



## PROJECT/PROGRAMME PRESENTATION SHEET:

**Project/programme title:** **Entrepreneurial capacity building for competitiveness improvement of local entrepreneurs, VSEs and SMEs better products offer and services (EMPRETEC).**

**Sector:** **SMEs.**

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**Geographic location:** Carrefour Intendance (at CIAY) - Yaounde - Cameroun.



**Starting date:** 2015.

**Timeline:** 02 years.

**Nature of funding:** Ordinary Domestic Resources (ODF).

**Main objective:** Provide VSEs, SMEs and local contractors with solutions to grasp professional contractors' competence and skills in order to have a successful business project through support based on training modules which focus on key managerial concerns of successful contractors.

**Context and justification:** As Cameroon is moving to its emergence by 2035, its economy is improving as time goes by. Thus, in an adverse economic environment, it has got a continued growth, raising from 2% in 2009 to 4.1% in 2011. To sustain this outcome and boost the increasing number of enterprises which can back the

government in achieving the growth and decent work objectives aimed by the Growth and Employment Strategy Paper (GESP), the Minister of Small and Medium-sized Enterprises, Social Economy and Handicraft has launched, with the technical support of UNCTAD, the implementation of the EMPRETEC programme which is a project that supports enterprises' capacity building in a bid to contribute to their development. The implementation of the programme occurs when many studies report that Very Small Enterprises (VSE) and Small and Medium-sized Enterprises (SMEs) are characterised by weak technological capacity, lack of expertise in domains such as marketing, poor collaboration of the various components of enterprises' coordinating structures and lack of training in entrepreneurship. This comes in addition to the problem of funding that enterprises face.

**Brief description:** The EMPRETEC programme steered by UNCTAD and implemented in Cameroon aims at:

- ✚ triggering the spirit of business among youths and women;
  - ✚ enhancing SMEs competitiveness and enabling them to be internationalised and establishing trade ties with multinational companies;
  - ✚ boosting investment in priority sectors, including export products in high growth potential sectors.
- EMPRETEC is established in more than 35 countries across the world and has been able to help more than 320,000 contractors. It is well established in several African countries including Nigeria, Benin, Ghana, Senegal, Morocco, Zimbabwe and Zambia.

Cameroon is the first ECCAS country to develop this programme. The steps are:

- **implementation of the programme framework:** institutional framework, terms of co-operation with partner institutions and agencies concerned, identification of members of the Advisory Committee, etc.;
- **EMPRETEC training workshops and training for national trainers:** develop the country's entrepreneurial culture and provide training for the most promising contractors;
- **monitoring service:** situational analysis of enterprises and formulation of business plans;
- **facilitating access to other services for businesses development;**
- **programme for inter-enterprise relations:** create and strengthen trade ties between local SMEs and multinational companies in order to promote technology, knowledge and skills transfer.

The project is being managed by a national project manager assisted by a team of local and international facilitators and experts. The training and information, trade facilitation, and business consultancy

services are provided by certified EMPRETEC experts and are complementing the project. UNCTAD provides technical support to MINPMEESA in the different phases of the implementation of the programme in order for its goals to be achieved.

**Expected outputs:**

- 5000 contractors, VSEs and SMEs trained with the EMPRETEC method by 2020;
- at least 10 training sessions organised each year, and in which youth and women represent around 30% of the participants;
- each year, at least 100 participants receive a corporate appraisal and assistance in establishing their business plans, among which are 30% of women and youths;
- at least 2000 direct jobs created by learners and 3300 indirect jobs created by 2020;
- at least 25 development plans of the created businesses formulated each year;
- at least 3 partnerships between MPME and large companies established each year;
- the activities of the EMPRETEC network are expanded all over the national territory and in the EMPRETEC global network;
- members of the EMPRETEC network establish trade ties with other contractors of the EMPRETEC global network.

**Observations:** It should be noted that the co-operation convention to launch the EMPRETEC programme in Cameroon between UNCTAD and MINPMEESA was signed in Yaoundé on 16 May 2014 and the programme has been operational since January 2016 and has hitherto trained 236 contractors from six (6) regions of Cameroon, the Programme implementation is on-going in the four other regions. Besides, the key factors that will ensure EMPRETEC programme's long-term success and viability and for which the Programme team is currently working, would be the total implementation of its components as stated above. For, it should be noticed as a cause for regret, only two of the components are actually effective: the regulatory framework and the organisation of training sessions. To implement the other components, it would be advisable that the Government provides additional funds to the Programme for their implementation to be effective.