



AXIAN ANNOUNCES THE OFFICIAL OPENING OF THE LARGEST BUSINESS AND COWORKING PLATFORM IN THE INDIAN OCEAN: NEXTA

Andranomena, Friday, June 07, 2019 – Under the high patronage of His Excellency Mr. Andry Nirina Rajoelina, President of the Republic of Madagascar, in the presence of the Minister of Industry, Trade and Crafts was held at the Innovation Center (Tanashore) the opening of NextA, a platform entirely dedicated to innovation and entrepreneurship in Madagascar.

Born of Axian Group's wish to support project leaders from all horizons and line of business, NextA's mission is to support them in their entrepreneurial adventure. Designed according to a unique model in Madagascar, NextA aims to bring together the Malagasy innovation ecosystem in order to strengthen the national entrepreneurial fabric.

NEXTA, A HYBRID PLACE WITH SIMPLE MISSION: CREATING THE MALAGASY CHAMPIONS OF TOMORROW'S ECONOMY.

Located within the Innovation Center (Tanashore), NextA will be accessible to all: entrepreneurs, students, government authorities, VSEs and SMEs...

NextA is divided into several spaces: a space that can accommodate more than 100 coworkers, a 160m² incubation space, a 90-seat amphitheatre and numerous meeting and training rooms.

Within the platform, everyone will benefit from the advice of mentors and professionals from the private and public sectors. Everyone will also be free to participate in trainings, activities and professional meetings, as to develop their entrepreneurial project.

The exchange of skills, the sharing of know-how and knowledge, are at the heart of the NextA platform's philosophy.

NextA provides one-stop counters meant to help entrepreneurs in their business creation: insurance guidance, taxation advisory, legal accounting, communication...

Driven by the desire to create synergies between lines of business, but also to bring together professionals, job seekers and students, NextA will host numerous events and conferences throughout the year.

NextA's model is based on 7 pillars. These pillars structure the platform: a coaching/mentoring program, training, activities, financial assistance, gateways to facilitate professional integration, workspaces and access to a large external and, above all, internal network thanks to the support of the Axian group's employees. These volunteer mentors are at the core of NextA as they are committed to sharing their experiences and supporting young entrepreneurs.

CREATING THE MALAGASY STARTUP NATION

Federated by Fihariana, the State's national program that was initiated by HEM President of the Republic Andry Nirina Rajoelina, NextA wishes to participate in the emergence of a Malagasy startup nation.

Convinced that current entrepreneurs will mold tomorrow's economy, Axian supports, through NextA, the emergence of a passionate, bold, innovative and committed new generation of Malagasy entrepreneurs.



At Axian we believe that sharing our values and ambitions will help the country accelerate its growth and turn its economic model toward a more inclusive one. With the help of all stakeholders, we are building an innovative, inspiring and value-creating business model for inclusive economic and human development. Wherever we operate, we want to leave a lasting and positive impact. NextA is a concrete example of our commitment to young Malagasy entrepreneurs.

Hassanein Hiridjee - CEO of the Axian Group

NextA mission is to help entrepreneurs grow. Through our platform, entrepreneurs will be guided towards the creation of more sustainable, impactful and innovative activities and achievements.



Carole Rakotondrainibe - NextA Manager

NEXTA, AN INTEGRATED PLAYER IN THE REGIONAL AND GLOBAL ENTREPRENEURIAL ECOSYSTEM

By joining the existing ecosystem, NextA confirms its will to federate and become a major player in supporting project leaders and young companies in Madagascar and Africa.

NextA has weld several local partnerships with various actors such as EDBM (Economic Development Board), BNI MADAGASCAR, Miarakap and other existing entities.

NextA is already partner of many international actors in the entrepreneurship ecosystem: FACEBOOK, THE CAMP HIVE, DIGITAL AFRICA, AFRIC'INNOV, Global Entrepreneurship Network (GEN)

NextA is also a member of two African platforms dedicated to entrepreneurship.

Afric'Innov, is a platform that aims to professionalize all entrepreneurship support structures in Africa, through capacity building as well as networking.

Digital Africa is a digital platform for entrepreneurs. It is an ecosystem that includes everything a business owner needs: networks, knowledge, opportunities and audience.

ABOUT NEXTA

NextA is the first regional private platform for the youth and young entrepreneurs in the Indian Ocean region. NextA aims to structure the Malagasy entrepreneurial ecosystem and to increase its inner solidarity and collaborative system by allowing young companies to develop.

ABOUT FIHARIANA

Initiated by HEM President Andry Rajoelina, the Fihariana project is a national state program whose main objective is to provide both "technical" and "financial" support to Malagasy entrepreneurs. They can now engage in entrepreneurship projects and borrow between 200,000 Ariary and 200 million Ariary from the Fihariana program to fund their project.

ABOUT AXIAN

NextA is an Axian Group company.

Born in Madagascar 150 years ago, Axian is a diversified group present in 5 lines of business with strong growth potential: real estate, telecoms, financial services, energy and innovation. With more than 3500 employees in the Indian Ocean and Africa, Axian is engaged in the economic transformation of emerging countries. We systematically ensure that our activities have a lasting and positive impact on the daily lives of as many people as possible. Because our world is constantly moving forward and we want to evolve with it, Axian supports NextA in its actions to accelerate the transformation of men, women and our environment.

ABOUT THE INNOVATION CENTER TANASHORE

The Tanashore Innovation Center is located in Andranomena, on the road between Ivato International Airport and Antananarivo city center. This secure and wooded area consists of more than 10,000 m² entirely dedicated to innovation and entrepreneurship. In a few months, the premises of the Innovation Center (Tanashore) will welcome more than 3000 people: engineers, entrepreneurs, students, civil servants, employees of the companies on site...

The vocation of the Innovation Center (Tanashore) is to bring together in one place the Malagasy innovation and entrepreneurship ecosystems, in order to strengthen synergies, solidarity and complementarities between projects.

Tanashore Innovation Center welcomes three young companies from the Axian Group: NextA, the first platform entirely dedicated to entrepreneurship in Madagascar, CONNECTEO, a service company whose objective is to be a driving force for innovation in the field of customer relations for the benefit of private companies, and finally PULSE, a major player in the digital transformation of companies in the Indian Ocean.

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