

SOUS LE HAUT PATRONAGE DU PRÉSIDENT DE LA RÉPUBLIQUE DU CAMEROUN

# 9<sup>ème</sup> SALON INTERNATIONAL DE L'ENTREPRISE DE LA PME ET DU PARTENARIAT DE YAOUNDÉ



**17-25  
FÉVRIER  
2024**

PALAIS DES CONGRÈS  
YAOUNDÉ - CAMEROUN

*Thème :*

*Secteur privé, évolution et  
transformation structurelle des  
économies africaines*

**DOSSIER DE  
PARTICIPATION**



[WWW.SALONPROMOTE.ORG](http://WWW.SALONPROMOTE.ORG)



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

# BGFIBank Cameroun

## Une ambition de transformation progressive en banque universelle

Futur immeuble Siège

### 2010-2011

- Obtention de l'agrément d'établissement financier le 01 Novembre 2010
- Ouverture de la 1<sup>ère</sup> agence SAPHIR située à Douala/Akwa, le 07 Mars 2011
- 4<sup>ème</sup> filiale du Groupe BGFIBank

- Ouverture des agences EMERAUDE (Bonapriso), DIAMANT (Bonanjo) à Douala et RUBIS (Montée âne Rouge) à Yaounde

- Pionnier sur l'ouverture des guichets jusqu'à 20h avec le produit BGFINight

### 2012-2013

- 1<sup>ère</sup> banque camerounaise évaluée par l'agence de notation financière Bloomfield Investment Corporation (A pour le long terme et A+ pour le court terme)
- Promotion du Capital Humain : 1<sup>ère</sup> remise de médaille de Travail
- Renforcement du Réseau d'agences dans les régions du Centre, Littoral et Ouest
- Ouverture de l'agence ZIRCON (Garoua)
- Lancement du segment Banque Privée avec produit innovant de gestion d'actif : BGFInvest
- 1<sup>ère</sup> banque Camerounaise à obtenir la Certification ALM 30000
- Prix de la meilleure entreprise en matière de RSE

### 2022

### 2014-2015

- Création de produits innovants : LINK, plateforme pour EMP et BGFISafe
- Obtention de l'agrément en qualité de PSI (Prestataire de Services d'investissement)
- Signature d'un mandat de levée de fonds de XAF 100 Milliards pour l'Etat du Cameroun
- Ouverture des agences IRIS (Bamenda) et TURQUOISE (Bafoussam)
- 1<sup>ère</sup> banque d'Afrique Centrale à obtenir la Certification ISO 9001/2015

- Acquisition d'un portefeuille de titres publics et privés pour XAF 46 Milliards
- Financement de XAF 24 Milliards pour la construction du stade de Japoma en prélude de la CAN 2019
- Ouverture d'une LC de XAF 100 Milliards

### 2016-2017

- Ouverture des agences NACRE (Maroua) et AMBRE (Ngaoundéré)
- Suivi du projet d'expansion : 20 agences / 40 Guichets automatiques de Billets
- Renouvellement Certification ISO 9001/2015
- Plus de 300 Collaborateurs

### 2023

### 2018-2021

- Ouverture des agences TOPAZE (Boulevard du 20 Mai) à Yaoundé, et JADE (Bonamoussadi), BERYL (Bonaberi) à Douala
- Lancement de l'application Mobile BMS
- Pose de la première pierre du futur Siège Social
- Accompagnement de projets structurants : Financement de la construction de la 1<sup>ère</sup> minicentrale hydroélectrique de Mbakoua
- Nouveau positionnement commercial de la Banque d'affaire à la Banque universelle

Scannez ici pour plus d'informations





## MESSAGE FROM THE ORGANISER

Dear Partners, Exhibitors,

The observation of the business community leads us to assume that PROMOTE 2024 will be a good vintage. Many companies, specialised institutions and embassies have already confirmed their intentions and expectations to participate in the event, which is very encouraging with one year to go. PROMOTE 2024 will help us all to turn our backs on the ravages of the pandemic and we are doing our best to facilitate the registration process for an efficient participation.

**For this edition, despite the global context which has an impact on all countries, we have decided to maintain the costs of participation without taking inflation into account. We may consider specific adjustments, where appropriate.**

In the same vein, we have organised our permanent team so that it is always more attentive to your needs, in a personalised relationship to identify with you the participation formulas that best suit your situation. You can subscribe now and pay at

your own pace **before the exhibition opens.**

The 9th edition of PROMOTE aims to enable you as a company to seize all business opportunities, to establish multiform technical and financial partnerships, to enhance your know-how, to improve your positioning in your circles of activities, to compare yourself with your competitors, to better access markets near and far, to multiply meetings, to grasp and understand the essence of the economies of the 8 economic zones of the Continent, according to the decisions of the African Union, and to initiate debates and business meetings that will contribute to the development of your company.

We are here to support you in this experience.

The 9th edition of PROMOTE is placed under the double sign of integration and evolution of economies..

We look forward to meeting you at PROMOTE 2024.

**The Mandated Organiser of PROMOTE 2024**



## THE EXHIBITION PROMOTE

**P**ROMOTE 2024 is 9 days of visibility, positioning, promotion, contacts, exchanges, reflection, debates and meetings to launch, initiate and develop multiform partnerships. PROMOTE has proven itself over the years as the ideal platform in Central Africa for the promotion of business and business partnerships.

- **TITLE** : Yaounde International Business, SME and Partnership Fair, PROMOTE;
- **EDITION** : 9th Edition;
- **DURATION** : 09 days;
- **PERIODICITY** : Biennial;
- **DATES** : 17 to 25 February 2024;
- **VENUE** : Yaounde Convention Centre;
- **HOURS OF THE FAIR** : FROM 09H - 20H ;

### CONTENT OF THE EXHIBITION :

- Exhibition spaces;
- Business meetings (b2b, b2c);
- Thematic debates;
- Conferences;
- Hosting of economic missions;
- Country days;
- Economic and cultural events;
- TV platforms,
- Media exhibitions.

### OFFER FROM THE ORGANISER TO THE PARTICIPANTS

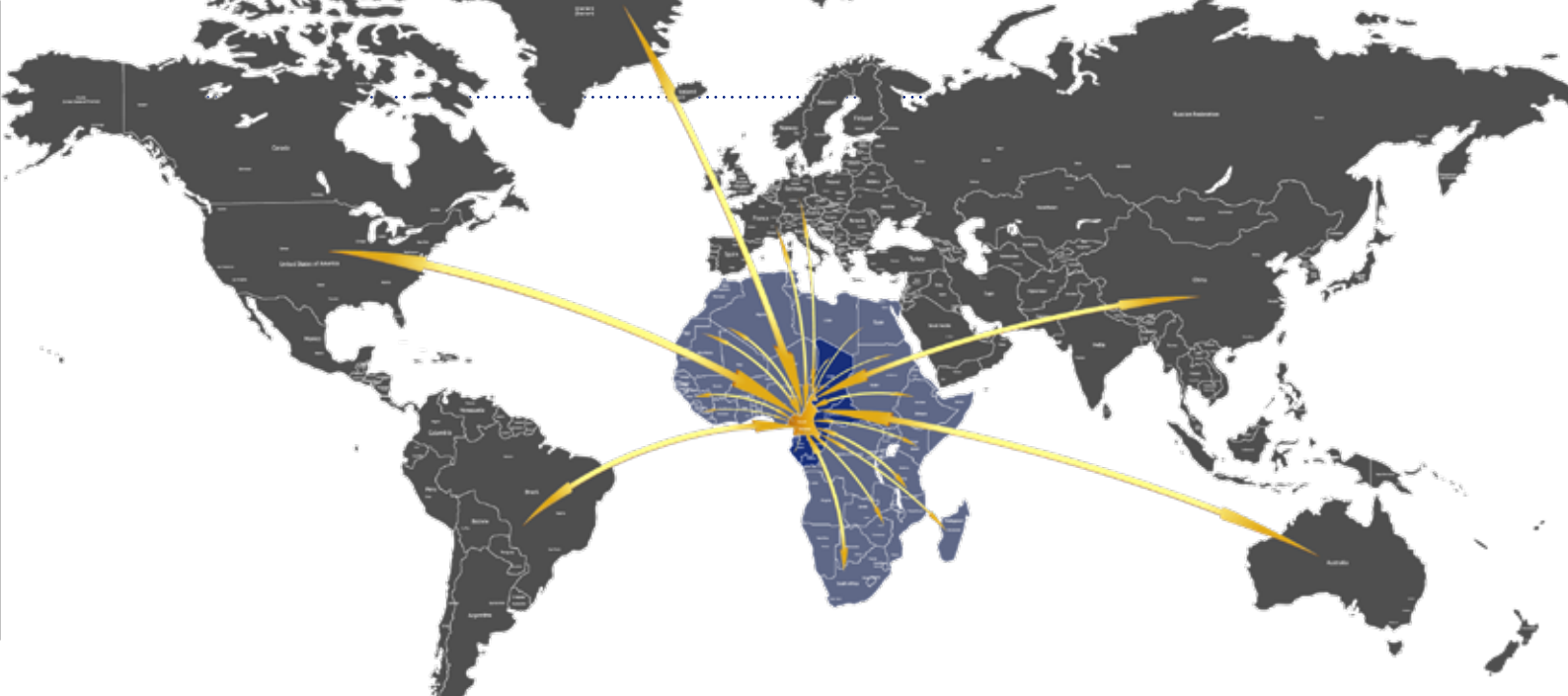
- Indoor and outdoor stands;
- Non-built spaces indoor and outdoor;
- Stand furniture;
- Stand accessories;
- Conference room rental;
- Organisation of business meetings (b2b & b2c) for exhibitors and visitors ;
- Thematic discussions;

- Pavilion participation;
- Country pavilion;
- Country days;
- Hosting of foreign economic missions;
- Outdoor visibility;
- Media visibility;
- Visibility in the organiser's printed material;
- Online visibility;
- Classic and digital signage;
- Sponsoring and partnership packages.

### OPERATION OF PROMOTERS AND SERVICES OFFERED

- An exhibitor reception service;
- An information service for visitors;
- A VIP reception service for executives and managers of companies administrations and institutions with a reception lounge;
- A protocol service;
- A shuttle service on the site for visitors;
- A bank counter;
- A media pool;
- A podium for economic events;
- Internet access;
- Civil liability and property damage insurance;
- Numerous communication formulas on the site and in the media;
- A cleaning service;
- A health post;
- A security service;
- The security of Promote is managed with the support of the law enforcement agencies.

PROMOTE is organised by mandate of the highest Cameroonian authorities by the Inter-Progress International Foundation, based in Geneva and supported by its Africa Branch with headquarters in Yaoundé. The Minister of Trade is the Government's



representative. The Minister of State, Secretary General of the Presidency of the Republic is the Supervisor.

The President of the Republic of Cameroon has provided his High Patronage since the first edition of PROMOTE in 2002.

#### **OUTREACH & IMPACT**

PROMOTE welcomes companies from Cameroon, Africa and the world (more than 30 countries from 5 continents) that exhibit and promote their know-how; international groups that wish to position themselves as major players in their field; regional and international organisations that represent and accompany the innovations of their members; financial organisations that are looking for companies with high growth potential; official and private institutions and regulatory agencies that explain their role.

#### **A MULTI-SECTORAL TRADE FAIR ORGANISED INTO SECTORS**

The exhibition, taking into account the number of places available, welcomes exhibitors from all sectors, with priority given to the recruitment and establishment of companies and strategic sectors in the current economic climate, such as : **Agriculture and agro-industry, Energy, Industry and Mining, Transport, Infrastructure and Public Works, Health, Finance - Microfinance, Insurance, Handicrafts and Manual Trades, Tourism and Leisure, Communication and Telecommunications, Media, Trade.**

#### **EXHIBITORS AND VISITORS FROM ALL FIELDS OF ACTIVITY**

Consultants, national and international investors, business delegations, consumers, etc.

#### **PARTNERSHIP WITH NATIONAL AND INTERNATIONAL MEDIA**

- Wide media coverage;
- Live broadcasts;
- Live production facilities on the site of PROMOTE ;

## **MANDATED ORGANIZER : INTER-PROGRESS INTERNATIONAL FOUNDATION - AFRICA BRANCH**

**Yaoundé Headquarters, Cameroon** Yaoundé Office - Bastos :

On the road to the Mont-Fébé Hotel, behind the Peace Corps Headquarters:

Tel: +237 677 70 76 79

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

**Douala - Bali office :** Opposite Pharmacie de la Côte

Tel : +237 675 29 35 91

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

## THEME OF THE 9<sup>TH</sup> EDITION OF THE EXHIBITION

### «PRIVATE SECTOR, EVOLUTION AND STRUCTURAL TRANSFORMATION OF AFRICAN ECONOMIES

**T**he development of a country is based mainly on its capacity to produce added value from its raw materials, and consumption wealth from its transformation structures.

The industrialisation of an economy is therefore the sine qua non of any endogenous economic development, consolidated by regulatory provisions and legal frameworks that encourage private investment.

The recent Covid 19 pandemic and its devastation of economies worldwide have particularly exposed the fragility of economies that were previously highly dependent on imports of basic commodities and exports of raw materials: this is the case of sub-Saharan Africa.

This worrying moment for the future and emergence of the continent has led to changes in economic models, most of which are still influenced by colonisation, to initiate a structural transformation of African economies.

The success of this strategic orientation of the States is conditioned by the involvement and **determination of the Private Sector through massive investments, but also by the improvement of corporate governance to increase their revenues and profit margins, which are essential to the investment effort.**

For its **9th edition**, in February 2024, **PROMOTE has made it its central theme** to participate and contribute through its organization, to the national dynamics impelled by the Highest Authorities of the Republic of Cameroon and supported by the National Development Strategy 2020 - 2030, SND 30.

**PROMOTE 2024**, through the leverage of a **Grand Forum**, offers a framework for reflection and action to accelerate responses to the fragility of the world's economies, particularly those of Africa.

Is the objective of the central theme of the 9th edition of PROMOTE, which has become the largest economic gathering in Central Africa.

## PROMOTE 2024 ENHANCES AFRICA

Come to the biggest economic event in Central Africa and seize the opportunity to meet your present and future clients and partners; improve your strategies to concretise your projects and accelerate your development.

PROMOTE has strengthened its international dimension over the editions by adopting incentive formulas: at the top of the list are the multi-form business partnerships between Cameroonian and foreign companies, with meetings organised in advance, economic missions and a range of debates.

With each edition, the Fair increases its international visibility by welcoming more and more nationalities that feed the quality and variety of exchanges in the business community.

PROMOTE 2024 is testing a platform for the meeting of cross economic missions between the major trade fairs of the Continent, in order to give African economic actors and those who look at Africa, the opportunity to explore economic dynamics.

# THE ATTRACTIVENESS OF PROMOTE



## THE CROSS-COUNTRY ECONOMIC MISSIONS

PROMOTE is in contact with organisations promoting the economy in Africa (some of which organise trade fairs in their countries) and beyond to organise cross-country economic missions in order to favour and accelerate multiform partnerships and allow the establishment of new companies in Cameroon. Each mission will enable participating companies to obtain up-to-date information and analyses; to get a feel for the context and its particularities, to make contacts, to expand their network and also to do their commercial prospection.

## THE DIASPORA WILL BE PRESENT

The Diaspora are important assets in the development of African economies; they bring expertise and experience, and sometimes capital. Many recent initiatives aim to increase their contribution to GDP and investment in Cameroon. The PROMOTE fair will be an opportunity for the active diaspora to present their actions, to exchange on the stakes, to understand the economy, to envisage future projects. These meetings lead to business opportunities. The Cameroonian diaspora from the European Union, but also from Canada and the Americas will be present at PROMOTE.

## MADE IN CAMEROON PRODUCTS IN THE LEAD

The promotion of Made in Cameroon and import substitution are at the centre of the organisation of the PROMOTE show. To this end, initiatives, projects, ideas and trends in the Made in Cameroon movement will be presented and promoted.

This will be done through exhibitions, demonstrations, exchanges and the presentation of tools, actions, achievements and challenges. Made in Cameroon companies of all sizes will benefit from special conditions for an exhibition space.

Debates will address rules of origin, economic incentives, opportunities in intra-African trade, etc;

## CITIZEN ACTION FOR SMES

Upstream and downstream of PROMOTE, the organiser proposes programmes of valorisation and accompaniment, using coaching as a priority for SMEs in the industrial sectors with a high growth potential. The programme offers selected companies two independent and complementary components:

- Participation in a promotional event which is prepared by consultation, looking for positive results;
- Personalized and confidential coaching for one year, to help the company grow and solve the difficulties encountered.

This action is financed by large public and private institutions.

## COUNTRY PAVILIONS AND COUNTRY STANDS

PROMOTE innovates by adding to the country pavilions (grouping together in the same exhibition space companies from the same country), country stands which will be personalised showcases of a country, promoting its potential, its culture, its heritage, its people, its technologies, its innovations, its projects, its vision, its achievements and its needs, in order to encourage multiform partnerships and business opportunities. Embassies are invited to hold such a stand.

The economic institutions of Central Africa are invited to come accompanied by attractive companies from the 9 countries of this region.

## MOBILISING AND QUALIFYING VISITORS

New incentives will be unveiled to visitors once they have passed through the secure entrance checkouts. Consumer visitors are powerful partners in savings.

## DEBATES, MEETINGS AND THEMATIC EXCHANGES

Debates, round tables and seminars will be held during the exhibition, organised by exhibitors, public and private institutions in the range of conference rooms offered by the Yaoundé Conference Centre.



## WHY PARTICIPATE?

- Spot innovations;
- Scrutinize trends;
- Accumulate or integrate information and knowledge to better identify opportunities;
- Meet the entire national, regional and continental economy in one show;
- Combine business with general interest;
- Do business in a multifunctional Exhibition;
- Meet people in a show ;
- Take advantage of high value-added services offered by the organizer ;
- Large, medium and small companies and organizations from Cameroon and elsewhere in tented stands, bare surface, etc. are welcome at PROMOTE
- Agriculture,
- Livestock & Fisheries;
- Banks, Finance & Insurance;
- Communication, Media & Digital;
- Education, Training & Employment;
- Energy, Industries & Mines;
- Public Institutions & Regulatory Agencies;
- Import/Export, Logistics & Transport;
- Infrastructure & Construction;
- Health & Cosmetics;
- Economic and Foreign Communities;
- Country Pavilions

## HOW TO PARTICIPATE?

- Read the conditions and elements relating to participation and the general regulations of the PROMOTE 2024 Exhibition, contained in this participation file and the various insert sheets that accompany it.
- Confirm the reservation of your space with at least 30% of the invoiced amount, and pay the rest before **15 January 2024**.
- subscription forms are also available and can be downloaded from the Exhibition website: [www.salonpromote.org](http://www.salonpromote.org).
- The full payment of the invoice you receive must be made before any admission to the **PROMOTE 2024**. This payment can be made, by mutual convenience, according to a schedule proposed by the participant and coming to an end no later than **January 15, 2024**.
- Dates of the Exhibition: **February 17 to 25, 2024**

### GOOD TO KNOW

- Only the subscription forms that you will have taken care to fill in, date, sign, seal and return to the Organiser are authentic for any intention to participate, whatever the form. An invoice will be sent to you as soon as we receive these completed forms.
- The present participation file and the various





## CONTENT OF THE PARTICIPATION FILE

The reference document for subscribing is this PARTICIPATION PACKAGE. It is accompanied by the following sheets and you can select your participation according to these sheets :

- **THE EXHIBITION CONTRACT FORM** : allows exhibitors to subscribe for exhibition space, stand equipment, stand accessories and outdoor communication media. The subscription for an exhibition space gives the right to the free insertion of a 1/6th page in the official catalogue (given to all exhibitors) and in the visitor's guide (given to all adult visitors).
- **THE EXHIBITOR'S PROFILE FORM** : enables the collection of important information from exhibitors that can be presented in the Official Catalogue, the reference document.
- **THE CONFERENCE ROOMS FORM** : allows exhibitors to request the rental of conference rooms (of different capacities and equipment) for half a day or a whole day and ready to welcome your present and future customers with debates, seminars, product launches, etc.; These events are included in the official programme of the show and publicised by the media..
- **THE BUSINESS MEETING FORM** : allows exhibitors and visitors to apply in advance for B2B and B2C business meetings. You can also request visibility for your company at the meetings fair.
- **THE THEMATICS APERITIVES FORM** : allows exhibitors and visitors to take part in one or more of the 6 thematic discussions bringing together a hundred or so executives and company directors organised in partnership with the Investment Promotion Agency (API). You can speak briefly to this assembly to communicate about your company.
- **THE ECONOMIC MISSIONS FORM** : is available on request. This sheet allows visitors from other countries to organise an economic mission that will stay in PROMOTE. The mission is announced in advance, benefits from a drop-off point, a guided tour of the site, pre-arranged business meetings and can take part in thematic discussions.

## SCHEDULE

- February 2023 - January 2024: Duration of subscriptions and study of the best ways to participate in PROMOTE;
- 07 to 16 February 2024: Installation of exhibitors;
- 17 to 25 February 2024: running of the exhibition;
- 26 - 27 February 2024: release of the site;

## GENERAL PROGRAMME OF PROMOTE 2024

### 7 TO 25 FEBRUARY 2024

#### SATURDAY 17 FEBRUARY 2024

- 08H30: Opening of PROMOTE to the public;
- 09H00: Cutting of the symbolic ribbon by the Government Representative in the presence of the media;

#### EVERYDAY

- 07H00 - 08H30: Provisioning of stands by exhibitors with authorised vehicles;
- 09H00 - 20H00: Conduct of exhibition activities;

#### MONDAY 19 FEBRUARY 2024: OFFICIAL DAY PRESIDED OVER BY THE PRIME MINISTER, HEAD OF GOVERNMENT OR HIS/HER REPRESENTATIVE

- Pot de l'Amitié offered by the Cameroonian Authorities ;

#### SITE VISITS ARE ORGANISED DURING PROMOTION ON REQUEST

#### SUNDAY 25 FEBRUARY 2024

- 18H00: Closing of PROMOTE 2024 ;



## MANDATED ORGANIZER :

### INTER-PROGRESS INTERNATIONAL FOUNDATION - AFRICA BRANCH

Headquarters in Yaoundé, Cameroon

Yaoundé office - Bastos : On the road to the Mont-Fébé Hotel, behind the Peace Corps headquarters:

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- **IMPRIMERIE INDUSTRIELLE**
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- **IMPRESSION NUMERIQUE**
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*Votre Partenaire Imprimeur*



# Afriland First Bank


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## Acteur majeur de l'économie

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S'appuyant sur un modèle de banque universelle, Afriland First Bank, leader du marché camerounais, allie solidité financière, qualité de service et stratégie de croissance durable, afin de mettre sa performance au service du financement de l'économie et des projets de ses clients.

L'intérêt de la clientèle est notre priorité

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 **Afriland First Bank**