



Dear shippers,

The Cameroon National Shippers' Council (CNSC) once again showed its support for female cassava farmers in the Sanaga Maritime Division. This technical support from the CNSC was much welcomed, as it contributed to the successful completion of a project to create a cooperative to meet the objectives of the African Continental Free Trade Area (AfCFTA), aimed at promoting the integration of local products into international value chains. On another pedestal, Your Partner also reaffirmed its commitment to supporting the government of Cameroon in the implementation of the import-substitution policy, the AfCFTA and women's empowerment projects.

This year, the CNSC celebrated International Labour Day across its regional offices. Staff in the Far North, North, South, South-West and Centre regions enhanced the CNSC's presence during this year's celebration in their respective constituencies. At the head office, it was an opportunity for CNSC's Management in Douala to meet with the various Shippers' Councils in Cameroon and staff.

This month's issue revisits the training programme jointly organised by the Cameroon National Shippers' Council (CNSC) and the Network of Women in the Infusion Industry (ReFFI) on 26 May 2025 in Yaoundé. This training aimed to boost the competitiveness of infusions made in Cameroon on an international scale and to address the challenges of import substitution and the African Continental Free Trade Area (AfCFTA) trade policy.

Have an enjoyable reading!

Auguste Mbappe Penda

CNSC General Manager



ILD 2025

CNSC STAFF CELEBRATE INTERNATIONAL LABOUR DAY AT ITS REGIONAL OFFICES



● **ILD 2025: CNSC celebrates at its regional offices**

● **CNSC provides support to Sanaga Maritime cassava farmers**

● **SMEs exhibit at CNSC's stand at the Djembe Festival & SME Expo in Kribi**

● **DRC authorities seek new transit corridor from Kribi port**

● **CNSC and ReFFRI school infusion industry actors on digital marketing**

Labour Day

CNSC celebrates differently this year

Labour Day was celebrated at all CNSC regional offices.



The grand march past in Douala

The 139th edition of International Labour Day took on a new dimension this year at the Cameroon National Shippers' Council (CNSC). For the first time, staff of CNSC regional offices and service units in

the Far North, Centre, South, South-West and North regions took part in the official parades organised in their respective constituencies.

CNSC's colourful fabric was thus proudly paraded on 1 May 2025, both at the 20 May Boulevard in Yaoundé and at the grandstand in Garoua. Their passing was greeted with loud cheers from the public, thrilled by CNSC's daily efforts to promote foreign trade throughout the country.

In Douala, as is customary, CNSC staff marched past on the Besseke Boulevard. The parade was followed by a family lunch offered by CNSC's General Manager, **Mr. Auguste Mbappe Penda**, who welcomed special guests like the Secretary General of the Union of African Shippers' Councils (UASC), **Mr. Abdourahamane Abba Kafougou**, and representatives of some African Shippers' Councils based in Douala. This festive occasion saw the presentation of prizes to the winners of various tournaments organised as part of the 139th Labour Day celebrations at the CNSC. CNSC regional offices followed suit as they converged over a family meal offered by the institution's Management.

Douala



Yaoundé



Kribi



Garoua



Kousséri



Foreign Trade

Cassava tubers take centre stage

CNSC provides support to Sanaga Maritime cassava farmers.



CNSC GM flanked by actors of the cassava sector

The Cameroon National Shippers' Council (**CNSC**), as part of its mission to promote foreign trade, has provided remarkable support to female cassava farmers in the Sanaga Maritime division. This support, which began in October 2024, culminated in the creation of a cooperative, whose constituent general assembly was held on 14 May 2025. The aim was to establish greater synergy between initiatives, promote good agricultural practices, and improve competitiveness on national and international markets.

The General Assembly session, supervised by the Sub-Divisional Delegate for Agriculture and Rural Development, **Mr. Jacques Nkomha**, resulted in the appointment of **Mrs. Christine Tonye** as Chairperson of the Board of Directors, along with 11 other directors and 4 members of the Supervisory Committee, for a 3-year term of office.

On the same occasion, CNSC's General Manager, **Mr. Auguste Mbappe Penda**, was unanimously nominated as the Honorary President of the Cooperative of Women Cassava Producers of the Sanaga Maritime Division in Cameroon (**PROMASAMACAM**).

These board members of PROMASAMACAM Cooperative were officially installed by the Senior Divisional Officer (**SDO**) for the Sanaga Maritime Division, **Mr. Yvan Cyrille Abondo**, who also seized the opportunity to congratulate the CNSC on its ongoing efforts to promote import substitution in the Sanaga Maritime Division.

PROMASAMACAM Cooperative brings together cassava producers from all 11 districts of the Sanaga Maritime Division, and is a major outcome of the training on cassava processing organised by the CNSC in October 2024.

Trade Fair

CNSC at the Djembe Festival & SME Expo

Many SMEs exhibited at CNSC's stand.



CNSC showcases "Made in Cameroon" products

The Cameroon National Shippers' Council (**CNSC**) took part in the first edition of the Djembe Festival & SME Expo held from 14 to 17 May 2025 under the theme **"Strategic partnership with the Dutch and Luxembourg diaspora for inclusive economic diplomacy at the service of African SMEs"**. The CNSC delegation, led by **Mr. Dippah Kayesse**, Head of the Communication and Public Relations Division, provided support to SMEs through an awareness-raising workshop coordinated by **Miss Laetitia Minsize**, Service Head for Export Assistance. The aim was to highlight various actions carried out by the CNSC to promote the Made in Cameroon brand. SMEs were also informed about activities carried out by the CNSC to further assist local SMEs, such as workshops, seminars, and Level Up sessions.

Two budding SMEs were given room to exhibit and market their **'Made in Cameroon'** products at CNSC's stand; these were **Ets. MATHYS** and **O'CEANT Juice**. Ets. MATHYS, which specialises in the manufacture of herbal teas, presented a wide range of its products, including herbal teas. O'CEANT Juice, for its part, attracted a large crowd with its natural juices made from baobab and soursop. This initiative by the CNSC has given increased visibility to these SMEs, which have a positive impact on the national economy.

CNSC, Your Partner!

Cooperation

CNSC - OGEFREM

Discussions focused on difficulties along road corridors to the DRC.



Discussions on key issues

A delegation from the Multimodal Freight Management Office (OGEFREM) in the Democratic Republic of Congo (DRC) was granted audience by the General Manager of the Cameroon National Shippers' Council (CNSC), **Mr. Auguste Mbappe Penda**, on 12 May 2025. This delegation, consisting of **Mr. Francis Bedy Makhubu**, Director Consultant, **Mr. Augustin Samba**, his Assistant, and **Mrs. Bambi Bukumbabu**, Head of the Facilitation Office, visited Cameroon to gather information in view of the operationalisation of the Kribi-North DRC corridor passing through the Central African Republic, an initiative that seeks to resolve transport issues to and from the northern part of the Democratic Republic of Congo.

In response, CNSC's General Manager proposed a visit to the city of Kribi. This was to enable the Congolese delegation to meet with officials from other administrations involved in Cameroon's foreign trade and to visit both port and foreign trade facilitation infrastructure.

Training

Level up your business

Businesses in the herbal tea industry get tips on digital marketing.



Participants of the training seminar

The Cameroon National Shippers' Council (CNSC) and the Network of Women in the Infusion Industry (ReFFI) co-organised a training workshop on 26 May 2025 in Yaoundé to boost the competitiveness of Cameroon-made herbal teas on an international scale in line with the import-substitution policy and the expectations of the African Continental Free Trade Area (AfCFTA). The event, which had as its theme **"Digitisation and competitiveness: empowering SMEs for international success"**, was coordinated by CNSC's Director for Shippers' Assistance, **Mrs. Claire Onana Takouchop**.

With technical assistance from **Mrs. Sonia Fogay**, a digital marketing and communications expert, official pages were created on digital platforms for SMEs that had none, and all the participants were offered one-month account reviews with personalised follow-up. This activity raised awareness among more than 70 SME promoters on the importance of digital platforms to boost sales, access grants, and participate in trade fairs.

The Shippers' Newsletter

Cameroon National Shippers' Council's publication

Head Office : Centre des Affaires Maritimes, Bonanjo, Douala.
P.O. Box 1588, Douala.

Tel. : (237) 233 43 68 88 / 233 43 67 69, Fax : 233 43 70 17.

Email : info@cncc.cm, Website : www.cncc.cm.

Publisher : Auguste Mbappe Penda.

Editor : Théodore Roger Dippah Kayesse.

Collaborators on this edition : Luc Ndob, Randolph Njume, Junior Okoumama, Fabien Il Amougou, Stella Nkama, Jean Marcel Hell, Vanessa Mella Kamdem, Patricia Ngo Bahanak.

Translation : Njume Randolph Metuge.

Printer : Harmony Poly Business.

Paris Office - France
3, Rue du Quatre-septembre, 75002, Paris
Tel. : +33 (0) 42 61 79 24
representation@cncc.cm

Kribi Office
Ngoye, Opposite TRADEX
Tel. : (237) 222 46 16 37 Kribi
antennesud@cncc.cm

Limbe Office
3rd Floor, CDC Credit Union Head Office
Tel. : (237) 233 33 21 36 / 233 33 21 38 Limbé
swregionaloffice@cncc.cm

Centre Regional Office - Yaounde
Tel. : 237 222 220 283, 222 220 284, 222 220 285
antennecentre@cncc.cm

Far North Regional Office - Kousseri
Tel. : 696 12 99 13
antenneextremenord@cncc.cm

