

CAMEROON - EUROPEAN UNION BUSINESS WEEK

HILTON HOTEL - CONFERENCE CENTRE
YAOUNDÉ,
20 - 22 FEBRUARY 2024

Presentation

Cameroon has the most diversified economy in Central Africa. Endowed with significant natural resources, Cameroon in particular and Central Africa in general offer attractive growth prospects. Both economies have shown exceptional resilience in the face of recent crises (COVID-19 and the war in Ukraine). In its development strategy for 2030 (SND30), Cameroon assigns the private sector an essential role in the structural transformation of the economy. As such, attracting investors is a top priority. Given its strategic position as a gateway to the entire Central African sub-region, Cameroon accordingly deserves the attention of European investors.

Furthermore, in order to achieve the 2030 sustainable development goals, the European Union has opted for greater private sector involvement through its Global Gateway strategy, whereby it intends to mobilise private financing to a greater extent to deliver on these priorities in terms of inclusive and sustainable growth by speeding up the green transition, digital transformation and the creation of decent jobs. This strategy is implemented by the EU, its Member States and European financial institutions, in particular through the financial instruments of the European Fund for Sustainable Development Plus (EFSD+), to support and finance concrete and high-impact projects. However, such investments cannot take shape without the full involvement of Cameroon's private sector.

As a tool to promote a privileged public-private dialogue and as an instrument to support economic relations between the EU and Cameroon, the organisation of a Business Week called "Cameroon-EU Business Week" is a decisive step towards this involvement. Placed under the theme "Seizing investment and business opportunities in Cameroon", the overall objective of the Week is to promote business and investment opportunities in Cameroon for European and Cameroonian investors. In more concrete terms, the forum's specific objectives are as follows:

- 01. Launch** the Team Europe Initiative - Invest in Young Businesses in Africa (TEI-IYBA);
- 02. Provide a platform for public-private dialogue** to further improve the business environment and investment climate. This will involve exchanging views on the regulatory framework, including new European regulations and directives impacting the private sector (European Union Deforestation Regulation (EUDR), Corporate Sustainability Due Diligence Directive (CS3D), which may have an impact on Cameroonian companies in their relations with European companies or the European market;
- 03. Present the opportunities** and comparative advantages of Cameroon as a strategic destination for investors by identifying the sectors in which European and Cameroonian investors can become involved;
- 04. Present the European Union's instruments for private sector development.** A workshop will be organised on the financial instruments of the European Fund for Sustainable Development Plus (EFSD+) (guarantees and blending) for the financing of the private sector in Cameroon.

Format of the event

The forum will be held in Yaoundé, at the Conference Centre and Hilton Hotel, from Tuesday 20 to Thursday 22 February 2023 in synergy with the PROMOTE trade fair and will be structured around a high-level opening ceremony, cross-cutting panels in plenary sessions, thematic panels in parallel sessions, a regional workshop on EFD+ financial instruments and a TEI-IYBA launching ceremony.

Stakeholders

The event is being organised in a "Team Europe" spirit and includes representations and companies from EU Member States. It is expected to attract high-level decision-makers:

- Ministers in charge of economic portfolios
- Ambassadors of EU Member States in Cameroon
- Managing Directors of strategic companies
- The EU, its Member States and its Development Finance Institutions (Commissioners, Ministers, Directors-General)
- European and Cameroonian companies (CEOs, General Managers)

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DAY 1: HILTON

Organisation of B2B and B2G events throughout the day
Coffee available throughout the event



#TeamEurope

- 08 :00 – 09 :00 Reception and registration of participants
- 09 :00 – 10 :00 Opening ceremony + signing of the financing agreement for value chain support
- 10 :00 – 12 :00 1. **Cross-cutting panel on the business environment, the investment climate, the trade and investment opportunities in Cameroon**
- 12 :00 – 13 :00 **Lunch break**
- 13 :00 – 15 :00 2. **Green economy panel:**
- Circular economy, Environment and Climate Change
 - Renewable Energies
 - Sustainable Agriculture and Forestry
- 15 :00 – 15 :30 **Networking slot**
- 15 :30 – 17 :30 3. **Mining and industry panel:**
- Regulatory framework
 - Strategic minerals
4. **Growth enablers panel:**
- Digital transformation
 - Logistics & Transport
- 17 :30 – 18 :00 5. **Plenary session:** Report of Day 1

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DAY 2 : CONFERENCE CENTRE & HILTON

Organisation of B2B and B2G events throughout the day
Coffee available throughout the event

- 08 :00 – 09 :00 Reception and registration of participants, networking (Conference Centre)
- 09 :00 – 10 :30 Launching of Team Europe Initiative Investing in Young Businesses in Africa (TEI-IYBA) (Conference Centre)
- 10 :30 – 11 :30 Tour of the Eurovillage with officials and media interviews (Conference Centre)
- 11 :30 – 13 :30 **IYBA panels**
- General information panel on TEI - IYBA
 - Panel on access to financing
 - Panel on women entrepreneurship
- 13 :30 – 14 :30 **Lunch break**
- 14 :30 – 16 :30 • Economic Partnership Agreement (EPA) Panel (Conference Centre) | • EFSD+ workshop extended to the sub-regional financial industry (Hilton)
- 16 :30 – 17 :00 **Networking slot**
- 17 :00 – 18 :00 Closing ceremony (General report on the Business Week; Closing speech) (Hilton)
- 18 :00 – 21 :00 **Gala night (Hilton)**

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FIELD TRIP TO NACHTIGAL (under confirmation of participation)

- 8 :00 Departure from Yaoundé
- 10 :00 – 11 :00 Visit of the Nachtigal dam
- 11 :00 – 11 :30 Interview with the press
- 11 :30 Departure from Natchigal
- 14 :30 Return to Yaounde
- 15 :00-17 :00 Restricted meeting between EDFI and EU Delegations from the sub-region