

A stylized illustration of a group of diverse women with various hairstyles, colors, and accessories, positioned on the left side of the slide.

South-South Series: Empowering and Growing Women-led Business

Session 4: Leveraging Technology and Digital Transformation

3 September 2025



PRESENTATION OF SITRAV

Founded in 2016, Société Ivoirienne de Transformation du Vivrier (SITRAV) is an innovative SME committed to promoting Ivorian food products. It processes local spices (chilli, pepper, soumara, okra, onion) into 100% natural seasoning powders, without chemical additives, marketed under the "MAKO" brand. Available in 2-3g sticks and 50g jars, these authentic products are distributed both in local markets and through formal channels. SITRAV has established itself as an ambassador for Ivorian agri-food expertise, with several awards to its credit: National Excellence Award (2025), MTN Start-up Award (2020), Pierre Castel Award (2019), CGECI Agriculture Award (2016) and Between 2023 and 2024, the company recorded a 33% increase in turnover, driven by the award of CODINORM certification, the first in Côte d'Ivoire to guarantee the long-term preservation of spices in safe and hygienic packaging. SITRAV employs 18 registered workers and welcomes many young people on qualification internships. Through its actions, it contributes significantly to reducing post-harvest losses, a major challenge in the food sector. SITRAV has established itself as a model of local transformation, combining innovation, the promotion of national resources and sustainable impact.



BIOGRAPHY

YAO AYA GLAWDIS was born on 7 April 1978 in Diangokro (Dimbokro). She is married and has four children. Glawdis Yao holds a Bachelor's degree in Botany and Phytotherapy from the University of Abobo Adjamé. After graduating, GLAWDIS embarked on a career in entrepreneurship. She first opened a restaurant called **LA MANNE** in Koumassi, which closed two years later. After this setback, she and her husband began processing chilli powder in their home. She is currently the manager of SITRAV.





I. CONTRIBUTION OF TECHNOLOGY

1. DRYING



Previously: mechanical drying



Today: electric drying



2. DETERMINING MOISTURE CONTENT



Before: to the touch



Today: Moisture meter



3. PACKAGING



Before: physical

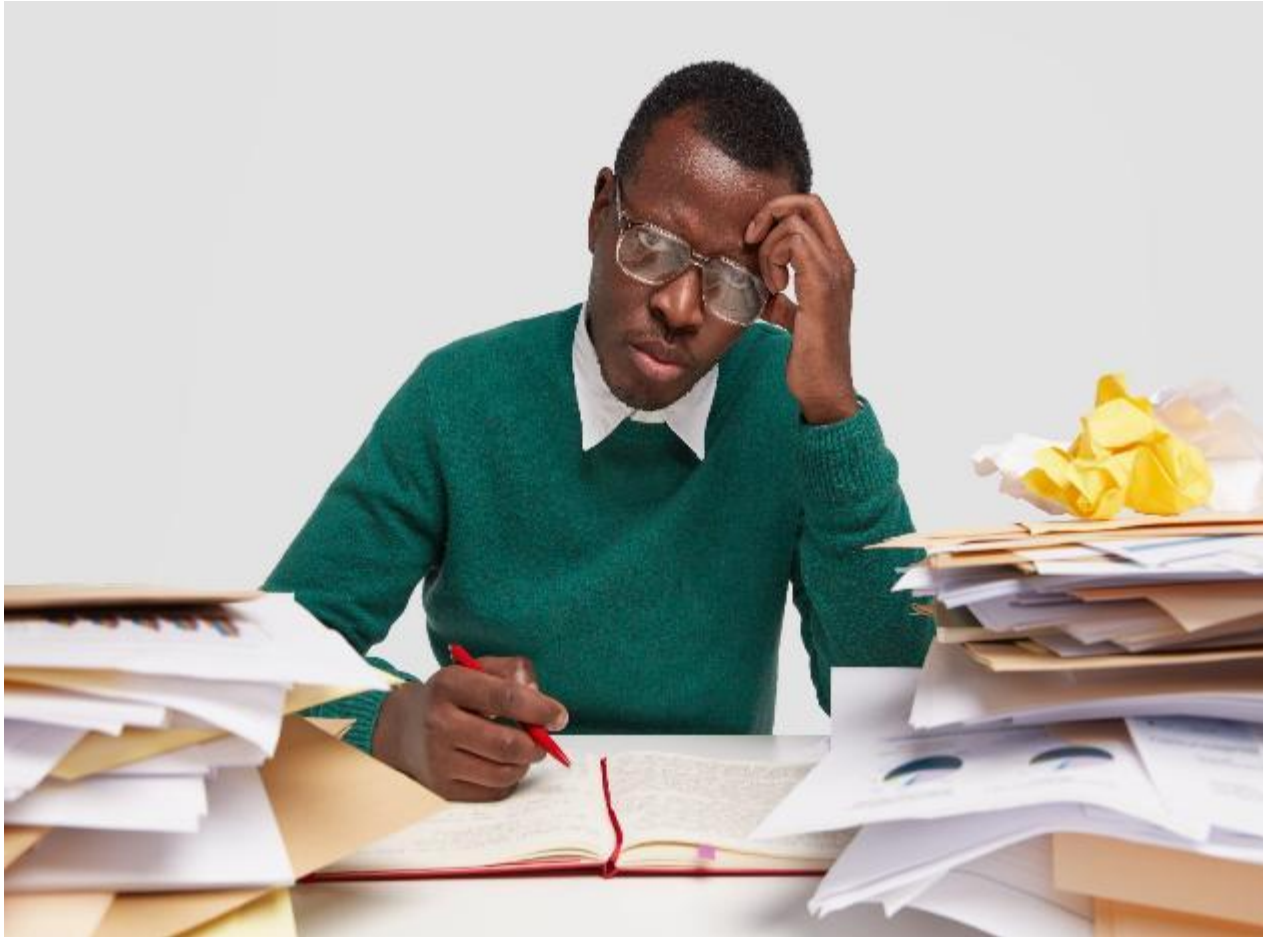


Today: e-Impot / e-cnps



II. CONTRIBUTION OF DIGITAL TECHNOLOGY

1. DATA RECORDING



Before: Manual



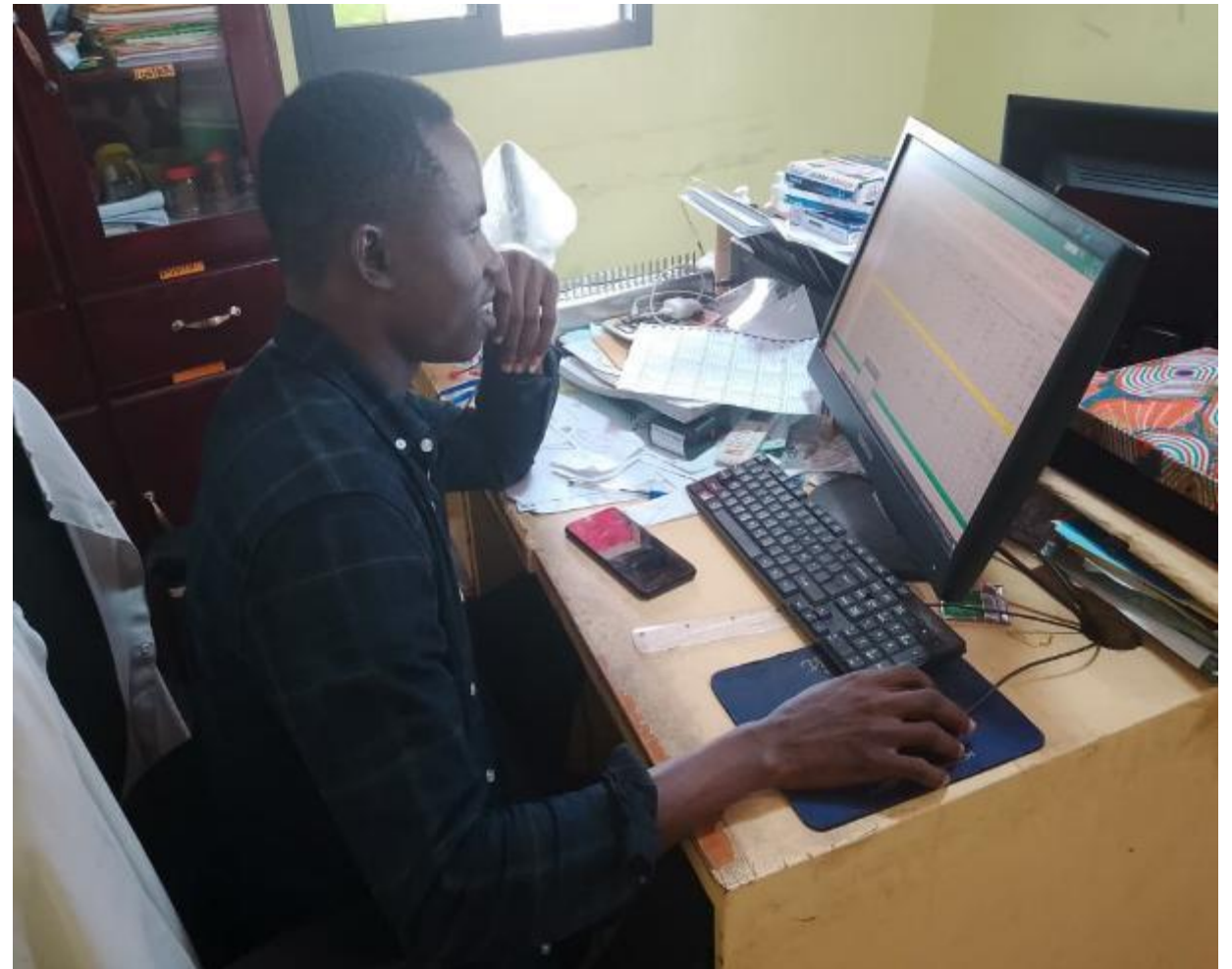
Today: Computerised



2. PAYMENT OF TAXES AND CNPS.



Previously: in person



Today: e-Impot / e-cnps



3. OUR PAGES



Piment Mako Sitrav ✓

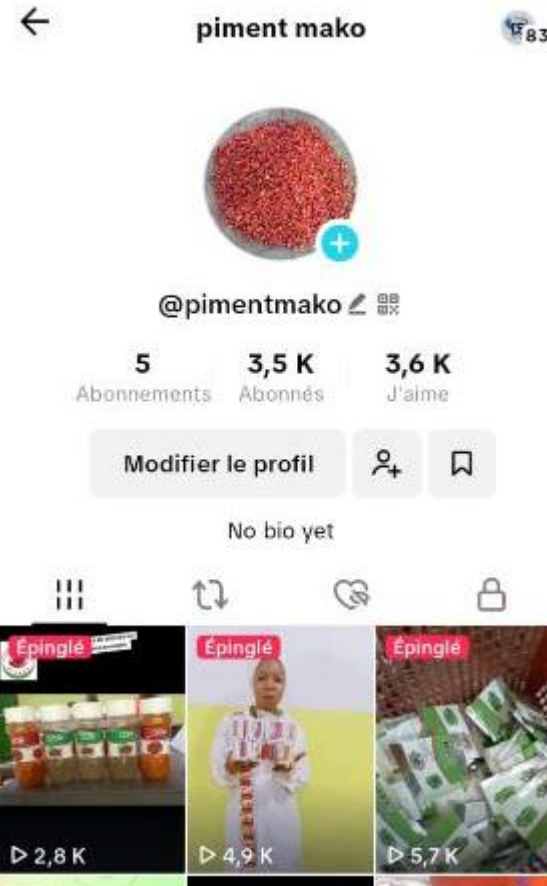
1,7 K J'aime • 2,1 K followers



SITRAV est la Société Ivoirienne de Transformation du Vivrier
site web

<https://www.pimentmako.com/>

Facebook page



TikTok page



Website



**THANK YOU FOR YOUR
KIND ATTENTION**



Thank you

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