



Towards industrialization and strategic redeployment in ivory coast

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Abstract

Most of the nations of the world, to increase their economic powers rely on industrialization and strategic redeployment: hence the importance for Ivory Coast to be part of this vein for rapid development. The objective of this theme is to determine the policies to be put in place to realise this achievement. To achieve industrialization and strategic redeployment in Ivory Coast, several authors have addressed the subject of industrialization and hard strategic deployment. To achieve our objective, the qualitative method was used. The data was collected from documentation related to this paradigm. Regarding the qualitative descriptive method of analysis, it was agreed to interpret the organisational theories. The reports of international organisations gave their conceptions on the concept of industrialization in Ivory Coast and in Africa. The results illustrated that the race towards industrialization and strategic redeployment in Ivory Coast is possible, especially through recommendations given by professionals in the sector. In the insistence on the path of industry and hard deployment strategy, Ivory Coast will want to be an economically autonomous country towards the power of its industries capable of transforming its raw materials, extending them on its continent, creating new jobs, and alleviating the problems of poverty.

Keywords: Industrialization, redeployment strategies, Ivory Coast

Introduction

According to traditional economic theory, which starts with the principle of absolute advantage (Ferber, M. A. 1995) ^[10], each nation should focus its efforts on producing the items for which it maintains a competitive edge over the other nations that take part. Guerrero, D. G. (2018) ^[13] points out that businesses run by capitalists, which aim to make money in the short term, manufacture commodities on every continent on the earth. Because they can create items more cheaply than others, companies in the least efficient nations are destroying other marketplaces with their wares rather than focusing on what is good for everyone. According to Fernandez-Stark, K., et al., (2011) ^[11], numerous nations, especially low-income nations, must be able to successfully integrate into global value chains in order to advance.

The value contributed for a business, which, as stated by Xi, G., et al, (2017).) ^[25], refers to manufacturing less between usage, is closely related to GDP, which is comprised of the added values of all enterprises plus indirect taxes as well as customs tariffs. Maximising National Added Value via the use of a specific number of funds and abilities according to Dunning, J. H., & Lundan, S. M. (2010) ^[9], is one of each country's primary goals.

It can influence manufacturing costs through levies or grants to entice domestic or international businesses to invest. Berger, T. (2008) ^[3] referred to this power to entice businesses to invest in a nation as the competitive edge. It is important to take into account technology as well as external accessibility and the promotion of company operations by the government which identify expansion, that is, the survival of the financial system. If among defines expansion as permanent and independent revenue growth made accessible by the citizens and businesses across every nation, it makes sense to consider technology as well as these factors. The very significant rise in those of working age, when coupled with rapid urban growth, could

contribute to industrial development, according to international entities like UNDP (Cammack, P. 2017) ^[4]. Only economic growth can establish the prerequisites for the African continent's unrequited alignment with its least developed economies.

According to Fukunishi (2008) ^[12], the prosperity of Asian nations has demonstrated how labour-intensive businesses can promote economic growth throughout the early phases of financial growth by utilising compliant, fairly cheap workers. Indeed, there are both upward and downward connections between industrialised goods and other industries that can be advantageous to the community across all sectors. The SMIG of Burkina Faso, like those of adjacent countries, costs less than € 50 per month, as demonstrated by Koné, K. (2022) ^[15]. Consequently, it presents a chance for advancement. The main query is: Why do businesses import goods instead of concentrating on local material transformation? The primary goal is to determine whether global value chains support the development of a country

The subject as presented is related to the stages leading to industrialization and structural reorganisation necessary for a competitiveness of the African market, in general and a punctual performance of Ivory Coast in particular. In addition, industrialization based on large-scale production traits is the key to economic development and social progress. Given the limitations of our traditional concept of development, i.e. low production capacity or efficiency concedes the need for a process and redeployment for productivity through the introduction of techniques and new technologies, which would be welcome. As far as the relevance of the topic is concerned, it lies in the fact that industrialization and strategic redeployment are the "keystone" of a country's economic development. Thus, Africa must pay particular attention to it in order to obtain an important place in the world economy.

The various authors, during our topic, successively addressed the low industrialization and mismanagement in Africa and the need for sustainable industrial policies for Africa or Ivory Coast. In this perspective, we can list in other the businessman ALIKO DANGOTE in his interview with JEUNES AFRIQUE of February 21, 2022,

Problem Statement

The obvious explanation for global prosperity is this: wealthy countries add value to whatever they produce, whereas developing countries sell raw commodities. Africa needs to move up in the worldwide economic value network; It must industrialise and make a rapid strategic overhaul. Africa must not export its wealth but work for itself for its own well-being, for its people. Industrialization and strategic redeployment is one of the five accelerators of Africa's development and improvement of the standard of living for Africans.

The policies needed for industrialization and strategic redeployment in Ivory Coast has been an issue to foster this paradigm. In this light, the investigators of this concept, decided to carry out research to bring more light on the move towards industrialization and strategic redeployment in Ivory Coast, Africa.

Objective

Thus, the main objective of our study is to determine the policies to be put in place to achieve industrialization and strategic redeployment in Ivory Coast. This main objective was subdivided into two for easy understanding.

1. To determine the reasons for industrialization and strategic redeployment in Ivory Coast.
2. To determine the policies conducive for industrialization and strategic redeployment in Ivory Coast

Research Question

From the statement of the problem and the objective, the researchers came out with 2 research questions to assist the piloting of this work.

1. What are the reasons for industrialization and strategic redeployment in Ivory Coast?
2. What are the policies conducive for industrialization and strategic redeployment in Ivory Coast?

Research Method

This study utilised a qualitative approach of investigation. In accordance with Korstjens, I., and Moser (2018) ^[16], qualitative inquiry is a type of study that focuses on real-world problems and provides deeper understanding of them. As opposed to acquiring statistical information or influencing or introducing solutions as in personal studies, Qualitative research assists in both the initial formulation of premises and the subsequent exploration as well as comprehension of quantitative data. Participants' experiences, opinions, and deeds are analysed in research that is qualitative. The ability of qualitative investigations to describe human emotional habits and patterns that may be difficult to assess is one of its advantages (Morgan, H. 2022) ^[17].

Data Collection tool

The knowledge that was examined was gleaned from pertinent papers and examined. The development from

qualitative second-degree analysis has spurred extensive discussions on the possibility for novel areas of study (Hughes and Tarrant 2020) ^[14]. There have been three specific arguments presented about qualitative second-hand analysis. A significant examination of qualitative data, according to critics, necessitates the analyst's participation in data collection (Mauthner and Parry, 2013). According to Mauthner et al. (1998) ^[18] in their fundamental work, researchers' involvement in data construction are as significant to their roles in evaluating and understanding the data.

Another issue with qualitatively second-hand analysis is raised if it is conceivable to study material outside of the original context where it was previously collected (Moore, 2007) ^[19]. The production environment is crucial for interpreting qualitative data as compared with quantitative data, as reported by Parry and Mauthner (2005) ^[20]. Since secondary researchers who weren't involved in collecting the data might have been less aware of the findings of primary researchers, Parry and Mauthner questioned whether qualitative research findings could be reused to produce new significant outcomes and suggestions in a manner similar to statistical information (Rutberg, S., & Bouikidis, C. D. 2018) ^[21].

Putting together already existing qualitative information into a new data set is required for qualitative second-hand analysis, and rivals claim that this transforming of data poses problems with the suggested sampling of the initial investigation, thereby bringing up the usual doubts about the validity and applicability of qualitative study results. Some claim that a second qualitative inquiry could exacerbate the representational problems in the earlier research (Rutberg, S., & Bouikidis, C. D. 2018) ^[21].

As stated by Walters (2009), qualitative investigation entails the collection and analysis of specific information, the majority of which is moulded by the current partisan, race, and cultural environments.

Data collection and Analysis

The examination of the literature provides an overview of the publications that have already been produced on a particular topic and provides an account of the body of knowledge that is currently available. A researcher can use it to identify relevant ideas, methods, and research shortages (Creswell, 2007) ^[8]. It is a different source and does not offer any innovative or unique research findings, claim Irwin (2013) and Gibbs (2008). The research and investigation of narratives is full of the possibility for representation since this method knits along a sequence of events, generally from a small number of people in the hopes of constructing a coherent tale, or storytelling (Cleland, J. A. 2017) ^[6]. The analysis was guided by the following investigation queries despite keeping in mind the aims and goal of the study:

1. Low industrialization and poor corporate management

At the continental level, Africa necessarily adopts approaches towards other sectors and very often these sectors are not really profitable ones. Africa's unmodelled methods compared to the West are innovative but not very hopeful (Totouom, A. 2019) ^[24]. In 2014, according to a study conducted by the Houston Institute of Applied Statistics in Texas on global industrialization: "Africa would

represent only 1.6% of the rate of industrialization in the world” (Torche, F. 2014)^[23]. This is very little compared to Africa's potential in terms of transformable resources. This study represents the evolution of GDP in sub-Saharan Africa during the year 2016. We note inconsistent performance, hence the unsatisfactory results of this essential part of Africa. To make our remarks more explicit, it will be important to outbid the words of the businessman ALIKO DANGOTE who had to affirm during an interview with the magazine *Jeunes Afrique* this:

“.. in Senegal, out of 450,000 tons of onions grown each year, a third is lost because of poor condition of conservation of products, which forces the sector to import regularly into Europe. In Côte d'Ivoire, 100,000 tons of mangoes rot annually. In Nigeria, about 45% of tomatoes harvested during the year are lost” (Choplin, A. 2023)^[5].

Clearly, Africa loses its products for lack of industrial infrastructure for the processing of these raw materials.

In addition, the desire to reduce its unemployment rate is one of the main reasons why Africa wants to move towards industrialization. It has an ever-growing young population with a growing demand for consumer goods, food products and financial services leading to a high unemployment rate, hence these following statistics: in Nigeria (27.1%), Senegal (17%), Burkina Faso (6.1%) Gambia (8.9%), Mali (9.8%), Mauritania (10.32%), Sierra Leone (4.3%), these statistics from "Afro Aware" dating from 2020 place on the unemployment rate of some African states. As a continent of the future, it has enormous resources. The transformation of these resources will give rise to a huge boost to its economic development.

Like the majority of African countries, Côte d'Ivoire has embarked on the path of industrialization with the aim of accelerating its growth and economic development. Indeed, it is realised that the industrial sector continues to be a catalyst for advancement, structural modification, technical advancement, and renovation in that it contributes to the development of an emerging economy to the increase of productivity (increase in individual income of the standard of living of the population). Similarly, the industrial sector contributes to the improvement of the trade balance with more than 50% of world exports coming from industry; Native raw material manufacturing also lowers the amount of items imported at the same time. Additionally, there are more job prospects in both small and major enterprises in the manufacturing sector. In fact, underemployed labourers and people without jobs in farming industries are absorbed by companies in an economy based on production, enhancing the revenue of the community. In addition, the industrial sector is reducing the dependence on raw materials that has persisted for 60 years. Similarly, Armand TOTOUM stated in his article "Obstacles to Africa's Industrial Development" that the inadequate state of equipment in African nations, especially in the areas of transportation, internet access, and electrical power, is a major obstacle to the industrial emergence of the continent. Companies generally rank the infrastructure deficit as a significant obstacle to their development. Inadequate transportation and trade products and services, coupled with low equipment levels, raise processing and logistical expenses, reduce the competitiveness of products, restrict access to markets for rural populations and industry, and have a detrimental effect on poverty and revenue generation.

In the light of the above, it can be observed that a developing country that seeks to maintain growth while promoting employment creation, industrialization is a necessity, as it offers the opportunity not only to redeploy the economy towards higher value-added sectors, but also to build a relatively large base of employment with high labour productivity. The question is whether industrialization is really being promoted in Africa. This is the case of Sub-Saharan Africa, which has considerable agricultural potential. Proof of this is that, for example, in Ivory Coast, agriculture occupies an important place in the Ivorian economy but remains poorly industrialised. It is thus understandable that the strategy put in place by some African countries and even Côte d'Ivoire is experiencing shortcomings. This is the question that policymakers and economic experts addressed in Addis Ababa, Ethiopia, when the United Nations Economic Commission for Africa (ECA) released "Greening Africa's Industrialization: Economic Report on Africa, 2016." During the discussions, experts agreed that one of the main causes of Africa's weak industrialization is the inability of leaders to implement bold economic policies. Hence, the need for strategic redeployment. Redeployment thus refers to the reorganisation of an economic or industrial policy, by modifying investment sectors, regional locations or with the help of the means of production, by reassigning staff to companies. This redeployment is all the more necessary today, it took the Covid19 pandemic to realise that the African economy is still based on a model inherited from colonisation, that of the extraction and export of raw materials (Nigeria and Angola in the lead), but also all of Central and Southern Africa has suffered it. The collapse of the costs of energy products linked to the pandemic, said *Le Monde Afrique* in its article entitled "When will there be an industrial revolution for Africa, published on 06 May 2022". Aware of the absence of industrial sovereignty, Africa aims to set up systems of structural reorganization. To do so, it needs to have a broader vision of industrialization and strategic redeployment policies.

2. The need for industrial policy and sustainable redeployment for Africa

African Development Bank President AKINWUMI AYODEJI ADESINA said:

"The secret of the wealth of nations is clear: developed nations add value to everything they produce, poor nations export raw materials." (Adesina, A. A. 2017).

It is thus understood that there is a need for industrial policies in Africa. This idea is shared by Joseph E. Stiglitz, an American economist and Nobel laureate in economics who advocates the promotion of sustainable industrial policies (Stiglitz, J. 2009)^[22]. Indeed, he argues that the concept of industrial policy covers a much wider field than mere industrialization in the narrow sense of the term, or the mere increase in GDP. We need to have a broader view of it. For him, an industrial policy refers to any policy pursued by the public authorities that has an impact on the sectoral composition, on technological choices or on the direction of innovation. These might involve contemporary service industries, policy on energy, and a host of other elements that support a variety of unconventional activities and technology. He continues by saying that industrial plans naturally involve government agencies. Markets require

structure; they cannot function in a vacuum. As a result, governments and markets complement one another.

All countries have industrial policies, but the question is whether Africa in particular has defined good industrial policies that can foster sustainable and inclusive growth, structural transformation of the economy. It can already be said that it is on the right track. The proof is that in Ethiopia, 50,000 jobs have been created in the footwear industry. This is a real success for industrial policies, especially since in developing countries the real challenge lies in job creation. In this regard, Stiglitz states,

"If we want to have sustained economic growth, we must ensure that industrial policies create jobs and shared prosperity, while preserving the planet." (Stiglitz, J. 2009) [22].

In addition, CELESTIN MONGAT, Cameroonian economist said that today,

"the economic development of industrialised countries is almost universally accompanied by an increase in agricultural productivity in the early stages of development".

In fact, he contends that dynamic agriculture raises salaries, improves the efficiency of workers in the rural economic performance, and progressively gets rid of the worst aspects of extreme poverty.

Conclusion and Recommendation

The problem addressed above allowed us to determine the reasons for the non-industrialization of African States as well as the flagrant urgency of implementing necessary policies. Indeed, it was a question of grasping the importance of good management in terms of industry and the poor orientation of the African continent in general. The results of our study have shown that there are a plethora of reasons why industrialization is not at its best in Africa and also it has allowed us to believe in a better future in view of the strategic redeployment carried out more and more on the continent in order to make this part of the world more efficient in the balance of global economic forces.

At the end of this fruitful analysis, it was possible to see that the reasons that explain the shortcomings are more economic, political and social and that strategic redeployment is necessary to overcome this rather precarious situation in which the African continent and more particularly Côte d'Ivoire finds itself. Speaking of the part of policies that would be conducive in Africa or Côte d'Ivoire, it seems necessary to us that we look at the Nigerian model and also the South African model which continues to evolve because of the change of axis of development and changes in mentalities. For the recommendations, that is to say the solutions to bring to Africa and Côte d'Ivoire, African States should advocate the spirit of setting up a tradable material processing industry through the know-how of industrialised countries. In addition, to constitute a pan-African network of goods transformations on the continental scale with partnerships that can benefit Africans and also by extension Ivorians. In addition, the establishment of a stand-alone fund for the industrialization of African countries would be a life-saving initiative. Industrialization in Africa or Côte d'Ivoire will be a sine qua non condition for improving the continent's performance and strategic redeployment seems to be the key that will allow us to access this industrialization.

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