

## PROJECT/PROGRAMME PRESENTATION SHEET:

**Project/programme title:** SMEs National Days (JNPME).

**Sector :** SMEs



**Frequency:** Every two (2) years.

**Main objective:** To promote the creation and development of SMEs and improve on their competitiveness through the efficient mobilisation of all actors in the sector.

**Context and justification:** Given the massive challenges faced to support the SMEs, there is a need to mobilize all our synergies around the development of SMEs, which are a cross-cutting target, to provide a comprehensive solution to major constraints impeding the creation and development of SMEs in our country. This approach is feasible through the National Days of SME which runs on three days of information, brainstorming, exchanges and experience sharing. This does not only involve making SMEs the cornerstone of growth, but also a powerful lever of the private sector, which is today at the centre of development policies of all countries owing to its ability to create jobs and wealth, develop know-how, train the population and raise funds. These SMEs National Days which started in 2011 under the theme “The **SME: GROWTH AND EMPLOYMENT VECTOR** » are held every two years. The 2013 edition had as theme: “**SUBCONTRACTING AND COMPETITIVENESS OF SMEs** “and that of 2015 had as theme: « **INNOVATION TO ENSURE THE COMPETITIVENESS OF SMEs.**”

**Brief description:** In order to achieve the above mentioned objectives, the content of the days is expected to satisfy the concerns of all actors involved. To this end, it was decided that the JNPMES should be organised around five types of activities:, namely:

- information, exchange, brainstorming, awareness, and training activities;
- promotion, support and business networking activities;
- business communication activities;
- exhibition fair;
- emulation activities.

To ensure the success of these activities, the approach methodology of JNPMES is based on four axes each of them encompassing several components, namely:

**Axe 1: Setting up of an institutional framework**

- organizing commissions;
- defining the roles and missions of each commission;
- elaborating and validating the implementation calendar of the activities of the event;
- drafting and validating the budget;
- elaborating and validating the organization plan of the event.

**Axe 2: Implementation of the preparatory technical activities**

- the organisation of field visits for sensitization campaigns;
- the organisation of preparatory meetings for the drawing up of TORs;
- the organisation of preparatory meetings for the drawing up of themes;
- the development of technical aspects of the briefing on the official launching of the event.

**Axe 3: The setting-up of the technical framework**

- the drawing up and validation of terms of reference;
- the drawing up and validation of work specifications;
- the drafting and validation of themes
- the selection of participants, panellists and moderators;
- the appointment of a General Coordinator;
- the referral to potential stakeholders;
- the production of JNPME recommendations.

**Axe 4: The material organisation of the event**

**Expected outputs:** About 400 visitors expected at JNPMEs and at least 200 SMEs are actively involved in the various activities organised during these days with the following objectives:

- the participants are edified on public policies carried out by the Government for the development and promotion of the SMEs sector;
- the SMEs will get knowledge on the stakes, the burden and the impacts of their activities on the GDP;
- the actors are made aware of the stakes and the place of SMEs in the economic growth of Cameroon;
- the SMEs become aware of the opportunities offered by the government to boost their activities, thereby improving their competitiveness.

**Observations:** Given the type of activity and the different aspects to address as well as their direct side-effects on the economic activity of the country, it is recommended that more resources be allocated to JNPMEs.