



**TERMS OF REFERENCE FOR THE FOURTH EDITION  
OF THE CAMEROON INVESTMENT FORUM (CIF)  
APRIL 17, 18 AND 19, 2024**

**DOUALA**



**2023**

**Main theme**

**ATTRACTING PRODUCTIVE INVESTMENT IN THE AGRICULTURAL AND  
FISHERIES VALUE CHAINS TO INTENSIFY THE DRIVE OF IMPORT-  
SUBSTITUTION IN CAMEROON: FOCUS ON THE RICE, MAIZE, FISH,  
MILK AND OIL PALM SECTORS**



## 100. BACKGROUND AND RATIONALE

As part of the national economic development drive to build a prosperous, efficient, and competitive economy, the Cameroonian government has taken the strategic option of making the private sector and investment in particular essential levers of economic growth. With this in mind, the Investment Promotion Agency (IPA) was created by Law No. 2002/004 of 19 April 2002, establishing the Investment Charter in the Republic of Cameroon and its subsequent amendments. Subsequently, decree no. 2005/310 of 1 September 2005 on its organization and operation gave it the status of a public administrative establishment (EPA).

The IPA is an entity with a legal personality and financial autonomy. It operates under the technical authority of the Secretariat General of the Presidency of the Republic and the Financial authority of the Ministry of Finance. The current organization and functioning of the IPA are defined by Decree no. 2019/074 of 18 February 2019.

The creation of the IPA was to improve the institutional mechanism for steering public policy on investment promotion in Cameroon. It also focuses on effectively implementing government policy on investment development and promotion by attracting, assisting, supporting, and facilitating investors. The IPA is committed to providing high-quality services and products at every stage of the investor support process to increase the flow of investment into the country and boost its economic growth rate.

Over the past eight years, the IPA (Investment Promotion Agency) has developed specialized programs, activities, and services to cater to the needs of its primary target audience - investors. These efforts have yielded significant and satisfactory results. Two of the IPA's flagship initiatives are the Cameroon Investment Forum (CIF) and the Investment Market (MI), which have gained a solid reputation on the national and international economic events circuit. It's worth noting that the IPA's top management has decided to organize a MI session simultaneously with every edition of the CIF.



## 200. SUMMARY OF CIF 2019's WORK FOCUSED ON "INDUSTRIALIZATION THROUGH IMPORT-SUBSTITUTION."

The CIF 2019, centring around the theme "Industrialization through import substitution," was a crucial moment for the participants, especially the Investment Promotion Agency (IPA) partners.

During the three-day Forum, there were high-level discussions on reducing Cameroon's trade deficit by promoting local production and processing in the maize, rice, and aquaculture sectors. More than 250 local and foreign companies attended the Forum, successfully bringing together major national and international players interested in investment and financing issues.

The main recommendations of the 2019 CIF include :

- support the creation and development of specific frameworks to promote investment and competitiveness in the various regions of the country, such as competitiveness poles or clusters, based on the development or transformation of the natural potential and factor endowment of these regions in line with the objectives set by the government as part of its decentralization policy;
- diversify alternative sources of financing for the economy and encourage productive private investment;
- facilitate access to land for economic operators, specifically investors with investment projects;
- make the application of incentives for private investment more efficient and inclusive;
- review the IPA's business model to understand better its ecosystem and the players interacting.

Regarding the Investment Market, 24 projects were shortlisted from a pool of 52 agropastoral projects in several sectors, including rice, maize, and aquaculture.

After carefully analyzing the submitted applications and assessing their quality, 17 projects were selected for financing in the Investment Market session. The combined funding volume for these projects is 13.7 billion CFA francs, with a total financing requirement of 8.9 billion CFA francs.

Due to COVID-19, the momentum of IPA's process stopped.

### **300 INTRODUCING CIF 2023 WITH CENTRAL THEME "ATTRACTING PRODUCTIVE INVESTMENT IN THE AGRICULTURAL AND FISHERIES VALUE CHAINS TO INTENSIFY THE DRIVE OF IMPORT-SUBSTITUTION IN CAMEROON: FOCUS ON THE RICE, MAIZE, FISH, MILK AND OIL PALM SECTORS".**

The IPA is organizing CIF 2023. The event occurs in the context of the government's adoption of a new reference framework for economic and social development planning from 2020-2030. It is also held in light of the COVID-19 health crisis and the persistent security crises in the Far North, East, North West and South West regions.

The government has expressed its profound aspiration in the NDS30 to bring about endogenous, inclusive, and sustainable development by proceeding with the economy's structural transformation that will significantly contribute to achieving the objectives of Vision 2035, particularly making Cameroon a New Industrialized Country.

One of the key strategies for transforming the economy is the adoption of an import-substitution policy. This policy aims to boost the domestic value of goods through local production and processing of raw materials, thus reducing the trade deficit. The trade deficit is weighed by expensive imports, particularly consumer food products.

It is important to note that in 2019, Cameroon imported food products worth more than CFAF 807 billion, which is a 14.9% increase from the previous year. These food imports comprise nearly 20% of the country's total imports, mainly rice, fish, wheat, maize and milk powder.

Since 2017, the IPA has significantly promoted and facilitated public debate on implementing the government's import-substitution policy in Cameroon. As part of this effort, the 3rd edition of the Cameroon Investment Forum (CIF) was organized in 2019 with the theme "Industrialization through Import-Substitution". The Forum included a panel discussion that focused on the major investment sectors in Cameroon, mainly rice, maize, and aquaculture.

The CIF 2023 aims to further the efforts of the IPA by focusing on its core theme, "attracting productive investment in the agricultural and fisheries value chains to intensify the drive of import-substitution in Cameroon: focus on the rice, maize, fish, milk, and oil palm sectors."

Compared to CIF 2019, the CIF 2023 now includes milk and oil palm sectors, increasing the number of commodities from three to five.

#### **400. GENERAL OBJECTIVE**

The CIF 2023 aims to attract direct investments towards development projects in critical niches of the rice, maize, fish, milk, and palm oil value chains to reduce Cameroon's trade deficit.

The specific objectives of the Forum are to :

- gain a comprehensive understanding of the target sectors and investment environment through relevant media;
- identify critical segments and niches in the value chains of targeted sectors;

- review potential projects and opportunities that could enhance critical segments and other niches in the value chains of targeted sectors;
- highlight the success stories of national and international investors in the targeted sectors;
- conclude mutually beneficial deals to facilitate investment in critical value chain segments of targeted sectors.
- provide opportunities for institutions and organizations that work directly or indirectly to promote and attract investment in Cameroon, to set up stands or "sector desks" to (i) inform investors on a large scale, (ii) present their projects, activities and actions in depth, and (iii) understand the specific needs of investors to calibrate their policies better;
- expand/densify the IPA's database.

## 600. EXPECTED RESULTS

The expected outcomes for CIF 2023 are:

- participants gain a holistic and relevant understanding of the targeted sectors and the investment environment through a range of appropriate hard and soft media;
- critical segments and other niches in the value chains of the targeted sectors are identified;
- projects and investment opportunities that have the potential to develop critical segments and niches in the value chains of the targeted sectors are reviewed;
- success stories of national and international investors in the targeted sectors are highlighted;
- Win-win partnerships are established to implement investment projects in critical segments of the targeted value chains;

- a detailed report on the activities of the administrations and other structures working directly or indirectly to promote and attract investment in Cameroon, which subscribed to "sectoral desks", accompanied, among others, by concrete and precise proposals for improving or strengthening their partnership with the IPA;
- the IPA database is enriched.

## **700. ORGANIZATION OF ACTIVITIES AND RECOMMENDED WORKING METHOD**

The fourth edition of the Cameroon Investment Forum (CIF) will bring together participants from local and international communities, including those from various sectors such as public administration, the private sector, civil society, universities, and development partners. Several personalities from different backgrounds are expected to attend the event :

- government officials;
- parliamentarians;
- representatives of diplomatic missions;
- administrative, political and traditional authorities;
- representatives of international and regional organizations;
- business leaders, including managers of banking and financial institutions;
- promoters of investment projects;
- investment fund managers;
- heads of professional and employers' organizations in the local private sector;
- representatives of consular chambers;
- operators in the targeted priority sectors, particularly those in the targeted sectors;
- academicians;

- experts and resource persons specializing in investment issues.

The top management of IPA has decided to structure CIF 2023 around seven major themes. The activities related to these themes will be spread over three days of the Forum:

- a solemn opening ceremony ;
- a ministerial-level panel discussion on the central theme of CIF 2023;
- five (05) thematic Salons relating to the five (05) targeted sectors around secondary themes linked to the central theme;
- an Investment Market;
- an exhibition site, including "sectoral desks" of administrations and other structures working directly or indirectly to promote and attract investment in Cameroon;
- a business meetings service;
- a closing ceremony with two sequences: a plenary session to review the technical work and a gala evening called the Investors' Night.

All events will be held in person at the event location, except for the Investment Market (IM). The IM will be conducted hybrid, combining in-person and virtual attendance. The organizers will later communicate further details and instructions regarding the IM to the invited stakeholders and participants.



Under the Very Distinguished Patronage of His Excellency Paul BIYA, Head of State and President of the Republic of Cameroon,

**4<sup>TH</sup> EDITION OF THE CAMEROON INVESTMENT FORUM (CIF 2023).**

Date : 17<sup>TH</sup> – 19<sup>TH</sup> APRIL 2024

VENUE : Best Western Hotel, Douala

MAIN THEME: "ATTRACTING PRODUCTIVE INVESTMENT IN THE AGRICULTURAL AND FISHERIES VALUE CHAINS TO INTENSIFY THE DRIVE OF IMPORT-SUBSTITUTION IN CAMEROON: FOCUS ON THE RICE, MAIZE, FISH, MILK AND OIL PALM SECTORS."

**TENTATIVE PROGRAMME**

16 April 2024

**09h00-18h00** Welcome and registration of participants/Installation of exhibitors on the Forum site

**Day 1**

17 April 2024

**08h00-09h00** Welcome and registration of participants/Installation of exhibitors on the Forum site (Cont.)

**09h00-12h00** Solemn opening ceremony chaired by the Minister of State, Secretary General of the Presidency of the Republic (SG/PRC), or his representative

- Welcome address by the Mayor of Douala
- Speech by the Chairperson of the Cameroon Private Sector Platform
- Speech by a representative of Cameroon's development partners
- Introductory remarks by the Director General of the IPA
- Speech by the Minister of State, Secretary General of the Presidency of the Republic (SG/PRC), or his representative

**Key Note address on the central theme**

**Ministerial discussion panel with:**

- MINEPAT
- MINFI
- MINCOMMERCE
- MINADER
- MINEPIA
- MINMIDT
- PCA API
- GECAM
- APECCAM
- 2 success stories

**NB** : Two moderators, one English-speaking and one French-speaking

## **Moderators' brief**

Signing of MoU

**Family picture**

**12h00-13h00 Cutting the symbolic ribbon**

**Guided tour of exhibition booths**

**14h00-15h00 Luncheon**

**15h10-16h40** Simultaneous organisation of five (05) thematic Salons

- **Thematic Salon n°1:** Stimulating import-substitution through sustainable investments and other levers to boost the industrial development of the rice value chain
- **Thematic Salon n°2:** Stimulating import-substitution through sustainable investments and other levers to boost the industrial development of the maize value chain
- **Thematic Salon n°3:** Stimulating import-substitution through sustainable investments and other levers to boost the industrial development of the fish value chain
- **Thematic Salon n°4:** Stimulating import-substitution through sustainable investments and other levers to boost the industrial development of the milk value chain
- **Thematic Salon n°5:** Stimulating import-substitution through sustainable investments and other levers to boost the industrial development of the oil palm value chain

**NB:** One moderator and two rapporteurs for each thematic salon

**18h00-20h00** Cocktail

**NB:** The B2B and B2G meeting areas shall open from 08:30 am to 6:00 pm.

**End of Day 1**

## Day 2

18 April 2024

### Investment Market: financing import-substitution-oriented investment projects (rice, fish, maize, milk, oil palm)

#### 09h00-10h30 Opening plenary

- Communication on "There is no economic growth nor sustainable development, without significant support for SMEs/SMIs from the banking and financial sector" by Mr Donatus BOMA, DG(ai) of IPA (**05 minutes**)
- Presentations from Banks and other financial partners (**40 minutes**)
- Speech by the Chairperson of APECCAM or his representative (**05 minutes**): viewpoints and expectations from banks
- Speech by ANEMCAM President or SME/SMI representative (project promoters) (**05 minutes**): viewpoints and expectations from economic operators
- Speech by a representative of the Diaspora (**05 minutes**)
- Introduction and activity overview by Mr Jean Claude EBE EVINA, CEO of BG-F (**05 minutes**): current situation, questions and possible solutions
- B2B and networking between banks and promoters of pre-selected projects (**30 minutes**)

10h30-11h00 Coffee break

11h00-13h30 Investment Market: Presentation by selected project promoters to Technical and Financial Partners, followed by exchanges and discussions.

13h30-14h30 Luncheon

14h30-16h30 Investment Market (Cont.)

**NB: The B2B and B2G meeting areas shall open from 08:30 am to 6:00 pm**

**End of Day 2**

### Day 3

19 April 2024

#### Investment Market (Cont. and end)

**09h00-9h30** Presentation of financing offers (cont. and end)

**09h30-12h00** Investment Market: Presentation by selected project promoters to Technical and Financial Partners, followed by exchanges and discussions (cont. and end)

**12h00-13h30** Luncheon

**14h00-15h30** **Closing ceremony**

- Summary report of technical work by the Rapporteur General (**60 minutes**)
- Closing remarks from the Chairperson of the IPA's Board of Directors (**15 minutes**)
- Speech by the SGPR representative (**15 minutes**)

**From 7:30 p.m.**, Gala evening « **The investors night** », with an "Awards" ceremony (Participation by invitation only)

**NB : The B2B and B2G meeting areas shall open from 08:30 am to 6:00 pm**

**End of Day 3**

**END OF THE 4th CAMEROON INVESTMENT FORUM (CIF 2023)**