

OSSP-CMR

PRIVATE SECTOR SUPPORT OPERATION
IN CAMEROON 



**Strengthening the
resilience of enterprises
to promote sustainable
and inclusive growth**



CONTEXT OF THE PROJECT

Cameroon, like all countries in the world, had to deal with the COVID-19 health crisis from March 2020, with significant economic and social consequences. The implementation of restrictive measures to curb the spread of the disease, both globally and nationally, has led to a great slowdown in economic activities with significant consequences for enterprises and household living conditions. A survey carried out in May 2020 by the National Institute of Statistics (INS), with the support of the Ministry of Economy (MINEPAT) and the United Nations Development Programme (UNDP), revealed that nearly 90 percent of enterprises, mostly Small and Medium-sized Enterprises (SMEs) state that they have been affected by COVID-19, with the risks for some of them to cease their activities. It should be noted that the private sector in Cameroon is made up of SMEs that operate mainly in the tertiary sector, which makes them more vulnerable to internal and external shocks. Faced with this situation, the Government's response to the pandemic has materialised through the development and implementation of the Global Strategy for Response and Economic and Social Resilience.

Even though positive impacts on the economic recovery were already noticeable, the outbreak of the war in Ukraine came in as an additional shock that deteriorated the growth momentum that has been initiated, particularly for SMEs. In this context, the Government of Cameroon intends to continue and accelerate the implementation of the Global Pandemic Response Strategy, in particular pillar 2 on economic and financial resilience, through improving resilience and strengthening the economic recovery of affected SMEs. In collaboration with UNDP, the Government is committed to mobilising additional financing in the form of a loan from the Arab Bank for Economic Development in Africa (BADEA), as part of the **Private Sector Support Operation in Cameroon (OSSP-CMR)**.



OBJECTIVES OF THE PROJECT

The project aims to strengthen the resilience of the private sector, especially SMEs, to the consequences of COVID-19 and other external shocks. On the other hand, to support the post-COVID recovery and the structural transformation of the Cameroonian economy.

BENEFICIARIES OF THE PROJECT

The Project focuses primarily on **Very Small, Small and Medium-sized Enterprises (SMEs)**, as well as start-ups and **innovative enterprises headed by women and young people**.

SECTORS OF ACTIVITY OF THE PROJECT

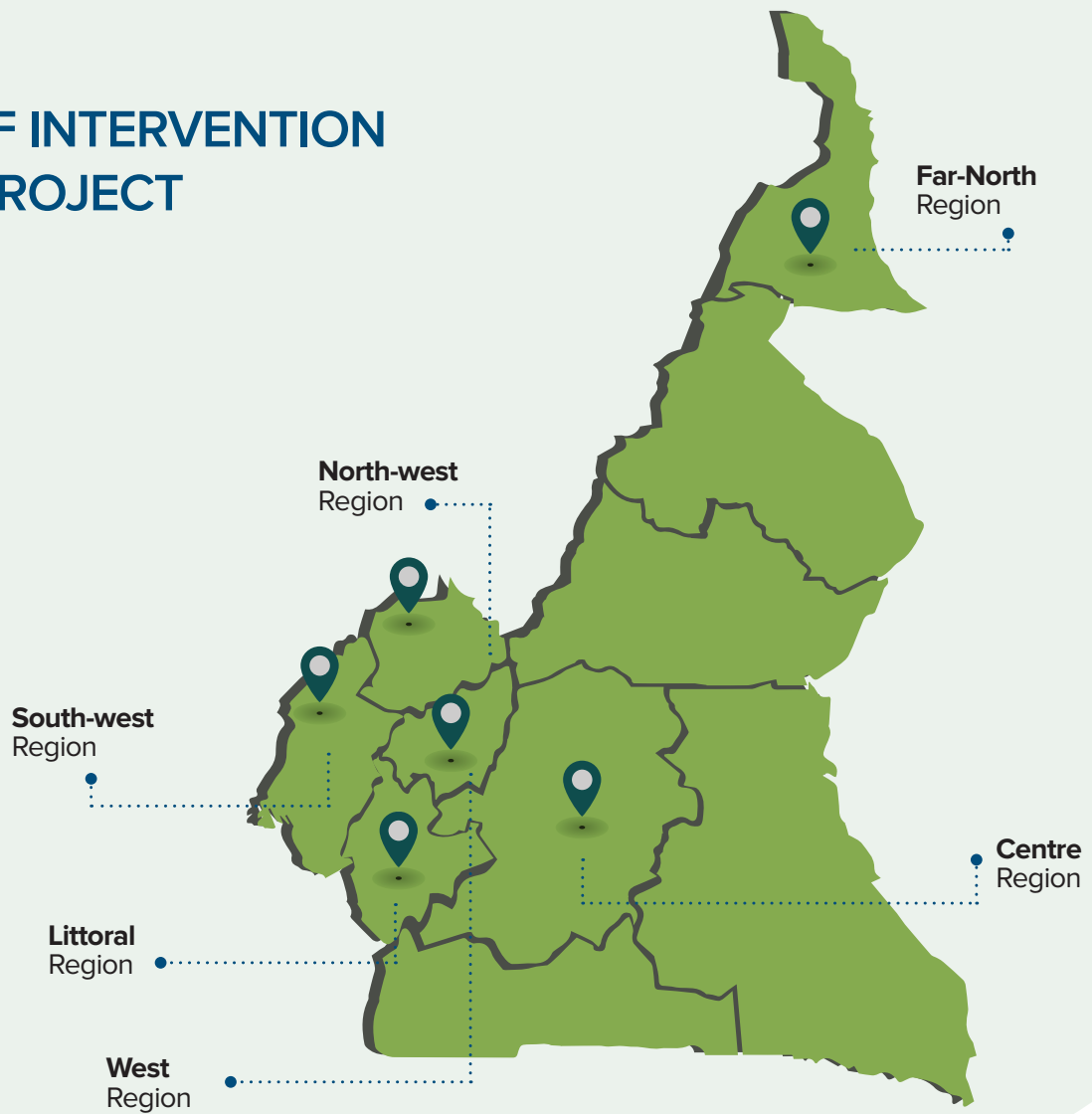
The eligible sectors of the project are the following:



related to agro-tech and fintech



AREAS OF INTERVENTION OF THE PROJECT



STRATEGIC THRUSTS OF THE PROJECT

THRUST 1 :

Diagnosis and mapping of opportunities, to better refine the operation's interventions

THRUST 3 :

Empowerment of target enterprises to improve their productivity, competitiveness and their ability to innovate

THRUST 2 :

Preservation of enterprises' survival and improvement of the business climate specific to SMEs

THRUST 4 :

Access of SMEs to tailored financial products and services

OUTCOME 1: An integrated SME support framework is up and running, with a focus on women and young SMEs.

The finalisation of studies prior to the implementation of other activities, in particular:



Survey and baseline study to assess the impact of COVID-19 and other shocks on Cameroonian SMEs.



Feasibility study for setting up financing mechanisms tailored to the needs of SMEs.



04

Four (04) studies started on the opportunities and markets available to Cameroonian SMEs, consisting of:



The development of a manual on entrepreneurial opportunities and a mapping of SME capacity-building needs,



Market analysis of the value chains of a number of agri-food sectors, for the competitiveness of Cameroonian businesses in the context of the AfCFTA



The development of a catalogue of financial and non-financial support mechanisms for the private sector favourable to SMEs and SMIs, women and young entrepreneurs and



The rationalisation of financial and non-financial support mechanisms for the private sector favourable to SMEs and SMIs, women and young entrepreneurs. The interim reports are available.

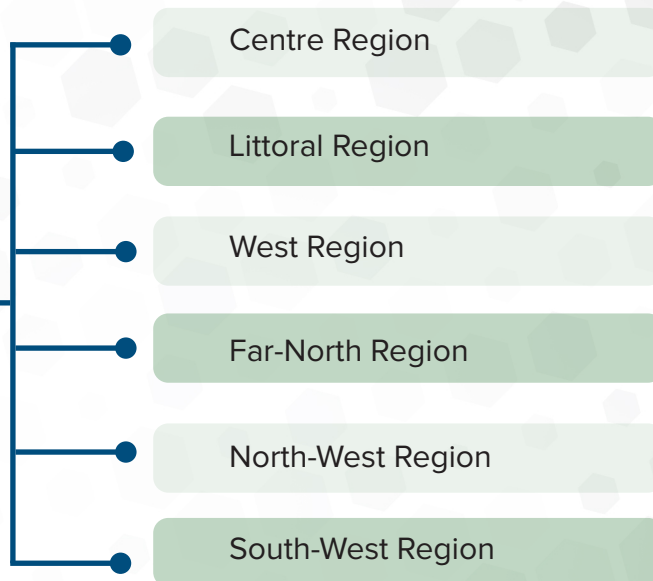
STEERING COMMITTEE 2024



OUTCOME 2 : The survival of SMEs is ensured



Six **(6)** intervention regions:



More than 1,200 target business promoters were sensitised to the opportunities that the project offers, and nearly 150 production facilities (rice, maize, sorghum, manioc, pineapples, onions, wheat, tomatoes, poultry, goats, pork, aquaculture, chocolate, wood, etc.) and **40 trade centres** were visited.

DAP

The deployment of an initiative entitled **“Productivity Acceleration Scheme (DAP)”**, for the training and equipping of VSEs, SMEs and start-ups.

The launch of studies to identify constraints linked to the business climate at regional and local level (CTD) and the development of operational response plans to constraints linked to the business climate in 10 pilot CTDs. **The studies are currently being finalised by five (05) consultants recruited.**

MISSIONS TO INFORM, RAISE AWARENESS AND MOBILISE BENEFICIARIES




 Centre
Region



 Far-North
Region



 South-North
Region




 West
Region



 Littoral
Region



 North-West
Region

OUTCOME 3 : The productivity and resilience of SMEs are strengthened to enable them exploit new opportunities

The organisation of a benchmarking mission to capitalise on the country’s experience in providing technical and financial support to entrepreneurs through the UNDP’s “Growth Accelerator” initiative from 11 to 17 February in Malawi.



Support for over 20 companies to take part in trade fairs, including :



PROMOTE

- from 17 to 25 february 2024
- Palais des congrès
- 180 visitors



SalEF-CEEAC

- 2nd edition of the Salon International de l’Entrepreneuriat Féminin
- from 16 to 19 october 2024
- Malabo
- +10 female SMEs



REDEO

- Rencontres d’Echanges, de Découvertes et d’Exhibition de l’Ouest
- from 10 to 23 december 2024
- Bafoussam
- +10 SMEs



The deployment of the Project’s website and digital platform to support the promotion of SMEs and startups.

www.ossip.cm





SaIEF-CEEAC
Malabo



PROMOTE
Yaounde



REDEO
Bafoussam



OUTCOME 4 : Financial support tailored to the needs of SMEs, including those run by women and young people, is implemented

5%

Implementation of the key tools of the mechanism for granting lines of credit at a subsidised rate of 5% for SMEs, as well as subsidies for start-ups and innovative businesses.



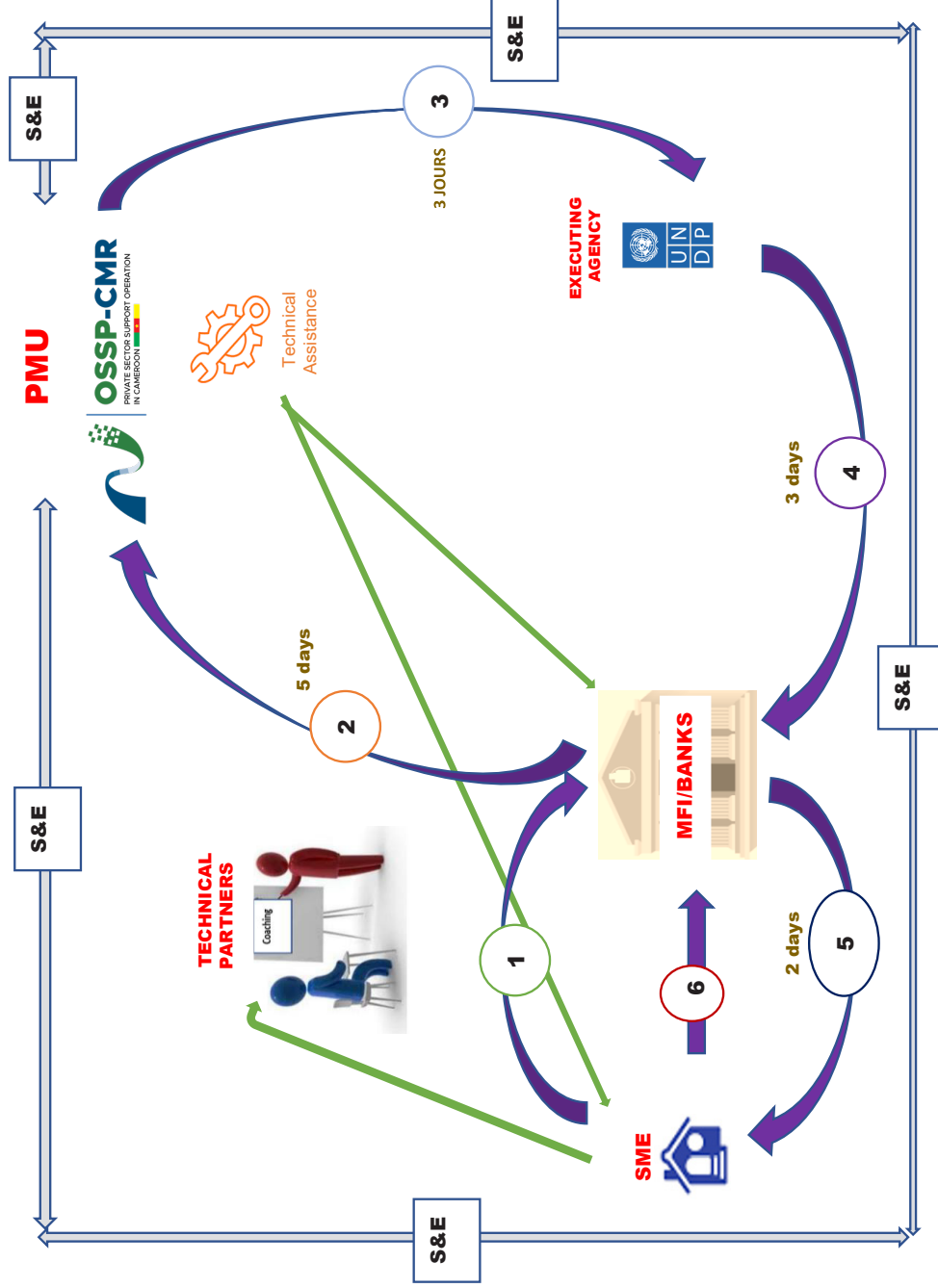
The signing of **partnership agreements** by the Minister of Economy, Planning and Regional Development and UNDP took place on November 27, 2027, at MINEPAT.

AGREEMENTS WITH FINANCIAL PARTNERS SIGNED



LAUNCH OF AWARENESS-RAISING MISSION - DOUALA





- # 1 SME submits credit application

- ## 2 Request for conformity approval from the OSSP-CMR Project

- 3** Authorization to transfer funds to the MFI/Bank

- Funds made available to the MFI/Bank

- ## 5 Credit granted to the SME

- 6** Credit repayment to the MFI/Bank

↑ Coaching, capacity building, etc.

Monitoring and evaluation of the mechanism

SME financing process/flow

FINANCIAL SUPPORT MECHANISM

Line of Credit and Grants

Category	Subsidy Ceiling (FCFA/XAF)	Credit Line Ceiling (FCFA/XAF) (Subsidized Rate Incl. VAT: 6%)	Percentage of Personal Contribution (%)	Contribution of Banks/Microfinance Institutions (%)
Medium-sized Enterprise (MSE)	-	50 000 000	15%	15%
Small Enterprises (SE)	8 000 000	50 000 000	15%	15%
Very Small Enterprises (VSE)	8 000 000	8 000 000	15%	15%
Start-up	8 000 000	-	15%	15%



2025 Outcome (Priorities)

OUTCOME 1 :

An integrated SME support framework is in place and operational, with a focus on women and young SMEs.

- i Dissemination of the results of studies carried out in 2023, 2024 and 2025.
- ii Organisation of debates and exchanges on entrepreneurial opportunities.

OUTCOME 2 :

The survival of SMEs is ensured.

- i The roll-out of technical and managerial capacity-building programmes
- ii The initiation of diagnostic activities for businesses selected as part of calls for applications
- iii Strengthen measures to improve the business climate in the CTDs.

OUTCOME 3 :

The productivity and resilience of SMEs are strengthened to enable them exploit new opportunities.

- i Support the certification and standardisation of companies' products.
- ii Promote access for Made in Cameroon products to trade areas, fairs and markets in the AfCFTA

OUTCOME 4 :

Financial support tailored to the needs of SMEs, including those run by women and young people, is implemented.

- i Financial support tailored to the needs of SMEs, including those run by women and young people, is implemented
- ii Schedule sessions on financial education for SMEs, start-ups and GICs/cooperatives.

To apply,
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