

Orange Podcast – OK Djingo – Alioune NDiaye

OK Djingo, an Orange podcast

Alioune Ndiaye: OK Djingo, I am Alioune Ndiaye, CEO of OMEA.

Djingo: Hello Alioune, did I hear OMEA?

Alioune Ndiaye: Yes, yes, OMEA, it's the acronym for Orange Middle East and Africa. Basically it is the subsidiary that groups our activities in Africa and the Middle East. I hope you know we're now present in 20 countries?

Djingo: Yes but it will take me too long to mention them all, I would prefer to know when Orange first launched in Africa?

Alioune Ndiaye: You know Djingo, Orange has been present in Africa since 1959, well before the explosion of mobile and the internet. And since then we've grown to serving 120 million customers on the continent. Imagine that in the year 2000, only 2% of Africans had access to a telecoms network, now it's more than 60%.

Djingo: Impressive, you mean that Africa has achieved in 15 years what France accomplished in 85 years.

Alioune Ndiaye: Yes Djingo, and it goes even further, the transition from 3G to 4G was completed in just 3 years!

Djingo: Ah tell me then, all of that must have really changed people's lives.

Alioune Ndiaye: You wouldn't believe it Djingo. You must have heard of Orange Money. Orange Money has enabled millions of people who can't access traditional financial services to carry out transactions instantly, securely and reliably. With Orange Money you can send money to your family using your mobile, pay your living expenses, or receive your salary on your mobile phone.

Djingo: Super and I can also pay my electricity bill, because I need electricity to function?

Alioune Ndiaye: Of course! Ah electricity, you know that in Africa that's a complex subject, as one in two Africans still cannot access it. The electrification of the continent is a real challenge that we want to address. That's why in 7 countries we're already offering a range of Orange Energy solar kits for individuals and professionals.

Djingo: Wow, things are moving fast in Africa Alioune. Besides, it's a continent that's young, like me, I know that one in two Africans is less than 20 years old.

Alioune Ndiaye: Yes and 40% are under 16, and education is also a big challenge. Mobile phones can help them access their lessons, can you imagine? At Orange, we've launched a project called African Digital Schools. First dozens, then hundreds of thousands of young people, students, professionals and job seekers will be able to follow courses from international universities and African universities, and learn a trade.

Djingo: If I understand correctly, networks, banking, education... Orange is everywhere!

Alioune Ndiaye: And I still haven't told you about agriculture and healthcare, and how important they are for Africans. Orange is a multi-service operator and partner for the continent's digital transformation. Digital is a great tool for reducing inequalities and social exclusion. That's why we're working every day to make it accessible to everyone.

Djingo: Thank you Alioune

Alioune Ndiaye: It was a pleasure Djingo.

This was OK Djingo, an Orange podcast.