of partners active across the entire WAEMU region.

## CONTACT

# Let's talk about your *project*

We are available to answer all your questions and to support you in defining your development strategy in Côte d'Ivoire and the WAEMU region.

### ADDRESS

Abidjan Cocody Angré  
Cité Arafat, near the Syndic office  
Abidjan, Côte d'Ivoire

### PHONE

+225 07 07 45 29 06  
+225 01 73 88 85 60  
+225 05 84 11 06 61

### EMAIL

djacketjo@gmail.com

### WHATSAPP

+225 07 08 52 73 94  
+225 07 07 45 29 06

### Visit our website: [melakahinternational.com](https://melakahinternational.com)

Discover our online modules: payment quotes, event booking with venue photos, combined calendar and ticketing.

## HOURS & AVAILABILITY



### Monday — Friday

8:00 AM — 6:00 PM Office  
reception and meetings by  
appointment.



### Quick response

Within 24 business hours for  
any request by phone, email  
or WhatsApp.



### Service area

Abidjan and all of Côte d'Ivoire,  
with possible extension across  
the WAEMU region.

**24h**

Our commitment: a first response within 24 business hours for every quote or appointment request submitted via the website, email or WhatsApp.



*"We grow your business across Africa."*

ABIDJAN COCODY ANGRÉ · CITÉ ARAFAT

+225 07 07 45 29 06 · +225 01 73 88 85 60 · +225 05 84 11 06 61

[contact@melakahinternational.com](mailto:contact@melakahinternational.com)

[MELAKAHINTERNATIONAL.COM](http://MELAKAHINTERNATIONAL.COM)