



**CONSTRUISSONS ENSEMBLE  
NOTRE RÉSEAU D'OPPORTUNITÉS**  
*LET'S BUILD A NETWORK OF  
OPPORTUNITIES TOGETHER*

## **AFRICA DEVELOPMENT CLUB: LAUNCH OF THE SUPPORT PROGRAM TO SUFAWE WOMEN ENTREPRENEURS IN THE CEMAC ZONE**

**Douala, 29 March 2022** - Attijariwafa bank's Africa Development Club and the Société Commerciale de Banque Cameroun (SCB Cameroun) organized the official launch of the **SUFAWE «STAND UP FOR AFRICAN WOMEN ENTREPRENEURS»** program, to support and promote women entrepreneurs in the CEMAC (Central African Economic and Monetary Community) zone. The event was held under the patronage and in the presence of His Excellency Mr. Louis Paul MOTAZE, Cameroon's Minister of Finance. More than 300 companies from Cameroon, Gabon, Congo, Chad, Tunisia, Senegal, Côte d'Ivoire, Egypt and Morocco were present at the event.

This program is the first of its kind, spearheaded by SCB Cameroun in synergy with Attijari bank Tchad, Union Gabonaise de Banque, Crédit du Congo, and in collaboration with Dar Al Moukawil (House of the Entrepreneur), a mechanism dedicated to supporting Moroccan VSEs, project holders, self-entrepreneurs, whether or not they are customers of the bank, as well as Dar Al Macharii (House of Projects), a similar concept created by Attijari bank Tunisie.

The women entrepreneurs who benefited from the SUFAWE initiative and who were present on this occasion, will have access to the services of the Africa Development Club, to the business corridors, and to the various support and promotion programs of the Attijariwafa bank group.

Mr. Alexandre BEZIAUD, CEO of SCB Cameroun said that «the SUFAWE program is an offshoot of the Africa Development Club and its activities, aimed at increasing women's potential in business, helping to make their contribution to the economic growth of the continent even more effective.»

Ms. Mouna KADIRI, Director of Attijariwafa bank's Africa Development Club added that «the SUFAWE initiative provides, in its core, the network and the reliable business and information corridors to support emerging businesses, whether formal or informal, and to promote businesses wishing to develop their outlets and growth opportunities.»

For Ms. Nicole NDOUBAYO, Deputy Director General of the National Investment and Export Agency - Chad, «Special emphasis should be placed on renewable energy, agribusiness, e-commerce and the technology sector.»

According to Mrs. Annick MONGO, Director General of the Investment Promotion Agency of Congo, «all the businesswomen of Congo are in the informal sector and the challenge of SUFAWE is to teach them foreign languages and to bring them together in a network; while adapting to the realities of all the African countries and giving women access to banking.»

«Ultimately, the program is expected to establish a conducive ecosystem for women entrepreneurs, based on three (03) important drivers, namely: (i) cultivating talent; (ii) providing access to finance for entrepreneurs and startups; (iii) designing pro-entrepreneurship policies and putting in place enabling infrastructure,» said Mr. Louis Paul MOTAZE, Minister of Finance of Cameroon.



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During the event, speakers discussed the theme: «**Business Women, Challenges and Opportunities for Growth in Africa**» with the participation of leading figures of women entrepreneurship in Cameroon and in the countries of the CEMAC zone. Ms. Kate FOSTO, CEO of Telcar Cocoa and ambassador of the SUFAWE program, shared her extensive and rich experience in entrepreneurship. She invited her peers to «break the glass ceiling, be honest and to be trustworthy by honoring commitments.»

During these discussions, Ms. Valérie NEIM, CEO of BRAZZA TRANSACTIONS, Assadya MAHAMAT NOUR, Deputy Director General of the National Agency for IT Security and Electronic Certification of Chad, Aicha SALEM DAMANE, CEO of the Maison de la Femme du Tchad and Carine ANDELA, social entrepreneur and promoter of «Made in Cameroon» highlighted the inclusive position of African businesswomen in the face of the growth challenges in Africa; on the social, economic, financial, health and environmental aspects.

This program launch rallied more than 250 businesswomen, with a large Cameroonian delegation of rural businesswomen and VSEs from Sangmelima, Obala, Garoua, Bafoussam, Buea, Nkongsamba who came to present their expectations for this initiative. More than 100 business meetings took place during this day. Others in digital format will continue on the platform of the Africa Development Club ([clubafriqueveloppement.com](http://clubafriqueveloppement.com)).

As a reminder, the SUFAWE program is an initiative launched by Attijariwafa bank group's Africa Development Club and which aims to promote women entrepreneurship on the Continent, a driving force for growth and development, through, inter alia, the integration in the business corridors of the Group's network of banks present in 16 countries in Africa, the support and structuring of projects run by women entrepreneurs, and the use of the tools and services of the Africa Development Club for the creation of business opportunities and added value.

In this regard, the Attijariwafa bank group, the AfDB (African Development Bank), and several women's business associations signed, on the occasion of the 6th edition of the International Africa Development Forum held in 2019 in Casablanca, a partnership agreement on the support of African women entrepreneurs.

This mission of the Africa Development Club is the 32nd of its kind on the Continent since the creation of the Africa Development Club in 2016. SCB Cameroun, through CAD Cameroun, continues its commitment to serving Cameroonian businesses and promoting development opportunities throughout the country and Africa.

### About the Africa Development Club

The Africa Development Club (CAD) created by the Attijariwafa Bank Group, is a platform that brings together business communities, executives and public representatives to catalyze business opportunities and boost investments on a pragmatic manner across the continent. The CAD currently has nearly 3,000 active members from Africa and partner countries.



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