



# WESGRO TRADE MISSION TO CAMEROON WINES, FOOD & BEVERAGE FOCUS 1- 4 JULY 2024

Please join Wesgro on a Trade Mission to Cameroon, taking place on 1 – 4 July 2024.

The mission, which will focus on Wines, food and Beverage, is part of Wesgro's Trade missions programme for 2024/25 to explore the booming business opportunities available on the African continent.

Wesgro will facilitate business meetings for all delegates participating in the mission.

## Structure of the mission

The delegation will be based in Yaoundé and participating companies will be matched with Cameroon businesses in the wine, food & beverage sector. Wesgro, in conjunction with our Camerounian partners, will arrange group meetings and B2B meetings and provide the logistics for attending the meetings.

## About Cameroon

With a population of over 25 million people, Cameroon has one of the best-endowed economies in sub-Saharan Africa and is endowed with abundant agricultural resources, oil, timber resources and other minerals. Synergies exist with the Western Cape in sectors such as Agri-business, Tourism, Infrastructure, Education, ICT, Oil & Gas, etc. It is the largest economy in the sub-region, and the gateway for much of the trade into the landlocked countries of the Central African region. In addition the hosting of the African cup of nation in 2021, this attributed to Cameroonian government prompting massive investment into infrastructure, thereby providing further business opportunities in a variety of sectors.

## Want to join the mission?

To take part in the mission, companies must meet the following criteria:

- operations for at least 2 years
- be export-ready
- finished product/service
- registered and verified on the Cape Trade Portal ([www.capetradeportal.com](http://www.capetradeportal.com))
- operating/trading internationally

The mission is focused but not limited to the Food & Beverage and Wine sectors, however if you fall outside of this sector, we will consider your application.

Please see the Trade Mission details below:

**Date:** 1 – 4 July 2024

**Place:** Yaounde, Cameroon

**Apply:** Companies interested in taking part in this mission should fill in the application form via this link: <https://forms.office>

**Deadline:** Friday, 7 June 2024

Kindly note that participating businesses will cover their flights, accommodations, meals, and visa costs. Please review the below, for more information.

If you have any questions or queries, please do not hesitate to contact Michael Gamwo at: [michael@wesgro.co.za](mailto:michael@wesgro.co.za)



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### Estimated travel cost

These are the estimated costs based on current exchange rates and current quotes, and are subject to change depending on the Rand exchange and unforeseen costs.

### What you will cover (Airfare & accommodation)

- Air ticket to Yaoundé = +/- R12,000
- Accommodation in Yaounde x 4 Nights = R9000
- Estimated Total (excl food & visas) = +/- R21,000

### What wesgro will cover

- Costs of ground transportation in Yaoundé
- Costs of setting up b2b meetings
- Cost of Translators
- Costs of business seminars
- Costs of setting up b2b meetings

## PROPOSED MISSION PROGRAMME: 1 – 4 July 2024

Date	Programme	Venue & details
<b>Monday, 1 July</b>	Arrival in Yaoundé and check in at Hotel Delegation briefing at the hotel	Hotel Yaoundé
<b>Tuesday, 2 July</b>	10h00 – 13h00: BUSINESS NETWORKING SEMINAR 13h00 – 14h00: Lunch break 14h00 – 17h00: WINE TASTING & B2B MEETINGS 18h00 – 20h00: Dinner (at own cost )	Hotel Yaoundé
<b>Wednesday, 3 July</b>	10h00 – 13h00: WINE TASTING & B2B MEETINGS 13h00 – 14h00: Lunch break 15h00 – 17h00: b2b meetings or Business site visit	Hotel Yaoundé
<b>Thursday, 4 July</b>	08h00 – 10h00: b2b meetings 11h00 – Departure for Yaounde Airport	Yaoundé Airport
<b>Friday, 5 July</b>	Arrival in SA	

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