



LES RENCONTRES
ECONOMIQUES
DU CAMEROUN

2027

Le Forum Exclusif Façonnant l'Avenir Economique du Cameroun

2035 EMERGENCE: MAKING FOREIGN DIRECT
INVESTMENT THE CATALYST FOR CAMEROON'S
TRANSFORMATION'

Join Us for
the 2nd Edition!

#REC2027

17-18 February 2027

Hilton Hotel, Yaounde



MARKETING DOSSIER

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I. THE RECS IN BRIEF



TAP INTO THE MARKET OF ECONOMIC DECISION-MAKERS

An annual strategic platform for public-private dialogue initiated by GECAM, the Cameroon Economic Meetings brings together public decision-makers, investors and sector leaders to jointly develop concrete solutions to support the business climate and national economic development.

II. REC 2025: THE FIGURES SPEAK FOR THEMSELVES

The inaugural event, chaired by the Prime Minister, took place on the 26th–27th February 2025 at the Hilton Hotel in Yaoundé, under the theme 'Revitalising the Cameroonian economy in a context of global change'.

- Over 700 business leaders and prominent figures took part
- 25 committed sponsors
- Over 100 decision-makers and development partners in attendance
- 8 highly productive thematic workshops
- 40 strategic recommendations adopted and officially presented to the Prime Minister
- Over 300 B2B meetings, 45 per cent of which resulted in deals



III. REC 2027: THE MEETING PLACE FOR FDI

 **17–18 February 2027**

 **Hilton Hotel, Yaounde**

CENTRAL THEME

**2035 Emergence: making Foreign Direct Investment
the catalyst for Cameroon's transformation'**

Objective:

To create a multi-stakeholder decision-making platform to mobilise significant FDI in support of Cameroon's emergence by 2035, in line with the SND30, to remove sector-specific barriers, to promote local industrialisation, and to position Cameroon as a competitive destination.



Target audience:

Business leaders and international investors, parliamentarians and public administrations, foreign employers' organisations and chambers of commerce, experts and academics, the Cameroonian diaspora, and civil society.

High-value content

8 strategic workshops:

- Taxation and customs,
- PPPs and infrastructure,
- Energy and industry,
- Commercial law,
- Local SMEs and FDI,
- Diaspora and investment,
- Trade liberalisation, agribusiness,

Networking:

- A start-up masterclass: 'From Idea to FDI',
- A B2B area, an exhibition area,
- A networking cocktail reception,
- The Entrepreneur Gala (Economic Excellence Awards)

IV. WHY JOIN US



Direct access to strategic targets:

Government departments, financial institutions, over 60 international investors (sovereign wealth funds, private equity firms), the diaspora, foreign chambers of commerce, and decision-makers from over 20 countries.

Measurable and lasting visibility:

Logo and video spot featured across all event media, social media, the website (URL link), YouTube channel and media coverage, before, during and after the event.



Generation of concrete business opportunities:

Dedicated B2B platform, exhibition space in front of a high-level audience, speaking slots (Gold/Silver) to showcase your expertise to the right contacts.

Influence on public decision-making:

Your representatives will take part in workshops, the conclusions of which will be submitted to the Government (40 recommendations to be formulated and officially submitted to the Prime Minister, Head of Government, in 2025)



V. THE OFFER : 3 PACKAGES, INCREASING BENEFITS

	BRONZE 5,000,000 CFA francs (5 available)	SILVER 10,000,000 CFA francs (2 available)	GOLD 20,000,000 CFA francs (5 available)
Stand	6 m ²	10 m ²	20 m ²
Brand visibility	Standard, all media	Standard + event bag	Premium positioning across all media, the web and social media, with special mention during plenary sessions (opening and closing)
Advertising	Logo and video spot displayed at plenary sessions / Entrepreneur Gala / Web and social media	Logo and video spot displayed at plenary sessions / Entrepreneur Gala / Web and social media	Logo and video spot displayed at plenary sessions / Entrepreneur Gala / Web and social media
Advertising inserts	Inclusion of documents in the REC conference bag / inclusion of a visual on the REC website	Inclusion of documents in the REC conference bag / inclusion of a visual on the REC website	Inclusion of documents in the REC conference bag / inclusion of a visual on the REC website
Speech	-	5 mins	10 mins
Press coverage	-	Exclusive interview	Exclusive interview + email campaign
Award	-	-	Special Guest at the 'Awards Ceremony'
Tickets included	4	6	10
Access	Plenary sessions, workshops, B2B, masterclasses, cocktail reception + Gala	Plenary sessions, workshops, B2B, masterclasses, cocktail reception + Gala	Plenary sessions, workshops, B2B, masterclasses, cocktail reception + Gala

OFFRES A LA CARTE / À LA CARTE OFFERS

N°	OFFRE / OFFER	AMOUNT EXCLUDING TAX
1	Your company's booth on the event venue	3,000,000 CFA francs
2	Special Guest – Awards Ceremony	3,000,000 CFA francs
3	Logo placement on the invitation card for the “Entrepreneur's Gala”	2,000,000 CFA francs
4	Logo placement in the event program and acces badge	2,000,000 CFA francs
5	Logo inclusion in the event newsletter	2,000,000 CFA francs
6	Logo inclusion in the event's email campaign	2,000,000 CFA francs
7	Logo inclusion in the event's digital campaign	2,000,000 CFA francs
8	Insertion of company materials in the event bag given to all participants	2,000,000 CFA francs
9	Naming rights (Mention as a partner during the opening and closing plenaries)	2,000,000 CFA francs
10	Distribution of branded gifts to guests at the “Entrepreneur's Gala”	2,000,000 CFA francs
11	Banner on the event website	2,000,000 CFA francs
12	Video spot broadcast on the YouTube channel	2,000,000 CFA francs
13	Event site branding (2 roll-up banners)	1,000,000 CFA francs
14	Branding of the “B2B sessions” area	1,000,000 CFA francs
15	Branding of the “Masterclass” area	1,000,000 CFA francs

INDIVIDUAL ACCESS :

Full Access (conference + Gala) 200,000 CFA francs

Conference only: 150,000 CFA francs (500 places)

Gala only : 75,000 FCFA (300 places)



PAYMENT METHODS:

- **Online via the platform:** www.recameroun.com
- **Orange money :** #150*47*874442*amount# - Name : GECAM
- **MTN Mobile Money :** *126*4*001799*amount# - Name : GECAM 1
- **Bank transfer:** payable to 'GROUPEMENT DES ENTREPRISES DU CAMEROUN (GECAM)',
Account no. : 10008 - 00020 - 37122340301 - 73 / IBAN : CM21 - Code SWIFT : CBC DC MCX
- **In cash at GECAM** (located in Douala-Bonanjo / Yaoundé-Fouda district, opposite the Mansel Hotel)

**Join us and put
your business in
the spotlight!**

Packages are limited and allocated
on a first-come, first-served basis.
Secure your visibility and access to
the IDE 2027 network now.

@ contact@recameroun.com

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www.recameroun.com

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LAYOUT PLAN FOR THE MAIN EXHIBITION AREA





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