



UNDER THE DISTINGUISHED OF THE PRESIDENT OF THE REPUBLIC OF CAMEROON



International Exhibition of African SMEs
and Packaging and Transport
Professionals

PARTNER OF
AFRICAN
INNOVATION

PARTICIPATION FOLDER

1st Edition

**26 JULY - 3RD
AUGUST 2025**
YAOUNDE CONGRESS CENTRE



PREMIUM PARTNER



OFFICIAL PARTNER



GOVERNMENT OFFICIAL: MINISTER OF TRADE

MANDATED ORGANISER



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A step towards innovation

It can be summed up as follows:

- **PACKAFRICA** is an international trade fair initiated by Cameroon with participants and partners from various horizons (local, regional, continental and international) to facilitate access to innovations in packaging, transport and logistics in order to improve the productivity of African SMEs and boost the distribution and consumption of their products, especially those derived from the processing of local food and non-food raw materials.
- **PACKAFRICA** also encourages the improved transformation of local raw materials into consumer products within an ever-wider sales and consumption radius.

01- Why **PACKAFRICA**

To bring together:

- The packaging, transport and logistics sector in order to increase the sales radius of products/services.
- African SMEs, especially those involved in processing African raw materials.
- Bring these two sectors closer together to boost their joint business.

To enable :

- Direct and interactive exchanges between participants, exhibitors, trade visitors and the general public in the context of an international trade show.
- To create and strengthen business partnerships.

To take part in :

- Interactive, multi-faceted meetings with documentation adapted to the context.

To encourage :

- The participation of SMEs in multiform meetings with an exhibition space for products/services that can be sold.

To find out about :

- Standards
- Innovations
- Customs procedures
- Opportunities for financial support
- Expected improvements that could lead to solutions for public use

PACKAFRICA will benefit from :

- Presentations by leaders of professional groups and enhanced, innovative communication for intra-urban trade open to the world. Etc...



02- The target

A- Exhibitors

- Manufacturers and companies specialising in the packaging of products/services
- Manufacturers and companies in the transport and logistics sector;
- African SMEs looking to improve the packaging and distribution of their products and services
- National and international bodies responsible for promoting brands (in particular the Made in Africa label) and the development of African SMEs;
- Government bodies responsible for trade, the economy, finance, industry and transport;
- African government bodies that regulate economies, in particular the ministries responsible for promoting and supporting SMEs;
- Recognised civil society associations working in the field of SMEs, cooperatives and professional groups involved in the production and packaging of goods and services.

B- Visitors

- Professional visitors
- General public

03- Exhibition profile

- **Name of the event:** PACKAFRICA
- **Major professional and promotional event for the Cameroon Government**
- **Date:** 26 July - 3rd August 2025 (1st edition)
- **Venue:** Yaoundé Conference Centre
- **High Patronage:** the President of the Republic of Cameroon
- **Government Representative:** the Minister of Trade
- **Partner of the Organisation:** the Minister of Small and Medium-sized Enterprises, Social Economy and Handicrafts
- **Premium Partner:** ACCESS BANK
- **Official Partner:** AFREXIMBANK
- **Mandated Organiser :** International Foundation Inter-Progress

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04- How to take part

- 1- Subscribe to a space (**see subscription form**)
- 2- Attend debates and meetings (**see subscription form**)
- 3- Partnerships and Sponsorships

PACKAFRICA is a major professional and promotional meeting initiated by the **Cameroonian Government**, placed under the High Patronage of the President of the Republic, supervised by the Principal of the Government, the Minister of Commerce, supported by the Ministry of Small and Medium Enterprises, the Social Economy and Crafts, and technically organized by official mandate by the **Inter-Progress International Foundation**, a reference organization in event engineering.