

Information for US Companies

INTERNATIONAL EXHIBITION FOR ENTERPRISES IN AFRICA *PROMOTE 2008*

Location: Palace of Congress, Yaounde, Cameroon

Dates: December 6-14, 2008

The International Exhibition for Enterprises, PROMOTE 2008 (www.promote2008.org), is the biggest economic, multi-sector Expo in the heart of Africa. Aimed at professionals and the public, it awaits 1000 exhibitors and 100,000 selected visitors. PROMOTE 2008 is more than an exhibition; it is a strategic tool, a real system of communication for enterprises. 2005 participants included exhibitors from Europe, Asia, South America, in addition to African exhibitors.

The US Embassy in Cameroon is reserving a special area, called the 'MADE IN USA PAVILION' at this event for US Companies. This document contains helpful information for US companies who intend to attend Promote 2008. As countries in Asia firm their grip on Africa, US companies are encouraged to take advantage of this unique and cost effective opportunity to enhance US competitiveness in Africa.

REGISTRATION FEE:

MADE IN USA PAVILION

1. Companies taking up spaces at the "Made In USA Pavilion" will pay a fee of CFA 500,000 (approximately USD 1,100) per space.

NORMAL BOOTH

2. Companies may also subscribe directly to the organizers to obtain a space outside the "Made In USA Pavilion." A 5m X 5m booth space will cost USD 5,270.

WHERE TO PAY

3. Payment should be made to Mr. Eric Makuna Tande, President & CEO of Makuna International (MI): Tel: 1 630 670 5551; Email: contact: eric_tande@makunainternational.com or to Mr. Daniel Anagho, President of the African Investment Corporation (AIC) in Washington DC (Tel 1 240 893 4813 email: danagho@africaninvestcorp.com). AIC and MI will forward all payments to the US Embassy. U.S. firms that have representatives in Cameroon or that are planning a trip to Cameroon before the dates of the exhibition can make payment directly to the U.S. Embassy in Yaounde.

All the participants should make sure that their payment is received no later than October 30, 2008. No payment will be accepted at the Embassy after this date. Participants canceling before October 30, 2008 will receive a 75% refund. No refund would be possible after October 30, 2008.

REGISTRATION INCLUDES THE FOLLOWING:

- A stand (2m X 3m square meters) within the "Made in U.S.A. Pavilion"
- Stand furniture, including tables and chairs
- Internet access
- Access badges to the exhibiting area and conferences

ENTRY FEE FOR NON BADGE HOLDERS:

The daily visitor's entry fee to the exhibition area is CFA 500 (approximately, USD 1). Exhibiting companies in the Made in USA Pavilion are exempt from this fee.

HOTEL ACCOMMODATION:

The Yaounde Hilton Hotel is CFA 76,000 (approximately USD 168) if you are booking through the U.S. Embassy. The hotel is downtown, next to the business area and 15 minutes from the Conference Center.

The Djeuga Palace Hotel, a competitor to Hilton, is CFA 62,600 (approximately USD 140), U.S. Embassy's rate. The hotel is downtown, and 12 minutes from the Conference Center.

The Mont Fébé Sofitel, another competitor to Hilton, is CFA 56,000 (approximately USD 125), U.S. Embassy's rate. The hotel is located on a hill top, has a golf course, nice panoramic view of the city and 5 minutes to the Conference Center.

Please note that the management of the hotels would apply the VAT tax to the above rates if booking were not arranged through the Embassy. Internet service is available in all of the above hotels.

TRANSPORTATION:

Car rentals average USD 120 per day, are air-conditioned, and include a chauffeur.

INTERPRETERS:

Cameroon is a bilingual country, French and English. However, the Embassy's Commercial Assistants will be onsite to provide translation services, as required.

CONFERENCES:

For additional fee, exhibitors may wish to organize a conference at the show site or arrange for interviews with the press, radio, and TV. Please send us details on what you want to do and the Embassy will get you a quote.

TRAVEL INFORMATION:

VISA

US citizens require a visa to visit Cameroon. Allow at least 3 weeks for visa processing. Visa information and forms are available at the Cameroon Embassy website (www.ambacam-usa.org). The Cameroon Embassy in Washington is located at: 2349 Massachusetts Avenue, NW, Washington, DC 20008. Their telephone number is 202-265-8790

Visa fees: 3 months visa; \$99; 6 months, \$198; and 1 year, \$297

REQUIRED VACCINES

Detailed information on required and recommended vaccines can be obtained from <http://www.mdtravelhealth.com/destinations/africa/Cameroon.php>. Malaria prophylaxis (Lariam, Malarone, or doxycycline). The following vaccines are recommended: hepatitis A and B, Typhoid, Yellow Fever, Meningococcus, Polio, Rabies, MMR (Measles, Mumps, Rubella), and Tetanus-Diphtheria.

AIR TRAVEL

There are no direct flights between the US and Cameroon. A change in Europe is recommended. Air France and Swiss International Airlines fly from several cities in the US and connect to Cameroon via Zurich and Paris respectively. SN Brussels also flies from Brussels to Cameroon. In Summary, US fliers can use any airline to fly to Brussels, Paris or Zurich and then continue to Cameroon.

Average Coach and Business Class airfare to Cameroon are \$2,500 and \$6,500 respectively, on average.

USEFUL LINKS:

Please browse the following Website to access information about Promote 2008: www.promote2008.org you may contact the organizers of the convention at E-mail: info@interprogress.org . Interested U.S. participants would also be required to contact the Embassy's Commercial Specialists, Jean Paul Yana or Ekom Christopher in Yaounde at: e-mail: yanajp@state.gov or ekomca@state.gov .

www.Makunainternational.com

Extending the Reach of Business into Africa