



Digital Transformation and Entrepreneurial Development in Mauritania: the CCIAM Approach



غرفة التجارة و الصناعة
و الزراعة الموريتانية
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Core idea: digital is a lever for entrepreneurial development, SME structuring, economic inclusion, and international cooperation.



1 1. Context



- Informality and weak structuring
- Difficult access to finance
- Need for skills and reliable data

2 2. Public action



- Ministry of Digital Transformation
- Secure identity documents and online public services
- Example: Khidmaty: public examinations, criminal record, business creation

3 3. CCIAM response



- A progressive support pathway
- Awareness, diagnosis, coaching, formalization
- Incubation, networking, post-creation follow-up

4 4. Incubator platform



- Structure and federate the ecosystem
- Support for startups and incubators
- Training, mentoring, access to finance

5 5. Cooperation & innovation



- CAMES and KANTARA
- AfricanTech and MAC Interreg 2021-2027
- Examples: Sahel Sky, Hassaniya GPT, Kalbe/Bedel, Mauritours Adventure
- Challenges: seed funding, talent, scaling, digital trust

3 key messages

1



Digital must respond to concrete needs.

2



Support matters as much as innovation.

3



CCIAM structures the ecosystem through this platform and its partnerships.



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