

SOCIETE GENERALE IN AFRICA

OUR STORY

SUPPORT FOR THE INDEPENDENCE PROCESS AND ONGOING SEARCH FOR PARTNERSHIPS

Creation of **Société Générale pour l'Afrique du Nord**, a subsidiary operating in **Tunisia** (Tunis, Sousse and Sfax)

1911



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All of Societe Generale's locations in **North Africa** converted into fully-fledged branches
New agencies opened in **Morocco** (Casablanca and Tangier) and **Algeria** (Algiers, Oran and Constantine)
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1913



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Expansion into **Senegal** (Dakar) and **Ivory Coast** (Abidjan)

Creation of a department for African agencies in **Algiers** under the leadership of **Louis Launay**

1941



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The oldest Societe Generale branch in Morocco "A branch", opened in 1923.
 Keen to contribute to preserving the historic city centre's Art Deco architectural heritage, the Bank rebuilt former head offices in 2013 whilst preserving the building's façade
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Senegal, Ivory Coast and Morocco networks converted into subsidiaries

Creation of SGBC, Societe Generale's banking affiliate in **Cameroon**

Societe Generale supports the newly-independent African countries in their economic development

1960



© Presse Sport

Abdoulaye Sege (1934-2011), athlete of Senegalese origin affiliated with **Societe Generale's Athletics Club**. An expert sprinter, he won the bronze medal in the 200 metres at the Rome Olympics. He became the **first African to be awarded an Olympic medal**.
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1962-1963

1965

PRÉSENCE AFRICAINE SOCIÉTÉ GÉNÉRALE
 la banque de notre temps



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Creation of SGBG, Societe Generale's banking affiliate in **Guinea**



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1985



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Inauguration of SGBCI's headquarters in Abidjan in the presence of **Félix Houphouët-Boigny**, the first president of Ivory Coast. Building by architect **Henri Chomette**, famous for his work in Sub-Saharan Africa (including Ethiopia's Imperial Palace), combining imperialism with art and symbols of the country.
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Launch of drive-ins in Dakar. For the first time in Africa, customers had the opportunity to perform bank counter transactions without having to get out of their car.
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Acquisitions in **Burkina Faso** (SGBF), **Equatorial Guinea** (SGBGE) and **Madagascar** (BFV-SG)

Launch of **Société Générale Algérie** in **Algeria** and acquisition of **Société Générale Tchadienne de banque** (SGT) in **Chad**



1998-1999



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Launch of operations in **Benin** (SGB) and acquisition of a majority stake in SG-SSB (renamed Societe Generale **Ghana** in 2013)

2002-2003



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Launch of Societe Generale's operations in **Mauritania** (SGM)

2007



Creation of Societe Generale's affiliate in **Congo**

2012



Launch of Societe Generale's operations in **Togo**

Acquisition of an equity stake in Mauritius Commercial Bank **Mozambique** (MCBM)

2015



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