



**AFRICA – US YOUTH CONFERENCE/IMMERSION ON:
BUSINESS AND ENTREPRENEURSHIP AS ENGINES OF AFRICA’S DEVELOPMENT**

(The Case Study of Cameroon)

Eleven (11) Days

Wednesday, June 12 – Sunday, June 23, 2013

ORGANIZED BY:

**Harambe Cameroon
&
Cameroon Youths And Students Forum For Peace (CAMYOSFOP)**

IN COLLABORATION WITH:

**The Government Of Cameroon,
Harambe Entrepreneur Alliance (HEA),
African Youth Forum For Peace (AYFP),
Dickinson College,
The Johns Hopkins University Carey School of Business,
The Embassy Of The United States Of America – In Cameroon,**



U.S. Embassy Yaounde, Cameroon

**JOHNS
HOPKINS
CAREY
BUSINESS SCHOOL**



INTRODUCTION

In June 2013, student delegates from American Universities, together with youth leaders from the rest of Africa will travel to Cameroon for an 11 Days immersion/exchange program on *African Development through Business and Entrepreneurship – the case study of Cameroon*, with the apex of the event being a two-day conference on ***Business and Entrepreneurship as engines of Africa's development***. The participants will have the unique opportunity to meet with political leaders, business tycoons, academic pundits, traditional and municipal leaders and other eminent personalities in Cameroon. Participants will explore the many issues surrounding Cameroon's business and entrepreneurship environment by engaging with entrepreneurs, Chief Executive Officers (CEOs) of companies, and mayors, on how they are contributing to the economic enhancement of the nation. The participants will equally travel to five of the ten regions of Cameroon to explore the distinct forms of enterprises, businesses and types of economy in each region of the country.

The program is organized by Harambe-Cameroon and the Cameroon Youths and Students Forum for Peace (CAMYOSFOP); with the support of the government of Cameroon. Other potential partners for the program are: The Harambe Entrepreneur Alliance, the African Youth Forum for Peace (AYFP), and the Embassy of the United States of America in Cameroon

RATIONALE OF THE PROGRAM

Cameroon, located at a pivotal position in Africa, between the West and the East, the North and the South, is the ideal place to bring together young Africans from each one of the geopolitical regions of Africa. Cameroon's bilingualism in French and English equally places it at the vantage point to representatively bring together both Francophone and Anglophone Africa, in discussions to forge ahead with the development of Africa through Business and Entrepreneurship.

Cameroon has largely existed under the radar of the international community since achieving independence because it remains one of the most peaceful and prosperous countries in the region. Cameroon equally has similar challenges as many other African countries. One of these challenges is the economic crisis of the 1980s and 90s that slowed down the growth rate of Cameroon; it led to sky rocket levels of unemployment. However, since the beginning of the new millennium the economy is gradually picking up. Through the *Strategic document on Growth and Employment* (DSCE) recently adopted by the government of Cameroon, it is expected that by 2035 Cameroon will become an emerging country. The realization of this objective depends on the success in implementing policies on business and entrepreneurship.

The youths, who constitute close to 70% of the population in Cameroon and in Africa, are major actors in the implementation of vision 2035. It is for this reason that the organizers of this conference/Immersion expect the African Union Commission, the US Embassy in Cameroon and the State Department to play leading roles in the organization of this program. The Johns Hopkins University Carey School of Business is invited as a major partner to train and engrain business skills to the 30 participants carefully selected from renowned institutions, businesses and entrepreneurship backgrounds, and community development initiatives.

During the 11 days Immersion program, participants will come together to discover, analyze, and get involved in the Cameroonian business environment. The participants will explore 5 geopolitical regions of Cameroon with their various regional economic potential. They will interact and discuss with thriving business persons, ingenious entrepreneurs, local consumers and town mayors; to understand the challenges and opportunities of the business environment in Cameroon – as a case study and microcosm of the business environment in Africa.

At the end of the program, after exploring the business environment in 5 regions of Cameroon, the 30 participants in teams of 5, will compete to propose business projects that would enhance the creation, efficiency and productivity of small and medium-sized businesses in the regions they explored. The top-3 best proposals will be eligible to deliver a presentation to the Prime Minister of Cameroon, for the government's appraisal, and to be implemented by the town councils/mayors in the regions they explored.

As deliverables of the program:

- ✓ The program participants will submit a 10 page report on the challenges and opportunities of doing business in Cameroon.
- ✓ The organizers of the conference will publish a 30 minutes documentary on the business and entrepreneurship environment in each of the 5 regions explored, which will be shared on social networks and disseminated in the major media channels of Cameroon, as well as the various countries of origins of the participants.
- ✓ This Business immersion/exchange program could be a blueprint for similar programs to be executed annually or biennially in other African countries.

OBJECTIVES OF THE PROJECT

General Objective

The *Africa – US Conference/Immersion on Business and Entrepreneurship* will bring youth leaders and policy makers from both continents to:

- A. Discover the challenges and opportunities of business and entrepreneurship in Cameroon;
- B. Engage with Cameroon's business enterprises, dynamic entrepreneurs, and local authorities in both the French and English speaking parts of Cameroon – as a case study of the African Anglophone & francophone business universe;
- C. Propose feasible and Public-Private solutions to bolster small and medium sized enterprises at the local and regional level, to business persons, local authorities and policy makers.

Specific Objectives

- i. Mobilize African and American youths towards joint actions on local business and entrepreneurship initiatives.
- ii. Identify some of the challenges and opportunities businesses and entrepreneurs face in Cameroon.
- iii. Advocate for policy reforms with local authorities (such as mayors, urban delegates, and traditional leaders) on ways of boosting business at the local level in Cameroon.

EXPECTED OUTCOME

- A two-day business conference, with at least 200 participants (including young entrepreneurs, business owners, community leaders, and local authorities)
- A business road trip to discuss with entrepreneurs about the challenges they face, and to explore the opportunities of developing business connections at the local and regional level.
- A policy document on the improvement of business and entrepreneurship at the local level (villages and towns) we will explore during our business roadtrip in Cameroon.

STRUCTURE OF THE PROGRAM

The 11 days Immersion/ Exchange program is structured as following:

- A. Two(2) days Conference on *Business and Entrepreneurship as engines of Africa's development*.
- B. The national *Solutionneurs' Competition* (The best social-businesses to resolve local problems)
- C. Five (5) days *Business road trip* : meeting with entrepreneurs, traditional leaders, local authorities, and small and medium sized enterprises in five of Cameroon's 10 regions:
 - 1 day in the North West (Agrarian Economy).
 - Meet with Nda Wara, one of the riches farmers in Cameroon
 - Meet with the Mayor of Bamenda II, discuss local business opportunities.
 - Visit the Bafut Palace/Royal Museum
 - 1 day in the West (Small and Medium sized enterprises)
 - Baffoussam – Explore the Baffoussam market, discuss with SMEs/entrepreneurs
 - Bamendjou – Visit and discussions with the mayor municipal projects
 - Foumban – discover one of the oldest business hubs in Cameroon, discuss with the Sultan local initiatives to promote and connect local business enterprises.
 - 1 day in the South West (Tourist economy)
 - Limbe – visit CDC (the largest parastatal employer in Cameroon), visit the Botanical Gardens, Beach time.
 - 1 day in the Littoral (Industrial Economy)
 - Douala – Economic city and industrial hub of Cameroon.
 - 1 day in the South (Maritime Economy)
 - Kribi – explore the booming economic potential of the town, with the deep sea port project.
- D. Two (2) days volunteering with street children and the National agency on civic engagement.

PARTICIPANTS

A total of 30 participants are expected to participate in this program, distributed as follows:

- 10 Americans : 2 from Johns Hopkins University, 3 from Dickinson College, and the rest from other institutions
- 10 Cameroonians (Some Harambe-Cameroon Solutionneurs representing universities in the 10 regions, and other participants from associated organizations)
- 10 Africans: From the Harambe Entrepreneur Alliance, the African Youth Forum for Peace (AYFP) and other youth organizations on the continent.

FUNDING

While exploring possibilities of funding and depending on the amount of funding received from partners, participants will be expected to pay a **minimum cost of \$1 000** for their participation.

PROGRAM ORGANIZERS

HARAMBE Cameroon

Harambe-Cameroon's Social Entrepreneurship Program provides an innovative approach to solving the problem of Cameroon's socio-economic advancement. Through its biennial Business Plan Competition bi-annual training seminars on "How to start up a business in Cameroon?" Harambe Cameroon mobilizes university students, project-holders and entrepreneurs across Cameroon, and engages them to find business solutions to solve local problems. Through this process youths become problem-solvers, job-creators, and active actors in the development of their communities. Hence, Harambe-Cameroon's mission is "to inspire a new generation of young leaders and entrepreneurs who see problems as opportunities in need of solutions, and have the poise and wherewithal to engage others to create long-lasting social impact."

In 2010, and as part of the first edition of the social entrepreneurship program, Harambe-Cameroon hosted the first Elevator Pitch Contest in Cameroon. The top four students who proposed the best solutions to problems they had identified in their communities were rewarded by the United States Embassy in Cameroon. Due to the buoyant success of this competition, Harambe-Cameroon organized a national competition in 2011 that mobilized youths from 5 regions of the country to propose solutions to health issues, urbanization problems, waste-management, agriculture, and youth employment, amongst other things.

Harambe-Cameroon is an independent branch of a much larger international alliance called the Harambe Entrepreneurship Alliance (HEA). HEA is an alliance of African students studying at leading colleges and universities in the United States, Canada and the United Kingdom, such as Harvard, MIT, Johns Hopkins, Oxford, Cambridge, the London School of Economics.

Cameroon Youths and Students Forum for Peace (CAMYOSFOP)

CAMYOSFOP is a non-profit, non-governmental organization aimed at educating youth, students, and the public in general on how their moral and traditional values serve as tools for resolving differences. Since its creation in 1999, CAMYOSFOP has worked very closely with a number of national and international institutions in and outside of Cameroon. In its pursuit of peace and development, CAMYOSFOP has partnered with traditional rulers, religious leaders, civil society organizations, government ministers (of Youth Affairs, Sport and Physical Education, Economy and Regional Planning, Foreign Affairs, National Education, Higher Education, Culture, Social Affairs, Women's Affairs), foreign embassies, the United Nations System, and a number of other international NGOs.

CAMYOSFOP is firmly committed to promoting a culture of peace in Cameroon and abroad. Many of its activities in this regard occur through the organization's Peace Clubs present in secondary schools throughout the country. CAMYOSFOP is also involved in human rights and citizenship education, youth policy, advocating for a national arms control campaign, promoting the Millennium Development Goals (MDGs) in Cameroon, and assisting international volunteers who are interested in working in the field. In June 2007 CAMYOSFOP organized the First Cameroon/US Youth Immersion that brought 13 American students to Cameroon. In November 2008, 6 Cameroonian youth travelled to Washington DC for the return trip of this youth exchange programme.

STAFF BIOS

Olivia Mukam – *Program Coordinator*

As President and Founder of Harambe-Cameroon, Olivia Mukam established Cameroon's first Social Entrepreneurship Program: an opportunity zone for Cameroonian (17-35y.o) youths to translate their ideas into actions, as they propose business enterprises to solve social problems; specifically through Harambe's biennial business plan competitions, and bi-annual training seminars on "How to startup a business in Cameroon?"

Prior to Harambe, in 2007, the alarming health conditions of children in the village of Bamendjou-West Cameroon suffering from water-borne diseases prompted Ms Mukam to start a water addition and sanitation project in collaboration with the Engineers Without Borders (EWB) of the University of Delaware. After 5 years of implementation, the project has provided access to clean water to about 5,000 people in the village, reducing the risk of diseases in the village.

Following Harambe, Ms Mukam co-founded a for-profit enterprise, *Solutionneurs*, in mid-2012 to contribute to the economy of Cameroon. Solutionneurs is an outsourcing and consulting platform that recruits competent Cameroonian youths to deliver on projects and tasks outsourced from all over the world (e.g. accountancy, data entry, statistical analysis). Solutionneurs equally provides business development services (business plan creation, market analysis, and financial provisions) to people seeking to invest and/or start up a business in Cameroon. Within 6 months of existence, Solutionneurs has recruited 23 part-time staff and has already executed 8 successful projects.

In August 3 – 5, 2010, Olivia was invited on behalf of Harambe Entrepreneur Alliance, to participate in the President Barack Obama Forum for Young African Leaders where she attended the main forum and the follow up meeting at the White House.

Since her return to Cameroon in July 2009, Olivia Mukam has gained professional experience working with UNICEF Cameroon (September-December 2009), and as a consultant for international NGOs and investment companies.

NGALIM Eugene Nyuydine – *Program Coordinator*

Eugene is one of Cameroon's brightest youth leaders. In 1999, he founded the Cameroon Youths and Students Forum for Peace to promote the role of youth as peace-builders. Currently, he is the Executive Director of CAMYOSFOP, the Director of Publication of the Voice of Peace Magazine, Secretary General of the Central Africa Action Network on Small Arms (CAANSA), and a Commissioner to the National Commission on Human Rights and Freedoms (NCHRF) appointed by Cameroon's Head of State.

In 2005, Eugene was a laureate of King Mohammed VI and UN Award on Youth Related projects on the MDGs. In April/May 2007, he was invited by the State Department to participate in the prestigious International Visitors Program on "Youth and Leadership." He is a Fellow of the Archbishop Desmond Tutu Leadership program after participating in the Africa Leadership Institute leadership training in Mont Fleur, Cape Town and Oxford, London, in 2008/2009.

An accomplished writer and documentary filmmaker, Eugene has a great deal of experience in the fields of education, peace-building, conflict resolution, human rights, and race issues. He has also participated in many international workshops, conferences, and forums. He earns a BA in History and a MA in the History of International Relations from the University of Yaoundé I.

Eugene and Jeremy Goldberg, Director of the Global Youth Partnership for Africa (GYPA) in Washington DC initiated the First Cameroon/US immersion that brought 13 American students to Cameroon on June 10 – 26, 2007 and later on 6 Cameroonian youths traveled to Washington DC on November 7 – 15, 2008 for a return trip of the program.

PROGRAM SCHEDULE, AFRICA – USA YOUTH CONFERENCE / IMMERSION ON:

African Development through Business and Entrepreneurship

11 Days: Wednesday, June 12th – Sunday, June 23rd, 2013.

Tuesday, June 11

Arrival at the Yaoundé, Nsimalen International Airport

Day 1: Wednesday, June 12

- 10:00am – 12:00pm: (Orientation) Program overview and orientation
- 1:30pm – 2:30pm: Tour of Yaoundé.
- 3:30pm – 4:30pm: Courtesy visit to H.E. Barrister Akere Muna, Chairman of the African Union Economic, Social and Cultural Council (ECOSOCC)
- 7:00 pm – 9:00pm : Welcome reception to the participants of the program

Day 2: Thursday, June 13: *Conference on Business and Entrepreneurship*

Official Opening Ceremony (9am – 10:30am)

- Word of welcome by Ngalim Eugene Nyuydine, Co-Organizer/Executive Director of CAMYOSFOP
- Introductory remarks on the program by Olivia Mukam, Co-Organizer/ President of HARAMBE Cameroon.
- Statement by H.E. Robert P. Jackson, US Ambassador to Cameroon



Keynote address

Youth leadership, business & entrepreneurship: Gateway to development (By Peter Wilson, Executive Director of the African Leadership Institute, S.Africa).

- **Official opening address by H.E. Dr Ismail Pierre Bidoung Kpwatt, Minister of Youth Affairs and Civic Education.**
- Pictures, interactions and end of the official opening ceremony.

Presentations and discussions: (11:00a.m – 4:00pm)

- 11:00am -12:00am : Promoting business and entrepreneurship in local and municipal communities (By the Mayor Emmanuel Mukam, Mayor of Bamendjou)
- 12:00pm -1:00pm : Business and entrepreneurship as the motor of American economy (By Pr James Calvin, Business Professor at the Johns Hopkins University Carey School of Business)
Lunch (1:30pm – 2:30pm)
- 3:00pm-4:00pm: Cameroon's strategic document on Growth and Employment: Compass for business and entrepreneurship as pillars for an emerging economy by 2035. (By Ministry of Economy Planning and Regional Development)

Day 3: Friday, June 14 : *Conference on Business and Entrepreneurship* (Day 2)

- 9:00am – 10:00am: “Doing business in Cameroon” (By US Embassy Political-Economic department)
- 10:00am – 11:00am: Cameroonian entrepreneur/businessman (*Success-Story*)
- 11:00am – 1:00pm: Work in committees on: Resolutions, Recommendations and Final Declaration
- 1:00pm – 2:00pm: Presentation of the outcome document /official closing ceremony of the conference.

Lunch (2:30pm – 3:30pm)

- 6:00pm – 8:00 pm: **The National Solutionneurs' Competition** – fourth edition of competition – Business Plan competition to reward the best social businesses in the nation

Day 4: Saturday, June 15 . (*North West Region: Agrarian Economy*)

- 7:00am: Depart to **Bamenda**. 12:00pm: Arrival in Bamenda
- 12:30pm: Business lunch with the Mayor of Bamenda II, discuss business schemes for local SMEs to trade in other regional and national markets.
- 4:00pm: Visit of Nda Wara Tea Plantation (Biggest private plantation/ranch in Cameroon)
Learn more from the CEO of the Tea Plantation, about Agricultural potential.
- 8:00pm: Discover Bamenda by night (Relaxation at Dreamland cabaret)

Day 5: Sunday, June 16 (*West Region: Small and Medium sized Enterprises*)

- 8:00am: Visit of the Bafut Palace/Royal Museum and oldest hut in Central Africa (500 years old)
- 10:00 am: Depart to Foumban
- 11: 30am: Meet with the Sultan of **Foumban** and visit the sultanate – economic fusion of tradition and modernity.
- 01:30pm: Depart to Baffoussam .
- 02: 00pm: Explore the Baffoussam Market – discuss and interact with small and medium-sized business owners.
- 4:00 pm: Visit and discussion with The Mayor of Bamendjou, on local/rural projects that would boost the village socio-economic development.
- 8:00pm: Night in Bamendjou

Day 6: Monday, June 17 (*South West Region: Tourist Economy*)

- 7:00am: Depart to **Limbe** (South West Region)
- 12:00pm: Visit to the CDC Bota headquarters – Second highest parastatal employer, after the public service.
- 2:00pm: Hiking on the Bakingili volcano.
- 4:00pm: Afternoon at Seme Beach
- 7:00pm: Discover Limbe by night



(Dinner at the Old Tymers Restaurant / Cabaret followed by clubbing at Palace night club or Calipso night club)

Day 7: Tuesday, June 18 (*Littoral Region : Industrial Economy*)

- 8:00am : Depart to Douala .
- 9:30am: Arrive in **Douala** - Economic capital of Cameroon
- 10:00am – 2:00pm: Visit 4 industrial companies/Business enterprises
- 3:30pm – 5:30pm: Round table discussion with CEOs of some leading companies/Enterprises

Day 8: Wednesday, June 19 (*South Region: Maritime Economy*)

- 8:00am: Depart to **Kribi** (booming potential with the deep sea port) 10:00am: Arrive in **Kribi**.
- 10:30am – 11:30pm: Discuss with the town delegate/representative of Kribi
- 12:00pm – 1:30pm: Visit the Deep Sea Port project, prospects on SME creation in Kribi.
- 1:30pm – 2:00pm: Visit the Chad–Cameroon pipeline terminal.
- 2:00pm – 4:00pm: Time at the beach
- 4:30pm – 7:30pm: Return to **Yaoundé**

Day 9: Thursday, June 20 (*Center Region: Administrative Capital*)

- 9:00am – 4:00pm: Participants will form groups and volunteer with:
 - Street children , Orphans, National Civic Service

Day 10: Friday, June 21

- 9:00am – 11:00am: **Projects Competition** - 6 teams of 5 present their Project proposals, in 10mins each, in front of a Cameroonian audience and a jury of experts.
 - The 3 best project proposals to help enhance small & medium-sized enterprises in one of the local communities visited, will be presented to the local authorities concerned, and the Prime minister.
- 11:am – 12:00pm: Evaluation of the program and way forward
- 3:00pm – 4:00pm: **Audience with the Prime Minister, Head of Government.**
- 6:00pm – 10: pm: *Farewell Dinner.*



Day 11: Saturday, June 22

- 9:00am – 11:00am : Solidarity walk - Hiking on Mount Febe
- 12:00pm – 2:00pm: Tour of Yaoundé, and souvenirs shopping.
- 8:00pm: Evening Flight - Return to the US.

Departure from Douala (DLA) or Yaoundé (NSI) International Airport

For further information contact.

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