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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