

Artefact expands its presence on the African continent with the acceleration of its data and AI consulting activities in Côte d'Ivoire, marked by the opening of a new office in Abidjan.

Paris, May 5, 2025 — Artefact, a global leader in data and artificial intelligence, is expanding its network in Africa with the development of its activities in Côte d'Ivoire and the opening of a new office in Abidjan. This new location complements its hubs in Casablanca (Morocco) and Cape Town (South Africa), bringing the total number of employees within Artefact Africa to over 200.

Artefact's expansion into Africa began in **2020** with **Ghita Ammor**, its founder, who became Managing Partner of Artefact Morocco in September 2022. In 2023, **Médéric Chomel**, former Chief Data Officer for Orange France and a graduate of École Polytechnique, joined Artefact as Managing Partner for Africa. Under Médéric's leadership, Artefact Africa has built a strong presence in Morocco, Senegal, South Africa, Ivory Coast, Egypt, and Madagascar.

"Strengthening our presence in Côte d'Ivoire is a strategic step that allows us to better serve our clients in Francophone Africa. We look forward to working alongside ambitious local companies to deploy AI solutions that are both innovative and relevant to their specific challenges."

Médéric Chomel, Managing Partner for Africa

The new Abidjan office will be led by **Fabrice Zapfack**, who will head up this new Ivorian branch. This location adds to Artefact's established presence on the continent, already represented by **Ghita Ammor** in Casablanca (Managing Partner, Artefact Morocco) and **Deon van Heerden** in Cape Town (Managing Partner, Artefact South Africa).

"By establishing Artefact in Côte d'Ivoire, we are reaffirming our ambition to contribute to the rise of a bold African tech ecosystem—one that innovates and takes control of its data. Our vision is clear: to combine global excellence with deep knowledge of local realities, and to build sustainable, tailor-made solutions. It is truly an honor to contribute to inclusive growth driven by the talent of this continent."

Fabrice Zapfack, Partner Côte d'Ivoire

Through this expansion, Artefact continues its ambition to accelerate AI adoption across business operations and to implement digital solutions throughout the entire value chain. This data and AI transformation is essential to help clients improve productivity and competitiveness in Africa, with the support of both local proximity and the group's global expertise.



About Artefact

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data transformation and data marketing to drive tangible business results across the entire enterprise value chain.

Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to operations, we offer an end-to-end approach and solutions: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI.

Our 1700+ employees operate in 24 countries (Europe, Asia, Americas, Middle East, Africa) and we partner with 1000 clients, including some of the world's top 300 brands such as Samsung, L'Oréal and Sanofi.

For more information, please visit [Artefact](https://www.artefact.com)

Press Contact

Sophie Huss
Chief Marketing Officer
sophie.huss@artefact.com
+33 (0)6 13 34 58 89

