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## Announcement

### **PROMOTE 2024**

The Ambassador of the Republic of Cameroon in The Hague has the pleasure to inform the public that the 9<sup>th</sup> Edition of the **Yaoundé International Business, SME, and Partnership Fair, PROMOTE 2024** will be organized in Yaoundé, Cameroon from the **17 to 25 February 2024** under the theme "PRIVATE SECTOR, EVOLUTION AND STRUCTURAL TRANSFORMATION OF AFRICAN ECONOMIES"

PROMOTE 2024 will be 9 days of visibility, positioning, promotion, contacts, exchanges, reflection, debates, and meetings to launch, initiate and develop multiform partnerships. PROMOTE has proven itself over the years as the ideal platform in Central Africa for the promotion of business and business partnerships.

This event will welcome companies from Cameroon, Africa and the world that exhibit and promote their knowhow; international groups that wish to position themselves as major players in their field; regional and international organizations that represent and accompany the innovations of their members; financial organizations that are looking for companies with high growth potential; and official and private institutions and regulatory agencies that explain their role.

The aim is to enable you as a company to seize all business opportunities, establish diversified technical and financial partnerships, to better access markets near and far, to grasp and understand the essence of the economies of the 8 economic zones of the Continent according to the decisions of the African Union, and to initiate debates and business meetings that will contribute to the development of your company.

The deadline for registration and payment of participation fee is **15 January 2023**.

The Participation package including a brochure, the Exhibition Contract Form, the Exhibitor's Profile Form, the Conference Rooms Form, and the Thematic Aperitives Form are available for download on the Embassy website at <https://www.cameroon-embassy.nl/>

