

# Orange, multi-service operator, partner in digital transformation in Africa Focus on digital agriculture and its challenges

Bruno Conquet – Orange Innovation

**12 May 2026 – Final Event RESILINK – Beni Mellal (Morocco)**



# 26 countries

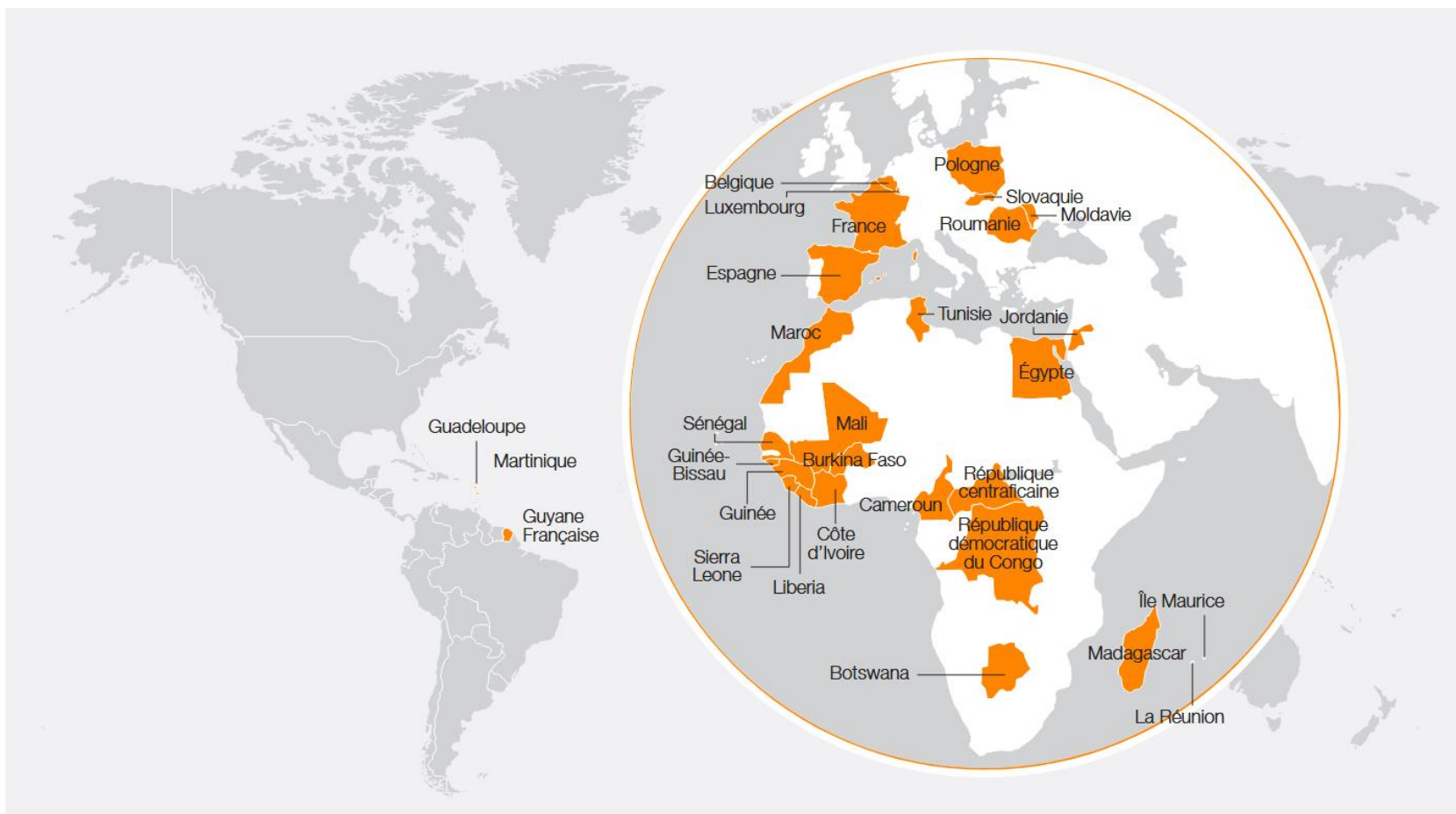
and a global presence  
with Orange Business

# 340 million

customers



is here



# €40.4 billion

in revenue  
with 20% in Africa  
and the Middle East

# 123,500 employees

# Orange in Africa and the Middle East



**Our philosophy is not just about economic performance but creating a direct impact on the continent's digital growth.**

**Yasser Shaker, >**  
CEO of Orange Middle East and Africa

**179 M**

customers  
across 18  
countries in  
Africa and the  
Middle East

**45 M**

active Orange  
Money users

**1 M**

homes equipped  
with Orange  
Energies solar  
kits

**53**

Orange Digital  
Centers providing  
digital skills  
training

# Orange, leader in research and innovation

- Networks & infrastructure
- Optimized operations
- Enhanced customers and teams
- Sustainable business solutions
- Security, trust, and transactions



Every day, our researchers push technological boundaries and develop major advances in 6G, artificial intelligence, post-quantum cryptography, next-generation audio and video compression, and much more



Lyse Brillouet >  
Research and Innovation Director -  
Orange

## 11 k

patents in the portfolio

## 700

researchers across France and internationally, including around 100 PhD students and post-docs

## 2 k

industrial partners worldwide use our patented technologies

## 3

joint labs with INRIA, the University of Nice and Lab'Optic

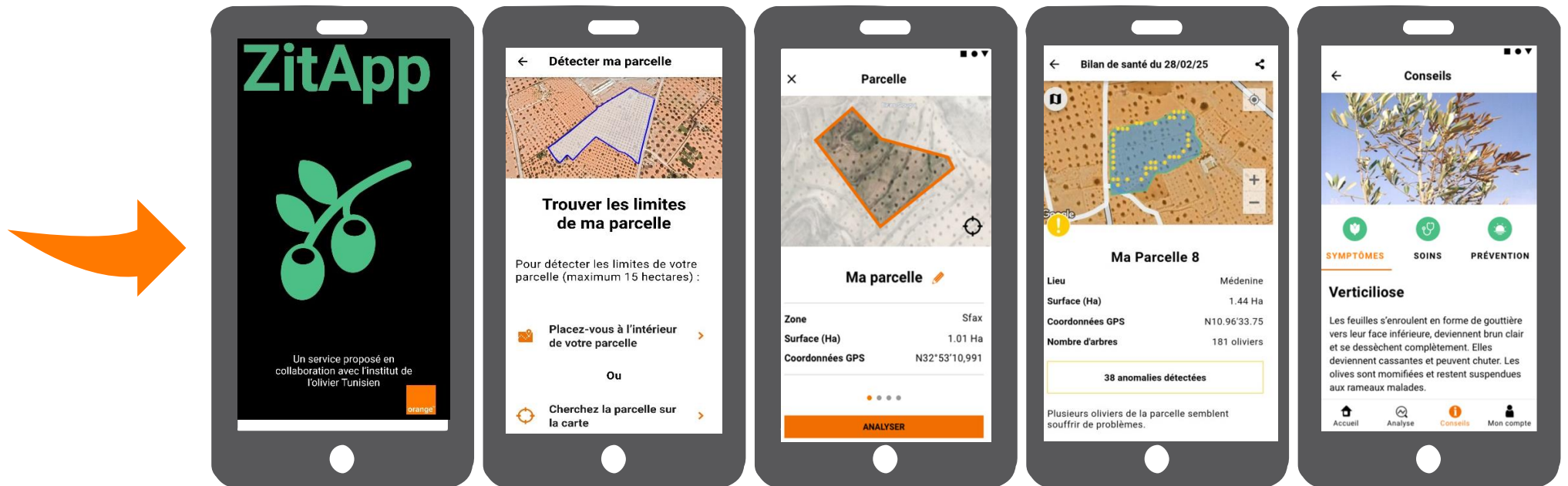
# Digital Agriculture research projects

**Our goal: empower smallholder farmers in the MEA region with the best of technology under challenging conditions**

1. "My Digital Farm" : connected farm project in Côte d'Ivoire, with a resilient local cloud connected to a business cloud
2. "AI for Agriculture in Africa" (3A) : AI service prototype for anomaly diagnosis and decision support, based on distributed and embedded AI using ground and satellite data  
<https://hellofuture.orange.com/en/using-ai-to-predict-diseases-in-olive-groves/>
3. "From space to field" : transition from 3A to a fully satellite-based approach  
<https://doi.org/10.1145/3531056.3531070>
4. New axis "Carbon farming" : exploring remote sensing and AI potential to measure carbon sequestration  
<https://hellofuture.orange.com/en/digital-technology-for-carbon-farming-in-africa/>

# Focus on "From Space to Field" : Satellite and AI

- Parcel boundaries, tree sizes, 3D views
- Health status of plots and trees
- Anomaly detection
- Expert advice
- In progress: "botizing" of the service (chatbot and voicebot in local languages)



# "Marketplace" application project with Guinea

- At the end of 2025, during a meeting with Orange Guinea, the interest in the [RESILINK app](#) concept and look & feel was high.
- It was decided to explore adapting the service for Orange Guinea, with a redesigned technical architecture.



# Thank you

