



RELEASE

The General Manager of the Cameroon National Shippers' Council hereby informs Cameroonian **Small and Medium-Sized Enterprises (SMEs)** and **Startups** that a call for applications has been opened under the **AfCFTA Digital Inclusion and Entrepreneurship Programme (ADIEP)**. This call is launched by the Secretariat of the African Continental Free Trade Area (AfCFTA) in partnership with Google through its Hustle Academy.

The goal of this Pan African program is to build the capacities of African Entrepreneurs in areas such as digital trade, technological innovation, and e-commerce, ultimately easing their insertion into the African digital economy platform and enhancing their competitiveness in AfCFTA markets.

Selected enterprises will reap the following benefits:

- A half-day certificate training offered by **Google Hustle Academy** on digital leadership and entrepreneurial strategy;
- Access to a Pan African network of experts and mentors in areas such as innovation, trade and digital economy, and many more.
- The possibility to fast-track the growth of their start-ups using the integrated African digital economy.

To apply, enterprises must meet the following conditions:

- Be registered and legally carry out economic activities in Cameroon;
- Be active in the above-cited sectors and demonstrate interest in African regional markets under the AfCFTA initiative.

Applications shall be submitted **exclusively on-line** using the official eligibility form, available at the following address: <https://lnkd.in/diQZYuRW>, and are now open for the pilot session of the programme scheduled for end-of-year 2025.

Should you require additional information, please visit the website: <https://au-afcfta.org/>.

Douala, 16 October 2025

Auguste Mhappe Penda

General Manager

