



Under the High Patronage of the Ministry of Small
and Medium Enterprises, Social Economy and
Handicrafts (MINPMEESA)

ODEA

Organized:



CIEDDA

**INTERNATIONAL SYMPOSIUM ON
INNOVATION, ENTREPRENEURSHIP AND
SUSTAINABLE DEVELOPMENT IN AFRICA**

14-15, December 2022

Venue: YAOUNDE CONGRESS PALACE-CAMEROON

THEME

**PROMOTING INVESTMENT IN THE
ENERGY SECTOR IN AFRICA, A KEY
LEVER FOR GROWTH, WEALTH
CREATION AND ECONOMIC
TRANSFORMATION**

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President of the Republic of Cameroon



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First Lady of Cameroon,
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Head of Government



Mr. Achille BASSILEKIN III

Ministry of Small and Medium
Enterprises, Social Economy and
Handicrafts (MINPMEESA)



Mr Gaston ELOUNDOU

Minister of Water and
Energy (MINEE)



Mr. Lejeune MBELLA MBELLA

Minister of External Relations
(MINREX)



Mr. MANI ZANG Jean Brice

Pdt Founder ODEA,
Co-founder Multi-expertise business
firm Asma Corporation



Mr. Simplicien NDAGO

Sponsor ODEA,
Coordinator in charge of
Innovation



Mrs. MANI Pucherie

National Coordinator
ODEA



Mr. Cyrille SCHOUAME

Head of Incubation Service
MINPMEESA
Vice-Coordinator ODEA



I CONTEXT AND RATIONALE

In an Africa where social challenges are linked, economic changes have become incessant, the unemployment rate is increasing especially among young graduates, the search for innovative ways has become a major concern for states as well as for many social and economic.

Over the past decades, the promotion of entrepreneurship in Africa has been recognized as a vital solution for our societies. It now represents a main vector in all economic development policies. All over the world, governments, non-governmental institutions as well as all social and economic actors are fully aware of the importance of business creation, particularly VSEs and SMEs. Thus, entrepreneurship has become a lever of economic development in many countries around the world.



In developing countries, entrepreneurship is likely to boost growth, reduce unemployment, poverty and social exclusion. International institutions believe that entrepreneurship can promote the multiplication of innovations, thus improving the social climate in these countries.

On the basis of the foregoing, it is urgent and imperative for each actor to assume its full responsibility in national industrial reconstruction, to enable manufacturing activities to play a leading role in the consolidation of the African economy in general and Cameroon in particular and, more specifically, in the formation of the Gross Domestic Product.

Seen under this prism, it is accepted and recognized today that the development of innovative entrepreneurship depends on the strengthening of national capacities in terms of innovation and entrepreneurship and the creation of an environment conducive to creativity. , emulation and innovative entrepreneurship. And it is within business ecosystems that this becomes possible; Indeed, through their agglomeration effects, logics of learning, sharing and pooling of resources and access to financing in some cases for entrepreneurs, they contribute to the development of entrepreneurship and innovation in a territory.

In addition, the African entrepreneurial ecosystem in general and Cameroon in particular constitutes a privileged instrument of national economic integration in its dual sectoral and geographical dimension, so that apprehends at the macroeconomic, mesoeconomic or microeconomic level, that it arouses in economic operators, the reflexes and synergies necessary to adapt to the socio-economic requirements of the national and international environment.

PRESENTATION

❖ ODEA

The African Business Organization abbreviated as ODEA is a Cameroonian committee founded in 2016 and recognized as being of general interest. Established in Yaoundé for 6 years, with the aim of bringing out a stable, sustainable and inclusive African economy, supporting and supporting local initiatives; by giving Africans in general and Cameroonians in particular the means to create and operate their businesses, new wealth and sustainable jobs are created. This committee has continued to evolve by adapting to the realities and needs of project leaders and partners in the African context. Today, ODEA is an international solidarity organization, based in Cameroon 🇨🇲, Yaoundé Ekoumdoum crossroads, with representations in:

- Ivory Coast,
- Tunisia,
- Senegal,
- Morocco,
- South Africa,
- France,
- Portugal,
- Germany,
- Democratic Republic of Congo
- congo–Brazzaville
- Algeria
- Togo
- and many other countries, at the service of economic development through entrepreneurship.



Thanks to a privileged partnership with the GLI (Groupement des Leaders Investisseurs) Nord-Sud, a Tunisian financial cooperative specializing in finance and African microfinance and equipped with a guarantee fund, ODEA provides financing for the African entrepreneurs it supports.

» GLOBAL AND SPECIFIC OBJECTIVES OF THE ACTION:

- ✓ Help curb rural out-migration by increasing economic opportunities for rural households;
- ✓ Consolidate and create sustainable jobs in the value chains of development axes with particular attention to young people and women, while contributing to food security;
- ✓ Organize economic meetings (economic missions, forums, fairs, etc.) to strengthen winning economic partnerships–winner between Cameroon, l'Africa, the'European Unioneenne which will lead to the creation of contacts d'business between african and european companieeenne (North–South) in the age of globalization,
- ✓ Find professional impregnation internships in Cameroon for students;
- ✓ Assist in the vocational training of young people according to the evolution of technology and socio-professional integration through the creation of a training center
- ✓ Implementation of universal health coverage;
- ✓ Work for a distribution without sharing of opportunities;
- ✓ Support the initiative of the Cameroonian diaspora of the European Union who wish to return to

Cameroon;

- ✓ Help make Cameroon a tourist destination;
- ✓ Guide Belgian and European investors who wish to undertake in Cameroon;
- ✓ Fight against illegal immigration, by contributing to the education, training and employment of young Africans and the realization of long-term projects.

To achieve its objectives, it will first be deployed throughout the national territory in Cameroon and in partnership with the sectoral ministries and decentralized territorial communities, for the socio-economic development of Cameroon.

❖ CIIEDDA



The International Symposium on Entrepreneurship Innovation and Sustainable Development in Africa (CIIEDDA) is a symposium which aims to attract researchers, practitioners and decision-makers from companies and public institutions sensitive to economic and management issues in very varied involving entrepreneurial ecosystems, entrepreneurship, innovation and sustainable development.

By relying on foreign and national experiences, this international symposium as much to focus on the contribution of business ecosystems in the promotion of innovative and sustainable entrepreneurship in Cameroon, it also wants, in an extensive posture, to be a opportunity to launch debates and exchanges between practitioners, researchers and decision-makers around themes relating to entrepreneurship, innovation and sustainable development. It is a question of making an inventory, understanding, conceptualizing, and making proposals for measures to enrich knowledge on the role of entrepreneurial ecosystems in the entrepreneurial revitalization of an economy.

Each edition of the symposium has a theme as a common thread and is intended to be open to research papers as well as practical experiences, whether they are rooted in a specific, multidisciplinary, interdisciplinary and/or cross-cutting discipline within the aforementioned fields.

III

AREAS OF THE SYMPOSIUM

Researchers, entrepreneurs, teachers, managers, students, political decision-makers and all other people interested in promoting SMEs and entrepreneurship, innovation and sustainable development are invited to participate in this meeting. We accept proposals for communication projects in all areas related to entrepreneurship, innovation, sustainable development. Far from being exhaustive, the communications, emanating from both academicians and professionals, could deal with the following themes:

1. The foundations of taking into account sustainable development in the action of the Entrepreneur. These include analyzing the motivations for sustainable development integration in an entrepreneurship approach.
2. The production of a first practical assessment of entrepreneurs in terms of sustainable development. The objective is to share experiences and pool know-how.
3. Contribute to a better consideration of sustainable development.

IV

SIGNAGE



NAME: CIEDDA (International Symposium on Innovation, Entrepreneurship and Sustainable Development in Africa)

VENUE: At the Palais des Congrès in Yaoundé—Cameroon

DATE: From 14 to 15 DeDecember 2022

EDITING: 1st edition

THEME: "Promoting investment in the sectorenerdetick in Africa, a key driver of growth, wealth creation and economic transformation».

AIM: Position renewable energy as an instrument at the service of development.

ORGANIZER: ODEA: African Business Organization

GUESTS OF HONOR COUNTRIES:

- 1- **Egypt** (EABA: Egyptian-African Businessmen's Network in partnership with ODEA)
- 2- **Congo-Kinshasa** (Congo-Kinshasa Chamber of Commerce in partnership with ODEA)
- 3- **Nigeria** (ODEA Representative in Nigeria)
- 4- **Germany** (ODEA representative in Germany and a delegation of German investors, companies and economic operators).

V

OBJECTIVES OF CIEDDA

1- SPECIFIC OBJECTIVE

Bring together all the players in innovation and the business chain in order to discuss the chosen theme: "Promoting investment in the sectorenerdetick in Africa, lever nevtal to growth, to creation of wealth and the transformation of the economy». The objective is to show the impact

of the highlighted sector, finding concrete solutions. your, efficient and reproblem alistsemyatthrough African experts and researchers in order to promote the developmentesustainable development on the continent.

2- SECONDARY OBJECTIVES

The CIIEDDA strives to formulate actions for the operationalization of the orientations and strategic choices of the Sustainable Development Goals (SDGs), resulting from all the operational strata in the economic activity of African countries that could be envisaged to boost the African industry in general and Cameroon in particular. The CIIEDDA contributes to promoting activities relating to the sanctuaries, pillars and foundations of emergence strategically described in the SDGs.



- ✓ The symposium therefore brings Africa together around a common objective: The socio-economic development of our beautiful continent.
- ✓ Raise awareness/Inform on the ways and means to make companies more productive, on the improvement of services.
- ✓ Help entrepreneurs identify and implement actions that will enable them to limit their direct and indirect costs.
- ✓ Promote “pioneer” companies; observation of good practices and dialogue around concrete cases.

3- OBJECTIVES AND MEANS OF COMMUNICATION

■ GOALS

- **Inform :** Let target people and institutions know that such a forum exists and explain its objectives and expectations.
CIIEDDA's communication will make it possible to popularize the title and the acronym of the symposium among the general public.
- **Arouse intereyou:** the communication made should make it possible to bring the main targets and the general publicattake part in the symposium. It will also have to convince potential partnersatsupport the symposium untilatthe end.
- **Sit the notorieyoue of the'evement and organization:** atthrough such communication, ODEA should gain notorietyeyoue; and the symposium should deso be part of the annual meetings in Cameroon and Africa.

■ MEANS OF COMMUNICATION AND MESSAGES

- **Means of communication**

- **Mettraditional slides:**Radio (CRTV PN, Station Regionale du Centre, Satellite FM, Kalak FM, BBC Afrique, RFI, Africa Number 1, etc.); TV (CRTV, CRTV News, Arica 24, France 24, Equinoxe TV, Vision 4, etc.); Written press (Cameron Tribune, Mutations, The Star, Le Messenger, Le Jour, The Guardian Post, The Post, etc.); display (ACMAR, Accent, Global, etc.).
- **Digital communication:**Resocial buckets (Facebook, Twitter, LinkedIn); E-mailing (creer a bank of e-mail addresses of potential targets), online advertising, blogs, information sites (Investing in Cameroon, Actu Cameroon, Info Cameroon, Camer24, etc.).
- **Communication off-meday:**Communicationeventally (sponsor orebe partners of events in the same sector or any other sector), promotional items (mugs, T-shirts, leaflets, key rings, caps, etc.).

● Messages (promises)

- The CIEDDA is the meeting par excellence for African entrepreneurs who want to move the lines;
- CIEDDA is the platform forexchange between large and small companies/industries and the meeting point between companies from all countries in Africa;
- The CIEDDA is the way to showcase its products and services in order to develop a considerable client portfolio;
- CIEDDA is the place and platform for public-private dialoguein order to find better collaboration clauses;
- The CIEDDA is a means of discussing the issues and deof the sectors of innovation and technological development in Africa in general and in Cameroon in particular;
- The CIEDDA is a platform forevidence of local know-how in all sectors.
- Etc.

VI

ARE WAITING

The audiences that this forum will target are numerous and diverse. They will consist of:

- Academics;
- Trade unions ;
- Professional groups;
- Administrative and political authorities;
- Development partners, in particular: UNIDO, UNDP, AfDB, BDEAC, AFD, GTZ, BEAC, PROINVEST, SABC, WORLD BANK, INTERNATIONAL CHAMBER OF COMMERCE, etc.;
- Consular chambers;
- Industrialists and all other actors in the economic life of the country;
- Ministerial departments globally concerned with development issues;
- Civil society, including special guests;
- Economic operators and other investors in the said sector
- The delegation of Egyptian-African businessmen
- Experts in German-Cameroonian synergies,
- Representatives of friendly countries.



VII**TOPICS**

As other themes in workshops:

- 1- The development of the energy sectors and their adaptation according to the zones, regions and socio-economic priorities specific to the States (solar, wind power, nuclear, coal, electricity),
- 2- The axes of the transformation of the simple energy potential towards the effective implementation for the benefit of the populations and the economic operators,
- 3- Promotion of new energy professions in Africa, guarantee of the availability of a competitive workforce,
- 4- Diaspora, civil society, donors and public authorities, implementation of synergies for the structural transformation of African economies,
- 5- Entrepreneurial innovation in the renewable energy sector, as a factor of strong, diversified and competitive economic growth, social integration, for sustainable development in Africa,
- 6- Pooling and good management of natural resources in local communities case of the agricultural sector for sustainable economic growth.

**VIII****CIIEDDA JOINTS**

The CIIEDDA will revolve around the following main activities:

- **Exhibitions**

These will be Exhibitions of the products of certain pilot industries in Cameroon, as well as industrial services. To do this, stands will be built to measure and made available to exhibitors on the basis of precise specifications. These Exhibitions are planned to be held at the Palais de Congrès in Yaoundé-Cameroon. The space will be divided into villages.

- **Thematic Conferences**

Who will bring together: academics; trade unions ; administrative and political authorities; development partners; Civil society ; consular chambers; guests from friendly countries; industrialists and all other actors in the economic life of the country; the ministerial departments involved.

- **Workshop work**

The organization of this work will allow:

- To register the actors of the National Pact for Emergence Energy and Industrial;



- Deepen exchanges on the five reference strategic plans: FABER (Forest-Agro-industry-Biomass-Energy-Rail); Digital Infrastructures & Economy; CNG (Natural Gas for Vehicles); Industrial Integration Urbanization-Habitat-Construction; Textile Cotton-Leather & Tailoring.

- **The great policy debate**

This will bring together on television sets business leaders, promoters of SMEs/SMIs, intellectuals and politicians on a chosen theme.

- **A Round Table on the sharing of industrialization experience**

This Round Table will share examples of the operationalization of industrial policies (Egypt, Morocco, Nigeria, Ivory Coast, etc.).



IX PARTNER INTERESTS

You are offered a unique chance to associate yourself with a different industrial forum and a real civic event. The values of the CIIEDDA give you the opportunity to associate your company or association with a real societal project, with human values, which are probably found less and less in the majority of events.

X OUR ENGAGEMENTS

WE OFFER YOU :

- **Proximity to an audience of enthusiasts:**

Given the scale of the event, we guarantee you a strong mobilization of people and personalities who are real or potential customers of your products or services.

- **High visibility of our partners:**

Thanks to the distribution of numerous communication tools (posters, small posters, banners, flyers, etc.) and through spots (Radio and TV), backdrops and other branding tools during the major events planned for this event.

- **High visibility via communication by object:**

With the insertion of logos on personalized gadgets (T-shirts, invitation tickets, badgets, etc.)



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Two formulas are offered to advertisers/companies:

1- A la Carte Formula

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contact@org-odea.com
odeaoffice@yahoo.com