

**Salif Traoré**, also known as A'Salfo, is an influential artist and entrepreneur with a significant impact in the cultural, environmental, and leadership spheres. He founded the group Magic System in 1996, released 13 albums and made several hit singles. In 2006, he established Gaou Productions and in 2008, he launched the Festival des Musiques Urbaines d'Anoumabo (FEMUA), which has become a major event in Africa. Since 2015, he has been actively involved in fighting climate change. He holds a Global Executive Master's degree in Management from HEC Paris. Through the Magic System Foundation, he leads social initiatives and has been decorated Knight (2011) and Officer (2024) of the National Order of Ivory Coast