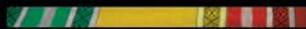




Senegal

Land of the Legendary Teranga





DIRECTION DE L'ARTISANAT



Agence pour le Développement
de l'Artisanat

www.apda.sn



agence sénégalaise de promotion des exportations

www.asepex.sn



www.sca.sn

Senegal -Land of the legendary Teranga



The Republic of Senegal is located on the westernmost point of the African continent. It borders the Atlantic Ocean along over 350 miles of white sand beaches and unlimited sunshine yearly. Senegal is only a mere 5 hours from Madrid and less than 6 hours from Paris. Senegal is popular for its legendary and world renowned hospitality (teranga) tradition with a particularly rich history, culture, and environment.

What can you do in Senegal? Well, there is something for each one of you. From dawn to dusk, you will have a wide variety of activities and destination choices that will suit your taste and spirit. Nature and animal lovers will take pleasure in the beauty of national parks, the unique and breathtaking fauna and flora. Art lovers will enjoy both contemporary and traditional masterpieces from individual artists or from galleries and museums throughout the modern, vibrant capital city of Dakar. Treat yourself and your family to unique, handcrafted wares in bazaars, relax on a golf course, or indulge yourself with the local and international cuisine in quaint cafes and restaurants all over the country.

If you are just looking to have fun, festivals take place several times a year; there is lively nightlife spots with a hip, chic crowd at all times. Looking for a more educational and spiritual vacation? Take your family to the historic and internationally classified landmarks such as Goree Island, once the center of the Atlantic slave trade, with its House of Slaves, a gathering and shipping outpost, where many Africans were held in shackles and deprived of their freedom before being shipped to the New World. Are you a sports fan? There is a large variety of activities ranging from biking to water sports, not to forget soccer, hunting, etc. Moreover, the weather permits it all. To get a taste of African paradise, visit Senegal today!





Historical Background

Several European countries competed to take control of this geographically strategic and rich country for trade: The Portuguese, the British, the Dutch; with the French gaining possession in 1840, and making Senegal an overseas territory (colony) of France. Gorée Island became a major center for the Atlantic slave trade through the 1800s, and millions of Africans were shipped to the New World. On April 4th, 1960, Senegal gained its independence and became the democratic Republic of Senegal. Since 1960, four consecutive presidents have been elected. First, the famed poet and writer, Leopold Sedar Senghor, from 1960 to 1980; then Abdou Diouf, followed by Abdoulaye Wade; the current president, Macky Sall, was elected in 2012 and is hugely popular the world over because of his democratic stance and his fight to improve conditions with Senegal and its people.



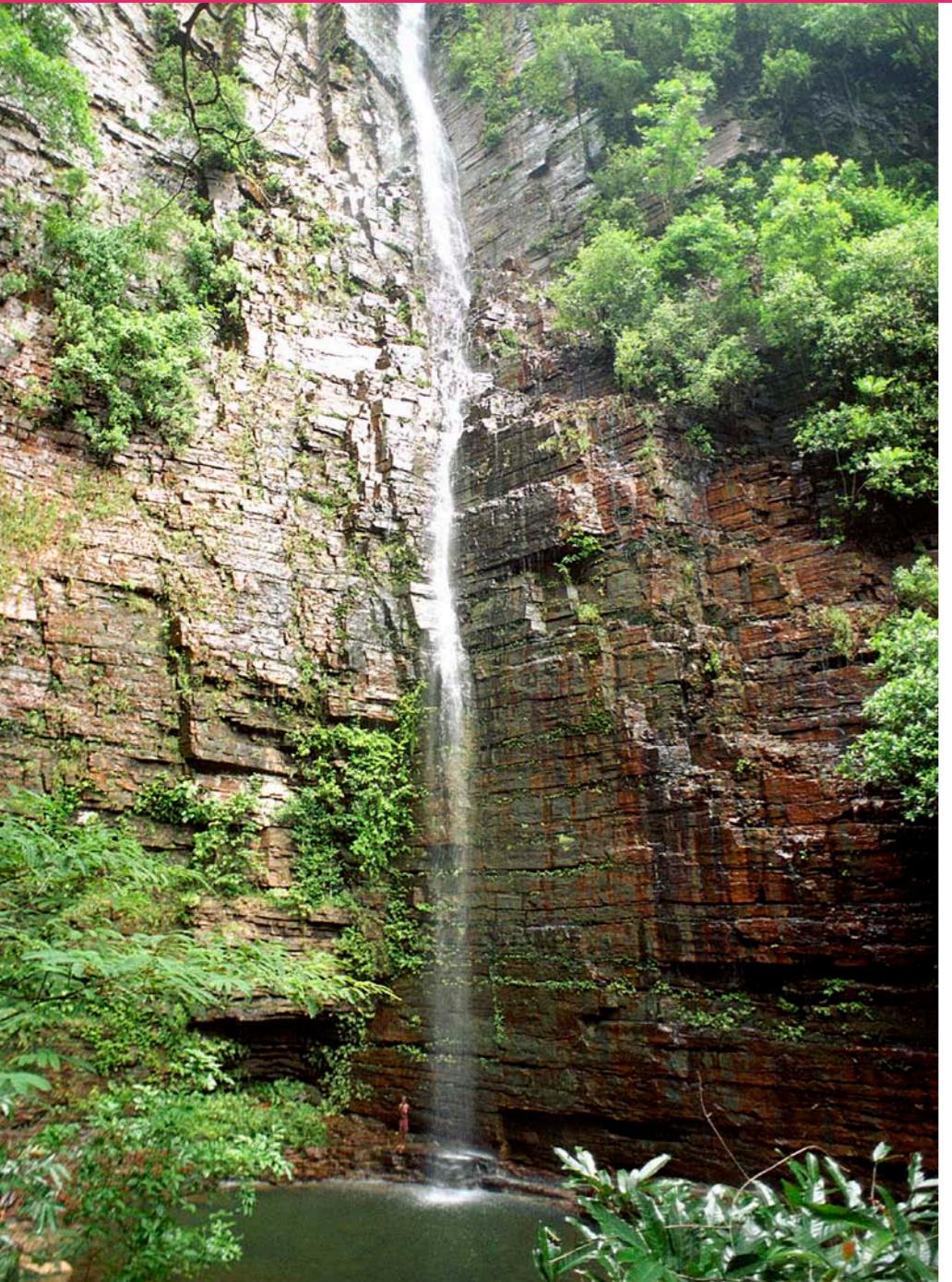
Climate & Geography

The Republic of Senegal is a low-lying region located on the westernmost point of continental Africa, bordered by the Atlantic Ocean (west) Mali (east), Mauritania (north), Guinea (south), and Guinea-Bissau. In the center of the country, lies another country, the Republic of Gambia. Senegal is crossed by four rivers, the Senegal River, the Gambia, the Saloum, and the Casamance. Senegal boasts beautiful weather almost all year-round-the average temperature in the city stays below 85 degrees Fahrenheit. Its tropical but comfortable climate, with a short rainy season between June and September, and a cooler season from December through April, allows for ideal outdoor activities. The country is divided into fourteen regions.





6



Culture

Senegal's population is a melting pot of young, modern, and dynamic people together with the traditional folks all belonging to varied ethnic groups, each with its own distinctive dialect. Some of the ethnic groups include the Toucouleur, the Fulani, the Serer, and the Mandingo, Diola, but the Wolof represents the largest of these ethnic groups. About 50,000 Europeans (mostly French) also reside in Senegal, as well as some Mauritanian, Lebanese, Vietnamese and Cape Verdean communities throughout the cities. Although Wolof is the most widely spoken language in Senegal, French is the official language.

Religion and beliefs play a key role in the daily life of the populations, though the country is known for its religious tolerance. The Toucouleur ethnic group, among the early inhabitants of Senegal, converted to Islam in the eleventh century, even as their religious beliefs retained strong elements of animism. Muslims in Senegal now represent 95% of the population; the remaining 5% consists of Christians and others still practicing animism.



7



Its endearing oral literature, as exemplified by its storytelling, poetry and chant, is one of the outstanding aspects of Senegalese culture. This form of artistic expression, combined with the use of traditional musical instruments such as the drum, the flute, the xalam, etc., are used as tools of communication, awareness-raising, education, and entertainment during initiation rites and family ceremonies.





The Great Outdoor s/ Activities

Senegal's many national parks-some of which are named UNESCO World Heritage Sites-are an adventurer and nature lover's dream. From the regal baobab trees to the colorful birds that take to the sky, Senegal is also an ornithologist's paradise. Bird-watchers will catch a glimpse of everything, from flamingoes to egrets, pelicans to ostriches, and the more than one hundred species of birds on the mainland or on one of the islands just off the coast. Niokolo Koba, the biggest national park, has more than

eighty mammal species including, lions, hippopotamus, buffalo, gazelles, many types of monkeys. Eco-tourists can enjoy the pristine mangroves, home to nearly fifty various types of animals, in the National Park of Lower Casamance, and the diverse ecosystem of the Sine Saloum deltas, where mangroves, mud flats, sandy islets, dry forests and lagoons will make for incredible environmental tours. Well-known by European divers for the amazing variety of fish that abound in its waters, Senegal offers exceptional snorkeling, particularly around Goree Island and the Madeleine Islands off Dakar.

Bring your camera to capture the everlasting and joyful memories of your adventure in Senegal, some of your most outstanding souvenirs for sure!



Shopping

Nothing captures the spirit of a country like the authentic handicrafts of its people. The collector and bargain-hunter in you will revel at the exquisitely carved gold, silver, and bronze jewelry, antique beads, and authentic amber necklaces found in markets and antique shops



throughout the country. With baskets, pottery, hand-woven fabrics with incredibly intricate patterns at great buys, you can practice your haggling and come away with a unique shopping experience. Painters depict the daily life of the population with humor and talent, in vivid colors and a naive style. These unique, affordable paintings and wood artifacts make beautiful souvenirs with which to remember your visit. With each region offering its own traditional crafts you will not only be supporting the artisans and their livelihood, but will also enjoy indulging in duty-free shopping in areas like St. Louis, Tambacounda, Ziguinchor and Kaolack, outside of Dakar.



Entertainment

Senegal is a country of celebration, music and festivals that boasts some of the best musical nightlife ever. Senegalese performers include world-renowned musicians such as Youssou NDour and Baaba Maal.

Some of the largest cultural events include the following: the World Festival of Negro Arts (FESMAN), the DAK'ART (Biannual festival of the Arts), the National Festival of Arts and Culture (FESNAC), the Saint-Louis Jazz Festival (in May), the the dance festivals Kaay Fecc and Kaay Fecc Xalé for children, Music Ebène Festival, Fashion Week, Gorée, the Africa Fête Festival, the Hip Hop Awards, and Africa Live.





Visiting Senegal

Citizens of most European countries do need a tourist visa which can be obtained at most of the Senegalese consulates abroad, for a small fee, due to recent changes in Senegal's legislation.

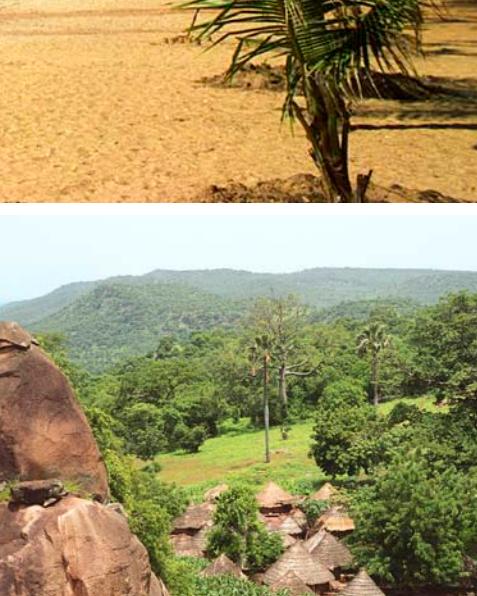
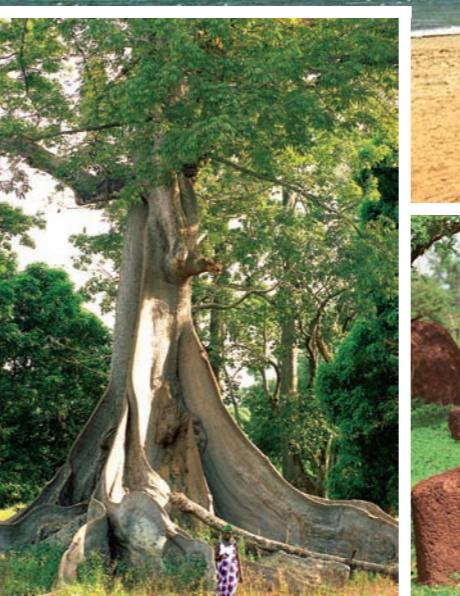
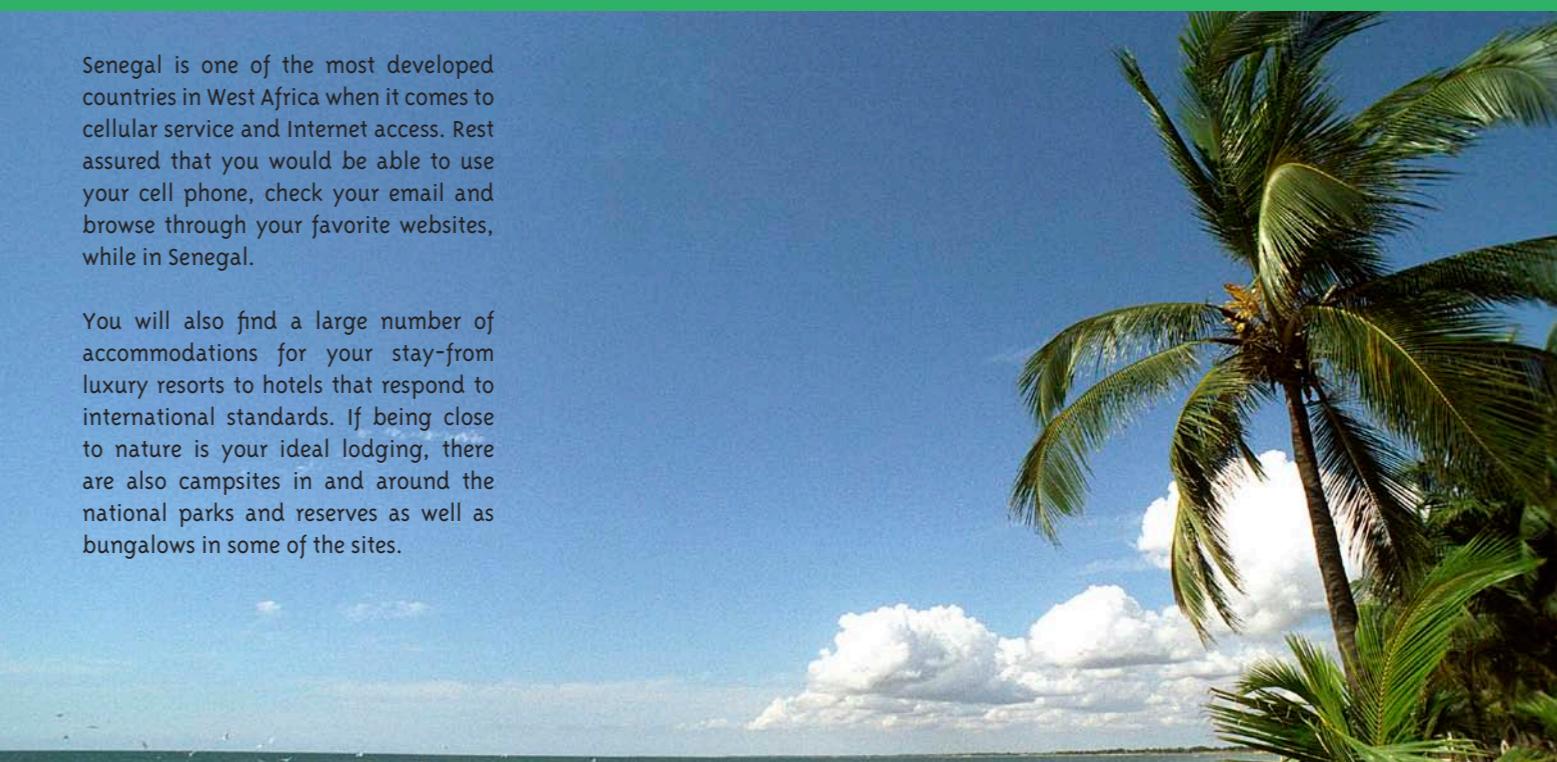
The currency used in Senegal is the Franc CFA. The exchange rate is a fixed rate 1 Euro=655 Francs. Mostly all banks and local currency exchange facilities throughout the country will convert Euros, British pounds, etc. to Francs.

Emergency repatriation and medical care in Senegal are mainly provided by two private medical services. These services operate with mobile equipped and life-support ambulances that can cover the whole territory and, if needed, are assisted in their task by the civilian maritime and air services to reach remote areas. Be sure to visit your primary care physician for the recommended vaccinations beforehand. There are several private clinics well equipped to handle any medical emergency.



Senegal is one of the most developed countries in West Africa when it comes to cellular service and Internet access. Rest assured that you would be able to use your cell phone, check your email and browse through your favorite websites, while in Senegal.

You will also find a large number of accommodations for your stay—from luxury resorts to hotels that respond to international standards. If being close to nature is your ideal lodging, there are also campsites in and around the national parks and reserves as well as bungalows in some of the sites.





Senegal and the future





Senegal en Español

**Tierra del legendaria Teranga
(hospitalidad en wolof,
lengua de Senegal).**



La República de Senegal se encuentra al oeste del continente africano. Limita con el Océano Atlántico a lo largo de más de 350 kilómetros de playas de arena blanca y sol ilimitado. Senegal está sólo a unas 5 horas de Madrid y a menos de 6 horas de París. Senegal es popular por su tradicional hospitalidad renombrada (teranga) y una rica historia, cultura y medio ambiente.

¿Qué puedes hacer en Senegal? Bien, hay algo para cada cual. Desde el amanecer hasta el anochecer, tendrá una amplia variedad de actividades y opciones que se adapten a su gusto y espíritu. Los amantes de la Naturaleza y los animales podrán disfrutar de la belleza de los parques nacionales, con su ora y fauna únicas y espectaculares. Los amantes del arte podrán disfrutar tanto de artistas tradicionales como contemporáneos o de sus galerías y museos en su moderna y vibrante capital Dakar. Disfrute de los productos artesanales únicos en sus bazares, relájese en un campo de golf, o disfrute de la gastronomía local e internacional en pintorescos cafés y restaurantes de todo el país.

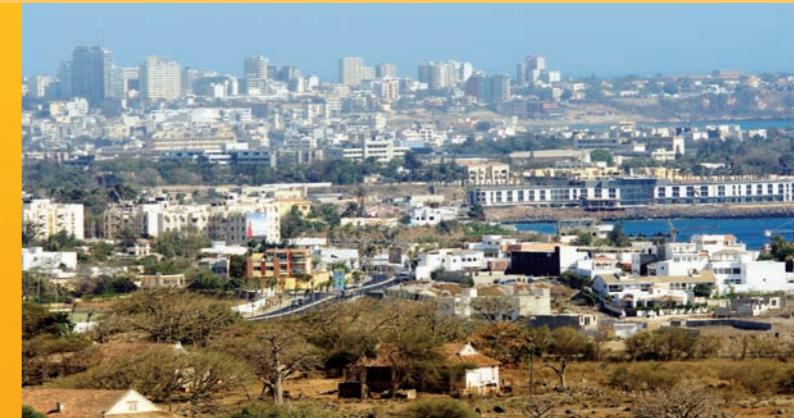
Si usted busca diversión, varios festivales tienen lugar a lo largo del año; hay una animada vida nocturna, lugares con multitud de gente en todo momento. Está buscando unas vacaciones más educativas y espirituales? Lleve a su familia a un histórico y tradicionalmente lugar de interés como la Isla de Goree, que fue el centro del comercio de esclavos en el Atlántico, con su Casa de los Esclavos, donde muchos africanos con grilletes, privados de su libertad fueron reunidos allí antes de ser enviados al Nuevo Mundo. Es usted un fanático de los deportes? Hay una larga variedad de actividades que van desde el ciclismo a deportes náuticos, sin olvidar el fútbol, la caza, .. Por otra parte, el tiempo lo permite todo. Para degustar el sabor del paraíso africano, visite Senegal hoy!!!



Senegal en Español

Antecedentes históricos

Varios países europeos compitieron por tomar el control de este país, geográficamente estratégico y rico para el comercio; portugueses, británicos, holandeses, con los franceses, que hicieron en 1840 de Senegal una colonia francesa. La Isla de Goree se convirtió en el mayor centro de comercio de esclavos en el Atlántico en el siglo XIX y millones de africanos fueron llevados al Nuevo Mundo. En Abril de 1960, Senegal consiguió su independencia y se convirtió en la democrática República de Senegal.



Clima y Geografía

La República de Senegal es una región de tierras bajas en el punto más occidental del continente africano, rodeada por el Atlántico, Mali, Mauritania, Guinea y Guinea-Bissau. En el centro del país, se encuentra otro país: la República de Gambia. Cinco ríos atraviesan Senegal: el Río Senegal, el Gambia, el Saloum y el Casamance. Senegal goza de un buen clima casi todo el año, con una temperatura media anual en la ciudad por debajo de 29 C. Su tropical y agradable clima, con una corta temporada de lluvias entre junio y septiembre, y una estación más fría de diciembre a abril, es ideal para la práctica de cualquier actividad al aire libre. El país se divide en cuatro regiones.





Senegal en Español



Cultura

La población de Senegal es un crisol de gente joven, moderna y dinámica, junto con la gente tradicional, todos ellos pertenecientes a diversos grupos étnicos, cada uno con su propio dialecto. Algunos de estos grupos étnicos son el Toucouleur, Fulani, Serer, Mandinka, Diola, pero el Wolof es el más representativo de ellos. Alrededor de 50.000 europeos (franceses mayoritariamente) viven todavía en Senegal. Aunque el Wolof es el idioma más extendido, el idioma oficial es el francés.

La religión y las creencias juegan un papel muy importante en el día a día del pueblo senegalés, aunque el país es

conocido por su tolerancia religiosa. Los Toucouleur, primeros habitantes de Senegal, se convirtieron al Islam en el siglo XI, aun cuando sus creencias religiosas mantienen fuertes elementos de animismo. El 95 % de la población es musulmana, el 5 % restante, cristianos y los que siguen practicando el animismo.

Su entrañable literatura oral, como se ejemplifica en su narración, la poesía y el canto, es uno de los aspectos sobresalientes de la cultura senegalesa. Esta forma de expresión artística, combinada con el uso de instrumentos musicales tradicionales, como el tambor, la auta, el xalam, etc., se usa como herramientas de comunicación, sensibilización, educación y entretenimiento durante las ceremonias y ritos familiares.

Quick Facts

Population 2013: 13.567.338

Capital: Dakar 4.200.000

Industries: Agriculture, fishing, mining, tourism and other

Agriculture: Peanuts, Millet, Sorghum, Corn, Melon and other

Exports: Main exports are Fish and other sea products, phosphate, gold, peanuts, and more

Major industry: Tourism

Languages: French, English, Wolof, Serer, Diola, Toucouler, Mandinka

Religions: Islam and Christianity

Currency: CFA Franc exchange rate 1 Euro = 656F

Contact



InterAct, Inc
1, Place de l'Independance
2]
DAKAR SENEGAL
tel. +221 33 822 5800
Cell: +221 77 1000 000
www.discoversenegal.com
Email: amadou@amadou.net



To learn more about Senegal please visit one of these websites:

discoversenegal.com

exploresenegal.com

madeinsenegal.com