



UKTP – CAMEROON

The United Kingdom Trade Partnerships (UKTP) Programme aims to increase trade from African, Caribbean and Pacific countries (ACP) to the United Kingdom (UK) and the European Union (EU) by maximizing the benefits of Economic Partnership Agreements (EPAs). In Cameroon, the UKTP Programme works in partnership with national Ministries and business support organizations. It is funded by the Foreign, Commonwealth & Development Office (FCDO) of the United Kingdom of Great Britain and Northern Ireland and implemented by the International Trade Centre (ITC).

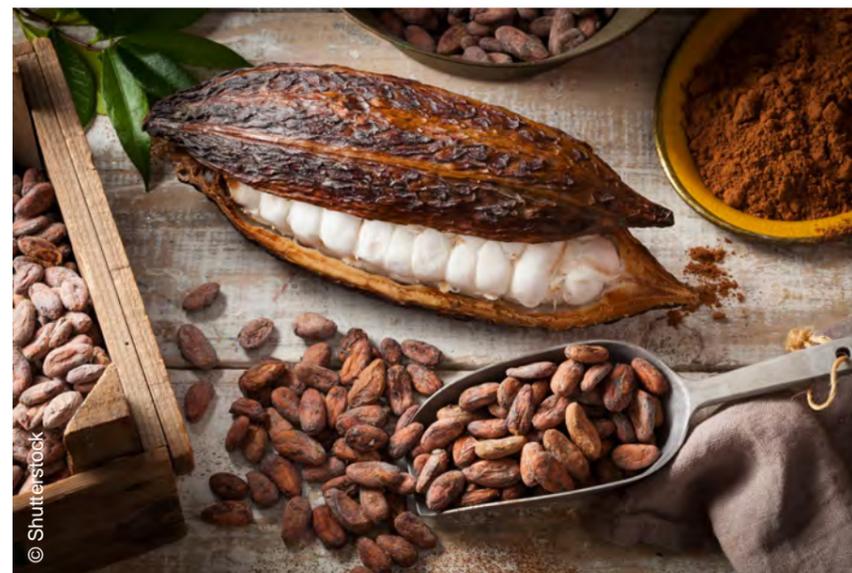
The UKTP Programme offers a unique platform to scale-up an agile response to the economic crisis that accompanies the Coronavirus (COVID-19) health crisis by leveraging market intelligence, working with targeted sectors and institutions and facilitating export linkages. It has two broad components: (1) Trade and Market Intelligence; and (2) Sector Support.

Selected sectors

Two products with high export potential have been selected under the UKTP Programme for Cameroon – cocoa & cocoa derivatives and Penja pepper.

Cameroon is the fourth largest cocoa producer in the world with a significant potential to increase the export of cocoa and its derivative products such as cocoa paste, cocoa butter, cocoa powder and chocolate.

Penja pepper is for niche markets. A favourite among leading chefs, the Penja peppercorn is the first Protected Geographical Indication (PGI) product in sub-Saharan Africa. This exclusive branding offers good prospects for the promotion and development of local and international markets.



Results

The outcome of the UKTP Programme will be increased trade between Cameroon and the UK/EU. This will be achieved by:

1. Increased awareness of EPA preferences and benefits;
2. A more transparent business environment for exports;
3. Improved institutional/business services to support market access;
4. Increased capacity to export to the UK/EU market;
5. Activated market opportunities.

Trade and Market Intelligence Component

Awareness of EPA benefits

The UKTP Programme will build awareness of the advantages of EPA preferences and benefits for Cameroon. In partnership with local institutions, ITC will conduct a modular training programme to improve awareness and understanding of preferential market access conditions under the EPA.

The training will include export analysis to identify attractive markets and products, guidelines on EPA rules of origin and the opportunities associated with the EPA. This way countries can prioritize exports with preferential access and develop strategies to capture untapped export potential. The training programmes will primarily cater to the needs of exporters, producers, government extension staff and trade support institutions. These 'EPA champions' will employ their market analysis skills to advise local firms, especially MSMEs.

In response to the economic turbulence following the COVID-19 crisis, exporters can use timely market information, including EPA preferences where applicable, to anticipate demand swings and to pinpoint long-term growth potential for particular goods.



Monitoring the business environment

A business survey will evaluate the experiences of importing and exporting firms in Cameroon and will document the diverse challenges they face in reaching their target markets. It will identify the regulatory and procedural impediments at the national level that companies face when trying to meet the requirements of the UK/EU markets.

To keep up-to-date with evolving regulatory and procedural conditions, including temporary trade and operational obstacles following COVID-19, a monitoring mechanism will bring to light firm-level concerns to relevant policy makers. This mechanism will build the capacity of relevant Ministries to identify, monitor and address trade impediments that arise. It will raise private sector awareness regarding the prevalence of non-tariff measures and trade-related obstacles. In addition, governments will be able to use ePing, the World Trade Organization's notification system to inform and encourage a dialogue with the private sector on regulatory changes.

Sector Support Component

Improving institutional/business services

Trade and Investment Support Institutions (TISIs) help prepare businesses to export and connect with partners in target markets. The UKTP Programme supports TISIs to improve managerial and operational performance and to assist their client SMEs reach UK/EU markets. Support is provided through advice, training and information on areas like development of organizational strategies, refining service offerings and putting measurement frameworks in place. As an immediate response to the COVID-19 situation, the UKTP Programme will provide online training and coaching on topics such as using digital tools to enhance business efficiency.

Strengthening export capacity

Enterprises looking to export to the UK/EU face challenges in product development, quality control, marketing and branding.

Faced with the COVID-19 global recession, SMEs must excel in meeting export market requirements and product quality expectations of customers in an increasingly competitive environment. Under the UKTP Programme, SMEs will benefit from direct capacity building interventions on export market requirements, product quality, branding and sustainability. The programme will provide tailored support for improved supply-chain linkages, sector coordination and better export results in a time of uncertainty.

To achieve this in the coffee sector, ITC will apply its Alliances for Action (A4A) methodology, one which connects all levels of the value-chain from production to export. Each partner will contribute or invest according to their area of expertise to enhance the competitiveness of SMEs. A4A core principles include local ownership and resilience-building through a market-based approach.

Activating market opportunities

Diversification of market channels and products will be the springboard for new market opportunities and sector development.

Under normal circumstances, markets can be accessed by identifying the right distribution channels, ensuring product compliance with UK and EU standards, and developing a strong marketing strategy.

As the business environment changes in yet unknown ways due to COVID-19, exporters will need flexibility to respond to bottlenecks along the value-chain and to seize new market opportunities.

The UKTP Programme will promote and develop exports from the cocoa and Penja pepper sectors to UK and EU markets through commercial targeted activities related to potential market opportunities, such as identification of partners/buyers and organization of market activities. The programme will target both niche and mass markets, prioritizing good, ethical trade and sustainable practices.

Institutional Partners

- Ministry of Economy, Planning and Regional Development
- The Ministry of Agriculture and Rural Development
- The Ministry of Commerce
- Ministry of Small and Medium-Sized Enterprises, Social Economy and Crafts
- The Interprofessional Cocoa and Coffee Council
- National Cocoa and Coffee Board
- The Penja Pepper Geographical Indication Grouping
- Technical Secretariat of the follow-up and Coordination Committee for the negotiations of a bilateral Economic Partnership Agreement between Cameroon and the United Kingdom of Great Britain and Northern Ireland.
- Cameroon Chamber of Commerce, Industries, Mines and Crafts

In partnership with:



Contribution to Sustainable Development Goals

Through increased trade and investment, the UKTP Programme supports the United Nations Sustainable Development Goals by contributing to poverty reduction SDG 1, the creation of jobs SDG 8, and integrating firms into the international value chain SDG 9. It also prioritizes gender equality and strategic partnerships as part of its outcomes SDGs 5 and 17.



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CAMEROON

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Increasing quality jobs through increased exports from Cameroon to the UK/EU

