



UKCCC
UK Cameroon
Chamber of Commerce



Newsletter

Edition Ref: N° 05 - Q3 2026



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Word from the Chairman

A New Chapter for the UK–Cameroon Chamber of Commerce



Dear Members, Partners and Friends,
It is my pleasure to welcome you to this edition of the UK–Cameroon Chamber of Commerce Newsletter.

As we enter the second half of 2026, the Chamber stands at an exciting stage in its development. Having established itself as a credible institution promoting trade and investment between the United Kingdom and Cameroon, we are now focused on delivering greater value to our members and strengthening our position as the leading platform for business engagement between our two countries.

Over the past three years, we have built a Chamber founded on good governance, professionalism, integrity and partnership. We have strengthened our institutional framework, expanded our membership, enhanced our visibility, and developed strong relationships with the British High Commission, the UK Department for Business and Trade, government institutions, development partners and the private sector. These achievements provide a solid foundation for future growth.

Following our recent Strategic Planning Session, the Board agreed to focus our efforts on initiatives that deliver meaningful impact. A key priority is to make the Chamber the premier platform for business networking, collaboration and knowledge sharing. Through executive networking events, CEO roundtables, business breakfasts, investment forums and professional development programs, we aim to create opportunities for business leaders to exchange ideas, build partnerships and unlock new investment and trade opportunities.

Our commitment to good governance and responsible business remains unwavering. In the coming months, members will benefit from new governance initiatives, executive training programs and the launch of the UKCCC Annual Green Business Awards, recognizing organizations that demonstrate excellence in environmental sustainability and responsible business practices.

I sincerely thank our members, Board Directors, committee members, the executive team, partners and sponsors for their continued trust and support. I encourage you to participate actively in our programs, share your expertise, and help us grow an even stronger business community. Together, we are building more than a Chamber—we are creating a dynamic business network that will strengthen UK–Cameroon commercial relations and generate lasting opportunities for sustainable economic growth. I look forward to working with you as we continue this exciting journey.

Dr. Elias Pungong
Chairman



Editor's Note

Building Momentum, Strengthening Partnerships, Creating Value

It is with great pleasure that we present this edition of the UK–Cameroon Chamber of Commerce (UKCCCC) Newsletter, a publication that captures an exciting period of renewed momentum, stronger partnerships and a clear commitment to delivering greater value to our members and stakeholders.

As the UKCCCC continues to build on the strong foundations established over recent years, our focus remains firmly on growth, member engagement, trade promotion and investment facilitation. This edition reflects that renewed direction, bringing together insights from our leadership, members and partners on the opportunities and challenges shaping the UK–Cameroon business relationship.

We begin by reflecting on the Chamber's journey, with perspectives from our Chairman and Treasurer on the progress made, the lessons learned and the priorities required to build a sustainable and impactful institution. Their contributions provide an important perspective on our governance, financial sustainability and ambitions for the years ahead.

A major highlight of this edition is our coverage of PROMOTE 2026, where the UK Pavilion provided an outstanding platform for British and Cameroonian businesses to connect, exchange ideas and explore new commercial opportunities. Through interviews, photographs and member experiences, we capture some of the key moments and outcomes from this important event. We are particularly pleased to feature an interview with H.E. Matt Woods, British High Commissioner to Cameroon, whose perspectives reinforce the importance of strengthening UK–Cameroon economic and commercial relations.

We also look back at WCAF (West & Central Africa Trade and Investment Forum) IV in Lomé, Togo, which brought together businesses, investors and policymakers from across Africa and beyond. The Forum provided an important platform for strengthening UK–Africa trade partnerships. Our coverage includes the UKCCCC welcome cocktail, the recognition of Beko Capital SA as "Best Regional Non-Bank", and an interview with its CEO and Chairman, Brice Beumo. We are equally pleased to feature an interview with David Alderton, Chairman of Cameroon



Power Holding and Chairman of the UKCCCC Governance Committee, providing further insight into leadership, investment and the business environment.

Looking ahead, we include practical guidance on Preparing for a Successful Trade Mission, reflecting the Chamber's growing emphasis on helping members convert international exposure into tangible business opportunities. Our Policy Insight examines key policy and regulatory reforms that could further strengthen Cameroon's competitiveness and create a more investor-friendly environment.

This edition is ultimately about people, partnerships and possibilities. The UKCCCC's role is not simply to organize events, but to create meaningful connections, promote dialogue, support businesses and contribute to a stronger and more dynamic trading relationship between the United Kingdom, Cameroon and the wider African market.

We thank our members, partners, sponsors, government representatives and stakeholders for their continued confidence and support. As we move forward, we invite businesses and institutions to engage actively with the Chamber, share their perspectives and take advantage of the opportunities that our growing network provides.

The journey continues—and the opportunities ahead are significant.

Henry N. Kiven
Executive Director / Editor
UK–Cameroon Chamber of Commerce



UKCCC Builds on Strong Foundations with Renewed Focus on Growth, Member Value and Trade



The UK–Cameroon Chamber of Commerce (UKCCC) is entering the second half of 2026 with a renewed strategic focus on delivering greater value to its members, expanding business networks, and strengthening trade and investment relations between Cameroon and the United Kingdom.

Following a recent strategic session and meetings of its Board of Directors, the Chamber reviewed progress made during the first half of the year and agreed to concentrate its efforts on a smaller number of high-impact initiatives capable of delivering measurable benefits to mem-

bers and strengthening the Chamber's position within the business community.

Since becoming operational three years ago, UKCCC has steadily evolved into a credible platform for trade and investment promotion, business networking, advocacy and private-sector engagement. With the support of the British High Commission and the commitment of its members and partners, the Chamber has established the governance, operational and administrative foundations required to support its continued development.

Importantly, the Chamber remains firmly committed to ensuring that its activities are aligned with the evolving needs and expectations of its members. This member-centred approach remains a key strategic priority and continues to shape its programmes, initiatives and future direction.

Greater Focus on Networking and Member Engagement

One of UKCCC's priorities going forward is to strengthen its position as a leading platform for business networking, collaboration and knowledge sharing between Cameroon and the United Kingdom.

The Chamber plans to expand opportunities for members to connect through executive roundtables, business breakfasts, sector-focused forums, investment dialogues and knowledge-sharing sessions. These engagements will bring together business leaders, policymakers, investors, diplomats, regulators and industry experts to discuss emerging trends, address common challenges and identify commercial opportunities.

Through stronger member engagement, UKCCC aims to foster a collaborative business community in which relationships, knowledge and partnerships can translate into tangible business opportunities.

Membership development will therefore remain an important priority. The Chamber will continue refining its membership value proposition, strengthening engagement with existing members and attracting new organisations seeking access to networks, advocacy, market intelligence, visibility and business partnerships.

Expanding Advocacy and Business Support

Advocacy will remain another important pillar of the Chamber's work. UKCCC intends to deepen its engagement with policymakers, regulators and other stakeholders on issues affecting businesses and the wider investment environment.

Through constructive dialogue and evidence-based advocacy, the Chamber will continue to represent the interests of its members and contribute to discussions and reforms aimed at strengthening competitiveness, encouraging investment and supporting private-sector growth.

The Chamber also intends to expand practical business support and investment facilitation, helping companies better understand opportunities in both markets and connecting businesses with relevant partners and stakeholders.

This role could become significantly more important as changes take place within the UK Government's trade support arrangements across Africa.

As part of a centrally coordinated restructuring, plans are underway for British Chambers of Commerce in several African markets, including UKCCC, to assume certain trade and investment promotion activities previously undertaken by the Department for Business and Trade (DBT) within British diplomatic missions.

Once these arrangements are finalized, UKCCC will be positioned to deepen its trade and investment promotion activities, provide greater support to businesses seeking opportunities in Cameroon and the United Kingdom, facilitate connections between investors and credible local partners, and promote Cameroon as an attractive destination for UK and international investment.



Sustainability and Responsible Business

Sustainability will also feature prominently in the Chamber's programme for the remainder of 2026.

Among the initiatives being developed is the UKCCC Annual Green Business Awards, designed to recognise organisations demonstrating leadership in environmental sustainability and responsible business practices. The initiative is expected to encourage innovation, showcase good practices and strengthen collaboration between businesses and development partners.

The Chamber also plans to expand executive development programmes, including specialised corporate governance training aimed at promoting stronger governance, ethical leadership and responsible business practices among member organisations.

These initiatives build on UKCCC's participation at PROMOTE 2026, where the Chamber and its partners showcased investment opportunities and contributed to discussions on sustainable development, climate change, mining and women's economic empowerment.

The relaunch of the Doing Business in Cameroon initiative at PROMOTE 2026 was another important milestone and forms part of the Chamber's broader objective of providing businesses and investors with practical and reliable information on the Cameroonian market.

Expanding Networks and International Partnerships

Over the next 12 to 24 months, UKCCC intends to establish stronger international business linkages and partnerships that can create new opportunities for members.

Sector-focused engagement will play an important role, enabling companies operating within specific industries to discuss common issues, identify opportunities for collaboration and engage potential investors and partners.

The Chamber is also exploring the establishment of an annual flagship business forum bringing together senior business executives, investors, policymakers and development partners from Cameroon, the United Kingdom and other international markets. Such a forum would provide a high-level platform for business dialogue, networking and the promotion of investment opportunities.





Strengthening UKCCC's Digital Reach

Recognising the increasing importance of digital communication, UKCCC will continue strengthening its website, LinkedIn presence, newsletter and other communication platforms.

A stronger digital presence will enable the Chamber to share business intelligence and opportunities more effectively, showcase member achievements, promote events and initiatives, and maintain engagement with businesses and partners regardless of their location.

Digital engagement will also support the Chamber's ambition to reach new audiences and strengthen connections between businesses operating across the UK-Cameroon commercial corridor.

Membership as an Investment in Business Growth

Underlying these initiatives is a simple principle: membership of UKCCC should deliver practical and measurable value.

In an increasingly interconnected and competitive business environment, companies require more than information. They need trusted relationships, credible networks, access to decision-makers, market intelligence and opportunities for collaboration.

UKCCC seeks to provide that platform.

Membership should therefore be viewed not simply as an annual subscription, but as an investment in business growth, visibility, strategic relationships and access to opportunities that individual organisations may find difficult to develop independently.



As UKCCC enters the second half of 2026, the emphasis is firmly on execution and impact. Building on the foundations established over the past three years, the Chamber will focus on a targeted programme of initiatives that strengthens member value, expands business connections, promotes responsible investment and advances trade between Cameroon and the United Kingdom.

The next phase of UKCCC's development will therefore be defined not simply by how much the Chamber does, but by the value and measurable impact its activities create for its members and the wider UK-Cameroon business community.

July 8 Board Meeting: Capturing the Moments.





The UKCCC Chairman Reflects on UKCCC's Journey and the Road Ahead

As the UK–Cameroon Chamber of Commerce (UKCCC) looks to the future, its chairman recently reflected on the Chamber's journey and its evolution into a credible platform for strengthening business relations between Cameroon and the United Kingdom.

For the Chairman, one of the greatest achievements has been witnessing the Chamber grow from an ambitious idea into an institution increasingly recognized by businesses and key stakeholders.

"What gives me the greatest satisfaction is seeing the Chamber evolve from an idea shared by a small group of committed business leaders into a credible and respected institution," he says.

He believes that building a sustainable institution is ultimately more important than any individual event or initiative. "Institutions are not built overnight. What matters is creating a platform that can continue delivering value for years to come. I believe we have established that foundation."

Looking ahead, the Chairman sees considerable potential for stronger UK–Cameroon commercial partnerships, particularly as businesses respond to changing global economic, technological and sustainability priorities. Renewable energy, critical minerals, agribusiness, infrastructure, manufacturing, financial services, digital technology, education, healthcare and professional services are among the areas offering opportunities for greater cooperation.

He believes sustainability will increasingly influence how these opportunities are developed.

"The future belongs to businesses that combine profitability with sustainability," he says. "There is enormous potential for partnerships that generate economic value while contributing to broader development goals."

At the center of the Chamber's future direction, however, will remain its members.

"My message is simple: the Chamber exists to create value for its members and to serve as a catalyst for business growth and economic cooperation."

The Chairman would like members to increasingly regard UKCCC not simply as a business association, but as a strategic partner capable of supporting their ambitions through networks, advocacy, market intelligence, business connections and access to opportunities.

Reflecting on his own experience leading the Chamber, he says the greatest reward has been seeing businesses benefit from what the institution has helped create.

"It is gratifying to see members benefiting from the networks, partnerships, advocacy efforts and opportunities created through the Chamber. Knowing that we are helping strengthen UK–Cameroon business relations and contributing to economic development makes the effort worthwhile."

As UKCCC enters its next phase, the Chairman's message is therefore one of continuity and ambition: build on the foundation already established, remain focused on members, and position the Chamber to play an even stronger role in facilitating business and investment between Cameroon and the United Kingdom.





Frederic Mvondo CEO Globeleq Cameroon and UKCCC Treasurer

Beyond the Balance Sheet: The Treasurer's Perspective on Building a Sustainable Chamber

As the UK–Cameroon Chamber of Commerce (UKCCC) looks to its next phase of development, its Treasurer, Mr. Frederic Mvondo, CEO of Globeleq Cameroon, has reflected on the importance of sound financial stewardship, sustainability and accountability in building a strong and credible institution.

For the Treasurer, the Chamber's ability to deliver on its mission depends not only on the quality of its programs and activities, but also on having a solid financial foundation and ensuring that resources entrusted to the organization are managed responsibly.

“Over the past few years, our focus has been on building a financially sound and sustainable organization capable of supporting its mission over the long term,” he says. “We have worked diligently to establish strong financial management practices, maintain transparency, and ensure that resources are utilized responsibly and efficiently.”

Mr. Mvondo believes that financial sustainability should be viewed as more than simply balancing income and expenditure. It provides the Chamber with the institutional resilience to plan ahead, invest in strategic priorities and continue delivering meaningful services to its members.



“Sound financial management is fundamental to the Chamber’s success and future growth,” he explains. “It ensures that we have the resources necessary to support strategic initiatives and maintain the institutional capacity required to achieve our objectives.”

Accountability and transparency are equally important. The Chamber’s resources are managed within approved budgets and governance arrangements, with financial oversight helping to ensure that expenditure remains aligned with strategic priorities and member interests.

For Mr. Mvondo, however, the real measure of the Chamber’s financial strength is ultimately the value it is able to create for its members. He believes membership should therefore be regarded not simply as an annual subscription, but as an investment in business relationships, access to networks and opportunities for growth.

Drawing on Globeleq Cameroon’s own experience as a member, he says the benefits have been significant.

“My company has benefited enormously from the services, networks, and support provided by the Chamber. As a result, we place tremendous value on our membership.”

He adds that some of the most important benefits of Chamber membership cannot always be measured directly in financial terms. Access to trusted relationships, business networks, information, advocacy and opportunities to engage with key stakeholders can create considerable long-term value for companies.

“For us, membership of the Chamber is not merely a subscription,” he says. “It is a strategic investment in a platform that supports our business interests and contributes to a stronger business environment.”

As UKCCC continues to develop, Mr. Mvondo believes that maintaining financial discipline, transparency and a strong focus on member value will remain essential to its long-term sustainability. His reflection carries a clear message for both existing and prospective members: a financially strong Chamber is better equipped to serve its members, pursue strategic opportunities and contribute to stronger business relations between Cameroon and the United Kingdom.



PROMOTE 2026: UK Pavilion Delivers a Week of Outstanding Success

Strengthening UK-Cameroon Trade, Investment and Partnership

PROMOTE 2026 will be remembered as a landmark event for the United Kingdom's business community in Cameroon. Held from 15 to 21 June 2026 at the PROMOTE Village in Tsinga, Yaoundé, the exhibition brought together thousands of business leaders, investors, government officials, entrepreneurs, academics and development partners from across Cameroon and beyond.

A major innovation introduced by the British High Commission this year was the establishment of a dedicated UK Pavilion, bringing together UK companies, institutions and business associations under one roof. The initiative proved to be a resounding success, creating a vibrant platform for showcasing British expertise, facilitating business connections and promoting the growing partnership between the United Kingdom and Cameroon.

Throughout the week, the UK Pavilion was a hive of activity, attracting a steady flow of visitors and providing a focal point for discussions on trade, investment, education, innovation, sustainability and entrepreneurship. The positive feedback received from exhibitors, participants and visitors reflected the value of the Pavilion in promoting a coordinated and visible UK presence at PROMOTE 2026.

The British High Commission expressed great satisfaction with the outcome of the event, noting the high level of engagement, the quality of discussions and the numerous opportunities created for collaboration between British and Cameroonian stakeholders.

A Strong Start with Business and Investment at the Forefront

The week commenced with the official opening of the UK Pavilion and a Business Forum that highlighted successful UK-Cameroon partnerships and showcased the contribution of British businesses to Cameroon's economic development.

One of the major highlights of the opening day was the "Doing Business" Roundtable hosted by the UK-Cameroon Chamber of Commerce. The session attracted business executives, investors, policymakers and development partners who engaged in practical discussions on improving the business environment and expanding bilateral trade and investment opportunities.

The Corporate Partners Dinner held later in the evening provided an excellent networking platform, enabling senior business leaders and institutional partners to build new relationships and strengthen existing collaborations.

Creating Opportunities Through Dialogue and Engagement

The second day focused on business clinics and investor engagement, providing participants with valuable insights into financing opportunities, public sector projects and emerging investment trends.



The workshop on Financing Public Sector Projects generated significant interest among companies seeking to understand procurement opportunities and funding mechanisms. Discussions on Transnational Education Partnerships further highlighted the growing cooperation between educational institutions in Cameroon and the United Kingdom.

The FinTech Roundtable concluded the day with stimulating exchanges on digital transformation, financial inclusion and innovation in financial services. Participants agreed that technology-driven solutions will play a critical role in shaping the future of business and economic development in Cameroon.

Celebrating UK Day at PROMOTE 2026

Wednesday's UK Day proved to be one of the most successful and well-attended days of the exhibition.

The "UK in Cameroon Forum" showcased the depth and diversity of UK engagement across various sectors, including business, education, infrastructure, technology and development cooperation. Speakers highlighted the positive impact of existing partnerships while identifying new opportunities for growth and collaboration.

The Climate and Nature Roundtable generated meaningful discussions on environmental sustainability, responsible business practices and the role of the private sector in addressing climate challenges. Participants emphasized the importance of innovation and partnership in building a more sustainable future.

The session on "Life after Study in the UK" attracted students, alumni and young professionals eager to learn how international education can be translated into career success, entrepreneurship and leadership opportunities. The day's activities culminated in a highly successful UK Alumni Reception, bringing together graduates of UK institutions and celebrating their contribution to Cameroon's social and economic development.

Investment, Mining and Strategic Partnerships

Thursday's program focused on market opportunities and strategic partnerships.

The Investment Mining Roundtable hosted by Oriole Resources Ltd provided participants with valuable insights into Cameroon's mining sector and the opportunities available for investment and collaboration. Discussions highlighted the sector's potential to contribute significantly to economic growth while promoting responsible and sustainable resource development.



Guests at the UK Pavillion - Mrs Patience Melone, Board Chair ACCESS Bank Cameroon and Senator Regina Mundi.

The British Council and its partners delivered an engaging program that showcased initiatives in education, skills development and cultural exchange.

The business-to-business matchmaking sessions that followed generated considerable interest, with numerous companies reporting productive meetings and promising discussions that are expected to translate into future partnerships and commercial opportunities.

Championing Women's Empowerment

Friday's focus on empowering women and girls was widely praised by participants. The session on Women in Business at the UK's Pavilion during PROMOTE Yaoundé was both inspiring and impactful.

It was encouraging to see so many young women entrepreneurs eager to take their businesses to the next level, engaging experts with thoughtful and relevant questions. Among the distinguished contributors was the Board Chairperson of ACCESS Bank Cameroon, Mrs. Patience Malone, who shared valuable insights on what it takes to build and sustain a successful and thriving business.

The participants openly discussed the challenges they face as entrepreneurs while also celebrating their successes. Through engaging panel discussions featuring professionals from diverse backgrounds, they gained practical knowledge, fresh perspectives, and renewed inspiration to navigate their entrepreneurial journeys.

It was truly an exciting and enriching day at the Pavilion, with participants leaving empowered, motivated, and better equipped with the knowledge, confidence, and tools to grow their businesses.

When women are empowered, businesses grow, communities thrive, and economies flourish.

Innovation and Technology Take Centre Stage

Saturday's program underscored the growing importance of technology, science and innovation in shaping the future economy.

The Tech Breakfast brought together entrepreneurs, innovators, investors and technology professionals who exchanged ideas on emerging trends, digital transformation and opportunities within Cameroon's innovation ecosystem.

The Science and Innovation Roundtable further demonstrated the importance of research and innovation in addressing development challenges and supporting sustainable economic growth. Participants called for stronger collaboration between academia, government and the private sector to accelerate innovation-led development.

A Memorable Conclusion

The final day focused on soft power, sports and international cooperation. Discussions around the countdown to the Glasgow 2026 Commonwealth Games highlighted the role of sport in promoting unity, opportunity and international understanding.

The Media Showcase provided a fitting conclusion to an exceptional week, capturing stories of success, innovation and partnership that emerged throughout the exhibition.

Looking Ahead

PROMOTE 2026 demonstrated the strength of the UK-Cameroon relationship and the immense potential for deeper cooperation across multiple sectors. The success of the UK Pavilion exceeded expectations and established a strong foundation for future engagement.

The British High Commission, the UK-Cameroon Chamber of Commerce, participating companies, partners and visitors all contributed to making the week an outstanding success. New relationships were formed, existing partnerships were strengthened and important conversations were initiated that will continue long after the exhibition has ended.

As the doors close on PROMOTE 2026, one message was clear: the future of UK-Cameroon trade, investment and partnership has never looked brighter.



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PROMOTE 2026: Capturing the Moments.





PROMOTE 2026 Exclusive Interview.

H.E. Matt Woods, British High Commissioner to Cameroon

PROMOTE 2026 demonstrated the growing strength of the economic partnership between the United Kingdom and Cameroon. The UK Pavilion served as a focal point for British businesses operating in Cameroon, providing a platform to showcase their capabilities, engage with investors and policymakers, and reinforce the UK's long-term commitment to supporting trade and investment. In this exclusive interview with the UK–Cameroon Chamber of Commerce Newsletter, His Excellency Matt Woods shares his reflections on the success of the exhibition, the importance of the UK Pavilion, the role of British businesses in Cameroon, and his vision for continued UK participation in future editions of PROMOTE as both countries deepen their commercial partnership.

Your Excellency, the UK brought together an impressive Pavilion showcasing UK companies operating in Cameroon. How would you assess the overall success of the UK's participation in this year's PROMOTE Trade Fair?

PROMOTE 2026 was a roaring success for the UK. From the very start, our objective was to create a platform for partnership building. We brought together UK companies, Cameroonian partners, government stakeholders, investors, universities and more around a shared growth agenda. Over seven busy and enjoyable days we hosted a wide range of discussions across sectors such as infrastructure, education, innovation, and women's economic empowerment. We were able to showcase the fullness of the UK/Cameroon partnership whilst also creating opportunities for future collaboration.

From your interactions with the exhibitors, how satisfied are the UK companies with the organization of the Pavilion and the business opportunities created during PROMOTE?

The feedback has been overwhelmingly positive. Many appreciated that the Pavilion was designed to host targeted engagement and that the UK focused on bringing together the right people to facilitate introductions with decision makers. Several participants said the quality of engagements exceeded expectations and opened doors that would otherwise have taken a long time to establish. But of course, the real measure of success will be the partnerships and projects that emerge in the months ahead, though the early signs are extremely encouraging.

What tangible outcomes did you expect UK companies to derive from their participation in PROMOTE, whether in terms of new partnerships, investment opportunities, market expansion, or strengthened business relationships?

That PROMOTE would accelerate relationships and create opportunities that extend far beyond the event itself. We wanted participating businesses to leave with stronger networks as well as a pipeline of commercial partnerships and investments. We also wanted to support companies already in Cameroon by strengthening their engagement with key contacts and demonstrating the value they bring to the country.

Encouragingly, we have already seen progress in several areas, including infrastructure, education, and investment discussions.

How does UK's participation in PROMOTE reflect its broader vision for strengthening economic and commercial cooperation between the UK and Cameroon?

The UK's participation reflects a simple principle: sustainable economic partnerships are built through long-term engagement and practical cooperation. Cameroon is an important partner for the UK in Central Africa, and we see significant opportunities for more trade and investment links. PROMOTE provided an excellent platform to bring together actors and to demonstrate the breadth of expertise, financing capability and partnerships that the UK can offer.





Looking ahead, what sectors or areas of collaboration do you believe offer the greatest potential for increased UK investment and business partnerships in Cameroon?

Cameroon has enormous potential across several areas. Infrastructure remains a major area of opportunity, especially as the country continues to expand transport and industrial capacity. We also see strong potential in transnational education partnerships that can help develop skills and support economic transformation. What makes Cameroon so attractive is that it combines a large and dynamic market with a strategic location that provides access to the wider Central African region. The UK has world-class expertise across many sectors. Our ambition is to connect that expertise with Cameroon's priorities in ways that create jobs, investment, and prosperity for all.

What message would you like to share with Cameroonian businesses and investors, as well as UK companies considering Cameroon as a destination for investment and long-term partnership?

For Cameroonian businesses, I would encourage you to continue to look outward, embrace innovation and seek international partnerships that can help unlock new opportunities for growth.

For UK businesses, I want to say that Cameroon is a market with significant potential, abundant natural resources, and opportunities across a range of priority sectors. Success in any market requires patience and partnership. The companies that succeed here are those that invest in relationships to understand the local context. The British High Commission and the UK Cameroon Chamber of Commerce are ready to help businesses build those connections.

Finally, PROMOTE has become one of Cameroon's leading trade and investment exhibitions. Based on this year's experience, do you see the UK expanding its participation in future editions, and what can participants expect from the UK Pavilion going forward?

The UK Pavilion demonstrated the value of a platform where meaningful conversations take place and where partnerships can be developed into outcomes.

Going forward, we will focus on quality engagement, bringing together the right partners, showcasing UK expertise, and creating opportunities that support both UK and Cameroonian prosperity. PROMOTE showed what can be achieved when we come together around a shared ambition for growth. The UK is proud to be part of that shared ambition and we look forward to building even stronger partnerships with Cameroon in the years ahead.





PURPOSE: To equip organizations across the CEMAC zone with the knowledge and skills to meet evolving regulatory, ESG, and DFI expectations, strengthen governance, and enhance investment readiness through robust trainings.

1



BOARD & EXECUTIVE GOVERNANCE TRAININGS

- ESG oversight aligned with IFC, AfDB, World Bank standards
- Board Fiduciary responsibilities, accountability, and risk monitoring training
- Ethical conduct, anti-corruption, and conflict-of-interest management
- ESG reporting and disclosure best practices
- Investment readiness and DFI Compliance requirements
- Boards that Perform – Improving and Energizing Governance in Corporate Boards
- Crisis management, business continuity, and institutional resilience

2



CORPORATE & PRIVATE SECTOR TRAININGS

- Anti-corruption & anti-bribery training (local & international frameworks) ISO37001
- Conflict-of-interest and supply-chain risk management
- Responsible AI, automation ethics, and digital governance
- Investment readiness and DFI compliance requirements
- Data protection: Malabo Convention, national laws, GDPR – General Data Protection Regulation
- ESG disclosure, anti-greenwashing, and workplace integrity (ethics, DEI, whistleblowing)
- Anti-Money Laundering training – AML
- Risk management Training – ISO31000
- Corporate Leadership Conversations
- Compliance program review – independent assessment of existing compliance structures and framework – 2 days review with client's premises.
- Compliance activity advisory – consultancy
- Crisis management, business continuity, and institutional resilience

3



FINANCIAL INSTITUTIONS, BANKING & FINTECH

- AML/CFT compliance: BEAC/COBAC rules, beneficial ownership, FATF alignment
- Risk-based approaches for mobile money and fintech services
- Digital finance fraud prevention, transaction monitoring
- AI governance in banking (credit scoring, onboarding, risk analytics)
- Cross-border data handling & ESG reporting for extractive and infrastructure projects
- Consumer Protection in digital finance
- Crisis management, business continuity, and institutional resilience

4



NONPROFITS & NGOS

- AML/CFT for grant management and cash interventions
- Safeguarding: PSEA (Protection from Sexual Exploitation and Abuse) and child protection
- Responsible data collection, protection, and digital hygiene
- Corruption, bribery, procurement fraud awareness
- Whistleblower systems and internal investigations
- Supply-chain integrity, human rights, and modern slavery risks

5



GOVERNMENT & PUBLIC SECTOR

- AI governance and algorithmic accountability
- Data protection and secure records management
- Cybersecurity and critical infrastructure protection
- Public procurement ethics, anti-corruption, and conflict-of-interest controls
- ESG reporting, sustainability, and natural resource management
- Crisis management, business continuity, and institutional resilience

6



REGIONAL & INTRA-AFRICAN ORGANIZATIONS

- Cross-border data protection & privacy compliance (OHADA, Malabo Convention, GDPR)
- AML and anti-corruption in trade finance and banking
- ESG compliance: sustainability reporting, responsible supply chains, environmental due diligence
- Corporate governance & fiduciary duties under OHADA
- Modern slavery and multi-jurisdictional whistleblowing systems



2026 compliance capability is not just an obligation—it is a strategic advantage. Organizations investing in robust ESG and compliance training will be better positioned to meet regulatory reforms, DFI financing conditions, digital transformation, and cross-border operational challenges in the CEMAC region.



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PROMOTE 2026 – UKCCC Members Share Their Experience

PROMOTE 2026 provided more than an exhibition platform—it created opportunities for businesses to build new relationships, showcase their capabilities, explore investment prospects and strengthen commercial partnerships. As part of the Chamber’s commitment to capturing the voices of its members, we spoke with two UKCCC member companies that participated in this year’s event. In these exclusive interviews, they reflect on their experiences at PROMOTE, the value of exhibiting at the UK Pavilion, the business opportunities they identified, and their perspectives on the role that trade fairs such as PROMOTE play in advancing business growth and UK–Cameroon commercial relations. Their experiences offer valuable insights for companies considering participation in future trade and investment events.

Lynda Amadagana, Chief Executive Officer, Amadagana & Partners Law Firm

“PROMOTE continues to provide an excellent platform for professional firms to engage with businesses, policymakers and investors...” L.A.



Could you share your overall experience at the 2026 PROMOTE Trade Fair and tell us how participating has benefited your business?

PROMOTE 2026 was a highly rewarding experience for Amadagana & Partners. As one of the leading business law firms in Cameroon, the Trade Fair provided us with a unique platform to engage with businesses, investors, institutions and fellow service providers from a wide range of sectors. Our participation enhanced the visibility of our firm, enabled us to showcase our expertise in supporting local and international investors, and created opportunities for meaningful discussions on the legal and regulatory issues that shape business activity in Cameroon and the wider Central African region.



What was the highlight of your participation at PROMOTE?

The highlight of our participation was the roundtable organized by Amadagana & Partners at the UK Pavilion on 16 June. It provided an excellent platform to showcase the firm's expertise in tax advisory and syndicated financing through discussions on the financing of strategic public sector projects in Cameroon. We particularly valued the opportunity to engage directly with commercial banks, public sector entities and other key stakeholders, fostering meaningful exchanges and strengthening valuable professional connections.

What new business opportunities, partnerships, or valuable connections have you made during the event?

PROMOTE enabled us to establish new contacts with businesses, financial institutions, public entities and potential international part-

ners. These discussions have created promising opportunities for future collaborations and reinforced our commitment to supporting investors and businesses navigating the Cameroonian legal and regulatory environment

Which aspect of PROMOTE was most valuable to you, and what suggestions would you make to enhance future editions?

The most valuable aspect of PROMOTE was the quality of the networking opportunities, both during the exhibition and through the exclusive events organised alongside it. The VIP Dinner, the reception at the Prime Minister's Residence and the evening hosted by the British High Commissioner provided excellent opportunities to engage with senior decision-makers in a more informal setting and to strengthen existing relationships while building new ones.



The Amadagana and Partners team at PROMOTE 2026



For future editions, it would also be valuable to include more pre-arranged one-to-one business meetings, and a digital networking platform enabling participants to connect before and after the event. These initiatives would further enhance the business impact of PROMOTE.

Would you recommend future editions of PROMOTE to members of the UK–Cameroon Chamber of Commerce? If so, why?

Absolutely. We would highly recommend PROMOTE to members of the UK–Cameroon Chamber of Commerce. It offers excellent visibility, access to key decision-makers and valuable opportunities to build partnerships, understand market dynamics and explore new business opportunities in Cameroon.

What are your key takeaways from PROMOTE, and how do you intend to leverage the opportunities generated through your participation?

PROMOTE confirmed the strong potential for collaboration between local and international stakeholders. We will continue following up on the connections established during the event and build on the momentum generated through our participation to develop new partnerships and continue supporting strategic investment projects in Cameroon.



The CAMTEL CEO, Mrs Judith Y. Achidi, Visits the UK Pavilion

She is welcomed by Brice Beumo, CEO of Beko Capital, and Henry Kiven, Executive Director of the UKCCC



Stephen Chia, Country Manager, Oriole Resources Cameroon

“For companies operating in the mining sector, PROMOTE offers a unique opportunity to engage with stakeholders, showcase ongoing activities and strengthen relationships...” S.C.



Oriole Country Manager, Stephen Chia explains Oriole Cameroon operations to the H.E. Paul Tasong, Minister Delegate to the Minister of Delegate to the Minister of the Economy and the UK High Commissioner to Cameroon, H.E. Matt Woods.

Looking back at your participation in PROMOTE 2026 in Yaoundé, how would you summarize your overall experience?

Oriole Resources is establishing itself as Cameroon's leading gold exploration company, pioneering the discovery and advancement of some of the country's most significant gold assets. We are First-Mover in Resource Definition being the country's first JORC-compliant gold resource holder of two modern orogenic gold Resources at the Bibemi and Mbe projects, marking a major milestone for the country's mining industry.

So, participating at the UK Pavilion for the promote 2026, was special: The UK pavilion at PROMOTE 2026 offered an interesting platform for business engagement, visibility, and partnership development. As part of the UK Pavilion, Oriole Resources had the opportunity to showcase its investment activities in Cameroon, strengthen relationships with key stakeholders, and highlight the contribution of responsible mining to the country's economic growth and sustainable development.

Looking back at PROMOTE 2026, what were the most significant opportunities, business connections or outcomes that resulted from your participation?



Participating in PROMOTE 2026 through the UK Pavilion provided Oriole Resources with valuable exposure to a broad audience of government officials, investors, business leaders, development partners, and members of the public. The event enhanced our corporate visibility and enabled us to present our exploration achievements and long-term commitment to Cameroon. As part of the fair, we hosted a forum on Investing in the mining sector in Cameroon and led a meaningful discussion on investment opportunities, local content development, community partnerships, and the future of the mining sector. Equally important was the opportunity to strengthen existing relationships while establishing new connections that could support future collaborations, investment opportunities, and business growth.

Being part of the UK Pavilion further underscored the positive role British companies continue to play in supporting economic development and attracting foreign investment to Cameroon.

Drawing on your experience, what practical improvements would you recommend to enhance the overall value and impact of future editions of PROMOTE for exhibitors and visitors?

Future editions could benefit from more structured B2B networking and investor matchmaking sessions to facilitate targeted business interactions. Enhanced digital engagement tools, including an event platform for scheduling meetings and accessing exhibitor information, would improve connectivity and follow-up opportunities.

Additionally, increasing sector-specific forums and investment-focused discussions would help exhibitors and visitors derive greater value from their participation while fostering stronger business outcomes.





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- M&A Tax
- Transfer pricing
- Tax audit
- International mobility

Legal assistance

- Advices-Legal secretarial services
- M&A Legal
- Foreign exchange
- Corporate compliance
- Contracts

Bookkeeping assistance

- Setting up accounts
- Bookkeeping/reviewing accounts
- Financial statements
- Payroll services
- Tax and social security returns

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- Customs audit
- Outsourced management
- Customs Advice

Internal Taxation

- Customs Audit assistance
- Customs Formalities
- Training

Audit



- Statutory audit
- Contractual audit
- Operations on share capital (capital increase, capital reduction)
- Specific attestations

- Contribution audit
- Review of engagements
- Agreed-upon procedures
- Company transformations
- Reporting

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- Technology Advisory
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 - ESG/RSE due diligence (buy-side or sell-side)
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 - Developing and updating risk maps

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 - › Implementation of dashboards, KPIs, etc.
 - › Optimization of WCR (Working Capital Requirement)
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UK-WCAF IV – Lomé TOGO – Strengthening UK–Africa Trade Partnerships.



The 4th UK–Francophone West & Central Africa Trade & Investment Forum (UK–WCAF IV), held in Lomé, Togo, from 12–13 November 2025, once again demonstrated the growing importance of regional collaboration in advancing trade, investment and economic partnerships between the United Kingdom and Francophone Africa. Organized by DMA Invest under the theme “Success Breeds Success,” the Forum brought together government ministers, senior policy-makers, business leaders, investors, development finance institutions and private sector representatives from across the United Kingdom and French-speaking West and Central Africa to explore new opportunities for investment, trade and sustainable economic growth.

Cameroon recorded one of its strongest representations at the Forum, with a delegation of 25 business leaders from 13 companies, including members of the UK–Cameroon Chamber of Commerce (UKCCC). Their participation reflected the country’s growing interest in regional trade and investment opportunities and demonstrated the Chamber’s commitment to supporting its members in accessing new markets, strengthening commercial partnerships and promoting Cameroon as an attractive investment destination.

The Forum also provided an important platform for networking, business-to-business meetings, policy dialogue and the exchange of ideas on financing, infrastructure, mining, energy, agricul-



ture and private sector development. Throughout the two-day event, delegates engaged with potential investors, strategic partners and government representatives, reinforcing the value of regional collaboration in addressing common economic challenges and unlocking new business opportunities.

One of the highlights of the Forum was the recognition of Beko Capital Advisory SA, a valued member of the UK–Cameroon Chamber of Commerce, which received the prestigious “Best Regional Non-Bank” Award. The award recognised the firm’s outstanding contribution to regional investment advisory services, financial innovation and its continued commitment

to supporting sustainable economic growth and private sector development across West and Central Africa. The accolade further reinforces Beko Capital Advisory SA’s reputation as one of the region’s leading non-bank financial advisory institutions and reflects the growing influence of Cameroonian businesses on the regional investment landscape.

The following pages highlight some of the key moments, discussions and achievements from UK–WCAAF IV and demonstrate how events of this nature continue to strengthen commercial ties between the United Kingdom and Francophone Africa while creating new opportunities for businesses across the region.



The opening ceremony was presided over by the President of the Republic of Togo, His Excellency Faure Essozimna Gnassingbé.



Delegates at the opening ceremony



Heads of delegation attending the UK-Francophone West & Central Africa Trade & Investment Forum (WCAF IV) in Lomé, Togo, pictured with His Excellency Faure Essozimna Gnassingbé, President of the Republic of Togo.

WCAF IV – Lomé TOGO – UKCCC Hosts Welcome Cocktail Ahead of the Forum on Trade and Investment in Africa.

The UK–Cameroon Chamber of Commerce (UKCCC) hosted an elegant pre-dinner cocktail reception at the Pool Bar of Hôtel 2 Février in Lomé, Togo, on Tuesday, November 11, 2025, on the eve of the UK–West and Central Africa Forum (WCAF) on Trade and Investment. The event marked an important milestone in the Chamber's growing regional engagement and provided a warm welcome to members of the Cameroon delegation, friends of the Chamber, and members of the Cameroonian community living in Togo.

Held in a relaxed and convivial atmosphere, the reception offered guests an opportunity to network, exchange ideas, and build relationships ahead of the Forum. Against the scenic backdrop of the hotel's pool terrace, participants discussed emerging trade and investment opportunities and shared expectations for the conference.

Welcoming guests, the Chairman of the UKCCC expressed appreciation for their presence and reaffirmed the Chamber's commitment to strengthening trade and investment relations between the United Kingdom and West and Central Africa. He noted that the 2025 Forum was particularly significant as it marked the first time the event was being held on African soil after three successful editions in London.

"This year's Forum is especially meaningful because it brings the dialogue closer to the businesses and opportunities it seeks to promote," he remarked. "We are delighted that Togo has been chosen to host this historic edition."

The Chairman emphasized that bringing the Forum to Africa reflected the Chamber's vision of creating stronger regional partnerships and promoting practical investment opportunities. He expressed confidence that the Forum would generate meaningful collaborations in strategic sectors, including infrastructure, renewable energy, agro-industry, financial services, and sustainable development.





The presence of the UK High Commissioner to Cameroon added diplomatic significance to the evening. In his remarks, he congratulated the UKCCC on its impressive achievements and growing reputation as a credible platform for promoting trade and investment between the United Kingdom and Africa. He commended the decision to host the Forum in Lomé, describing it as a strategic step toward greater regional participation and reaffirmed the United Kingdom's commitment to supporting African-led initiatives that foster economic growth, entrepreneurship, and sustainable development. The reception also provided an opportunity for members of the Cameroonian diaspora in Togo to reconnect with the visiting delegation and representatives of the Chamber. Conversations focused on expanding business opportunities, strengthening cross-border partnerships, and enhancing regional cooperation. Delegates expressed their appreciation to the UKCCC for creating an informal environment that encouraged relationship-building and collaboration ahead of the Forum.

As the evening progressed, guests enjoyed refreshments and live entertainment while engaging in lively discussions about the Forum's program and the opportunities it would present. The relaxed setting fostered meaningful interactions among business leaders, government officials, investors, and development partners, creating a positive atmosphere ahead of the conference.

In his closing remarks, the Chairman thanked the organizing team, the British High Commission, and all participants for contributing to the success of the evening. He reaffirmed the Chamber's commitment to serving as a bridge between British and African businesses and expressed confidence that the Lomé edition of the UK–West and Central Africa Forum would deliver practical outcomes, strengthen regional partnerships, and further advance trade and investment cooperation between the United Kingdom and West and Central Africa.

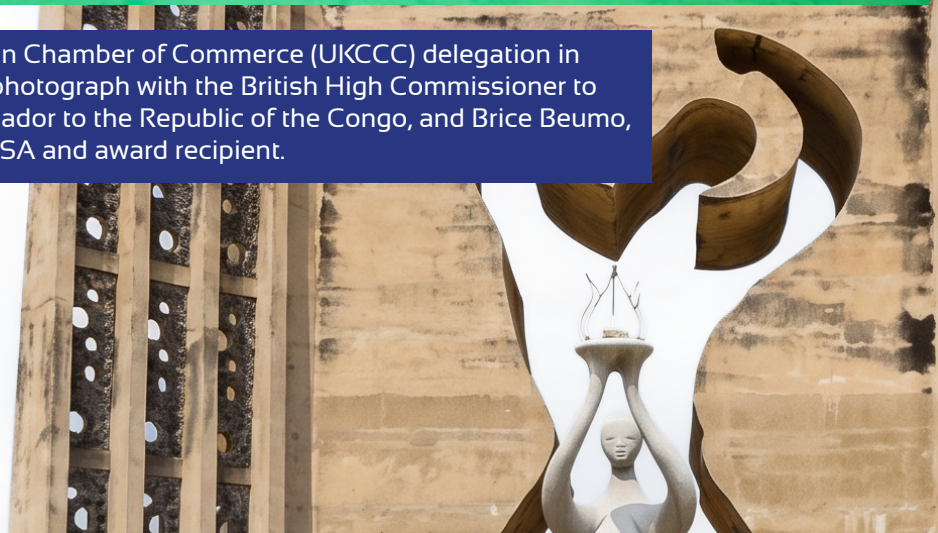


WCAF IV – Lomé TOGO: Beko Capital Advisory SA honoured as "Best Regional Non-Bank"

During the 4th UK–Francophone West & Central Africa Trade & Investment Forum (WCAF IV), held from 12–13 November in Lomé, Togo, under the theme "Success Breeds Success", Beko Capital Advisory SA was honoured with the prestigious "Best Regional Non-Bank" Award.



Members of the UK–Cameroon Chamber of Commerce (UKCCC) delegation in Lomé, Togo, pose for a group photograph with the British High Commissioner to Cameroon, the British Ambassador to the Republic of the Congo, and Brice Beumo, CEO of Beko Capital Advisory SA and award recipient.



Interview with Brice Beumo, CEO/Chair Beko Capital Advisory SA.

Recipient of the Best Regional Non-Bank Award at the 2025 Annual Awards for Excellence in Francophone Africa

Congratulations on winning the Best Regional Non-Bank Award. What does this recognition mean to you personally and to Beko Capital as an institution?

During the 4th UK–Francophone West & Central Africa Trade & Investment Forum (WCAF IV), held from 12–13 November and hosted by DMA Invest, held in Lomé, Togo under the theme “**Success breeds success**”, Beko Capital Advisory SA was honored to receive the award “Best Regional Non-Bank”.

Winning that award at the WCAF IV in Lomé is a major milestone both for Beko Capital Advisory and its CEO. This distinction validates the CEO strategic leadership and demonstrates our ability to build a high-performing, compliant, and innovative institution that stands out across West and Central Africa. This recognition enhances our credibility and reaffirms the quality of the work we deliver at Beko Capital Advisory. This achievement belongs to our dedicated team, trusted clients and partners who believe in our vision all these years.

Beko Capital has grown rapidly under your leadership. What key strategies or innovations do you believe positioned your firm to stand out among regional financial service providers?



Brice Beumo, CEO/Chair Beko Capital Advisory SA.

The first step is a dream and a clear vision of a leader implemented through the actions of a dynamic team focused on offering innovative financial services tailored to the needs of our clients across the world.

To stand out among regional financial services providers, We/ BEKO also participate to promote financial inclusion through accessible investment products and establishing strategic partnerships with governments, African institution, African development agencies and investors across the continent while maintaining a climate of trust and transparency with market players.



Beko Capital is regulated by COSUMAF and operates across multiple markets in Sub-Saharan Africa. What are the biggest opportunities and challenges you see in today's African investment and capital markets landscape?

For a COSUMAF-regulated firm like Beko Capital Advisory SA, operating across central financial market and Sub-Saharan region, the biggest opportunities lie in the rising interest from international and regional investors in financial securities, and the chance to lead financial inclusion by offering accessible, investment products tailored to underpenetrated markets.

However, we are facing challenges such as evolving and fragmented regulations across African continent, limited market liquidity, gaps in financial literacy, and the need to implement a stronger compliance.

And as in most cases, challenges can also breed opportunities, a brokerage firm successfully navigating these dynamics can position itself as a trusted, innovative leader in regional capital markets.

As an investment advisory and financial services platform, how does Beko Capital support governments, corporations, and investors in navigating public policy, capital markets, and regulatory environments?

Beko Capital Advisory SA has developed strong expertise in advising both public and private sector on how to significantly optimize their investments by providing strategic guidance on market opportunities while emphasizing compliance with the CEMAC region's market regulatory requirements.

Daily, we assist companies, governments, development agencies and other public sector entities in structuring investments and raising funds to support the development, to launch their activities and to finance large-scale infrastructure projects, using our local and international network of investors.

The Award Ceremony took place at the end of the two-day UK West and Central African Forum in Lomé. From your perspective, how important are such international forums for strengthening investment flows and economic cooperation in Francophone west and central Africa?

From my perspective, just like in London last year, international forums such as WCAF IV in Lomé are absolutely essential for strengthening collaboration between the various stakeholders. Especially, the Forum – Francophone West & Central Africa Trade & Investment Forum, WCAF IV organized by DMA Invest- this year was held for the first time on the African continent, in Lomé, Togo, under the patronage of Faure Essozimna Gnassingbé, H.E. President of the Council. The event brought together institutions, economic actors and regional partners to discuss economic integration and intra-regional trade and welcomed over 1,500 delegates from the public and private sectors, a record turnout.

Therefore, you can easily understand both the content of the discussions during this forum and the partnerships that were signed there, such as the renewed Memorandum of Understanding between the Government of Togo and UK Export Finance, reinforcing the UK's long-term commitment to the region.

In short, these forums are not just ceremonial gatherings; they are catalysts. They accelerate investment flows, elevate regional visibility, and improve the quality of cooperation among actors that shape the future of our economies.



Sustainable finance, transparency, and governance are becoming central to investment decisions globally. How is Beko Capital integrating these principles into its operations and client advisory services?

At Beko Capital Advisory, we consider sustainable finance, transparency and strong governance as essential values for viable finance, rather than optional extras.

As a result, we are currently in the process of gradually integrating ESG criteria into our transaction selection and due diligence processes to ensure that the projects we are mandated to work on reflect environmental responsibility, social impact and transparency.

Although we are still in the early stages in our economic environment, we firmly believe that we will gradually move closer to international standards in this area.

Furthermore, it is worth noting here that CO-SUMAF, which regulates the financial market in Central Africa, promotes transparency and provides in its General Regulations a regulatory framework necessary for green financial instruments, such as green bonds, to be issued and traded on the markets it supervises.

So, our goal is to help build more resilient businesses and position our clients to attract sustainable, long-term capital in an ever-changing global investment landscape.

Looking ahead, what is your long-term vision for Beko Capital, and what role do you hope to play in shaping the future of finance and investment in Francophone west and central Africa?

As CEO of Beko Capital Advisory SA, my long-term vision is to build a leading pan-regional investment platform that strengthens the position of the financial market in Africa, promotes regional integration across African continent and sustainable finance.

It would be minimalist to believe today that our role is only to advise our clients on their projects and raise the funds they request from us. It is important that market intermediaries also contribute to shaping the future of finance in our markets based on sustainable values, with integrity, vision and determination.

Looking ahead, our ambition is simple, standing at the intersection of trust, innovation, and impact across financial markets in Africa. I want Beko to play a catalytic role as an institution that strengthens our financial markets, inspires confidence and opens new avenues for sustainable investment throughout our region. We are committed to be part of the generation that will positively transform Africa's financial landscape, because the future of Africa will be shaped by those who choose to build, not to wait.

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Building Strong Institutions Through Governance and Ethical Leadership

Following Cameroon Power Holding's successful transfer of its interest in Eneo Cameroon to the Government of Cameroon, the UK–Cameroon Chamber of Commerce (UKCCC) spoke with Mr. David Alderton, Chairman of Cameroon Power Holding (CPH) and Chairman of the UKCCC Governance and Ethics Committee. Throughout CPH's presence in Cameroon, the company remained a committed and valued member of the Chamber, contributing significantly to its development. In this interview, Mr. Alderton reflects on the Chamber's evolution, the importance of governance, and his experiences leading both CPH and the Governance and Ethics Committee.



The UK–Cameroon Chamber of Commerce has grown considerably since its inception. How would you describe that journey?

When I look back, what stands out most is how the Chamber has evolved from a relatively small founding group into a respected bilateral business platform. It has matured from being simply an idea into an institution with genuine convening power, bringing together businesses,

government and other stakeholders around issues that matter to the UK–Cameroon business community.

While membership growth is important, I believe the Chamber's greatest achievement has been its growing credibility. Today, government institutions, investors and our members increasingly regard UKCCC as an impartial and trusted partner that can facilitate dialogue and promote constructive engagement.

Of course, there is still much work ahead, but the Chamber has established a solid foundation upon which it can continue to grow and create lasting value for its members.

As Chairman of the Governance and Ethics Committee, what governance principles have you consistently promoted?

One of the most important principles has been ensuring a clear separation between governance and management. Boards are responsible for setting direction, providing oversight and making strategic decisions, while management is responsible for executing those decisions. When those roles become blurred, governance challenges inevitably arise.

I have also consistently advocated for transparency throughout decision-making processes. This includes maintaining proper documentation, declaring conflicts of interest openly, and ensuring that Board minutes accurately reflect not only the decisions taken but also the rationale behind them. Good governance depends on openness, discipline and accountability.

Why are governance and ethical leadership becoming increasingly important in today's business environment?

Today's business environment is characterized by greater scrutiny and increased mobility of capital. Investors, regulators and business partners increasingly assess not only an organization's financial performance but also the quality of its leadership, governance systems and decision-making processes.

In emerging markets such as Cameroon, strong governance is a significant competitive advantage. It reduces perceived investment risk, strengthens investor confidence and helps organizations attract better partners and more favorable financing.

Reputation has also become more valuable—and more fragile—than ever before. Years of hard work can be undermined by a single governance failure, making ethical leadership an essential component of sustainable business success.

What were some of the major governance or institutional challenges you encountered during your tenure, and how were they addressed?

One of the principal challenges was building robust institutional structures within an organization that was growing rapidly. Many early practices had naturally evolved through trust and goodwill, but as the Chamber matured it became necessary to formalise processes and governance arrangements to support long-term sustainability.

Another important challenge was balancing the interests of a diverse membership that includes both UK and Cameroonian businesses of varying sizes and sectors. It was essential to ensure that no single constituency dominated the Chamber's agenda.

These challenges were addressed by establishing clearer terms of reference for committees, strengthening governance processes and maintaining discipline in decision-making. Above all, we remained committed to following proper procedures, even when doing so required additional time and effort.

Looking back, which accomplishments give you the greatest satisfaction?

Perhaps my greatest satisfaction comes from helping establish a governance and ethics framework that will endure beyond any individual office holder. Institutions should be stronger than the people who serve them, and I believe the Chamber is structurally stronger today than when I first became involved.

I am also pleased with the improvements in how the Board operates. Meetings are now better prepared, discussions are more focused, decisions are more informed and accountability has become much stronger.

Finally, it has been rewarding to see the Chamber increasingly recognized as a credible voice on business and investment issues, rather than simply a networking organization.

How important are transparency, accountability and policy compliance in building credible institutions?

These principles are absolutely fundamental because trust is the most valuable asset any institution possesses.

Transparency encourages responsible behavior by ensuring that decisions are visible and properly understood. Accountability ensures that every significant decision has clear ownership, while compliance with established policies protects both the institution and its members from unnecessary legal, operational and reputational risks.

Ultimately, strong institutions are not built around personalities. They are built upon systems, policies and governance structures that continue to function effectively regardless of who occupies leadership positions.

What advice would you offer emerging business leaders regarding ethical leadership and corporate governance?

I would encourage every emerging leader to regard their personal reputation as one of their most valuable assets. It often takes decades to build credibility but only moments to lose it. I also believe governance should never be viewed as unnecessary bureaucracy. When implemented properly, good governance provides clarity, reduces uncertainty and enables organizations to make faster and more confident decisions.

Surround yourself with people who are willing to challenge your thinking and create an environment where they feel safe to express honest opinions. Diverse perspectives invariably lead to better decisions.

Most importantly, maintain high standards even when doing so is difficult or inconvenient. Ethical leadership is tested precisely during those moments when compromise appears to be the easier option.

What opportunities and challenges does Cameroon continue to present for investors and businesses?

Cameroon continues to offer significant opportunities across sectors such as infrastructure, energy, mining and financial services. The country's demographic profile, increasing urbanisation and rich natural resource base provide strong long-term economic fundamentals.

At the same time, investors continue to pay close attention to the broader operating environment. Greater regulatory predictability, stronger contract enforcement and more efficient decision-making processes would further enhance investor confidence and improve the ease of doing business.

For investors with a long-term perspective, well-structured investments and strong local partnerships can generate attractive returns. However, sound governance, careful project structuring and effective risk management should always remain central to any investment strategy.

As Cameroon Power Holding concludes this chapter following the transfer of its interest in Eneo Cameroon to the Government of Cameroon, how do you reflect on your journey?

I look back with enormous pride at what we achieved together and with satisfaction that we have handed over a business and a network of relationships in good order.

Perhaps the greatest privilege has been the opportunity to work alongside so many talented Cameroonian colleagues, professionals and partners. Those relationships are ultimately more enduring than any individual transaction or investment.

This transition also serves as a reminder that the most successful exits are those that leave institutions stronger than they were before. I believe that is the legacy we should always strive to achieve—building organizations, developing people and creating value that endures long after our own involvement has concluded.



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Preparing for a Successful Trade Mission: A Practical Guide for Business Leaders

How to Turn an Overseas Business Visit into Long-Term Commercial Success

Henry Kiven

Expanding into international markets presents exciting opportunities for businesses of all sizes. One of the most effective ways to explore new markets is by participating in a trade mission. Whether organized by a chamber of commerce, a government agency, an industry association, or a business council, a trade mission provides access to potential customers, business partners, investors, and valuable market intelligence.

However, the success of a trade mission depends largely on how well participants prepare before they travel and how effectively they follow up afterwards. Contrary to popular belief, a successful trade mission is not measured by the number of contracts signed during the visit. It is measured by the quality of relationships established, the knowledge gained, and the opportunities created for future business.

Before the Trade Mission

Understand Your Goals

Every successful trade mission begins with clear objectives. Ask yourself what you hope to achieve. Are you looking for distributors, strategic partners, investors, suppliers, or simply a better understanding of a new market?

Above all, remember that trade missions are about learning and building relationships. Many first-time participants expect to return

home with signed contracts. While this occasionally happens, it is rarely the norm. International business is built on trust, and trust takes time to develop. The first visit should therefore be viewed as the beginning of a business relationship rather than the conclusion of a sales process.

Choose the Right Trade Mission

Not every trade mission will be suitable for your business. The most valuable missions are those that introduce you to people, companies, and experiences directly relevant to your industry. Large trade delegations often create significant political and diplomatic visibility, but smaller, industry-focused missions frequently offer better opportunities for meaningful business discussions and networking.

Selecting the right mission can significantly improve the quality of business connections you make.

Choose Your Target Market Strategically

International markets differ enormously in culture, regulations, customer expectations, and business practices. It is therefore important to avoid treating entire regions as single markets.

Before travelling, conduct thorough market research to understand:



- Customer demand.
- Market opportunities.
- Competitive landscape.
- Regulatory requirements.
- Cultural and business practices.

Careful planning allows businesses to enter new markets with greater confidence and a stronger chance of success.

Research the People and Companies You Will Meet

Preparation is one of the greatest competitive advantages. Whenever possible, learn about the companies and individuals you are scheduled to meet. Understand their business activities, recent developments, priorities, and how your products or services might create value for them.

Well-prepared participants ask better questions, have more meaningful conversations, and leave lasting impressions.

Prepare High-Quality Marketing Materials

Professional presentation matters. Carry professionally designed business cards, company profiles, brochures, and presentations that clearly communicate your products, services, capabilities, and competitive advantages. Where appropriate, consider bilingual marketing materials or professionally translated documents. Poor translations can undermine credibility, while professionally prepared materials demonstrate commitment and professionalism.

Perfect Your Business Pitch

Be prepared to explain your business clearly and confidently in two minutes or less. Rather than simply describing your products or services, explain how your business solves problems and creates value for customers.

A concise, customer-focused message is often more memorable than a lengthy presentation.

Send Your Best People

International business requires confidence, sound judgment, and excellent communication skills. Organizations should send experienced representatives who understand the business thoroughly, can build relationships confidently, and have sufficient authority to make decisions or advance commercial discussions.

International opportunities may be complex, but the potential rewards make investing in your strongest team worthwhile.

During the Trade Mission

Listen More Than You Speak

One of the greatest skills in international business is active listening. Ask thoughtful, open-ended questions. Understand your prospective partner's challenges, priorities, and aspirations before presenting your own solutions. Businesses succeed by addressing customer needs, not simply by promoting their products.

Build Relationships Before Pursuing Business.

Successful international partnerships are founded on trust. Take time to know the people you meet. Show genuine interest in their business, culture, country, and experiences. Conversations about shared interests often lay the foundation for future commercial success. People are more inclined to do business with individuals they know, trust, and respect.

Seek Assistance When Needed

Language or cultural differences should never become barriers to effective communication. Where necessary, engage a professional interpreter or seek assistance from your trade mission organizers. Clear communication helps avoid misunderstandings and ensures your business is represented accurately.



Respect Business Etiquette

Business etiquette reflects professionalism and respect. Observe local customs, arrive punctually, dress appropriately, and demonstrate courtesy throughout every meeting.

Simple gestures of cultural awareness often create lasting positive impressions and strengthen business relationships.

After the Trade Mission

Follow Up Promptly

The real work begins after returning home.

Within a few days of each meeting:

- Send a personalized thank-you email.
- Refer to specific discussions from your meeting.
- Share any information or documents you promised.
- Suggest the next step, whether another meeting, a virtual discussion, or further information.

Consistent follow-up transforms introductions into lasting business relationships.

Be Patient

International business development requires persistence. Do not interpret delayed responses as a lack of interest. Organizations often have lengthy internal approval processes and different communication styles. Continue nurturing relationships by staying in touch, sharing useful information, and demonstrating genuine long-term interest.

Trade missions are investments in the future of your business. They provide opportunities to learn, establish trusted relationships, understand new markets, and position your company for international growth. Businesses that prepare thoroughly, listen carefully, respect cultural differences, and maintain consistent follow-up are far more likely to convert introductions into successful international partnerships.

In international business, relationships open doors, trust builds partnerships, and patience delivers results.

Conclusion

As global markets become increasingly interconnected, trade missions have evolved from networking events into powerful strategic platforms for expanding business horizons. Whether you are a first-time exporter, an established multinational, or a growing SME, participating in well-organized trade missions can unlock new opportunities for investment, partnerships, technology transfer, and market access.

Success, however, is not measured by the number of business cards collected or meetings attended. It is measured by the quality of relationships built, the value created for all parties, and the commitment to transforming conversations into lasting commercial partnerships. Companies that approach trade missions with clear objectives, thorough preparation, cultural awareness, and disciplined follow-up consistently achieve better outcomes than those seeking immediate transactions.

In today's competitive global economy, businesses that embrace international engagement are better positioned to innovate, diversify their markets, and strengthen their resilience. Trade missions provide the bridge between ambition and opportunity, enabling organizations to move beyond borders and compete confidently on the global stage.

Remember: trade missions may open the door, but preparation creates opportunity, relationships build trust, and consistent follow-up turns opportunity into sustainable business success.



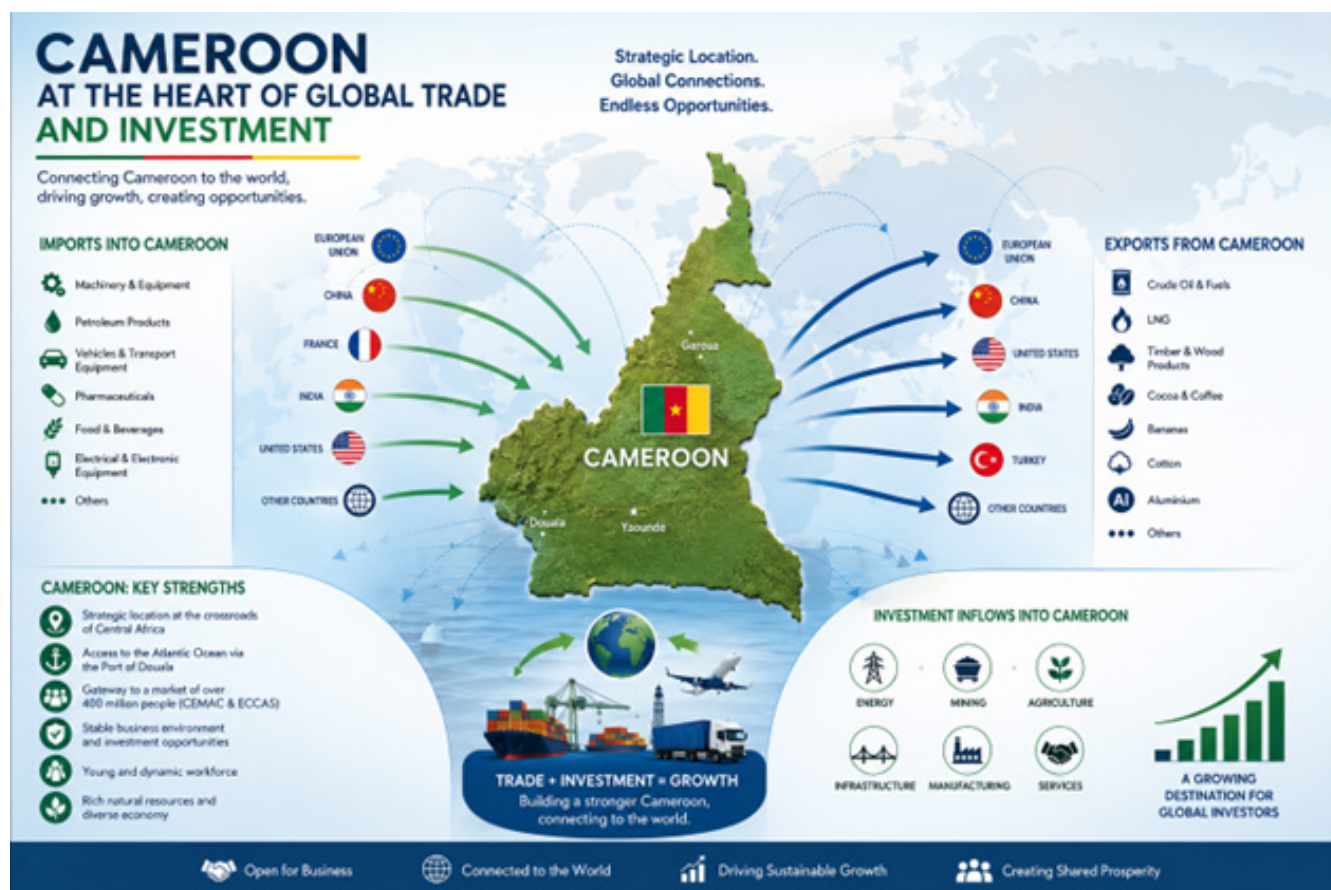
Key Policy and Regulatory Reforms to Boost Trade and Investment in Cameroon

Creating a More Competitive and Investor-Friendly Business Environment

Henry Kiven

Cameroon possesses many of the attributes that make it an attractive investment destination. Its strategic location as the gateway to Central Africa, abundant natural resources, growing consumer market, relatively diversified economy, and access to the CEMAC market provide significant opportunities for both domestic and international investors. Yet, despite these advantages, investors continue to face regulatory, administrative and infrastructure-related challenges that can increase the cost and complexity of doing business.

As global competition for foreign direct investment intensifies, Cameroon has an opportunity to strengthen its competitive position through targeted policy and regulatory reforms. Creating an enabling business environment requires more than attracting investors—it requires building confidence through transparent institutions, efficient public services and policies that encourage innovation, productivity and long-term investment. Importantly, these reforms must remain investor-friendly while supporting the country's broader national development objectives, including industrialization, job creation, economic diversification and sustainable growth.



Simplifying Business Registration and Licensing

One of the most effective ways to improve the investment climate is by simplifying business registration and licensing procedures. Streamlining administrative processes, reducing unnecessary bureaucracy and expanding digital government services can significantly lower the time and cost required to establish and operate a business. A transparent, efficient and predictable regulatory environment sends a strong signal that Cameroon welcomes investment and supports entrepreneurship.

Strengthening Special Economic Zones and Export Processing Zones

Special Economic Zones (SEZs) and Export Processing Zones (EPZs) have the potential to become powerful drivers of industrial growth, exports and employment. To maximize their impact, these zones should offer clearly defined and stable investor incentives, efficient customs procedures, reliable infrastructure and simplified regulatory requirements. Well-managed economic zones can attract manufacturing, logistics, agro-processing and export-oriented industries while enhancing Cameroon's competitiveness within regional and global markets.

Promoting Transparency, Good Governance and Contract Enforcement

Investor confidence depends heavily on trust in public institutions. Transparent regulatory processes, consistent application of laws, effective contract enforcement and robust anti-corruption measures reduce uncertainty and create a level playing field for businesses. Strengthening governance not only improves Cameroon's international investment reputation but also encourages long-term partnerships and sustainable private sector development.

Investing in Strategic Infrastructure

Reliable infrastructure remains one of the most important determinants of investment decisions. Continued investment in roads, ports, railways, airports, electricity generation, digital infrastructure and logistics networks will reduce operating costs, improve supply chain efficiency and increase market accessibility. Better infrastructure also lowers barriers to entry for new investors while enhancing the competitiveness of existing businesses across multiple sectors.

Developing Competitive Value Chains

Greater emphasis should be placed on developing domestic value chains by encouraging local processing, supporting small and medium-sized enterprises (SMEs), and promoting stronger linkages between local suppliers and larger industries. Integrating Cameroonian businesses into regional and international supply chains creates opportunities for value addition, technology transfer, employment generation and increased export earnings, while reducing dependence on raw material exports.



Modernising Trade Facilitation

Efficient cross-border trade is essential for economic growth. Continued modernisation of customs administration through digital platforms, risk-based inspections, electronic documentation and automated clearance systems can significantly reduce delays and transaction costs. At the same time, addressing non-tariff barriers and improving coordination among border agencies will facilitate smoother movement of goods and strengthen Cameroon's position as a regional trade hub under the African Continental Free Trade Area (AfCFTA).

The Role of the UK–Cameroon Chamber of Commerce

The successful implementation of these reforms requires continuous dialogue between government and the private sector. As a leading business organization, the UK–Cameroon Chamber of Commerce (UKCCC) is well positioned to facilitate this engagement by providing constructive feedback on policy implementation, identifying practical business challenges and communicating investor perspectives to policy-makers.

Through its diverse membership, executive forums, policy dialogues and advocacy initiatives, the Chamber can serve as an effective bridge between business and government, helping to ensure that reforms achieve their intended objectives while remaining responsive to the needs of investors. By monitoring implementation, sharing industry insights and promoting best practices, UKCCC can contribute meaningfully to building a more competitive, transparent and investment-friendly business environment.

Conclusion

Cameroon has the potential to become one of Central Africa's leading investment destinations. Achieving this ambition will require sustained commitment to policy reform, regulatory efficiency, institutional transparency and infrastructure development. By implementing investor-friendly reforms that remain aligned with national development priorities, Cameroon can strengthen investor confidence, expand trade, stimulate industrial growth and create quality employment opportunities. Working collaboratively, government, the private sector and organizations such as the UK–Cameroon Chamber of Commerce can help shape a business environment that is both competitive and inclusive, positioning Cameroon for long-term economic prosperity.





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