



## **Investing in the New Cameroon, Land of Attractiveness**

### CONCEPT NOTE

#### ICDT INVEST DAYS YAOUNDE – DJEUGA PALACE,

26-27 July 2024, Yaoundé – Republic of Cameroon

#### **I. Context**

Cameroon, strategically positioned among five pivotal Central African countries - Chad, Central African Republic, Congo, Gabon, and Equatorial Guinea, is not just a geographical crossroads, but a gateway to Central and West Africa. With official memberships in various trade agreements and organisations such as the Organisation of Islamic Cooperation (OIC), the African Continental Free Trade Area (AfCFTA), the Economic Community of West African States (ECOWAS), the Economic Community of Central African States (ECCAS) and the Economic and Monetary Community of Central Africa (CEMAC), the country opens up a vast market of over 300 million consumers, making it an irresistible investment destination.

Cameroon's vision to transform into a developed country by 2035 is not just a dream, but a well-structured plan. The comprehensive National Development Strategy (NDS30), introduced in 2020, is a testament to this commitment. This strategy is not just about creating wealth and jobs, but about distributing the benefits of growth equitably. To ensure the success of this strategy, the government is resolutely committed to diversifying state financing through public-private partnership contracts and project finance mechanisms, providing a stable and reliable investment environment for potential investors.

Private financing is a cornerstone for implementing NDS30, with the domestic and foreign private sector projected to invest over 60% of the required funds. The cost of the NDS30 priority plans is estimated at 37,500 billion FCFA, with the Initial Impetus Program alone necessitating 6,116.20 billion FCFA over 5 years. The government plans to contribute 7.7% of the Program's total budget, with the remaining resources expected to be sourced from the national and international private sector through various means such as self-financing mechanisms, shareholders' contributions, and loans from public and private banks.



Cameroon actively and proactively promotes investment, offering significant incentives for investors interested in key sectors, including agriculture, renewable energy, livestock and fisheries, industry, mining, handicraft, forestry, ICT, and tourism. This commitment from the government provides a secure and promising investment environment.

## **II. Presenting the “ICDT Invest Days”, a Showcase of Cameroon as a strategic investment destination**

Jointly organised by the Islamic Centre for Development of Trade (ICDT), a subsidiary organ of the Organization of Islamic Cooperation (OIC) entrusted with developing trade and investment among the Member States, and the Investment Promotion Agency (IPA) Cameroon, " **Cameroon Investment Days**" constitutes a platform for the promotion and development of investment among OIC Member States. The event will feature panel discussions, keynote speeches, and networking sessions, providing a comprehensive overview of investment opportunities. Following the editions of Dakar, Nouakchott and Banjul, **Yaoundé** is the fourth venue of this cycle of business events, scheduled to take place on the **26<sup>th</sup> and 27<sup>th</sup> of July 2024** on the sidelines of the 50th session of the OIC Council of Foreign Ministers.

This high-level meeting will shed light on new investment opportunities in Cameroon and reinforce economic relations between this Country and the 56 other Member Countries of the Organization of Islamic Cooperation (OIC). It is worth mentioning that various economic actors will participate, such as public and private investment actors, investment promotion agencies, employers' associations, professional associations, bankers, and insurers.

This landmark event is poised to significantly bolster economic relations between Cameroon and other OIC member countries. By bringing together strategic investment actors from various markets and fields, the event is set to pave the way for new business collaborations and investment opportunities, inspiring economic growth and development.

## **III. Main Objectives**

This event aims at achieving the following main objectives:

- To promote Cameroon as an investment destination and to present the main investment opportunities to the investors of the OIC member countries;
- To encourage the development of economic and commercial partnerships between OIC member countries;



- To promote co-investment among champions of Islamic economies for greater value addition and regional integration;
- To highlight cooperation and synergy among OIC member countries to attract complementary investments in continental value chains.

#### **IV. Expected results**

The expected outcomes arising from the event are as follows:

- To promote investment opportunities in Cameroon and reaffirm the country as an ideal investment destination for OIC countries;
- To secure investment intentions on structuring public and private projects;
- To promote investments and cooperation in intra-OIC value chains.

#### **V. Stakeholders:**

The Forum will bring together the following stakeholders:

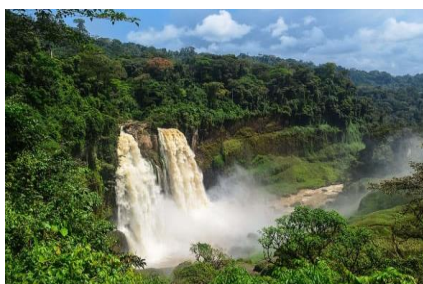
- The Ministry of External Relations;
- The sectoral Ministries in charge of Finance, Economy, Planning and Development, Trade, Agriculture, Livestock, Fisheries and Animal Industries, Energy, Mining and Industries, Public Works, Telecommunications, Transport, Small and Medium-sized enterprises and handicrafts, Tourism;
- The Investment Promotion Agency (IPA) Cameroon ;
- The Chamber of Commerce, Industry, Mines and Crafts (CCIMA);
- The Cameroon Business Association (GECAM)
- The Cameroon National Shippers Council (CNCC)
- The Islamic Centre for Development of Trade (ICDT);
- The Islamic Development Bank Group (IsDB);
- The Arab Bank for Economic Development in Africa (BADEA);
- The African Guarantee and Economic Cooperation Fund (FAGACE);
- The African Development Bank (AfDB);
- The African Solidarity Fund (FSA);
- The AFREXIMBANK.



## VI. Event Programme :

The two-day ICDT Invest Days event is organized in three distinct parts:

- **Opening Ceremony and panels:** Speeches and pitching and corporate video on investing in Cameroon;
- **Deal Rooms:** B2B & B2G meetings between major investment actors and Cameroon's projects sponsors
- **Site visits:** Visiting local enterprises and projects
- **Venue : Djeuga Palace, Yaoundé**
- **Date:** 26-27 July 2024



## DRAFT PROGRAMME

**VENUE : DJEUGA PALACE, YAOUNDE**

**Friday 26<sup>th</sup> July 2024**

|                      |   |  |
|----------------------|---|--|
| <b>08:30 – 09:00</b> | Arrival and registration of participants  |  |
|                      | <b>The solemn opening ceremony, presided by the President of the Republic of Cameroon or his representative</b> | <i>Order of protocol to be defined with the Ministry of External Relations</i>   |
| <b>09:00 - 10:00</b> | <b>VENUE : WOURI HALL</b>   | <ul style="list-style-type: none"> <li>• Welcome address from <b>Mr Luc MESSI ATANGANA</b><br/>Mayor of Yaounde (TBC)</li> <li>• Speech by <b>H.E. Mrs Latifa ELBOU ABDELLAOUI</b>,<br/>Director General of the Islamic Centre for Development of Trade (ICDT)</li> <li>• Speech by <b>H.E. Mr Lejeune MBELLA MBELLA</b><br/>Minister of External Relations of Cameroon or his representative</li> </ul> |
|                      | <b>Master of ceremony:</b><br>To be determined  |  |



Opening Session  
opening speeches

Master of  
ceremonies  
(english, french and  
arabic):  
(from IPA  
cameroon)

- Speech by **H.E. Dr Sidi OULD TAH**  
President of the Arab Bank for Economic  
Development in Africa (BADEA)
- Introductory remarks by **H.E. Mr Alamine  
OUSMANE MEY**,  
Minister of the Economy, Planning and Regional  
Development or his representative
- Speech of H.E. Mr. Hissein Brahim TAHA, Secretary  
General of the Organization of Islamic Cooperation  
(OIC)
- Speech by the personal representative of the  
President of the Republic of Cameroon
- MoU signing ceremony

**Family photo**

#### **PITCH INVEST IN CAMEROON**

by **Mr. SHINWIN SOH BOMA Donatus**  
Acting Director General of the Investment Promotion  
Agency (IPA) Cameroon

*Presentation on the  
business climate  
and investment  
opportunities*

#### **MINISTERIAL DISCUSSION PANEL**

**Theme:**

Public-private synergies on promoting and developing  
investments in Cameroon

#### **Panellists**

- **H.E. Alamine OUSMANE MEY**  
Minister of the Economy, Planning and Regional  
Development
- **H.E. Louis Paul MOTAZE**  
Minister of Finance
- **H.E. Luc Magloire MBARGA ATANGANA**  
Minister of Trade
- **H.E. Mr FUH Calistus GENTRY**  
Acting Minister of Mines, Industries and  
Technological Development

*Order of protocol to  
be defined with the  
Ministry of External  
Relations*

**VENUE:**  
WOURI Hall  
(TBC)

**Moderator:**  
**Mrs LATIFA  
ELBOU  
ABDELLAOUI**,  
Director General of  
the ICDT

10:00 –  
10:15

10:15 -  
11:15



- **Mr. Christophe EKEN**  
President, Chamber of Commerce, Industry, Mines and Craft
- **Me AGBOR NKONGHO AYUK ETCHU**  
Managing partner, KMN Law Firm
- **A Cameroon Investor**

### FINANCIAL INSTITUTIONS DISCUSSION PANEL

11:15 -  
12:00

**VENUE:**  
WOURI Hall  
(TBC)  
**Moderator: Mr. SHINWIN SOH BOMA DONATUS**  
Acting Director  
General of IPA  
Cameroon

- **Representatives of Financial Institutions: BADEA, IsDB, Afreximbank, AfDB, FAGACE et FSA**

12:00 –  
12:15

### Coffee Break

### SIMULTANEOUS THEMATIC SESSIONS

12:30 –  
14:00

**Deal room1:**  
Wouri Hall

**Moderator:**  
TBC

Investing in Agriculture, Livestock and Fisheries: Focus on Coffee, Rice, Maize, Palm Oil, Milk and Fish

Presentations by Representatives from the Ministries of Agriculture Rural Development, and Livestock, Fisheries and Animal Industries  
Project Pitch  
Q&A

**Deal room2:**  
Menoua Hall

**Moderator:**  
TBC

Investing in infrastructure & construction

Presentations by Representative of the Ministry of Public Works  
Project Pitch  
Q&A

**Deal room3:**  
Garoua Hall

**Moderator:**  
TBC

Investing in Mining & Industry

Presentations by Representative of the Ministry of Mines, Industries and Technological Development  
Project Pitch  
Q&A



|               |  |  |
|---------------|--|--|
| 12:30 – 14:00 | <b>Deal room4:</b><br>Wouri Hall               | Investing in Energy<br><br>Presentations by Representative of the Ministry of Waters and Energy<br>Project Pitch<br>Q&A  |
|               | <b>Deal room5:</b><br>Menoua Hall              | Investing in Tourism and Transport<br><br>Presentations by Representative of the Ministries of Tourism and Transport<br>Project Pitch<br>Q&A   |
|               | <b>Deal room6:</b><br>Garoua Hall              | Investing in Handicraft<br><br>Presentations by Representative of the Ministry of Small and Medium-sized Enterprises<br>Project Pitch<br>Q&A   |
|               | <b>Moderator:</b><br>TBC                       |  |
| 14:00 – 15:30 | <b>Lunch Break</b>                             |  |
| 15:30 – 16:00 | <b>Closing Ceremony</b>                        |  |
|               | <b>VENUE:</b><br>WOURI Hall                    | <ul style="list-style-type: none"> <li>• Presentation of the summary report of the Forum by <b>ICDT</b></li> </ul>   |
|               | <b>Master of ceremony:</b><br>To be determined | <ul style="list-style-type: none"> <li>• Closing remarks from <b>H.E. Mrs Latifa ELBOU ABDELLAOUI</b>, Director General of the Islamic Centre for Development of Trade (ICDT)</li> <li>• Closing remarks from <b>Mr SHINWIN SOH BOMA Donatus</b>, Acting Director General of the Investment Promotion Agency (IPA) Cameroon</li> </ul> |
| 19:00- 21:00  | <b>VENUE:</b><br>TBC                           | Diner Hosted by ICDT   |

**N.B.:** THE G2B MEETINGS SHALL BE HELD IN THE OPEN FROM NOON AT THE **KRIBI HALL**.

**N.B:** THE B2B MEETINGS SHALL BE HELD IN THE OPEN FROM NOON AT SHALL BE HELD AT THE **RHUMSIKI AND BALOUA HALLS**



## Saturday 27<sup>th</sup> July 2024

| SITE VISITATIONS  |  |
|-------------------|--|
| 10:00 -<br>14:00  | Nachtigal Hydro Power Company Dam  |
|                   | CIMENCAM Cement Factory  |
|                   | XXXXXX   |
| <b>Free Lunch</b> |  |
| 14:00 -<br>16:00  |  |
| 16:00 -<br>18:00  | <b>Sightseeing Yaoundé</b>   |
| 19:30 -<br>21:00  | Business dinner offered by the Acting Director General of the Investment Promotion Agency (IPA) Cameroon |



## Organizers



### The Islamic Centre for Development of Trade (ICDT)

11, Av des FAR, Tour des Habous  
Casablanca, Kingdom of Morocco  
Tel : +212522314974  
Fax : +212522310110  
Email : [icdt@icdt-oic.org](mailto:icdt@icdt-oic.org)  
Website : [www.icdt-cidc.org](http://www.icdt-cidc.org)



### Investment Promotion Agency of Cameroon (IPA- Cameroon)

Head office situated at Nouvelle route Bastos,  
opposite Bethesda hospital, P.O BOX 20771 – Yaoundé,  
Republic of Cameroon  
Tel: +237 656024600  
Email: [info@investincameroon.net](mailto:info@investincameroon.net)  
Website: [www.investincameroon.net/](http://www.investincameroon.net/)





## Useful information

### A. Focal Points

For any further information, please contact:

- **M. MOHAMADOU DIALO**, Focal Point of the ICDT Invest Days Forum at MINREX/ Diplomat serving at the Directorate of Asian Affairs and Relations with the OIC at the Ministry of External Relations of Cameroon:  
Email : dialocam@gmail.com  
Phone : +237 6 99 73 13 55
- **M. TAMUNGANG Emmanuel**, Focal Point of the ICDT Invest Days Forum at IPA/Head of Strategy Division at the Investment Promotion Agency (IPA):  
Email : tamungang@investincameroon.net, tamungangemmanuel@yahoo.fr  
Phone: + 237 672 3 52 22

### B. List of hotels in the city of Yaoundé, selected for the ICDT Invest Days

| N° | Hotel Name/Category    | Location                                  | Contact details   |
|----|------------------------|---|---|
| 01 | DJEUGA PALACE HOTEL 4* | Avenue Narvick                            | Tel : +237 676 563 726<br>699 612 757<br><a href="mailto:sales@djeuga.com">sales@djeuga.com</a><br><a href="mailto:réserve@djeuga.com">réserve@djeuga.com</a>   |
| 02 | HOTEL MONT FEBE 4*     | Mont Fébé                                 | Tel : +237 222 21 40 02<br>+237 222 21 40 99<br>696 20 58 68<br>Email : mnyuyki@gmail<br><a href="http://www.hotel-montfebe.com">www.hotel-montfebe.com</a><br><a href="mailto:reservation@hotel-montfebe.com">reservation@hotel-montfebe.com</a> |
| 03 | LA FALAISE HOTEL 4*    | Avenue Marechal Foch                      | Tel : +237 222 22 06 16<br>679 62 34 37<br>lafalaiseyaounde.com<br>hotel-la-falaise-yaounde.com   |
| 04 | BOUN'S HOTEL 4*        | Rue de Narvick<br>Carrefour SHO           | Tel : +237 691 00 06 00<br><a href="mailto:secretariat@bounshotels.com">secretariat@bounshotels.com</a><br><a href="http://www.bounshotels.com">www.bounshotels.com</a>   |
| 05 | HOTEL MERINA 4*        | Centre Commercial<br>Avenue AMADOU AHIDJO | Tel : +237 222 22 21 31<br>699 89 02 20<br><a href="mailto:reservations@hotel-merina.com">reservations@hotel-merina.com</a><br><a href="http://www.hotel-merina.com">www.hotel-merina.com</a>   |



## C. Transportation

Rental vehicles are available from offices approved by local agencies at the following addresses:ALBABUS Sarl

BP 7678 Yaoundé tél : + 237 692 95 93 64

- EFFOBUS Sarl  
+ 237 699 63 36 70 / 692 86 43 55
- Ets ASFA  
+ 237 699 42 77 93 / 657 1 45 14

Delegates are informed that, for security reasons, processions will be limited and access to security zones will only be authorized by the Cameroonian authorities for authorized official convoy vehicles.

### ➤ **Arrival and Departure**

The arrival and departure flights of all delegations will mainly be via the "Yaoundé - Nsimalen" International Airport. However, if it happens that a Delegate is traveling on a flight landing in Douala, he or she is asked to report so that the Douala Protocol and Consular Antenna can take the necessary steps.

### ➤ **Formalities on arrival**

- a) Protocol officers will welcome Heads of Delegation, investors and invited personalities;
- b) Protocol officers will welcome and orient all participants;
- c) Desks will be allocated to enable participants to carry out security procedures;
- d) An office will be assigned for health procedures;
- e) Baggage handlers assist participants in collecting and transporting their luggage;
- f) The lounge (VIP) is reserved for welcoming personalities (ICDT, Investors, Guests, etc.).

### ➤ **Visas and residence procedures**

Each participant must hold a passport with a validity of at least 6 months at the time of visa application.

For other participants who request an entry visa (the list of countries whose nationals are visa exempt is indicated on the platform), they can obtain online at [www.evisacam.cm](http://www.evisacam.cm), subject to payment of the visa fees and downloading of required documents.



### ➤ **Departures**

Protocol officers will be present at the airport to assist Forum guests with departure formalities.

Counters are open for the registration of delegations leaving through the international airports of Yaoundé-Nsimalen or Douala in order to help them travel and register their personal effects.

Delegates of the Islamic Center for Development of Trade (ICDT) and invited personalities can access the hall of honor.

### ➤ **Welcoming and meeting point**

Officials from the Directorate of Protocol, Ceremonial and Consular Affairs of the Ministry of External Relations receive the delegations and direct them to the hotels and meeting locations at the times indicated in the program.

## **D. Medical Services**

The health authorities of the Republic of Cameroon will provide medical and health coverage throughout the duration of the Forum.

All cases requiring hospitalization will be transferred to specialized hospitals listed below.

| <b>Hospital Center</b>                     | <b>Contact</b>  |
|--|---|
| HOPITAL CENTRAL DE YAOUNDE                 | Tel : (+ 237)222 23 40 20/222 21 20 20  |
| HOPITAL GENERAL DE YAOUNDE                 | Tel : (+ 237)222 21 20 20 / 222 21 20 19 /222 21 20 18/ 222 21 20 22 / 222 21 20 13 |
| HOPITAL GYNECO-OBSTRETIQUE DE NGOUSSO      | Tél : (+ 237) 242 059 294 / 222 212 433 / 222 212 431 Fax:222 212430                |
| CURY : CENTRE DES URGENCES DE YAOUNDE      | Tel : (+ 237)222 22 25 25/ 699 82 82 55 / 677 46 46 55                              |
| POLYCLINIQUE DU PALAIS SARL                | Tel :+237 698 009 899 /679 713 816 / 222 219 800                                    |
| POLYCLINIQUE MEDICOCHIRURGICALE DE LA CITE | Tél: + 237 22 22 85 72/ 690 071 379   |
| CHU : CENTRE HOSPITALIER UNIVERSITAIRE     | Tel: (+ 237) 222 31 25 65/ 222 31 25 36 +237 22 31 21 03. Fax: +237 22 31 25 67     |
| CENTRE MEDICAL LE JOURDAIN                 | Tel : +237656340165/222 22 45 33 / 222 23 34 44                                     |



The airport, the Forum venue and the hotels where the participating delegations will stay will also be equipped with medical equipment.

A health guide will be prepared with the list of compulsory or recommended vaccines and other conditions for entry with medicines into Cameroonian territory.

## **E. Miscellaneous information**

### **➤ Time zone**

Time in the Republic of Cameroon is Greenwich Mean Time (GMT+1).

### **➤ Electric current**

Cameroon uses 220 volt electricity at a frequency of 50Hz.

### **➤ Emergency services**

In case of emergency, please call the following toll-free numbers:

- Civil protection.....222 214 606
- National Gendarmerie...1501
- Ambulance (SAMU).....119
- Police.....117
- Firefighters.....118

### **➤ Working hours**

The offices are open from eight in the morning to three thirty in the afternoon from Monday to Friday. The stores open their doors every day from 9 a.m. to 9 p.m.

### **➤ Tourist sites**

Forum participants are invited to take advantage of their stay in Cameroon to visit the country's famous tourist sites. The city of Yaoundé overlooks Mount Mbankolo. The Monuments of Reunification, the National Museum, the Ethnographic Museum, and the Bois Sainte Anasthasie are among other must visit when passing through Yaoundé. Other wonders exist across the country like Mount Cameroon, the towns of Kribi and Limbé with beautiful, well-dotted beaches, and the numerous wildlife parks scattered across the country.



CENTRE ISLAMIQUE POUR LE DÉVELOPPEMENT DU COMMERCE



O/Ref: 163-2024  
DGA- SM

Casablanca, 21 JUN 2024

The Islamic Centre for Development of Trade (ICDT) presents its compliments to the Honorable Chambers in charge of Commerce and Industry in the OIC Member States and has the honor to inform them that within the framework of promoting trade and investments in the OIC countries, the Islamic Centre for Development of Trade (ICDT) and the Arab Bank for Economic Development in Africa (BADEA) will organize in collaboration with the Cameroon Investment Promotion Agency (CIPA), the "ICDT Invest Days Yaoundé" Forum under the theme " Investing in the New Cameroon, Land of Attractiveness" on 26<sup>th</sup> and 27<sup>th</sup> July 2024, in Yaoundé, Republic of Cameroon, on the sidelines of the 50<sup>th</sup> session of the OIC Council of Foreign Ministers.

The objective of this forum is to highlight Cameroon as an attractive investment destination and to present to investors from OIC Member Countries the main investment opportunities available in the country. In addition, the forum will encourage the development of economic and commercial partnerships between OIC countries and promote regional integration. Furthermore, this forum will foster the sharing of national and regional experiences, support projects funding through regional financial institutions, promote the realization of investment intentions for strategic projects, with a view of enhancing investments in intra-OIC value chains.

On this occasion, ICDT is pleased to invite the Honorable Chambers in charge of Commerce and Industry in the OIC Member States to kindly disseminate this information among their country's investors.

ICDT avails itself of this opportunity to renew to the Honorable Chambers in charge of Commerce and Industry in OIC Member States the assurances of its highest consideration.



**To: Chambers in charge of Commerce and Industry in OIC Member States**

**Enclosed:** Concept Note and Program of the "ICDT Invest Days Yaoundé" Forum