

Adna Advises Adiwale Partners On The Acquisition Of A Minority Stake In Global Action

Posted on September 18, 2023

Category: [Press](#)

ADNA has advised Adiwale Fund I on a minority equity investment in Global Action, a growing consumer goods distribution company in Senegal.

Adiwale Partners is an independent private equity fund manager established in 2016 based in Abidjan, Côte d'Ivoire. The company manages Adiwale Fund I, a €60 million private equity fund that provides operational support to companies looking to strengthen and grow in West Africa and beyond. Adiwale Fund I invests primarily in consumer goods and services, business services and manufacturing.

Global Action was founded in 2014 and is a significant player in wholesale distribution in Senegal with customers in several regions of the country.

Adiwale's funding will enable Global Action to open additional points of sale across the country densifying its distribution network and expanding its affordably priced product offering. Adiwale will also contribute to strengthening Global Action's managerial and operational capabilities by participating in the reinforcement of the team and by investing in logistics and IT systems.

Sydney Domoraud, ADNA Fouding Partner in Abidjan commented *"As a leading pan-African firm active in Francophone Africa, it is our pleasure and honour to assist ambitious organisations such as Adiwale Partners expand their activities on the Continent"*.

The ADNA team was led by Partner **Sydney Domoraud** (Côte d'Ivoire), Senior Associate Boubacar **Diao** and associates **Julia Challoub** and **Sékou Bah**.

Press contact:

Dalila Hammadi T +33 (1) 88 33 26 39

dalila.hammadi@eliott-markus.com