

## PROJECT/PROGRAMME PRESENTATION SHEET:

**Project/programme title :** International Handicraft Exhibition of Cameroon (SIARC) for the promotion and marketing of handicraft products.

**Sector :** Handicraft.



**Scope of activities :** Yaounde.

**Year of the next edition :** 2018.

**Periodicity :** Every two year.

**Nature of funding :** Internal Ordinary Resources (RIO).

**General objective :** Promote and market Cameroon handicraft products.

**Specific objectives :**

- to improve on the visibility of Cameroon handicraft products ;
- to value some Cameroon handicraft trades ;
- to promote a best consumption of Cameroon products ;
- to build up craftsmen and handicraft enterprises capacities.

**Context and justification:** Building on the Growth and Employment Strategy Paper (GESP), the Ministry of Small and Medium-Sized Enterprises, Social Economy and Handicraft designed, among other priorities of the handicraft sector, *a policy to improve on the visibility of Cameroon handicraft products*. The objective is to make handicraft products better known and better marketed and, to help craftsmen make the most of their works. Several activities concerning the organisation and structuration of the sector and the capacity building of craftsmen and the improvement of the marketing system are thus achieved every year using handicraft support services. It is within this framework that **the Cameroon International Handicraft Show (SIARC)** is organised every two years with the participation of *craftsmen, professional buyers, tourists, lovers of arts from Africa, Europe, Asia and America*. The SIARC is first of all, a platform dedicated to the creative genius of craftsmen. It puts the best handicraft works in competition in several categories and is made up of information and experience sharing, B to B meetings, promotion and a marketing of handicraft products platform.

**Short description :** The Cameroon International Handicraft Show (SIARC) is a biennial promotional, marketing, training and exchange appointment. It constitutes the result of a long process of identification and selection of the best works that starts in councils, continues during divisional exhibitions and ends up with regional exhibitions where best works representing the handicraft diversity of Cameroon are selected. SIARC brings craftsmen, promoters of handicraft enterprises coming from all corners of the country, various experts, researchers, announcers, officials of public and private administrations and the media together for about 10 days.

Besides handicraft products' promotion and marketing and B to B meetings, thematic conferences are organised. The latter are the opportunities to debate on selected themes and to have exchange and sharing of experiences among various handicraft actors. This important event ends up with the attribution of many awards to authors of the best works of the show, recognised by panel of experts set up to this effect.

**Expected outputs :**

1. the visibility of Handicraft products is improved ;
2. some Cameroon handicraft trades are valued ;
3. there is a better promotion of the consumption of Cameroon products ;
4. capacities of craftsmen and handicraft enterprises are built up ;
5. an international platform for the marketing of Cameroon handicraft products is created ;
6. a platform for B to B meeting is created.

**Observations** : Theme of the three last editions:

2012: **Cameroon handicraft: *quality at the international market conquest*** ;

2014: **Cameroon's handicraft at the era of decentralisation: *stakes and challenges*** ;

2016: **Cameroon's handicraft facing normalisation and competitiveness challenges.**