



28 – 29 November 2023

Yaoundé – Republic of Cameroon

# PARTICIPANT'S GUIDE

ORGANIZERS



TECHNICAL PARTNER

mazars



## INTRODUCTION

The Islamic Centre for Development of Trade (ICDT), the Ministry of Trade (MINCOMMERCE) of the Republic of Cameroon and the Arab Bank for Economic Development in Africa (BADEA), in collaboration with the Interprofessional Cocoa and Coffee Council (CICC), are organizing the 1<sup>st</sup> OIC Coffee Meet Cameroon on 28-29 November 2023 in Yaoundé, Republic of Cameroon.

This meeting aims at promoting trade and investment flows in the coffee industry among OIC Member States, in order to develop sustainable and fair-trade solutions while increasing investment opportunities and in particular between Cameroon and OIC Importing Countries.

One of the most widely consumed beverages globally and a highly traded commodity is coffee.

The largest producers of coffee are Brazil, Viet Nam, and Colombia, while the European Union and the United States are the largest markets for consumption and importation. The coffee market continues to expand due to increasing demand in emerging economies and a rising interest in specialty coffee and product innovations in developed nations.

However, recurrent market imbalances and unequal income distribution among players can jeopardize the livelihoods of millions of small-scale producers. To remain productive and competitive within the beverage industry, the sector must rely on innovation and new technologies. Unfortunately, coffee is exported at an early stage of the value chain, resulting in minimal value addition in the producing countries.

Nevertheless, coffee can contribute to achieving the Sustainable Development Goals (SDGs) by generating income, creating employment in rural areas, and alleviating poverty. With coffee culture rapidly growing worldwide, consumption is expanding in both importing and exporting countries.

## THE COFFEE MARKET

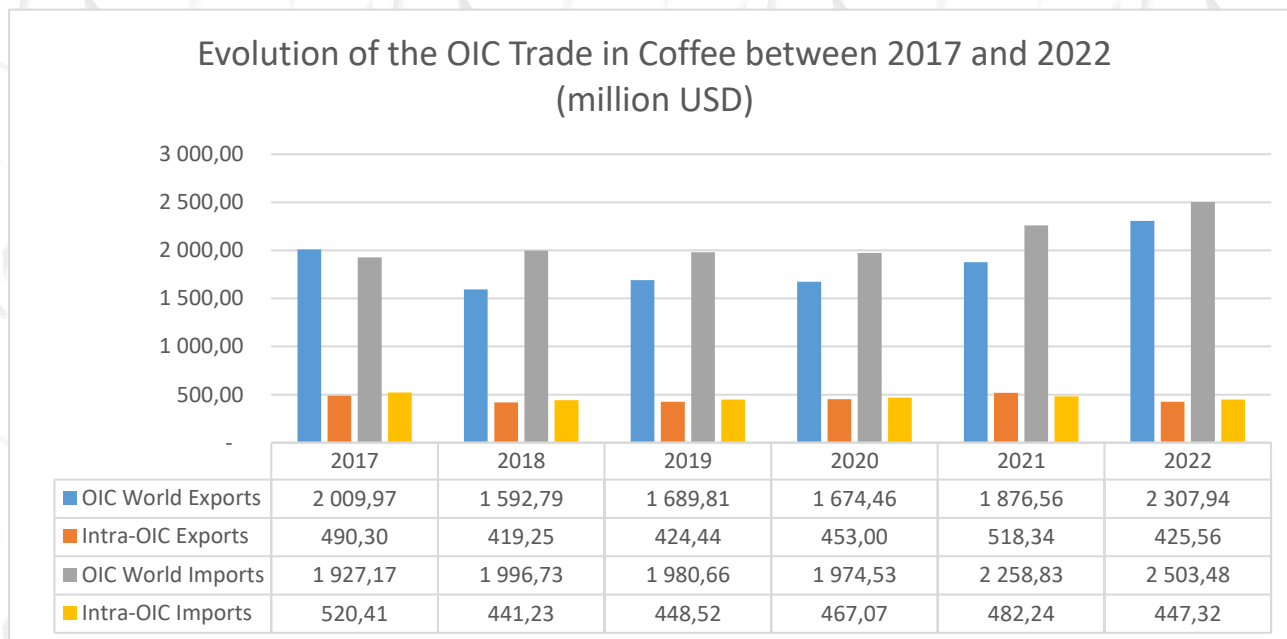
### The Global Market

According to the US Department of Agriculture, global coffee production for 2022/23 is expected to increase by 7.8 million bags, reaching 175 million bags compared to the previous year. Global consumption is projected to rise by 1.81 million bags, reaching 167 million bags, with the strongest increases seen in the European Union, the United States of America, Japan, and Brazil. Global exports are expected to be higher due to gains in Brazil and Indonesia. Closing stocks are anticipated to be 2.1 million bags higher than the previous year, reaching 34.7 million bags, following a significant reduction the previous year.

In 2022, global coffee exports reached a value of \$46.33 billion USD, marking a 42.70% growth compared to 2017, primarily driven by increased production and surges in coffee prices worldwide.

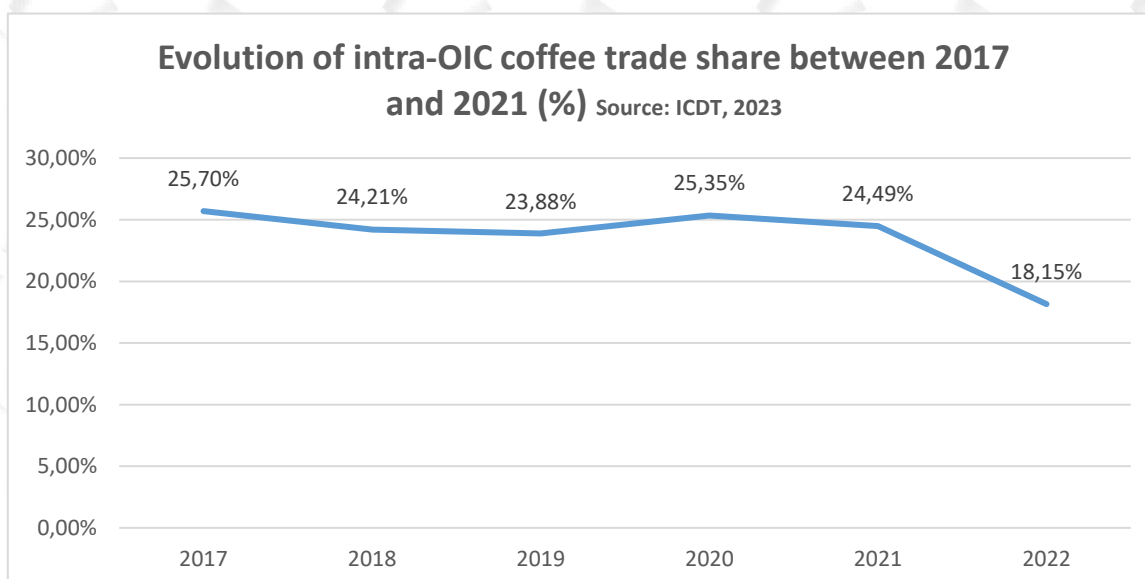
### The Coffee Market of the OIC

The coffee industry is one of the most developed sub-sectors in OIC countries in Asia, the Middle East, and certain African countries.



The main OIC importing countries of coffee in 2022 (with imports exceeding \$2 million USD) include Türkiye, Saudi Arabia, Malaysia, United Arab Emirates, Egypt, Morocco, Algeria, Jordan, Indonesia, Lebanon, Lybia, Kuwait, Syria, Qatar, Sudan, Tunisia, Kazakhstan Iran, Bahrein and Maldives.

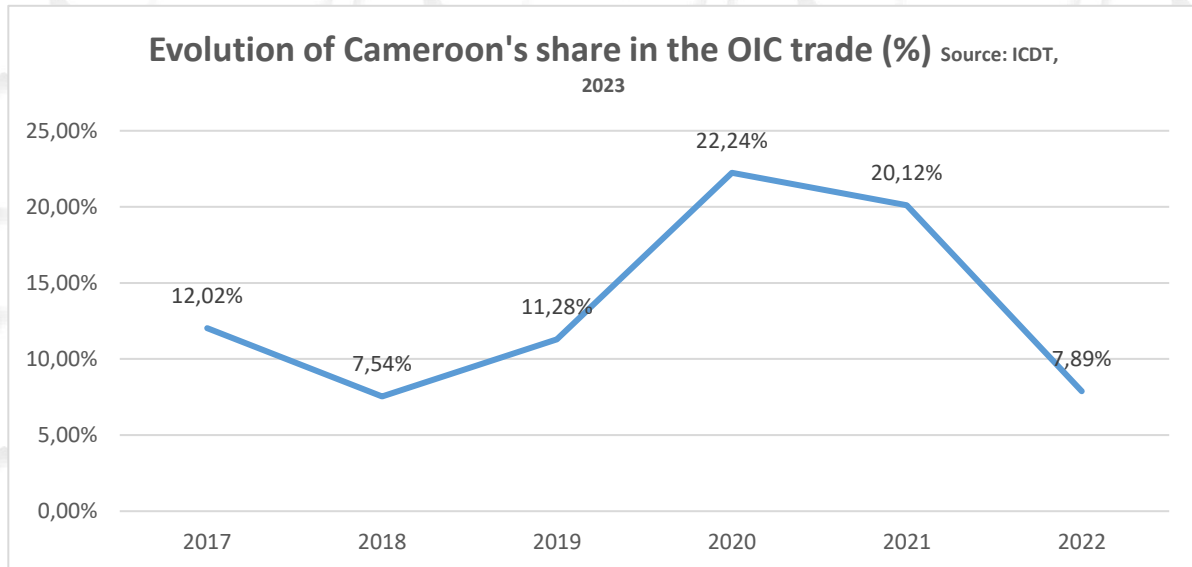
The share of intra-OIC trade decreased by 29% between 2017 and 2022 due to the COVID-19 pandemic in 2020.



## Coffee Trade between Cameroon and the OIC

In Cameroon, a total of 260,000 60-kilogram bags of coffee valued at \$23.34 million were exported during the 2020/2021 season, compared to 235,000 60-kilogram bags valued at \$27.56 million during the 2019/2020 season.

Cameroonian coffee is exported to OIC countries such as Algeria, Senegal, Gabon, Morocco, Albania, United Arab Emirates, Guinea, Chad, Côte d'Ivoire, and Lebanon, totalling more than \$6.94 million USD.



It's worth noting that, according to the National Cocoa and Coffee Board, Cameroon experienced the negative effects of the Covid-19 pandemic, particularly on its coffee production in 2020. However, the country has seen a significant increase in coffee production during the 2021–2022 campaign, totalling 38,047 tons, including 6,386 tons of Arabica and 31,661 tons of Robusta.

More specifically, the increase in coffee production during the recent campaign in Cameroon was primarily attributed to the Robusta variety. The production of Robusta coffee increased from just 11,745 tons in 2020–2021 to 31,661 tons in the last campaign, representing a growth of 19,916 tons, which is a relative increase of 169.5%.

### Arabica

1,000 bags of 60 kg

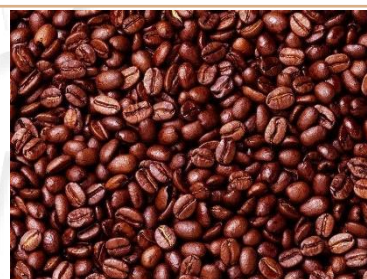
50



### Robusta

1,000 bags of 60 kg

300



Robusta makes up the majority, accounting for 86% of the country's coffee production, while Arabica makes up the remaining 14%.



The 21<sup>st</sup> largest coffee producer in the world in 2022



The 5<sup>th</sup> largest coffee producer in Africa



Potential exports: \$42 million



The 8<sup>th</sup> largest coffee exporter in Africa



169.5% increase in production in 2023



38,047 tons in the 2021-2022 period

## THE CAMEROON COFFEE SUB SECTOR

Cameroon's economy heavily relies on coffee production. The crop is extensively cultivated across the country, with Robusta being predominant in the coastal areas and Arabica more widespread in the western highlands. Coffee production in Cameroon dates back to the late 19<sup>th</sup> century when German settlers established trial coffee farms in various locations, including Victoria, Ebolowa, Nkongsamba, and Dschang. Later, coffee cultivation expanded to other areas such as Yokadouma, Abong-Mbang, Doumé, Lomié, and Akonolinga.



The coffee plant was introduced to the West Region around 1927, and today coffee is grown in seven regions of Cameroon, namely the West, Northwest, Littoral, Southwest, South, Centre, and East Region. Arabica plantations are mainly located in the high plateau areas of Bamileke and Bamaoun, while Robusta, the more dominant crop in the country, is grown in the middle elevations of the western region and to some extent in Abang Mbang. Cameroon also partly processes Arabica and Robusta.

Unfortunately, Cameroonian coffee roasters only process about 5% of the national production of Arabica and Robusta coffees.

Cameroon is currently ranked as the 21<sup>st</sup> largest coffee producer in the world, with an annual production of approximately 34,000 tons. The country's coffee industry provides employment to hundreds of thousands of people, mainly in rural areas. Both Arabica and Robusta varieties are cultivated in Cameroon, although Robusta is more prevalent.

In particular, Robusta is mainly grown in the Littoral province, but also to some extent in the Southwest, West, Adamawa, and East provinces. The main Arabica varieties found in Cameroon include Typica from Jamaica's Blue Mountain region, which was initially grown in the English-speaking part of the country.



In the early 20<sup>th</sup> century, the French introduced some Bourbon coffee varieties to Cameroon. The harvesting season for Cameroonian coffee typically takes place from September to December. While the cup profile for Arabica coffee is diverse, Cameroonian Robusta is known for its rich, full, and nutty taste, which makes it ideal for blending.

The marketing of coffee in Cameroon is regulated by the National Cocoa and Coffee Board (NCCB), which is an autonomous government institution under the technical supervision of the Ministry of Trade (MINCOMMERCE) and the involvement of private sector through the Interprofessional Cocoa and Coffee Council (CICC).

However, many challenges are currently hindering the full development of Cameroon's coffee industry, namely:

- The remoteness of coffee production areas;
- Difficult access or even unavailability of quality agricultural inputs;
- Obsolescence of production methods, equipment, and coffee processing facilities;
- Limited access to financing and the absence of export facilities to new markets.

Be that as it may, due to its intrinsic values, Cameroonian coffee has everything to appeal to others.

## THE RICHNESS OF CAMEROONIAN COFFEE TERROIRS

Cameroon's coffee possesses specific characteristics based on their variety and agroecological zone, ranging from Mounjo in the Western Highlands, Noun, Eastern region, to the volcanic soils of the Southwest on Mount Cameroon.

The geographical map of coffee production in Cameroon alone represents a diverse array of flavors, aromas, and tastes. It's a true initiatory journey into the richness and variety of Cameroonian terroirs.

- **Moungo:** A production basin in the Littoral region, cultivating robusta (40% of Cameroonian production) on metamorphic or sedimentary rocks, as well as certain areas with browned soils on volcanic ashes or basalt. These characteristics contribute to producing *dense beans with creamy foam, favoring the preparation of specialty coffees*. Awards have been received in the roasted coffee category, including Constant Ngako's brand winning in the 'bold bitter' category and the brand "ménage à trois" in the 'bold' category.
- **Muambong:** Located in the Southwest region, cultivates robusta on black soils on metamorphic or sedimentary rocks. This ecological zone makes it a reference in the production of high-end or *gourmet coffee*.
- **Western Highlands:** This area produces Arabicas on washed red soils (ferrallitic/ferruginous). It's a natural environment conducive to coffee production. The Union Centrale des Coopératives Agricoles de l'Ouest won distinctions at the AVPA Awards (origin-roasted coffees): a gold medal in the '*powerful aromatic*' category and a *gourmet* prize in the '*smooth powerful coffees*' category.
- **Noun:** Also located in the Western region, dominated by ferrallitic and penevoluted soils resulting from certain volcanic materials. This *zone produces arabica and robusta* due to its position between two altitude plateaus suitable for both cultures. It offers a *gentle and fruity arabica* at 1200 meters altitude, cultivated by Cistercian monks. Café Frères du Noun is known for its mild and elegant taste.
- **Eastern Region:** This zone produces low-altitude robusta and arabica with acidic and clayey ferrallitic soils. Its *Robustas are esteemed and classified in the specialty coffee category*.
- **Northwest Basin:** Also called the High Lands, this high-altitude zone primarily cultivates arabica on acidic and clayey ferrallitic soils. These lands are *known for their mild arabica and globally recognized "Miel de Oku" (Oku Honey)*. The main cooperative, NWCA, produces a *coffee praised for its aromatic complexity*.



## OBJECTIVES OF THE OIC COFFEE MEET



The objective of the OIC Coffee Meet is to promote trade and investment flows within the coffee industry among the member states of the OIC, with the aim of developing sustainable and equitable solutions.

Specifically, the goals are as follows:

- Bring together key stakeholders of the coffee industry in Cameroon to discuss trade and investment opportunities with delegates from OIC Member States.
- Promote Cameroon's coffee sector by showcasing its value chain and its investment and financing needs.
- Increase funding and investment opportunities between Cameroon and OIC importing countries, facilitating the discovery of new business partners.
- Foster the consumption of coffee and related products within the OIC space by showcasing the expertise of actors within the coffee value chain.
- Establish collaborations among companies, Cameroonian institutions, and the OIC in the context of investment projects related to the coffee sector.

## GENERAL INFORMATION

**Name of the exhibition:** OIC Coffee Meet Cameroon

**Host country:** Republic of Cameroon

**Date:** 28-29 November 2023

**Opening hours:** 9:00 a.m. to 6:00 p.m.

**Location:** Yaoundé

**Venue:** Hotel HILTON

**Type:** B2B event

**Level:** International

**Guest of Honor:** Ministry of Commerce

**Co-organiser:** Interprofessional Cocoa and Coffee Council (CICC) of Cameroon

**Participating countries:** 57

**Expected number of guests:** 300 per day

**Side events:**

- Panel on Trade potential and certification of coffee
- Forum on trade and funding opportunities
- Three B2B sessions between major stakeholders of the coffee industry
- Mini Exhibition

## FACILITIES GRANTED TO THE PARTICIPANTS OF THE OIC COFFEE MEET

- 2 LCD projectors and screens
- Sound system with 4 table microphones and 2 wireless microphones
- Morning tea/coffee break with assorted snacks
- Bottled mineral water
- Mobile flipchart with markers
- Notepad and pen
- Wifi

## VENUE

Preferential tariffs:

VAT: 18%

Hotel/Category	Room Type	Room Rate		Breakfast
		FCFA	Dollars	
Hilton Hotel 5* Boulevard du 20 Mai Tel: +237 650 00 29 29	Standard Room	125,000	207	Included
	King Deluxe	202,513	336	
	Queen Executive	217,858	361	
	King Executive	256,180	424	
La Falaise Hotel 4* Avenue Marechal Foch Tel: +237 222 22 06 16	Standard Room	84,000	139	Not included
	Superior Room	94,000	156	
	Deluxe Room	119,000	197	
DJEUGA Palace Hotel 4* Avenue Narvick Tel: +237 222 22 64 57	Standard Room	120,000	199	Not included
	Upper Room	130,000	216	
	Suite Executive	230,000	381	
	Presidential Suite	273,000	452	
BOUN'S Hotel 4* Rue de Narvick Carrefour SHO Tel: +237 691 00 06 00	Single Room	87,000	144	Included
	Chamber lit king size	92,000	153	
	Suite	250,000	414	
Star Land Hotel 4* Boulevard de l'URSS Tel: +237 671 000 888	Premium Room	90,000	149	Included
	Executive Room Plus	105,000	174	
	Executive Twin	145,000	240	
	Director Suite	200,000	331	

## HOW TO PARTICIPATE?

### PARTICIPANTS

This OIC Coffee Meet Cameroon open to the participation of the 57 Member States of the OIC and their economic, public, and private actors, operating in the coffee industry.

States having observer status within the OIC are invited, as well as members of Islamic communities from non-member countries.

## **OBSERVERS**

States with observer status within the OIC are invited, as well as members of Islamic communities from non-member countries.

## **REGISTRATION**

ICDT and Interprofessional Cocoa and Coffee Council (CICC) will collaborate to extend invitation letters along with registration forms to Cameroonian and Foreign participants. ICDT will cover lodging of foreign participation in collaboration with BADEA and other partners. Confirmation of registration should be done by two weeks before the holding the event.

## **CUSTOMS AND ADMINISTRATIVE FORMALITIES**

### **ENTRY VISA**

Foreign participants attending the OIC Coffee Meeting who need to comply with visa requirements to enter the Republic of Cameroon are kindly requested to visit the immigration visa application website at the following address: <http://www.evisacam.cm/>

## **COVID SANITARY MEASURES TO ACCESS CAMEROON**

The presentation of a negative PCR test is no longer required upon arrival. However, the yellow fever vaccine must be presented at the airport by all travelers.

Please note that entry conditions related to COVID-19 can change without prior notice. Further information and updates are available on the website of the Ministry of Health of Cameroon ([www.minsante.cm](http://www.minsante.cm)).

# DRAFT PROGRAM

DAY 1: Tuesday, November 28<sup>th</sup> 2023

08.00 am.	Participant Registration
09.00 am. to 10.00 am. <i>Master of Ceremony (DOP CICC)</i>	Opening Ceremony <ul style="list-style-type: none"><li>- Mayor of the city of Yaoundé</li><li>- CIDC (Cameroon Interprofessional Cocoa and Coffee Council)</li><li>- BADEA (Arab Bank for Economic Development in Africa)</li><li>- OIC General Secretariat (Organization of Islamic Cooperation)</li><li>- Presentation of the coffee sector in Cameroon (ONCC/CICC)</li><li>- Speech by the Minister of Commerce</li></ul>
10.00 am.	Coffee break / exhibition visit
11:30 am. <i>Moderator (BADEA representative)</i>	Session 1 – Development of coffee markets <ul style="list-style-type: none"><li>- International Coffee Organization: Trends and Perspectives of the Global Coffee Market (recommended, if possible)</li><li>- ICDT: Coffee Market in OIC Countries</li><li>- ITC: Potential of Coffee Trade between Cameroon and OIC Countries</li></ul>
12.30 pm. <i>Moderator (ICDT)</i>	Session 2: Investment Needs in Cameroon's Coffee Sector (Six Cameroonian Companies) <ul style="list-style-type: none"><li>- Central Union of Agricultural Cooperatives of the West (UCCAO)</li><li>- North West Cooperative Association (NWCA)</li><li>- TERRIFIC COFFEE</li></ul>
01.30 pm.	Lunch break
03.00 pm.	Session 2 (Continued): Investment Needs in Cameroon's Coffee Sector <ul style="list-style-type: none"><li>- Investing for Youth Inclusion in Coffee Cultivation (Sylvestre ESSONO)</li></ul>
03.30 pm. <i>Moderator (DG ONCC)</i>	Session 3: Partnership Opportunities <ul style="list-style-type: none"><li>- 3 Asian Companies</li><li>- 3 Arab Companies</li><li>- 3 African Companies</li></ul>
05.00 pm.	Welcome Cocktail
10.00 am. to 06.00 pm.	Exhibitions of coffee products and equipment of Coffee

## DAY 2: Wednesday, November 29<sup>th</sup> 2023

- 08.00 am.** Participant Registration
- 09.00 am.** Session 4: Government Support Policy for the Coffee Sector  
*Moderator (SDEC MINCOMMERCE)*
- MINEPAT (Ministry of Economy, Planning, and Regional Development)
  - API (Investment Promotion Agency)
  - APME (Agency for SMEs)
  - Discussions
- 10.30 am.** B2B Meetings by Mazars Morocco and CICC (Coffee break in the rooms)
- The B2B meetings scheduled over these two days will involve buyers, sellers, transporters, international trading companies, importers, farmers, traders, brokers, and any other entity within the coffee value chain. The anticipated outcome is a positive synergy that will generate value and employment opportunities within this significant sub-sector.
- 01.30 pm. to 02.30 pm.** Lunch break
- 03.00 pm.** Session 5: Financing the Coffee Sector by International Banks  
*Moderator (Mazars)*
- Bank representatives will present their financing solutions for the coffee sector in Cameroon, supported by:
- IsDB
  - BADEA
  - Afreximbank
  - AfDB
  - BEAC
  - FSA
  - Local bank
  - Discussions
- 04.30 pm.** Closing Ceremony  
*Master of ceremony (DOP CICC)*
- Summary of Proceedings MAZARS Morocco
  - ICDT
  - BADEA
  - Closing Remarks by the Minister of Commerce
- 10.00 am. to 04.30 pm.** Exhibition of coffee products and equipment of Coffee





Hilton Hotel Yaoundé



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