

**REPUBLIQUE DU CAMEROUN**

*Paix – Travail – Patrie*

REPUBLIQUE DU CAMEROUN  
REPUBLIC OF CAMEROON



PEACE-WORK-FATHERLAND  
PAIX-TRAVAIL-PATRIE

**REPUBLIC OF CAMEROON**

*Peace – Work – Fatherland*



**AMBASSADE EN TURQUIE**

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**EMBASSY IN TURKEY**

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## **FACT SHEET**

**ON**

**THE INTERNATIONAL EXHIBITION FOR  
ENTERPRISES, SME'S AND PARTNERSHIPS OF  
YAOUNDE (PROMOTE)  
-2022 EDITION-**

**THEME**

***"The industrialization of Africa, a key to the  
emergence of the Continent"***

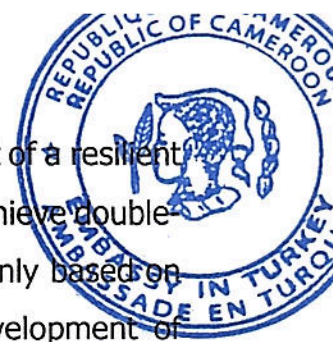
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**YAOUNDE, FROM 19 to 27 FEBRUARY 2022.**

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The implementation of national public policies for the development of a resilient economy likely to generate average annual growth rates of **5.5%** and achieve double-digit growth in 2030 according to the projections of the **SND30**, is mainly based on the promotion of entrepreneurship in the modern sense and the development of private investment. All of this translates into the supervision of SMEs which constitute the indisputable lever for the creation of wealth and jobs in our country, through their digital weight, their contribution to national added value and with regard to their multisectoral nature. This means that the hopes based on Cameroonian SMEs to improve the GDP in the years to come and to deploy optimally the overall growth strategy of our economy, are immense.

The Government's plural responses concerning solutions to the multiple problems of SMEs, propose reforms adapted to their environment. Many programs are therefore dedicated to supporting this sector.

International Exhibition for Enterprises, SMEs and Partnerships of Yaounde "**PROMOTE**" which will be at its eighth edition in 2022, thus gives the Government the opportunity at each edition to support the private sector in general and SMEs in particular, to capitalize on the many business opportunities offered on the occasion of this event, with a view to improving their financial profitability, their economic visibility and hence the competitiveness of the Cameroonian economy.

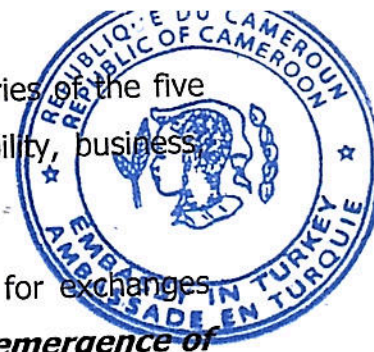
Organized under the High Patronage of the President of the Republic of Cameroon, **His Excellency PAUL BIYA**, the 8<sup>th</sup> edition of PROMOTE, is confirmed to be held at Yaoundé Convention Center, from February **19 to 27, 2022**.

This important rendezvous of giving and receiving is undoubtedly the showcase that highlights the know-how of SMEs, enhances local raw materials and provides information on the entrepreneurial dynamism of Cameroon. The PROMOTE fair is now establishing itself as a major meeting place for national economic players, those of the sub-region and foreign investors with a view to the exchange of good practices, the sharing of experiences, reflections at cross-purposes and multiple partnerships.

The Prime Minister, Head of Government, **H.E. Chief Dion NGUTE**, after having concord with these new dates of PROMOTE, expressed the wish to make it, a



strong edition which will allow participants from more than 30 countries of the five continents to take full advantage of the many opportunities for visibility, business, networking, investments, trade, and multi-faceted partnerships.



**PROMOTE** is reinventing itself into a conducive laboratory for exchanges around the theme **"The industrialization of Africa, a key to the emergence of the Continent"**, with an emphasis on priority sectors such as agro-industry - art & culture - water, energy & digital hydrocarbons - infrastructure, equipment & construction-finance & insurance - transport, tourism, health & environment; - chemistry & pharmacy - education & training - mining, metallurgy & steel industry - forests & wood textiles & clothing showcased through the exhibition of know-how from companies, from SMEs to multinationals, conferences, debates and workshops organized by the exhibiting participants, economic, artistic and cultural events.

The major innovation for the 2022 edition of PROMOTE is the **"Yaoundé Forum"**, which is intended to be a high-level platform for economic, legal and financial exchanges, entirely centered on the theme of the exhibition, the main objective of this edition being to contribute to the promotion of the operationalization of the African Continental Free Trade Area (ZLECAF) and of the integration and industrialization program of Africa.

In addition, PROMOTE 2022 will be held, for the first time, in a mixed face-to-face and digital format in order to bring PROMOTE closer to a larger number of participants and as such it's a meeting that aims not only to be of a continental and international nature but also of an ambitious post-Covid19 vision.

For more information on PROMOTE 2022, visit the site [www.salonpromote.org](http://www.salonpromote.org) or contact directly the Management Board of the International Inter-Progress Foundation, Mandated by the Cameroonian Government for organization of the International Exhibition for Enterprises, SMEs and Partnerships of Yaounde , by email at: [info@interprogress.org](mailto:info@interprogress.org) or by phone at: **(+237) 677 70 76 79**.

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**THE 8<sup>th</sup> INTERNATIONAL EXHIBITION FOR ENTERPRISES, SMES  
AND PARTNERSHIPS OF YAOUNDE (PROMOTE) 2022 EDITION**  
FEBRUARY 19 TO 27, 2022 IN YAOUNDE-CAMEROON

**1. THE EXHIBITION CONCEPT OF PROMOTE 2022**

PROMOTE is a multisectoral exhibition organized by the International Foundation INTERPROGRESS in Cameroon, at the confluence of Central and West Africa, on a non-commercial basis and for the general interest of the economy under the High Patronage of the President of the Republic of Cameroon, **His Excellency PAUL BIYA.**

**2. THE VENU:**

THE YAOUNDE CONGRESS HALL, CAMEROON.

**3. DATE:**

FROM THE 19 TO 27 OF FEBRUARY 2022.

**4. CONTACT**

TELEPHONE: +237 677 70 76 79

EMAIL: [info@interprogress.org](mailto:info@interprogress.org)

WEBSITE: [www.salonpromote.org](http://www.salonpromote.org)

**5. WHO CAN EXHIBIT AT PROMOTE 2022 ?**

PROMOTE brings together companies of all sizes, administrations, regulatory agencies, institutions, and various organizations. Every year, it welcomes more than 1000 exhibitors from 30 countries, in sectors such as: *agriculture and agribusiness, energy, industry, construction, mining, infrastructure, ICT, health, banking and finance, insurance, tourism, crafts, communication, etc.*

**6. HOW TO REGISTER**

You can register at our Headquarters in Yaoundé, at our Antenna in Douala, through our staff and consultants and on our website ([www.salonpromote.org](http://www.salonpromote.org)). We encourage a personalized relationship that adapts the promotional tool to your needs and budget. The chosen exhibition space is definitively allocated to you upon payment of at least 30% of your total invoice. The participation is acquired upon full payment of the invoice.

**7. THE CONTENT OF THE EXHIBITION AT PROMOTE**

PROMOTE offers 9 days of multisectoral exposure, promotion, contacts, exchanges, debates and meetings. Media exposure is very important. The event offers you the opportunity to initiate and develop multifaceted partnerships.



## 8. WHY EXHIBIT?

OPPORTUNITIES WON'T KNOCK AT OUR DOOR, LET'S GET OUT OF OUR OFFICES AND PARTICIPATE IN PROMOTE, BECAUSE AT PROMOTE, IT'S THE OPPORTUNITIES THAT JUMP YOU ABOVE, THEREFORE BE READY

You will achieve in 9 days what would take more time for your teams if they remained in the office: Spotting innovations, scrutinizing trends, accumulating and integrating information and knowledge to better identify opportunities.



### ❖ AN FAIR OF GENERAL INTEREST

The strength of PROMOTE: A strong utility, always stronger. It brings together in a single place, samples of the economic community of more than 30 countries of the planet. All in a climate of conviviality and trust that promotes exchanges with, as a result, unsuspected opportunities.

### ❖ A MULTI-COUNTRY FAIR

With each edition, the Fair increases its notoriety and its international visibility by attracting more and more nationalities which enhance the quality of exchanges and partnerships. On its own, it brings together a very varied panel of countries. This is the best way to reach out to all the markets represented.

### ❖ A MULTI-SECTOR FAIR

Through a wide range of products and services, the Fair gives exhibitors and visitors a comprehensive overview of the transversal sectors represented and a sample of national, regional and international economies.

### ❖ A MULTI-PURPOSE FAIR

It meets various objectives such as: exhibiting its know-how, presenting its innovations, promoting its added value, meeting the major players in key sectors of the economy, carrying out targeted prospecting, improving customer relations, seizing opportunities, seek multifaceted partnerships, monitor, network, launch new products, consolidate or increase its brand image and reputation.

### ❖ THE 2021 PROMOTE BET.

PROMOTES PROGRESS AT EACH EDITION IN PROFESSIONALISM AND ATTRACTIVENESS THANKS TO ITS INNOVATIVE CONCEPT OF A MIXED SHOW ROOMS, ITS LARGE MODERN EXHIBITION HALLS, ITS OPEN SPACES AND ITS GATEWAY THAT CONNECTS THE TWO SIDES OF THE SITE IN ONE SINGLE PLACE!

For PROMOTE 2022, we are taking the gamble of pleasantly surprising you thanks to a modern layout of the exhibition areas adapted to the concept of a privileged platform for professional exchanges. The professional dimension and the commercial aspect must be side by side without hindering each other. The aim is to make the sectors more complementary with the central objective of stimulating the bringing together of players in the same sector and promoting exchanges between cross-cutting sectors. In addition, the grouping of offers by thematic areas allows



visitors to gain an overview that will further arouse their interest. Our thematic areas and your know-how will certainly find a favorable echo in this innovative location.

## 9. THE YAOUNDE FORUM

The 8<sup>th</sup> Yaoundé International Fair for Enterprises, SMEs and Partnerships PROMOTE 2022, scheduled from February 19 to 27, 2022, included in its general program, the holding of a high-level Continental Forum that will pose an essential question around the theme: "**Industrialization of Africa, a key to the emergence of the Continent**".

In a context marked by the operationalization of the African Continental Free Trade Area (ZLECAF), THE YAOUNDE FORUM aims to contribute to the acceleration of the promotion of industrialization in Africa, through a platform for discussions and high-level exchanges around the chosen theme in order to analyze and assess the incentives adopted in the various African countries.

During these meetings, discussions will specifically be centered around on:

- Sharing lessons, achievements, experiences and discussing strategies, initiatives and good practices on industrialization in the African Continent,
- Encouraging, with determination the support of national and international technical and financial partners for national and regional industrialization programs,
- Highlighting the strengths and constraints to industrial development in Africa and formulate concrete and credible proposals aimed at capitalizing on these strengths and remedying these constraints for the purposes of efficient development of the national and then continental industrial fabric,
- Presenting the investment and financing opportunities for industrial projects on the Continent,
- Measuring the effects of the Covid-19 pandemic on the immediate socio-economic situation and consider taking them into account in the process of (re) formulation of an appropriate economic strategy and the definition of the related objectives targeted by the Forum.

In conclusion, it is a question of changing the paradigm with a view to the development of a new economic model whose main orientation the development and transformation of local inputs for the development of the internal market on one hand and the zonal market on the other hand.

The Yaoundé FORUM, which is intended to be a founding and decisive act in the continent's resolute march towards its economic emergence, is expected to provide an essential awareness of the issues and challenges of industrial development in Africa. As a result, concrete and relevant actions, compiled in the form of a document that should be called the "**Yaoundé Commitment**", will have to be formulated at the end of the Forum with a view of implementing a structured, specific and competitive African industrial fabric geared at ensuring better integration and complementarity of national and international value chains and thus boost intra-African trade and thus world trade.

