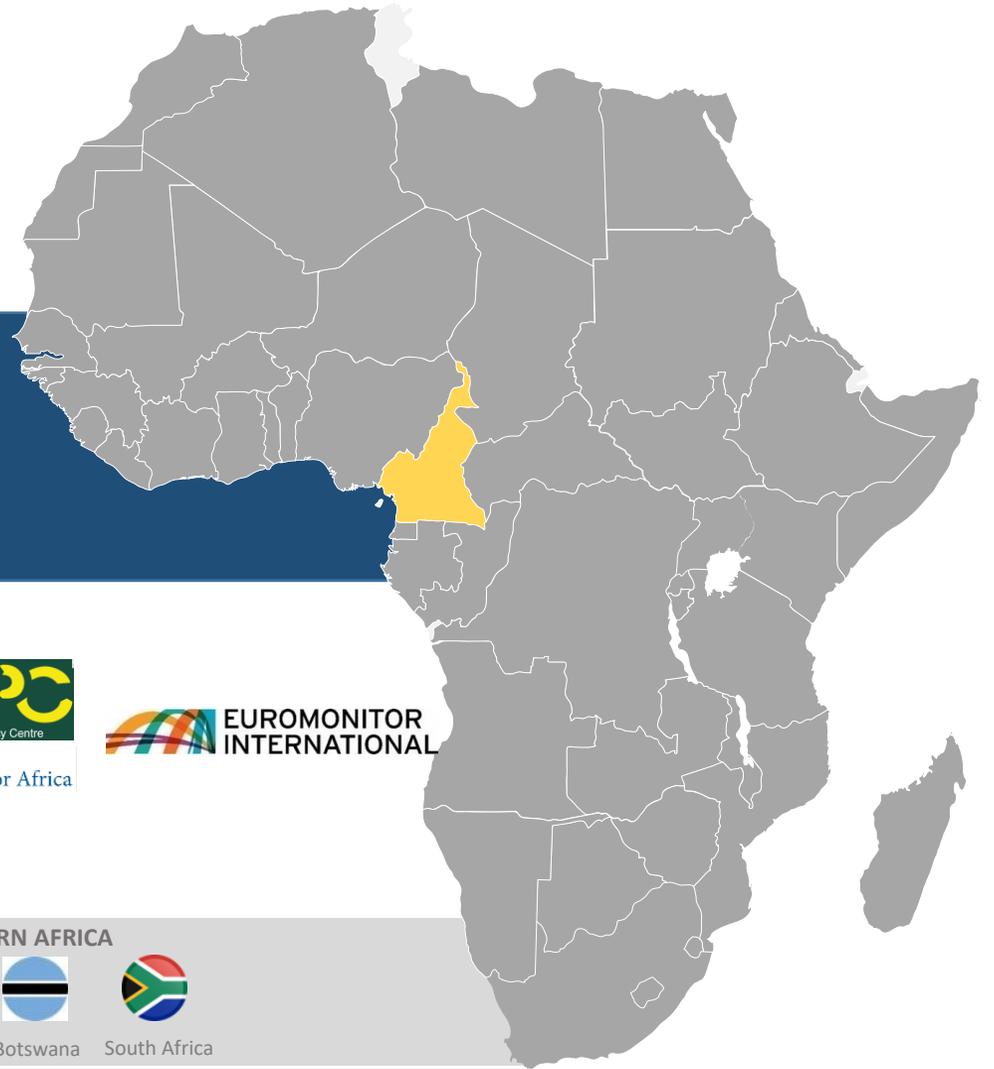


# CAMEROON

## PATHWAYS TO GENDER-INCLUSIVE ECONOMIC DEVELOPMENT IN SUB-SAHARAN AFRICA: A SECTORAL ANALYSIS STAKEHOLDER MAPPING: TRADE SECTOR



### STEERING COMMITTEE



**USAID**  
FROM THE AMERICAN PEOPLE

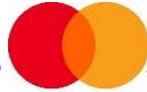


INTERNATIONAL  
COOPERATIVE  
RESEARCH  
GROUP



**IDRC · CRDI**

International Development Research Centre  
Centre de recherches pour le développement international



**mastercard**  
foundation



**UN WOMEN**



United Nations  
Economic Commission for Africa



African Trade Policy Centre



**EUROMONITOR**  
INTERNATIONAL

### SUB-SAHARAN AFRICAN COUNTRIES COVERED BY THE PATHWAYS STUDY

#### EAST AFRICA



Ethiopia



Kenya



Rwanda



Tanzania



Uganda

#### WEST AFRICA



Cameroon



Côte d'Ivoire



Ghana



Nigeria



Senegal

n

#### SOUTHERN AFRICA



Angola



Botswana



South Africa

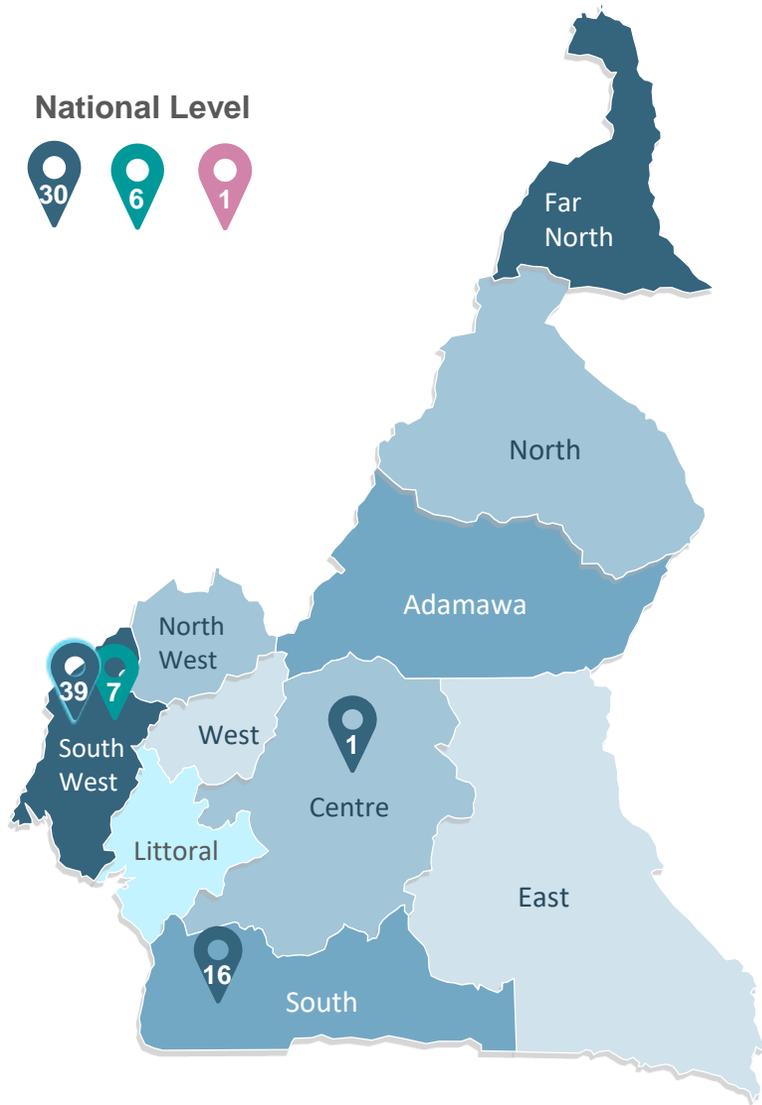
This report is a product of Euromonitor International with staff and external contributions. Euromonitor International neither guarantees the accuracy of the data and findings included in this report, nor the precision of interpretations and conclusions drawn from it by users. The terms and language utilised in this report as well as any geographic descriptions/boundaries shown on any map or content in this report do not imply any judgment, acceptance, or endorsement of the identity of any persons/groups or the legal status of any territories on the part of Euromonitor International.

This report does not necessarily reflect the views of the Mastercard Foundation, UN Women, International Development Research Centre, UN Economic Commission for Africa (UN ECA), Euromonitor International, U.S. Overseas Cooperative Development Council (OCDC), the United States Agency for International Development, or the United States Government.

Euromonitor International, Mastercard Foundation, UN Women, International Development Research Centre, UN Economic Commission for Africa (UN ECA), Euromonitor International, U.S. Overseas Cooperative Development Council (OCDC), the United States Agency for International Development (USAID), or the United States Government neither guarantee that this stakeholder mapping list is comprehensive nor that it fully captures the accurate and up-to-date information of the stakeholders listed at the time of publication.

The stakeholder listing simply reflects information that was gathered through secondary research and interviews for the Pathways study, and the inclusion of any stakeholders does not signify any opinion or endorsement by the organisations listed above. The information contained in this document is provided without any warranties or representations about accuracy or completeness. Any reliance on this material is made at users' own risk.

# Cameroon's Trade sector stakeholders are mainly private companies present in the South Western region



Region	Stakeholder Type			TOTAL
	Private Company	Associations, Collective, Org	Govt agencies/ dept	
National*	86	13	1	37
Centre	1	-	-	1
Far North	-	-	-	-
Littoral	-	-	-	-
North	-	-	-	-
North West	-	-	-	-
Adamawa	-	-	-	-
South	16	-	-	16
South West	39	7	-	46
West	-	-	-	-

\* National stakeholder tally includes global stakeholders, who are assumed to operate at a national scale



## Trade Sector

## National stakeholders in Cameroon's Trade sector

Wholesale & Retail,  
Trading activitiesTechnical/operational  
support & assistanceCapacity building,  
education, trainingFinancial support/  
funding/investmentLobbying/Advocacy,  
Policy/ResearchWomen-centric  
provision(s)/operation(s)

Stakeholder	Brief description	Core activities						Key relationships and strengths	Website
Association National des commerçants détaillants du Cameroun	Trade association representing the interests of independent traders and retailers in Cameroon	✓	✓			✓	✓	<ul style="list-style-type: none"> <li>Many women trade in the informal sector and in 2005 the informal sector represented 90.4% of Cameroon's economy.</li> <li>Partner: Syndicat des Commerçants Détaillants du Wouri (Sycodew)</li> </ul>	
Cameroon Airlines	Government-owned national passenger and cargo airlines	✓	✓				✓	<ul style="list-style-type: none"> <li>Flight destinations include local - Douala, Yaounde, Garoua, Maroua, Ngoundere, and international - Gabon, Benin and Ivory Coast.</li> </ul>	
Telcar Cocoa Ltd	Private company exporting cocoa	✓	✓				✓	<ul style="list-style-type: none"> <li>Partners with Federation of Cocoa Commerce (FCC)</li> </ul>	
FOKOU FOBERD	Private company involved in the wholesale and retail of building materials within the country	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
Quifeurou	Private company involved in import and export activities.	✓	✓					<ul style="list-style-type: none"> <li>Traded products include appliances, plumbing, sanitary systems, sheets, iron and steel</li> </ul>	<a href="http://www.groupequifeurou.com">www.groupequifeurou.com</a>
Groupement des exportateurs de café cacao du Cameroon(GEX)	Trade association of coffee exporters in Cameroon		✓	✓		✓		<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
Groupement des Femmes d'Affaires du Cameroon (GFAC)	Trade association of businesswomen of Cameroon aiming to represent women's interests and protect their rights.		✓	✓		✓	✓	<ul style="list-style-type: none"> <li>Mission: to inform and support women in entrepreneurship and networking services</li> <li>The president of the organization is a woman who is also a member of the Cameroon Senate</li> <li>Partners: President of Cameroon, FCEM, RASEF, FFA, Chamber of Commerce of Cameroon, CBF Cameroon Business Forum</li> </ul>	<a href="http://www.legfaccameroun.com">www.legfaccameroun.com</a>
DOVV Distributions	Private company involved in general trade, import and export activities	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
Polypharma	Private company involved in sales and distribution of para medical products	✓	✓					<ul style="list-style-type: none"> <li>The company trades both medications and equipment within the country</li> </ul>	<a href="http://www.polypharma90.com">www.polypharma90.com</a>

## Trade Sector

## National stakeholders in Cameroon's Trade sector

Wholesale & Retail,  
Trading activitiesTechnical/operational  
support & assistanceCapacity building,  
education, trainingFinancial support/  
funding/investmentLobbying/Advocacy,  
Policy/ResearchWomen-centric  
provision(s)/operation(s)

Stakeholder	Brief description	Core activities						Key relationships and strengths	Website
Association Nationale des Exploitations à la Sauvette du Cameroun (ANESCAM)	Trade association of the night markets in Cameroon	✓	✓			✓		<ul style="list-style-type: none"> <li>Women work from 4pm until 10pm on night markets in Cameroon, mainly selling home made meals and desserts, which allows single mothers to become financially independent</li> </ul>	
Association national des transporteurs professionnels du Cameroun	Trade association in the transport industry	✓	✓			✓		<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
ARNO Group	Private company involved in general trade, wholesale, retail and marketing services	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
OLAMCAM SARL	Co-operative involved in cocoa trading and exports	✓	✓				✓	<ul style="list-style-type: none"> <li>The company employs women and have women in leadership positions</li> <li>Partner: National Cocoa and Coffee Board (NCCB)</li> </ul>	
La Mater Market	Private company operating online shopping platform for groceries	✓	✓				✓	<ul style="list-style-type: none"> <li>The platform is run by women. Groceries are sourced from women farmers, thus securing an income for rural women</li> </ul>	<a href="http://www.facebook.com/pg/LaMaterMarket">www.facebook.com/pg/LaMaterMarket</a>
Yema	Private company involved in e-commerce, trading cell phones, fashion, cosmetics, furniture, computers, etc	✓	✓				✓	<ul style="list-style-type: none"> <li>Women are employed by the platform as customer service advisors over the phone</li> </ul>	<a href="http://www.yema.cm">www.yema.cm</a>
Complex Santa Lucia	Private company operating bakery, two hotels, patisserie and offering fast food services	✓	✓	✓				<ul style="list-style-type: none"> <li>The size of the company offers a variety of job opportunities for women, e.g., bread sellers, along with improving salaries</li> </ul>	<a href="http://www.complexesantalucia.com">www.complexesantalucia.com</a>
AFCOTT Cameroon Sarl	Private company involved in wholesale and distribution of fertilizers nation wide	✓	✓					<ul style="list-style-type: none"> <li>Besides fertilizers, the company is into distribution of tractors and export of sesame, gum arabic and cotton lint</li> </ul>	<a href="http://www.afcott.com">www.afcott.com</a>
SOCOPRAMAC SARL	Private company involved in general trading of groceries and construction materials / equipment	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	

CAVEAT: Stakeholder listing is based on secondary research and interviews, So, all stakeholders (especially those with highly localised and/or offline operations) may not have not been captured in the listing. All maps & tables present best-available information as at the time of research.

## Trade Sector

## National stakeholders in Cameroon's Trade sector

Wholesale & Retail,  
Trading activitiesTechnical/operational  
support & assistanceCapacity building,  
education, trainingFinancial support/  
funding/investmentLobbying/Advocacy,  
Policy/ResearchWomen-centric  
provision(s)/operation(s)

Stakeholder	Brief description	Core activities					Key relationships and strengths	Website
Ajaloo Cameroun	Private company involved in online trade of fruit and vegetables	✓	✓					www.ajaloo.com
Jumia Cameroon	Private company specialising in e-commerce	✓	✓				<ul style="list-style-type: none"> <li>Offering: electronics, fashion, cell phones, tablets, computers, real estate, leisure, home, business &amp; services, beauty &amp; wellbeing, jobs &amp; training, etc.</li> <li>Partners: AFRIBABA, JUMIA DEALS</li> </ul>	www.jumia.c
Sellam quick	Private company specialising in online retailing with home delivery services	✓	✓				<ul style="list-style-type: none"> <li>Offering: furniture, shoes, kitchen equipment, electronics, white goods, men fashion, health &amp; beauty, women &amp; children fashion</li> <li>Partners: HP, UK Fashion, Miracle Voyage, Asky Airlines, Ethiopian, NFC Bank</li> </ul>	www.sellam.cm
Afrimalin	Private company involved in online retailing	✓	✓				<ul style="list-style-type: none"> <li>The company partners with Individual sellers, brands and recruiters</li> </ul>	www.cm.afrimalin.com
Green life	Private company specializing in environmental and social projects in Cameroon	✓	✓				<ul style="list-style-type: none"> <li>The company is managed form Germany</li> <li>Partners: Africa Foods Business, Restauration des Ecosystemes</li> </ul>	www.green-life-corp.de
Vu Sur	Private company serving as a purchases facilitator which allows placing orders on foreign online stores and get ting deliveries to Cameroon within 15 days	✓	✓				<ul style="list-style-type: none"> <li>Partners: Express Union – EU, Global Numerica, MTN Momo, Orange Money, Visa</li> </ul>	
Toovendi	Private company offering online ads service to connect independent buyers and sellers across 15 African countries	✓	✓				<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	www.toovendi.com
Spar Cameroon	Private company specializing in online retailing as well as trading via physical stores	✓	✓				<ul style="list-style-type: none"> <li>Offering: food, drink, appliances, beauty &amp; hygiene, etc.</li> </ul>	
Sesaye	Private company operating as online "shopping centre"	✓	✓				<ul style="list-style-type: none"> <li>Partners with MTN, Orange, Nexttel</li> </ul>	www.sasayez.biz
Bao	Private company serving as cash and carry platform	✓	✓				<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	www.bao-cc.com

## Trade Sector

## National stakeholders in Cameroon's Trade sector

Wholesale & Retail,  
Trading activitiesTechnical/operational  
support & assistanceCapacity building,  
education, trainingFinancial support/  
funding/investmentLobbying/Advocacy,  
Policy/ResearchWomen-centric  
provision(s)/operation(s)

Stakeholder	Brief description	Core activities					Key relationships and strengths	Website
Limarket	Private company selling electronics consumer goods in a physical store, including after-sales service	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul> <a href="http://www.limarket.net">www.limarket.net</a>
Sawa Foods Market	Private company operating online grocery shopping platform	✓	✓					<ul style="list-style-type: none"> <li>The market sells fruit and vegetables</li> </ul> <a href="http://www.sawafoods-market.com">www.sawafoods-market.com</a>
Ets Afro Cameroon	Private company specializing in the production and distribution of African foods worldwide	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul> <a href="http://www.afrocameroon.com">www.afrocameroon.com</a>
Mahima Sarl	Private company involved in food retailing	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul> <a href="http://www.mahimasarl.com">www.mahimasarl.com</a>
Ecoprix	Private company specializing in general wholesale and retail	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>
Montana	Private company specializing in general wholesale and retail	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>

## Trade Sector

## Regional stakeholders in Cameroon's Trade sector

Wholesale & Retail,  
Trading activitiesTechnical/operational  
support & assistanceCapacity building,  
education, trainingFinancial support/  
funding/investmentLobbying/Advocacy,  
Policy/ResearchWomen-centric  
provision(s)/operation(s)

Stakeholder	Brief description	Core activities					Key relationships and strengths	Website
SOREPCO SARL	Private company involved in wholesale and retail of household goods	✓	✓					Partners: Schneider Electric, Legrand, Prometal, Dangote, Cimencam, Cisco <a href="http://www.groupestorepco.com">www.groupestorepco.com</a>
BAT Cameroon	Private company specializing in tobacco trade	✓	✓					Low data availability
SOTRACO DIM SARL	Private company specializing in imports of food produce from Turkey, Thailand, Argentina and Jordan	✓	✓					Low data availability <a href="http://www.sotracodim.com">www.sotracodim.com</a>
Societe Camerounaise de Transformation Metallurgique	Private company involved in production and trade of industrial gas	✓	✓					Low data availability
Dow Distribution	Private company specializing in food retailing	✓	✓					Low data availability
ACROPOLE	Private company operating bakery offering daily home provisions, bread and beverages both for wholesale and retail	✓	✓				✓	Women are employed as salespersons, bakers and other administrative duties
FAKOCO SARL	Private company involved in production, import and export of coffee	✓	✓				✓	The company has a good number of women as workers Partner: National Cocoa and Coffee Board (NCCB)
Societe de representation du Cameroun (SOREPCA)	Private company specializing in general trade and import of goods		✓			✓	✓	Trades the following brands: Netter Network, Martini, Hennessy, Bacardi, Grey Goose Vodka, Perrier, etc. <a href="http://www.sorepca.cm">www.sorepca.cm</a>
SOCSUBA	Private company involved in general wholesale and retail trade	✓	✓				✓	Low data availability <a href="https://www.en-gb.facebook.com/pg/socsuba/photos">www.en-gb.facebook.com/pg/socsuba/photos</a>
Iziway Cameroun	Private company operating a supermarket and involved in online retailing of groceries, electronics, furniture etc.	✓	✓				✓	The online platform employs women as customer service advisors over the phone <a href="http://www.iziway.cm">www.iziway.cm</a>
Achanyi and sons Enterprise limited	Private company specializing in wholesale of agricultural produce	✓	✓					Bridging the gap between farmers and consumers to create jobs

Trade Sector

# Regional stakeholders in Cameroon's Trade sector



Wholesale & Retail, Trading activities



Technical/operational support & assistance



Capacity building, education, training



Financial support/funding/investment



Lobbying/Advocacy, Policy/Research



Women-centric provision(s)/operation(s)

Stakeholder	Brief description	Core activities						Key relationships and strengths	Website
AFRIQUE CONSTRUCTION	Private company involved in wholesale and retail of building materials	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
AGRIEX Cameroon	Private company specializing in wholesale, retail and distribution of products nationwide	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
Bernabe Cameroon	Private company working with general import and export of goods	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
AYABE & FILS	Private company involved in wholesale and retail in travel and transport sector	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
Boucheri Charcuterie	Private company works in meat trading	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
CAMACO - Cameroun Marketing Commodities	Private company involved in trading/exports of coffee and cocoa	✓	✓					<ul style="list-style-type: none"> <li>Partners with National Cocoa and Coffee Board (NCCB)</li> </ul>	
CAMCI	Private company trading equipment for various types of business projects	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	<a href="https://www.facebook.com/CamciCameroon">www.facebook.com/CamciCameroon</a>
Cameroon Frais SARL	Private company importing products of all categories, both new and fairly used	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
Cameroon motors industries (CAMI)	Private company involved in car dealership	✓	✓					<ul style="list-style-type: none"> <li>Focus on Toyota cars</li> </ul>	<a href="http://www.cfaogroup.com/fr/mobility/cfao-automotive/fr/filiales/cami-cameroun">www.cfaogroup.com/fr/mobility/cfao-automotive/fr/filiales/cami-cameroun</a>
Jago farms	Private company specializing in sales of fruit and vegetables	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	

CAVEAT: Stakeholder listing is based on secondary research and interviews, So, all stakeholders (especially those with highly localised and/or offline operations) may not have not been captured in the listing. All maps & tables present best-available information as at the time of research.

## Trade Sector

## Regional stakeholders in Cameroon's Trade sector

Wholesale & Retail,  
Trading activitiesTechnical/operational  
support & assistanceCapacity building,  
education, trainingFinancial support/  
funding/investmentLobbying/Advocacy,  
Policy/ResearchWomen-centric  
provision(s)/operation(s)

Stakeholder	Brief description	Core activities					Key relationships and strengths	Website
Colour ceramica	Private company involved in wholesale of paints for construction	✓	✓					▪ Exclusive distributors of international brands <a href="http://www.colorceramica.com">www.colorceramica.com</a>
Compagnie Africaine des tabacs (CAT)	Private company specializing in tobacco trade	✓	✓					▪ Low data availability
ETS Ndongo Essomba	Private company producing, exporting and importing coffee and cocoa	✓	✓					▪ Partners with National Cocoa and Coffee Board (NCCB)
Force Tyre Sarl Akwa	Private company focusing on car supplies from tires to garage structures	✓	✓					▪ Partners: STBC, Naya Foods, EFMK, SICG, LDC, Media Space <a href="http://www.forcetyre.com">www.forcetyre.com</a>
General Business of Africa (GBA)	Private company involved with commercial representation, trademark agents and distribution	✓	✓					▪ Low data availability
Ebene Biz	Private company specializing in sales of fruit and vegetables	✓	✓					▪ Low data availability <a href="http://www.ebene-biz.com/services/agroalimentaire-et-agriculture">www.ebene-biz.com/services/agroalimentaire-et-agriculture</a>
Gic Proba	Private company involved in purchasing and exports of cocoa and coffee	✓	✓					▪ Partners with National Cocoa and Coffee Board (NCCB)
Jacken Sarl	Private company working in general trade, import and export of household item	✓	✓					▪ Low data availability
Jaco Sa	Private company trading agricultural equipment, DIY supplies and biomedical equipment	✓	✓					▪ Has customers in construction sector, alcohol trading companies, industrial plantations, hospitals, service sector companies <a href="http://www.jaco-sa.com">www.jaco-sa.com</a>
Kami Auto sarl	Private company operating a garage and trading spare car parts	✓	✓					▪ Low data availability
Promodis Afriq Sarl	Private company specializing in imports and exports of groceries	✓	✓					▪ Low data availability

## Trade Sector

## Regional stakeholders in Cameroon's Trade sector

Wholesale & Retail,  
Trading activitiesTechnical/operational  
support & assistanceCapacity building,  
education, trainingFinancial support/  
funding/investmentLobbying/Advocacy,  
Policy/ResearchWomen-centric  
provision(s)/operation(s)

Stakeholder	Brief description	Core activities						Key relationships and strengths	Website
Queen fish company	Private company sourcing and delivering food produce	✓	✓					<ul style="list-style-type: none"> <li>Mrs. Celestine Ketcha Courtes, Queen Mother and Mayor of Bangante, is one of the directors of Queen Fish</li> <li>Press article on female director featured in Elle Magazine in 2014</li> <li>Works with international manufacturers and suppliers</li> </ul>	<a href="http://www.queenfish.co.im">www.queenfish.co.im</a>
Sadou Holding	Private company involved in wholesale and retail	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
Société le Grand Moulin du Cameroun (SGMC)	Private company, a milling subsidiary of agro-processing group SOMDIAA	✓	✓					<ul style="list-style-type: none"> <li>Partners: SOMDIAA, ADAS</li> </ul>	
Societe Henri et freres	Private company specializing in grocery trade	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	<a href="http://www.henrietfreres.com">www.henrietfreres.com</a>
Sonam Africa / Sonam Cameroun Ltd Sarl	Private company trading in a variety of goods categories	✓	✓					<ul style="list-style-type: none"> <li>Key products include rice, fertilizers, edible oil, sugar, building materials and others. Company also manages a portfolio of automobile brands, like Honda, Audi, Skoda and more. It also manages industrial and logistics operations</li> </ul>	<a href="http://www.sonamafrika.com">www.sonamafrika.com</a>
Agrosell	Private company operating online shop selling grocery and household goods	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	<a href="http://www.agro-sell.com">www.agro-sell.com</a>
SODIACAM	Private company involved in wholesale of groceries	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
SODIPAC SARL	Private company importing and exporting groceries	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
SOGEDA SARL - Societe Generale De Distribution En Afrique	Private company with focus on trade and distribution of goods	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
SOMAFILS SARL	Private company involved in general wholesale and retail	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	

## Trade Sector

## Regional stakeholders in Cameroon's Trade sector

Wholesale & Retail,  
Trading activitiesTechnical/operational  
support & assistanceCapacity building,  
education, trainingFinancial support/  
funding/investmentLobbying/Advocacy,  
Policy/ResearchWomen-centric  
provision(s)/operation(s)

Stakeholder	Brief description	Core activities						Key relationships and strengths	Website
SOVEPAC SARL	Private company involved in imports of food products	✓	✓					<ul style="list-style-type: none"> <li>The company is the distributor of Nestle food products</li> </ul>	<a href="https://www.facebook.com/pages/category/Local-Business/Sovepac-Cameroun-711550362339492">www.facebook.com/pages/category/Local-Business/Sovepac-Cameroun-711550362339492</a>
SPEED APPRO	Private company specializing in trading of spare parts	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	<a href="https://www.facebook.com/pages/category/Commercial-Industrial/SPEED-APPRO-105959517656183">www.facebook.com/pages/category/Commercial-Industrial/SPEED-APPRO-105959517656183</a>
Societe de distribution du Cameroon	Private company operating a supermarket, a hypermarket and a convenience store	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
Sanili Afrique Developpement	Private company specializing in design, manufacturing, trade and repair of motorcycles	✓	✓					<ul style="list-style-type: none"> <li>Works with spare parts of the brand SANILI</li> </ul>	
Tractafric Equipment Corporation	Private company providing equipment for the forestry sector, mines, quarries and construction	✓	✓					<ul style="list-style-type: none"> <li>The parent company is based in Morocco</li> </ul>	<a href="http://www.tractafrictae.com">www.tractafrictae.com</a>
Tractafric motors SA	Private company working in car retail	✓	✓					<ul style="list-style-type: none"> <li>Sells vehicles, spare parts and renders related services</li> <li>Car brands: MERCEDES BENZ, JAC, HYUNDAI, FORD, MITSUBISHI, RENAULT, MCV, FUSO</li> </ul>	<a href="http://www.tractafrictmc-cameroun.com/fr/#.YMIdtqhKJIU">www.tractafrictmc-cameroun.com/fr/#.YMIdtqhKJIU</a>
Ekoolo	Private company involved in e-commerce of groceries, shoes, clothing, cell phones, jewelry, computers, household goods, white goods, etc.	✓	✓					<ul style="list-style-type: none"> <li>Brands include H&amp;M, Gucci, Givenchy, Chanel, Supreme, etc.</li> </ul>	<a href="http://www.ekoolo.cm">www.ekoolo.cm</a>

## Trade Sector

## Regional stakeholders in Cameroon's Trade sector

Wholesale & Retail,  
Trading activitiesTechnical/operational  
support & assistanceCapacity building,  
education, trainingFinancial support/  
funding/investmentLobbying/Advocacy,  
Policy/ResearchWomen-centric  
provision(s)/operation(s)

Stakeholder	Brief description	Core activities						Key relationships and strengths	Website
UBIPHARM	Private company working as pharmacy wholesaler and distributor	✓	✓					<ul style="list-style-type: none"> <li>The platform lists jobs, which can offer opportunities to women in the pharmacy sector</li> <li>Laboratories and pharmacy network across the country</li> </ul>	<a href="http://www.cameroun.ubipharm.com">www.cameroun.ubipharm.com</a>
Union Trading International (UTI)	Private company involved in trade, exports and imports of coffee and cocoa	✓	✓					<ul style="list-style-type: none"> <li>Partners with Federation of Cocoa Commerce (FCC)</li> </ul>	<a href="http://www.uticameroun.com">www.uticameroun.com</a>
L'aube	Private company serving as a marketplace for range of products and services	✓	✓					<ul style="list-style-type: none"> <li>Platform offers job offers, animals, real estate, vehicles, and training/courses and more</li> </ul>	<a href="http://www.laube.totalh.net">www.laube.totalh.net</a>
Lenjooh	Private company serving as a marketplace for range of products and services	✓	✓					<ul style="list-style-type: none"> <li>Platform offers children's fashion, food, furniture, high tech, men's fashion, white goods, video games, health &amp; wellbeing, women's fashion</li> </ul>	<a href="http://www.lenjooh.com">www.lenjooh.com</a>
Velia Sarl	Private company specializing in agricultural trading, specifically cocoa	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
Vero distribution	Private company involved in general trading, import and export	✓	✓					<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	
Eko Market Hub SA	Private company serving as a marketplace for range of products and services	✓	✓					<ul style="list-style-type: none"> <li>Platform offers electronics, tickets, travel, fashion, home &amp; kitchen, classes, vehicles, etc.</li> </ul>	
Espace Landmark	Private company operating an e-commerce platform with free delivery service	✓	✓					<ul style="list-style-type: none"> <li>Platform offers food, furniture, school supplies, beauty products, decorating, white goods, etc.</li> <li>In 2014, sponsored "International Girls in ITC Day" where female engineers promoted their IT career path to young girls</li> </ul>	<a href="http://www.landmarkcameroun.com">www.landmarkcameroun.com</a>

## Trade Sector

## Local area stakeholders in Cameroon's Trade sector

Wholesale & Retail,  
Trading activitiesTechnical/operational  
support & assistanceCapacity building,  
education, trainingFinancial support/  
funding/investmentLobbying/Advocacy,  
Policy/ResearchWomen-centric  
provision(s)/operation(s)

Stakeholder	Brief description	Core activities					Key relationships and strengths	Website	
Appropriate Development for Africa Foundation (ADAF)	Trade association offering microfinance services and focused on sustainable development		✓	✓	✓		✓	<ul style="list-style-type: none"> <li>Microfinance enables women to consider entrepreneurship, to finance goods &amp; services and to support their families</li> <li>Partners include Afriland First Bank and SAAR</li> </ul>	
Association des commerçants du marché madagascar	Trade association of wholesale markets for groceries	✓	✓			✓	✓	<ul style="list-style-type: none"> <li>Partners with Association des Bayam Sellam du Cameroun (Asby) and Local fruit &amp; veg producers who supply the market</li> </ul>	
Bureau des commerçants au marché de Bonassama	Trade association representing the Bonassama market traders and retailers	✓	✓			✓	✓	<ul style="list-style-type: none"> <li>New mobile app launched by ABBIA Digital, allows female (and male) traders and retailers manage their sales electronically</li> <li>Partners with 36 local markets, Syndicat des Commerçant Détaillants du Wouri (SYCODEW), ABBIA Digital</li> </ul>	
Association des Cooperatives d'Epargne et de Credit (ACECCAM)	Trade association of the cooperatives for savings and credit facilities	✓	✓		✓	✓		<ul style="list-style-type: none"> <li>Partners with banks, building societies, credit management facilities, government</li> </ul>	
Association Bananière du Cameroun (ASSOBACAM)	Trade association representing the interests of banana producers in Cameroon		✓	✓		✓	✓	<ul style="list-style-type: none"> <li>Partners: European Union, Cameroon government, PHP - Society of Plantations of Haut Penja, CDC - Cameroon Development Corporation, BPL - Boh Plantations Ltd</li> </ul>	<a href="http://www.assobacam.com">www.assobacam.com</a>
Associations des Artisans du Wouri	Trade association representing the interests of craftsmen of the Wouri area of Cameroon		✓	✓		✓		<ul style="list-style-type: none"> <li>The President and General Secretary of the organisation are women</li> </ul>	
Association de Solidarite des Industriels et Paysans Camerounais (ASIPAC)	Trade association of industrial companies and producers		✓			✓		<ul style="list-style-type: none"> <li>Low data availability</li> </ul>	