



I am NDEYE BABOU, Engineer, graduate of the Mines Telecom Institute and 10 years of experience in Project Management at the Technical Department of the Information System of Orange France. I am the CEO of **Luuma**

Luuma is a trusted digital platform that aims to simplify and secure the transport of goods and merchandise between Europe and Africa.

It is a trusted digital intermediation service that connects customers and carriers referenced on the luuma-africa.com platform.

We are aimed at French and European SMEs who already export and also those who wish to export their products to Africa

Luuma also supports African producers and SMEs to export their African products to Europe;

To these SMEs we bring more simplicity, time saving in their import and export process, and more possibility in the choice of the freight forwarder

We also have a particular target who also wishes to have a trusted digital solution for sending their parcels

Luuma's goal is simply to demystify logistics to and from the African continent. Digitize the logistics value chain and connect sellers, buyers, carriers for connected and inclusive logistics so that everything arrives safely

We are convinced that unity is strength, and we want to succeed in uniting the logistics ecosystem between these two continents. Luuma is part of the Dare Africa strategy of the French government and also part of this new dynamic which is to redefine relations between France and Africa.

The logistics component between France and Africa is a strategic issue and must also be at the heart of this NewDeal. France exports a lot of products to Africa. The trade balance of many countries, particularly in West Africa, is in deficit. Africa has great products that must be known in France.

Luuma wishes to support producers and African SMEs by offering them a digital platform for connecting with reliable carriers. And also support French SMEs to export to dare Africa by offering them the Luuma platform, a 100% digital turnkey service to deliver to their African customers.

As Mr Pedro NOVO, Executive Director in charge of Export - Bpifrance said: On a continent

like Africa, where 60% of the economy is informal, Western companies face local competition and are unable to establish their legitimacy (and by extension their notoriety), nor to build customer loyalty. The task of our entrepreneurs and our groups is therefore not only economic, it is also cultural and social...

Our value promises

1. Luuma is a facilitator of trade and economic development of territories.
 2. Luuma supports large groups, French and African SMEs, to establish their positioning and values with a societal and inclusive spirit of transporting goods between Africa and Europe.
 3. Luuma allows the centralization of its logistics and the optimization of the export/import process (Choice of carriers/price/delay...).
- You have a unique and dedicated interlocutor.
4. You benefit from a quality charter and proof of reliability of African and French service providers on the platform



Luuma est soutenue

