Project Summary

The Government of Cameroon assigns priority to SMEs in industrial production and services, to be matched by regional development and a decentralized location policy. This policy was supported by the GTZ programme for decentralisation and local development, which consisted of four closely interrelated components.

1. Support to villages and the regional administrations in local development planning
2. Promotion of value chains in the scope of local economic development
3. Management of inter-institutional and public-private cooperation
4. Support to the improvement of framework conditions for local development

Programme Objective
To improve the framework conditions of social and economic development, and to engage the communities of selected regions in development planning.

Contract Objectives
The contract included one of the four components, namely the “Promotion of value chains in the scope of local economic development”. The objective was to enable local communities and other relevant actors to improve local value addition by utilizing the improved framework conditions.

Project Activities
- In-depth analysis of local strengths and opportunities in selected municipalities in the selected regions
- Analysis of a number of selected agricultural based value chains
- Support to individual enterprises to cooperate horizontally and vertically in “value chains”
- Strengthening of public and private decision-makers in selected local authorities to shape their own economic environment
- Training and capacity building for private sector organisations such as associations, chambers, co-operatives
- Strengthening of private, public and parastatal Business Development Service (BDS) providers to offer demand-oriented services

Services provided

Institutional Capacity Development
The programme cooperated in various degrees of intensity with about 40 municipalities in three regions on the topics of municipal planning and implementation, mobilisation of local revenues, financial administration, municipal administration, strengthening the city council and local economic development.
- Participatory analysis of local and regional strengths and opportunities
- Participatory analysis of competitive advantages
- Institutional strengthening of public institutions and private sector organisations
- Application and adaptation of the Local Economic Development (LED) approach
- Support to SME chambers and associations
- Dialog between public and private stakeholders
- Establishment of Business Development Services to support business entities
- Management support, training of councillors for the BDS
- Advisory services to and training to MSMEs via the BDS network

Value Chains
- Analysis and mapping of selected value chains
- Identification of strong and weak points, required policy measures: requirements & gaps and critical issues
- Determination of intervention strategy, milestones and action plans for each value chain
- Support to selected value chains using the BDS approach