
MSM
ADVISORY GROUP
DRIVING DEVELOPMENT, DELIVERING IMPACT



WHO WE ARE

MSM Advisory Group is an independent advisory firm founded in 2021 and based in Conakry. We support governments, public institutions, development finance institutions and private investors on strategy, natural resource governance, public finance and the structuring of investment projects, in Guinea, the Sahel and across sub-Saharan Africa.

Our vision is to be a leading service provider, recognized for delivering tailored, value-added and sustainable solutions that address the unique challenges of our clients.

Our mission is to be a catalyst for sustainable development and prosperity through innovative, evidence-based solutions, influencing positive change across developing nations.

Core values: tailored solutions that meet client-specific needs; strategic partnerships with industry leaders; integrity, confidentiality and transparency in every interaction; commitment to excellence and passion in our pursuits.

WHY WORK WITH US

Our team combines the perspective of those who have designed and delivered public policy at the highest level with the analytical discipline of international audit and advisory firms.

WE POSSESS

1.

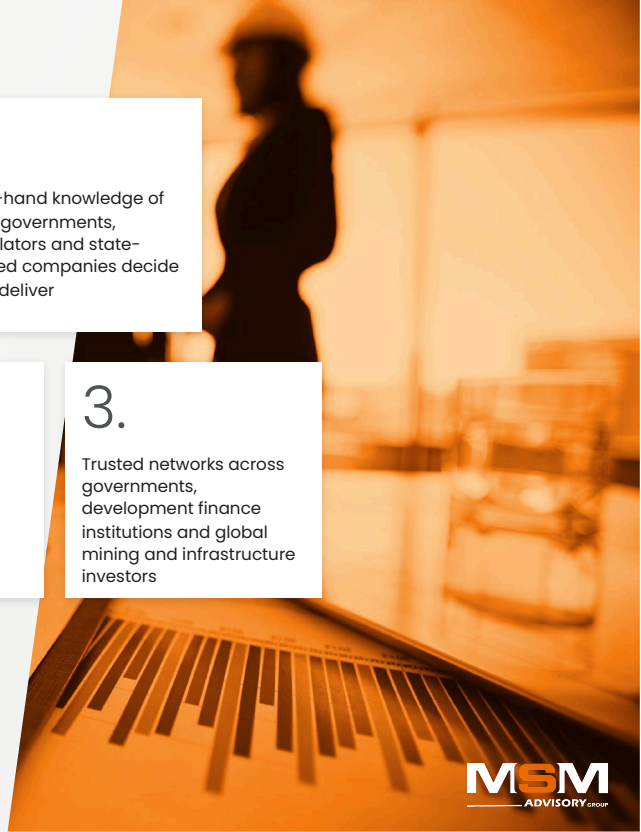
First-hand knowledge of how governments, regulators and state-owned companies decide and deliver

2.

An evidence-based approach, built on financial, fiscal and econometric modelling and focused on measurable outcomes

3.

Trusted networks across governments, development finance institutions and global mining and infrastructure investors





WHAT WE DO

Policy and strategy

Strategic advice to governments and public institutions, from policy design to implementation roadmaps

Natural resource governance

Mining regulation, fiscal regimes, State participation, investor-State negotiation and due diligence

Local content and SMEs

Local content policies, supplier development and integration of SMEs into extractive supply chains

Project structuring

Feasibility studies, financial modelling and structuring of investment projects, including PPPs

Partnerships and financing

Facilitating strategic partnerships and transactions and mobilising resources for project financing

Governance and capacity

Corporate governance, board advisory, management systems and capacity building

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INDUSTRIES WE SERVE

Our expertise spans several critical sectors:

- **Mining and metals:** bauxite, iron ore and gold, from licensing and State participation to shared value, impact management and local content
- **Energy and infrastructure:** fuel logistics and storage, transport corridors, ports, power generation and PPP concessions
- **Agro-industry and bioenergy:** fertiliser supply, plantations and agro-processing, with a focus on the agro-food and manufacturing sectors
- **Financial services and public finance:** banking and insurance governance, sovereign funds, tax and fiscal analysis
- **Policy:** advising on sectoral reforms, institutional frameworks and the improvement of business environments





SELECTED ENGAGEMENTS

Mining and shared value

Strategic advice to a global mining group on maximising the socio-economic value of a large-scale iron ore and infrastructure project. Design of a regulation mechanism for bauxite exports, combining econometric modelling, regulatory design and fiscal analysis.

Due diligence

Technical review of a bauxite exploitation permit on behalf of a mining investor, covering legal, technical and economic aspects.

Energy and infrastructure

Pre-feasibility of a multi-product fuel storage terminal. Negotiation support on a quarry operating contract serving a national road project.

Financial institutions

Real estate investment and development strategy for an insurance group, supported by a board-level financial model.

Local content and SME development

Governance, public policy and institutional framework lead for a multi-country local supplier and SME development programme in the Sahel. Contribution to a national local content roadmap in East Africa.

Public sector advisory

Strategic notes, public finance analysis, reviews of investment proposals for government authorities.

Agro-industry and bioenergy

Senior advisory on a biofuel plantation project and the funding of its feasibility study. Support to a promoter developing a fertiliser blending unit with a global phosphate group.

Digital and data

Design and launch of an artificial intelligence service line for an IT firm. Intellectual property and governance framework for a data platform.

Some engagements are delivered in association with partner firms. Client names are disclosed on request, subject to our confidentiality commitments.

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LEADERSHIP

Abdoulaye Magassouba

FOUNDER AND MANAGING PARTNER

- **Background:** twenty-five years of experience across audit and corporate finance, public policy, international development and the governance of the extractive sector.
- **Current roles:** strategic adviser to a global mining group (since 2024); Chairman of the Board of the Islamic Bank of Guinea (since 2026); governance, local content and State participation expert in the Sahel and East Africa (since 2026).
- **Career highlights:** Minister of Mines and Geology of the Republic of Guinea (2016 to 2021); Adviser to the President of the Republic on priority mining, energy and agriculture projects (2013 to 2016); Senior Adviser at HCF International Advisers (2022 to 2023); positions at Arthur Andersen and KPMG.
- **Education:** Fulbright Scholar, Master's in Public Policy Economics from Williams College, USA; graduate degree in Financial Management, ranked first of his class (Rabat); University of Oxford executive course in Oil, Gas and Mining Governance.

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TRACK RECORD

Selected results as Minister of Mines and Geology of the Republic of Guinea, 2016 to 2021

USD 25 bn
of investment commitments secured

7 to 20
operating mines, between 2015 and 2021

21 to 80+ Mt
annual bauxite output, between 2015 and 2020

+85%
mining tax revenue, from USD 293 million (2015) to USD 544 million (2018)

1,400
community projects financed by the FODEL local development fund (USD 30 million), over 30,000 jobs

1,880
SMEs registered on the BSTP subcontracting exchange, with USD 45 million of contracts

USD 600 m+
of contracts awarded to local SMEs; direct mining employment up 58%

3 months to 2 wks
for licence issuance, through a one-stop shop and an online mining cadastre

Board experience	Chairman of the Board of the Islamic Bank of Guinea (since 2026). Chairman of SOGUIPAMI, Société AngloGold Ashanti de Guinée and Compagnie des Bauxites de Guinée (2016 to 2021). Director of Société des Mines de Fer de Guinée (2020 to 2021).
Publication	Les mines guinéennes : réalités, défis et perspectives, L'Harmattan, 2021 (English edition: Guinea's mines unveiled, 2024).





REFERENCES

MSM Advisory Group, 2021 to date

Client	Assignment	Country	Status
Global mining group	Socio-economic value of a large-scale iron ore and infrastructure project	Guinea	Since 2024
Development finance institution*	Governance and institutional lead, regional local supplier and SME programme; national local content roadmap	Sahel, Burundi	Since 2026
Private mining group	Bauxite export regulation mechanism: econometric modelling, regulatory design, fiscal analysis	Guinea	Completed
Mining investor*	Technical, legal and economic review of a bauxite exploitation permit	Guinea	Completed
Government authorities	Strategic notes, public finance analysis, reviews of investment proposals	Guinea	Completed and ongoing
Fuel logistics operator	Pre-feasibility of a multi-product fuel storage terminal	Guinea	Ongoing
Quarry operator	Negotiation of a quarry operating contract with a road construction contractor	Guinea	Ongoing
Biofuel developer	Senior advisory on a biofuel plantation project and funding of its feasibility study	Guinea	Since 2025
Agro-industrial promoter	Fertiliser blending unit developed with a global phosphate group	Guinea	Ongoing
Insurance group	Real estate investment strategy and board-level financial model	Guinea	Ongoing
Technology firms	AI service line launch; IP and governance framework for a data platform	Guinea	Ongoing
Private promoter	Business plan for off-grid solar kit distribution and financing	Guinea	Ongoing

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REFERENCES

Experience of the Managing Partner outside MSM, 2001 to 2023

Period	Client and funder	Assignment or position
2022 to 2023	**Natural resources corporate finance house, London**	Senior Adviser: debt financing, equity raising, mergers and acquisitions and political risk mitigation for large-scale resource projects
2016 to 2021	**Government of Guinea, Ministry of Mines and Geology**	Minister: national mining policy, licensing, State participation and investor-State negotiations; design and supervision of the FODEL local development fund (2019 to 2021)
2013 to 2016	**Presidency of the Republic of Guinea**	Adviser to the President: supervision of priority projects in mining (bauxite, alumina, iron ore), energy (450 MW hydropower) and agriculture
2012 to 2013	**African Development Bank, International Trade Centre, UNAIDS, France Expertise Internationale**	Studies and surveys, organisational and institutional reviews, design of management procedures
2009 to 2010	**International Finance Corporation**	Implementation of a capacity building programme for small and medium-sized enterprises
2009	**UNAIDS, Country Coordinating Mechanism**	Budgeting of Guinea's proposal to Round 9 of the Global Fund (HIV/AIDS component)
2008	**National AIDS Committee, UNAIDS**	Budgeting of the national strategic framework against STIs and HIV/AIDS, 2008 to 2012
2006 to 2010	**Ministry of Public Health, World Bank**	Fiduciary management agency of the Health Sector Support Project (USD 27.79 million)
2006 to 2008	**Ministry of Public Health, Global Fund**	Financial management agency of the Global Fund HIV/AIDS programme
2003 to 2008	**National AIDS Committee, World Bank (IDA)**	Financial management agency of the Multisectoral AIDS Project (about USD 20 million)
2006 to 2007	**Mano River Women's Peace Network, USAID**	Budgeting of a conflict prevention and resolution capacity building project
2002 to 2005	**Programmes funded by IDA, IFAD, AFD, the EDF and UNDP**	Procedures manuals (institutional capacity building, local development in Siguiri); audits of a village communities programme, the EDF projects' central accounting unit and gender programmes
2001 to 2006	**Private sector clients (mining, utilities, telecoms, insurance, industry)**	With Arthur Andersen then KPMG: statutory audits, company valuations, special investigations, procedures manuals and recruitment

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