

4TH EDITION

PSAO
INTERNATIONAL
SHOW - SENEGAL 2025

23-26
OCT. 2025

 **AT THE GRAND
THEATRE OF DAKAR**



SHOWCASING KNOW-HOW AND INNOVATION FROM AFRICA AND ITS OVERSEAS TERRITORIES



S E N E G A L 2 0 2 5

www.salonpsao.com

Summary

PSAO in 11 points



1. SALON PSAO

An economic, identity-building and sustainable event



2. UNPRECEDENTED INITIATIVE

Innovative founders, developers and activists



3. AN INNOVATIVE CONCEPT

A new paradigm new ambitions



4. PAN-AFRICAN ORGANIZATION

A resilient edition in a region of Africa



5. THE COMMITMENTS OF THE PSAO INTERNATIONAL EXHIBITION

Commitment of the PSAO International Exhibition for Inclusive and Sustainable Development in Senegal

6



6. THE SUCCESSES OF PREVIOUS YEARS

Capitalizing on our professional and institutional successes

9



9. TEN SECTORS OF ACTIVITY

A wide range of products and services

7



7. PSAO IN PICTURES

Press conference, training sessions, workshops and stand visits

10



10. MULTIPLE ENTRIES

Exhibitors, Sponsors, Patrons and Institutions

8



8. PSAO KEY FIGURES

Towards more intra-African products and services of excellence

11




11. TAM'S EVENT & CO


An expanded organizing team at your service

1. SALON PSAO

An economic, identity-building and sustainable even



 Back to summary

 Next title

1.1. A SUSTAINABLE AFRICAN TRADE FAIR

PSAO is a platform for and de découverte innovations and talents, centered on Africa. It's a place for exchanges, networking and the creation of opportunities between managers, creators, buyers, It's a place for exchanges, networking and the creation of opportunities between managers, creators, buyers, investors, institutions... to «**make Africa**, with national components of the continent and its overseas territories, on an economic, commercial, cultural and geopolitical level. **PSAO is an African showcase for the best new national products and services from the continent and its overseas partner territories, so that these identity-based innovations with high development potential reflect and reinforce the empowerment of Africa.**



1.2. A SHOW WELCOMED BY AFRICA, ITS OVERSEAS TERRITORIES AND ITS DIASPORA

The PSAO international show fair is based on three united and indivisible entities: **Africa, the Overseas Territories of Africa, and the African diaspora.** It is important and necessary to find a harmonious and sustainable mechanism that facilitates and promotes the exchange of goods, services, skills, and know-how between these entities.


To successfully carry out its missions, PSAO has chosen to be, at its own level, this channel through which this mechanism can develop and consolidate. Being welcomed in the territories of Africa and its overseas territories and supported by the positive diaspora, whose growth in these regions represents a genuine commitment, legitimizes our field actions. This dynamic strengthens the links between the various PSAO stakeholders (executives, buyers, partners, investors, business angels, etc.).




2. AN UNPRECEDENTED INITIATIVE

Innovative founders, developers and
activists



 [Back to summary](#)

 [Next title](#)

2.1. WORD FROM ARMELLE NGOUGNI, FOUNDING PRESIDENT OF PSAO

The PSAO project reflects a strong ambition for each partner country, the African continent, its overseas territories, as well as the diaspora around the world. This multi-stakeholder mobilization is an eloquent testament to our shared commitment to an innovative, enterprising, and united Africa.

For this 4th edition, we have the honor to set down our suitcases in Senegal, a country with inestimable natural resources, profound cultural wealth, and remarkable entrepreneurial talent. This year, we celebrate not only Senegal's unparalleled potential, but also its strategic position at the heart of Africa's economic development. The theme for this 2025 edition is **«Resources, Resilience, and Influence: Building a Strong and Sustainable Africa** – with the ambition of promoting inclusive and responsible growth.» By highlighting excellent products and services, we aim to demonstrate that African innovation and creativity can be powerful levers for balanced and equitable development locally and globally.

We applaud the efforts of the Senegalese authorities to support small and medium-sized enterprises, support innovative entrepreneurs, and encourage sustainable development.

The PSAO 2025 Trade Fair is part of this dynamic by highlighting local successes while building bridges with diasporas and international markets. Thanks to our partners, we continue to promote African talent, highlight unique expertise, and elevate Africa to the forefront of global innovation. This edition will provide an exceptional platform to encourage intra-African collaborations



Armelle NGOUGNI

Promoter of the PSAO
trade fair and Director of
Operations

and foster the emergence of new economic champions. Finally, true to our commitment to shared African empowerment, a portion of the show's proceeds will be dedicated to initiatives supporting entrepreneurship, applied research, and the promotion of responsible consumption. We warmly thank Senegal for its welcome and support. Together, let's write a new chapter of success for Africa and its diasporas.

THE FOURTH PSAO SHOW

From October 23 to 26, 2025

(Hybrid show) in Senegal

Pending validation

DAKAR

2025

SENEGAL



Topics to be covered

- ❑ Adding value to agricultural and agro-industrial value chains
- ❑ Green economy and sustainable management of natural resources
- ❑ Women and entrepreneurial leadership in Africa
- ❑ Technology, Innovation and Digital Transformation
- ❑ Economic intelligence and regional competitiveness
- ❑ Cultural tourism and local development
- ❑ Public-private partnerships inclusive development
- ❑ African gastronomy and culinary heritage
- ❑ Youth training, access to employment and development of entrepreneurship

Keys figures

Country delegations	15
Visitors	4000
Exhibitors	200
Conferences & Debates	20
Workshops	6
Training	8
Investors & project leaders meeting	

2.2. THE FOUNDATIONS OF PAN- AFRICAN PUBLISHING

While the public authorities of some African countries have implemented a strategic and economic arsenal integrating social and environmental concerns to serve their people and businesses, being hosted in a country that, more than ever, harbors great national, continental, and international ambitions makes particular sense for the organizers.

This fourth edition of PSAO therefore takes place in a highly favorable context for promoting new products and services with high potential, highlighting the excellence of entrepreneurs from the continent and from African overseas territories. Whether based in Rabat, Dakar, Porto-Novo, Algiers, Pretoria, N'djamena, Tunis, Conakry, and many other cities, the economic stakeholders of the host country have every interest in supporting and participating in this forum, which meets the objectives of promoting expertise, cooperation, and cross-fertilization, and which demonstrates its full usefulness, and of which all of Africa is now proud. While everyone recognizes the wealth of African territories, its creative, productive, and commercial achievements, the host country can also be proud of its national commitment to balanced socio-economic development across all its territories. Its leadership in growth and influence in Africa, as well as its visible contribution to the continent's development and to global balances, must be emphasized. With its enviable geostrategic position, the host country must, indeed, have the ambition to significantly contribute to Africa's greatness. In this sense, it will perfectly reflect the paradigm within which PSAO is situated. Therefore, this Exhibition must also constitute a unique opportunity for local economic operators to

assert their visions of African development and increase their contribution to Africa's growth. By uniting the continent's diverse entrepreneurial resources, the host country will promote its own development as well as that of its sister countries. Africa has high expectations for anyone who can fraternally host this fourth edition of the PSAO trade show, enabling it to increase its impact on all stakeholders and African overseas territories. **PSAO is at the heart of Goal 9 of the SDGs «Industry, Innovation and Infrastructure,»** by seeking to build a resilient African framework. It promotes sustainable industrialization on the continent that benefits everyone, and encourages innovation in Africa to shine both locally and internationally. The



PSAO trade show is also at the heart of Goal 17 on Multi-stakeholder Partnerships.

Thus, PSAO 2025 is particularly committed to a **Public-Private-Population Partnership (PPPP)** approach, also sought by most African countries and its overseas territories. Africa must continue to take full responsibility for its own destiny! This empowerment is something to which the PSAO trade shows seek to contribute. With the objective of identifying, promoting and facilitating the creation of innovative African products and services, it is African excellence that is sought, for more support and recognition for its national innovators and entrepreneurs.

This ambition of the Show particularly echoes the ambitions of TAM'S EVENT, which seeks to co-mobilize **public institutions, private investors, and third-sector players.** While remaining focused on the excellent

products and services of innovative SMEs with high potential, we will be sure to highlight remarkable local, continental, and overseas African initiatives that create a structural environment conducive to innovation and generate profitable partnerships for entrepreneurs. In designing the PSAO Trade Show, Armelle Ngougni, the founding director of TAM's Event, originally from Cameroon, was driven by a tremendous desire to **«do her part»** and leveraged the **«hummingbird effect»** to inspire an Africa proud of its products and services, a continent that supports its creators and entrepreneurs, and African countries that are empowering themselves in terms of development, serving their populations, and fostering international trade. Drawing on its experience in event organization and its focus on promoting culture, excellence, and innovation of African and Caribbean talent, TAM's Event is well-versed in supporting economic stakeholders. Always in contact with institutional stakeholders and intermediary bodies in the host country, and systematically considering the individual aspirations of our fellow citizens, the societal needs of the continent, and the preservation of our planet, the Agency now celebrates this essential annual event for the children of Africa and its overseas territories. Everyone was able to see the usefulness of the PSAO platform, and the effectiveness of both the «giving» and «receiving» entrepreneurial efforts in the service of Africa and its overseas territories that the Show brings. Our continent can be proud of this innovative project led by TAM's EVENT, which has now found its place and demonstrated its added value.



2.3. TOWARDS MORE INTRA- AFRICAN PRODUCTS AND SERVICES OF EXCELLENCE

A reminder of the market share of
Afro products and services

77%



Market share of products and
services held by the West in Africa...

(Source Worlds Bank)

50%



The estimated growth rate of the African
population between 2017 and 2035.

(Source Article by Dr JULIA BELLO-SCHÜNEMANN of
the Institute of Security Studies)

100%



The percentage of African countries
that have decided to create a
Continental Free Trade Area (CFTAA)
to boost the continent's economy.

(Source African Union)

460%



The annual growth rate in the number of
internet users in Africa between 2017 and
2018.


(Source African Union)




3. INNOVATIVE CONCEPT

A new paradigm new ambitions



 [Back to summary](#)

 [Next title](#)

3.1. A BUSINESS AND PARTNERSHIP-ORIENTED SHOW.

PSAO is more than a showcase of the excellence of innovative African products and services in the traditional sense of trade fairs, it is an **operational tool for facilitating and developing pan-African and international business**. The specificity and relevance of the Show lies in its ability to go beyond the historical exhibition dimension of traditional trade fairs, **by integrating different participant profiles**, by offering efficient business cooperation added value for all stakeholders and by allowing each participant **to multiply partnership opportunities on site**. To contribute to the development of the continent, the host country, the participating country delegations, the groups of entrepreneurs and the partner public and private institutions target, select and promote first the initiatives and projects constituting the best practices of the continent and the most promising business projects in terms of economic development, to be made known, shared and supported.

Operationally, **the Show also meets national, sectoral and individual expectations for business partnerships, in all their forms: joint ventures, investment, finance, productivity, distribution, packaging, digital, standards, etc.** PSAO makes the difference thanks to the concrete strategies and services it offers, through business partnerships, business meetings, investor contacts, partner speed meetings, institutional support for economic development, administrative facilitation, business advice, experience sharing, individualized project advice, inspiring conferences, presentations of best practices, etc. By constituting a platform combining the promotion

of priority business sectors and high-potential products/services, as well as business facilitation and development of business partnerships for innovators. PSAO makes the concept of a «show» fully effective. Through its hybrid and in-person nature, PSAO firstly accentuates the impact of its showcase dimension. By focusing on priority products and services to promote and support, the Show increases its efficiency for the benefit of all stakeholders. By aiming for highly operational results for the benefit of exhibitors and partners, this 2025 edition will further enable African entrepreneurs to foster their growth and competitiveness. It will then promote its most advanced activities and support investment priorities, and finally, enable pan-African business to increase its market share and its capacity for global influence.



3.2. AN UNPRECEDENTED RANGE OF PRODUCTS AND SERVICES

A PLATFORM FOR AFRICAN EXCELLENCE

- ❑ **Promotion through dual exposure** (virtual and physical) by selecting the best innovative companies and products/services by sector of activity.
- ❑ **Support in finding funding** for innovative projects with high development potential in Africa and internationally.
- ❑ **Strengthening the competitiveness of African stakeholders** through healthy and stimulating competition by bringing together the best players by sector of activity.
- ❑ **Conferences, workshops, and training on relevant and inspiring topics**, serving all stakeholders in African VSE and SME entrepreneurship.



A CONNECTION CONTINENTAL AND WORLDWIDE AT THE SHOW

- ❑ **Technology to connect over 10,000 people** to benefit from the event over several days .
- ❑ **Exchanges and meetings with partners, buyers, investors, incubators and gas pedals** from all over the world .
- ❑ **Develop your community** using the international platform PSAO.

A ANCHORAGE NATIONAL AND TERRITORIAL MAKE AFRICA

- ❑ **1 year= 1 country**, with PSAO visiting a different country each year, to integrate and promote the African diversity of creators and the excellence of products and services in all territories .
- ❑ **Virtual and face-to-face capitalization of the PSAO Network**, through constant growth of the number of associated stakeholders, over the years.
- ❑ **Facilitation of the development of innovative products and services**, administrative formalities, access to the national market, investment support and territorial establishment in each host country, through the local partners mobilized.



AN AWARDS CEREMONY FOR INNOVATIVE ENTREPRENEURS

- ❑ **Gala evening to promote the excellence of African products and services and of participating entrepreneurs**, to establish the PSAO network and to raise the profile of the show.
- ❑ **3 PSAO awards for exhibitors** (virtual and physical): Innovation Award, Best Product/Service Award, People's Choice Award.
- ❑ **Ceremony enabling from to honor and thank investors, partners, patrons, sponsors and institutions mobilized for the event and exhibitors.**
- ❑ **Stakeholder visibility** according to their degree of support (visibility, quotation, speaking engagement...) and according to the framework of support (sponsor, patron, exhibitor...), of way targeted and dedicated.



INDIVIDUALIZED SUPPORT

- PSAO supports high-potential companies and projects requiring development investments to facilitate the necessary fundraising.
- By connecting with various partners, we help companies raise their business standards (branding, copywriting, export standards, packaging, digitalization of offerings, social media deployment, corporate social responsibility, etc.).



EXCHANGES, TRANSFERS OF SKILLS AND CAPABILITIES

- An exchange of expertise between entrepreneurs and African countries, overseas territories, and international stakeholders, to increase trade relations and peer support.
- This is part of the AfCFTA: a structuring pillar on which PSAO and its companies rely to successfully establish connections.
- A diaspora committed to sharing and transferring skills to industrialize and boost the African economy, with empowerment.



A SOLID AND SECURE AFRICAN AND INTERNATIONAL NETWORK

- ❑ **A network of partners** (coaches, gas pedals, support...): at for serious and effective contacts, enabling informal partnerships, business and institutional, in security
- ❑ **A network of Business Angels** : with a track record, able to contribute to the development of your business, easily accessible
- ❑ **A network of investors**: premobilized, at even to examine your project, then to support it, in liaison with the financial and institutional players.



A DEDICATED NEWS TO KEEP THE PSAO COMMUNITY INFORMED

- ❑ From and innovations, 12 sectors, highlighted for each edition, in a magazine systematically dedicated to event.
- ❑ **Sharing and analysis of growth sectors** and trends markets and better. practices in Africa and its overseas territories, added value of the host country.
- ❑ **Direct means expression** for companies and partners having participated in edition of PSAO, for more individualized valorization
- ❑ **PSAO news and perspectives**, with measures shared impact and information on life of the Community PSAO.





AN AFRICAN OBJECTIVE FOR NEW AMBITIONS

❑ **Promote the excellence and innovation of African and overseas talent** by serving developing VSEs and SMEs through the quality of their high-potential products and services.

❑ **Combat prejudices and overcome the “glass ceiling”** that weighs on African products and services in the broadest sense, by providing visibility to exhibitors selected by sector of activity.

Support exhibitors through our network of qualified experts so

❑ **that they can raise (if necessary) their commercial standards,** enhance their brand image, find new distribution channels, mobilize the necessary investments, seek secure institutional contacts, and benefit from a PSAO Community to conquer global markets.

Develop a strong and reliable network, integrating peers as

❑ well as business partners and institutional stakeholders who have participated in the PSAO convergence with a shared vision of new African development; by enabling useful, reliable, and lasting relationships between all stakeholders.

Develop skills sharing and transfer dynamics, based

❑ on the notion of empowering each excellent innovator, including by mobilizing diasporas, to increase the continent's industrialization and economic transformation in the service of a genuine African environmental and social project.


Facilitate the territorial establishment of our exhibitors, through


❑ established territorial partnerships, our local events, national trade shows, and possible world tours, based on the PSAO community.

4. PAN-AFRICAN ORGANIZATION

A resilient edition in an African region



 [Back to summary](#)

 [Next title](#)

After a first entirely virtual edition in 2021, followed by a hybrid edition in Cameroon in 2022, and then a break in 2023 to strengthen its partner network and better meet exhibitors' expectations, the PSAO International Exhibition continues its expansion. After a successful third edition in Côte d'Ivoire, the **2025 edition will be held in Senegal**, confirming the exhibition's strong presence on the African continent and in its overseas territories.

This strategic choice is fully in line with the PSAO's recent orientations, which aim to «secure entrepreneurial initiative» while allowing the host country to play a central role in strengthening its regional leadership and actively contributing to the continent's progress.

In line with its «**responsibility and growth**» concept, this new edition will allow Senegal to reaffirm its ambitions around five fundamental pillars:


- **Empowerment:** Strengthen the skills and autonomy of local economic actors
 - **Inclusion:** Valuing diversity and integrating every talent into the development process.
 - **Sustainability:** Promoting solutions that respect the environment and future generations.
 - **Leadership:** Consolidating its position as a regional driving force within the framework of its 2035 strategic plan.
- With this ambitious vision, the 2025 edition of the PSAO in Senegal will be an essential platform to celebrate innovation, entrepreneurship, and African synergies for a prosperous and inclusive future.
- **Prosperity:** Stimulate inclusive and sustainable growth for all.




5. THE COMMITMENTS OF THE PSAO INTERNATIONAL SHOW

Commitment of the PSAO International
Exhibition for Inclusive and Sustainable
Development in Senegal



 [Back to summary](#)

 [Next title](#)

COMMITMENT OF THE PSAO INTERNATIONAL EXHIBITION FOR INCLUSIVE AND SUSTAINABLE DEVELOPMENT IN SENEGAL



1. YOUTH: CATALYST OF NATIONAL DEVELOPMENT

Senegal has a predominantly young population, with **nearly 75% of the population under the age of 35**. Recognizing this reality, the PSAO Fair places youth at the heart of its priorities. We promote training, mentoring, and networking opportunities to connect young people with economic stakeholders, innovative solution providers, and policymakers.

Objective: To boost employability, encourage youth entrepreneurship, and build capacity for young people to drive change.



2. WOMEN'S EMPOWERMENT: A STRATEGIC PRIORITY

Senegalese women are the **pillars of the informal economy** and play a crucial role in local value chains. The PSAO Trade Fair is committed to promoting women entrepreneurs, artisans, innovators, and executives by providing them with spaces for expression, visibility, and support.

Objective: promote inclusive growth and social equity in line with the orientations of the 2050 Agenda in its axis 2.



3. EMPLOYMENT: CONCRETE SOLUTIONS FOR AN URGENCY DEMAND

Faced with a tight labor market, PSAO provides a **bridge between businesses, young graduates, and training centers**. Thematic panels, recruitment workshops, and speed meetings will be organized to identify concrete solutions.

Objective: Contribute to reducing unemployment by creating synergies between public, private, and institutional stakeholders.

4. INCLUSION: FOR DEVELOPMENT ACCESSIBLE TO ALL

Development cannot be sustainable without inclusion. **PSAO integrates the diversity of profiles, territories, and human potential**. People with disabilities, rural populations, and players in the social and solidarity economy will be highlighted.

Objective: To promote an inclusive vision of progress, in line with Senegalese public policies for territorial and social equity.



5. SOCIAL AND ENVIRONMENTAL RESPONSIBILITY: A STRONG COMMITMENT

In a context marked by climate issues, PSAO is adopting an eco-responsible approach and raising awareness among exhibitors and visitors about the adoption of sustainable practices. Roundtable discussions on the energy transition, waste management, the circular economy, and agroecology will be offered.

Objective: To align the Salon's ambitions with the 2050 Agenda for a fair and prosperous Senegal.



6. INDUSTRIALIZATION: ACCELERATE MADE IN SENEGAL

Local transformation is central to economic development. **PSAO supports the vision of an industrialized, innovative, and regionally competitive Senegal.** By showcasing industrial success stories and facilitating public-private partnerships, PSAO serves as a showcase for Senegalese and West African excellence.

Objective: Contribute to the implementation of the National Industrial Policy by promoting promising sectors such as agrifood, natural cosmetics, textiles, and renewable energy.




A SALON SERVING SENEGAL'S AMBITIONS


A Trade Fair Serving Senegal's Ambitions
The PSAO Trade Fair is more than just a commercial event. It aims to be a driver of impact, an accelerator of structuring initiatives, and a strategic space for dialogue between economic stakeholders, institutions, and citizens. We invite Senegalese institutions to join this ambitious initiative, serving a more inclusive, sustainable, and prosperous Senegal.

6. THE SUCCESSES OF PREVIOUS YEARS

Capitalizing on our professional and
institutional successes



 Back to summary

 Next title

6.1. THE FIRST PSAO SHOW

December 17 and 18, 2021

(100% virtual show)

100%
2021
VIRTUAL



Topics covered

- ❑ African and overseas standards in search of the global market
- ❑ The economic assets of Africa and the French overseas territories
- ❑ Conflict management and intelligence emotional
- ❑ Art as a tool for development
- ❑ The future of Afro-Caribbean youth
- ❑ The keys to business success

Key figures

Visitors	3500
Exhibitors	42
Conferences & Debates	6
Workshops	4
Training	4
Networking rooms	2
Investors & project leaders meeting	

Worldwide distribution

Asia : **5%**

Amérique : **10%**

Overseas : **15%**

Africa : **30%**

Europe : **40%**



6.2. THE SECOND PSAO SHOW July 1-2, 2022 (Hybrid show 2022) in Cameroon

DOUALA 2022 CAMEROON



Topics covered

- Agribusiness and Agribusiness as a Driver of Development in Africa and Overseas Territories
- Food Safety Standards and Certification: Which Processes for Which Tools?
- Opportunities of the AfCFTA for the Development of the Cassava Value Chain in Africa
- The AfCFTA and Import/Export
- Tax Incentives for Investment in Cameroon
- Women's Entrepreneurship: The Role of Personal Development

Key figures

Visitors	4500
Exhibitors	52
Conferences & Debates	12
Workshops	8
Training	6
Networking rooms	2
Investors & project leaders meeting	

Worldwide distribution

Asia : **5%**

Amérique : **5%**

Overseas : **15%**

Africa : **50%**

Europe : **25%**



2022 SPONSORS AND SUPPORTERS



«I have the honor of expressing my agreement in principle to institutional support... I would also like to reassure you of the measures taken by my technical services to raise awareness among consular chambers and organizations under the authority of my ministerial department, with a view to mobilizing economic operators.»

Achille BASSILEKIN III

Minister of Small and Medium-sized Enterprises,
Social Economy and Handicrafts of Cameroon

«BMN's main mission is to implement the government's policy of supporting the upgrading and restructuring of Cameroon's industrial enterprises. (...) In this sense, it is an institution whose role is essential to the success of the National Development Strategy, a key pillar of which is the structural transformation of the economy. As the PSAO initiative is fully in line with the BMN's missions and prerogatives, we were delighted to take part with 10 of the companies we support, two of which won the excellence and innovation prize, as well as the public prize.

Chantal ELOMBAT MBEDEY

Director of the Cameroon Upgrade Office



«PHILJOHN TECHNOLOGIES S.A. is a company in innovation and the digital transformation of businesses. support SME development in Africa, particularly Cameroon, we have designed a 100% African management software package called ZIMA, to boost the performance of African SMEs. But we also have the POWER ACADEMY Skills Center which, thanks to its 100% practical, short courses in management, digital, security and data analysis, enables you to learn or enhance a new professional skill to extend your activities borders help increase your sales. We were honored to take part in the PSAO trade show. It was an ideal opportunity to present our services and exchange with other players who, like us, are contributing to the sustainable development Africa and its overseas territories.

Philippe NKOUAYA

CEO Philjohn Technologies

VALIDATION AGREEMENT OF THE MINISTER FOR THE ORGANIZATION OF THE INTERNATIONAL PSAO 2022 SHOW IN CAMEROON

<p>REPUBLIQUE DU CAMEROUN PAIX-TRAVAIL-PATRIE ***** MINISTRE DES PETITES ET MOYENNES ENTREPRISES, DE L'ECONOMIE SOCIALE ET DE L'ARTISANAT ***** SECRETARIAT GENERAL ***** DIRECTION DES PETITES ET MOYENNES ENTREPRISES ***** SOUS DIRECTION DES ACTIONS PROMOTIONNELLES ***** SERVICE DES ACTIONS PROMOTIONNELLES INTERNATIONALES ***** N° 22/00543 L/MINPMEESA/SG/DPM/SDAP/SPIN</p>	<p>REPUBLIC OF CAMEROON Peace-Work-Fatherland ***** MINISTRY OF SMALL AND MEDIUM SIZED ENTERPRISES, SOCIAL ECONOMY AND HANDICRAFTS ***** SECRETARIAT GENERAL ***** DEPARTMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES ***** SUB- DEPARTMENT OF PROMOTIONAL ACTIONS ***** INTERNATIONAL PROMOTIONAL ACTIONS SERVICES ***** Yaoundé le 26 AVR. 2022</p>
---	---

LE MINISTRE
A
Madame Armelle NGOUGNI
Présidente Directeur Général
de TAM'S EVENT
Tel : (+33) 0645-041-940/
psao@tamsevent.com/www.salonpsao.com
10 Rue du Colisée 7508 FRANCE

Objet : *Demande de haut patronage.*

Madame la Présidente,


En accusant réception de votre correspondance du 07 mars 2022, relative à l'objet repris en marge,

J'ai l'honneur de vous marquer mon accord de principe pour l'accompagnement institutionnel sollicité et vous exhorte par conséquent à une utilisation responsable du logo du MINPMEESA.

Aussi, voudrais-je vous rassurer des dispositions prises par mes services techniques pour la sensibilisation des chambres consulaires et les organismes sous-tutelles de mon département ministériel en vue d'une mobilisation des opérateurs économiques.

Veuillez croire **Madame la Présidente**, en l'assurance de ma considération distinguée.


Achille Bassilekin III



MINPMEESA BP : 6096 YAOUNDE Tel : (237) 222 23 23 88 fax (237) 222 22 41 58 Email : cabinet@minpmeesa.cm
Site web : www.minpmeesa.gov.cm

6.3. THE THIRD PSAO SHOW

From November 7 to 10, 2024

(Hybrid show) in Ivory Coast

ABIDJAN

2024

IVORY COAST



Topics covered

- ❑ Innovations in Agribusiness and Agriculture: New agricultural technologies and their impact on productivity. Agrifood value chains in Africa: challenges and opportunities.
- ❑ Ecology and Sustainable Development: African solutions for combating climate change. Sustainable agriculture and ecological practices in Africa.
- ❑ AfCFTA (African Continental Free Trade Area): Opportunities and challenges for African businesses within the framework of the AfCFTA. Strategies to strengthen the competitiveness of African businesses in the continental market.
- ❑ Food and Health Safety Standards: Ensuring food security in Africa: standards and practices. Innovations for managing health crises in Africa.
- ❑ Trade and Exports: Strategies to strengthen African exports in global markets. The role of

African diasporas in developing international trade.

Key figures	
Visitors(in person and online)	2500
Exhibition canceled (technical incident)	
Conferences & Debates	10
Workshops	3
Training	2
Investors & project leaders meeting	

Country delegations represented



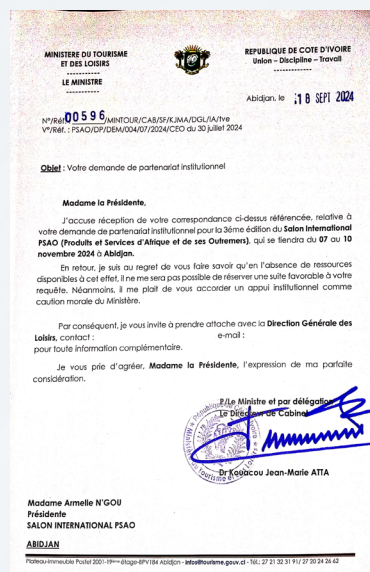
Worldwide distribution

- Asia : 2%
- Amérique : 7%
- Overseas : 11%
- Africa : 60%
- Europe : 20%

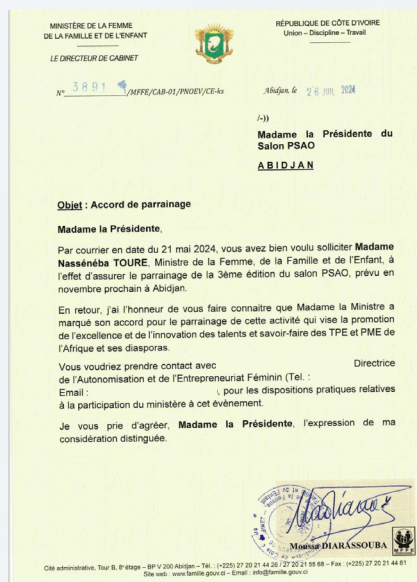
2024 SPONSORS AND SUPPORTERS



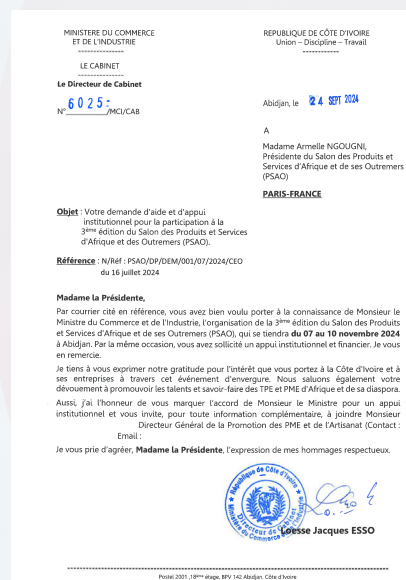
H.E Siandou FOFANA
Minister of Tourism and Leisure



H.E Nasseneba TOURÉ
Minister of Women, Family and Children




H.E Souleymane DIARRASSOUBA
Minister of Trade and Industry




7. PSAO IN PICTURES

Press conference, training sessions,
workshops and stand visits



 [Back to summary](#)

 [Next title](#)

THE PRESS CONFERENCE OF 10/17/2024 AT THE KEY ABIDJAN BUSINESS CENTER ON THE THEME "IMPACT, MONITORING AND EVOLUTION OF PSAOS BY 2030"



A CULINARY COMPETITION TO SHOWCASE LOCAL EXPERTISE







CONFERENCES AND MEETINGS FROM 07 TO 09/11/2024



PARTNER THANK YOU DINNER ON 10/11/2024



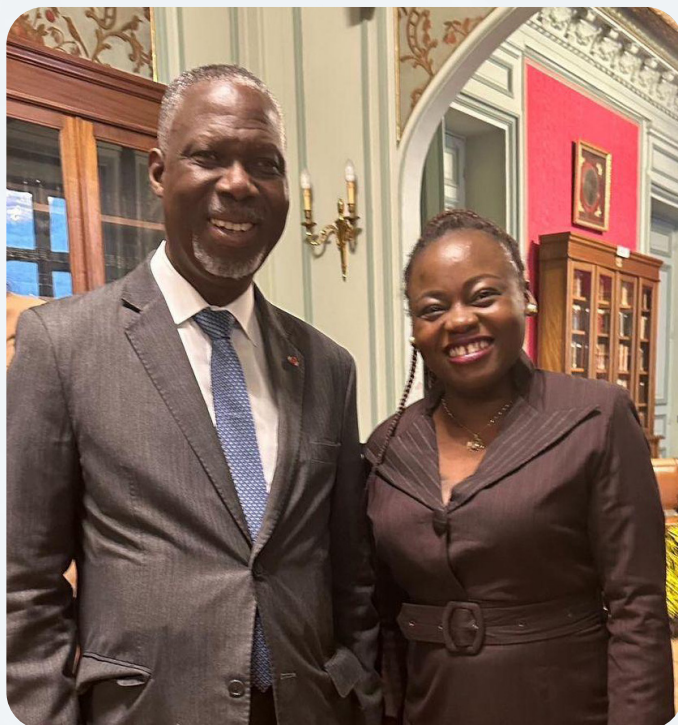
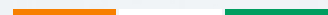


SOME SUPPORTERS OF THE IVORIAN EDITION



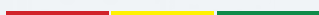
**H.E Maurice KOUAKOU
BANDAMAN**

Ambassador of Ivory Coast to France



H.E Maurice SENKOUN SYLLA

Ambassador of Guinea-Conakry to France





H.E André Magnus EKOUMOU

Cameroon Ambassador to France



H.E Souariba GONFOULI

Ambassador of Chad to Ivory Coast



H.E El Hadji MAGATTE SEYE

Ex Ambassador of Senegal to France



H.E Baye Moctar DIOP

Ambassador of Senegal to France



8. PSAO KEY FIGURES

Towards more intra-African products and services of excellence



[Back to summary](#)

[Next title](#)

8.1. A HIGH-IMPACT EVENT

Key figures

Number of event days	3
Exhibitors	200
Number country delegations	15
Conferences	20
Training & Workshops	14
Speakers (speakers, guests, etc.)	150
Number of airline tickets	200
National media (all types)	20
International media (all types)	50
Event budget (excluding pro bono)	€ 500.000 or \$ 515.210 or 327.978.500 CFA F



▣ A physical exhibition space

Each in-person exhibitor will have a space of between 3 and 36 m² equipped to present, promote, and sell their innovative products and services of national excellence; they will be responsible for their own communication and demonstrations.

▣ A partner space

Each partner will have a space of at least 9 m² to showcase their mission and support for PSAO, through their own branding and animation.

▣ A networking space

Dedicated to B2B meetings, this space will facilitate networking between various stakeholders (creators, managers, buyers, investors, business angels, partners, institutions, etc.).

▣ A virtual exhibition space

A space on the website will be reserved for all participants who wish to connect with the virtual exhibitors. A connection link will also be provided to anyone wishing to use their mobile device to access the digital platform.

▣ A VIP space

Space reserved exclusively for authorities, diplomats of invited countries, representatives of international organizations, invited personalities and major partners of the event. This is a space reserved for meetings between project leaders and potential investors, business angels, show partners, and

▣ A project pitch space

institutional leaders. Each project leader will have 10 minutes to convince their audience.

▣ An artistic space

This space will include two sub-areas, one of which will serve as a meeting and discussion space between artists and other participants, and the other will allow designers to present their designs, highlighting the connection between African cultures and business.

▣ A press space

This connected space, dedicated exclusively to the press, will allow media professionals to welcome personalities and participants for interviews and other discussions, as well as to work.


▣ A catering space


This space, open to all participants (excluding VIPs), will include a bar, a relaxation area, and convivial dining areas (local and international cuisine).

9. TWELVE SECTORS OF ACTIVITY

A wide range of products and services



 [Back to summary](#)

 [Next title](#)

9.1. TARGETING PRODUCTS AND SERVICES OF EXCELLENCE WITH HIGH GROWTH POTENTIAL

To date, we have selected 10 sectors of activity where African excellence and innovation appear to us to be particularly worth supporting. :



Mode & Art



Formation & Education



Energy, Mines & Infrastructure



Languages, Cultures and Education



Environment & Sustainable Development



Tourism & Hospitality



Agro/Agri Business



Cosmetics and Pharmacy



Digital, Telecom & Technologies



Industry & Packaging



Trade, Grocery & Distribution




Logistics & Transport

10. MULTIPLE ENTRIES

Exhibitors, Sponsors, Patrons and
Institutions



 Back to summary

 Next title

10.1. INDIVIDUALIZED FORMS OF SUPPORT

Overall, four types of support are offered for this 2025 edition of PSAO: **Exhibitor, Sponsor, Patron, and Institutions.**

At the Show, these four forms of support may take the form of in-person participation, through:

- **either a «Country» Stand**, allowing up to 10 national exhibitors to present their outstanding innovations;
- **or a «Group» Stand**, allowing the promotion of 1 to 10 innovative products or services, along with their designers and/or distributors;
- **or an «Individual» Stand**, hosting a single exhibitor promoting their offering



- **or a «Partners» Stand**, enabling the on-site presence of Institutions, Sponsors, and Patrons of the event, in compliance with regulatory provisions and institutional and professional practices.

Support and participation in the PSAO 2025 Exhibition can be provided in four main ways, which can be summarized as follows:

EXPOSANTS

In addition to innovative entrepreneurs presenting an excellent product or service, any company can reserve a booth in the area dedicated to partner stakeholders, to commercially promote its brand and offering to visitors, in line with the purpose of PSAO.

Exhibitors can participate through national «Country» support, professional «Group» support, or as «Individuals.» Exhibitors presenting a product or service recognized as innovative, excellent, and with high potential, while complying with the show's specifications, are automatically eligible to participate in competitions and awards ceremonies organized by PSAO.

SPONSORS

Directly dedicated to the event, support for PSAO 2024 can be provided through event sponsorship, with varying levels of commercial compensation and promotion of the partner's image. In accordance with their terms of sponsorship commitment to the Show, these sponsors can leverage and promote their partnership with PSAO both internally and externally.

Sponsors are designated by the phrase «Show in partnership with» in event-related communications. Depending on their level of financial support for the Show, they benefit from different types of promotion defined in a PSAO 2024 Partnership Grid and subject to a contract with the organizer, TAM's EVENT.

MÉCÈNES

In compliance with the tax provisions governing patronage in France, it is possible for companies (or even individuals) to support PSAO's public interest initiatives (philanthropic, scientific, cultural, environmental, etc.) by supporting the association associated with the event: AFHRICANA, which operates in these fields (in France and Africa) without engaging in any profit-making activity, being subject to self-serving management, or operating for the benefit of a restricted circle of individuals.

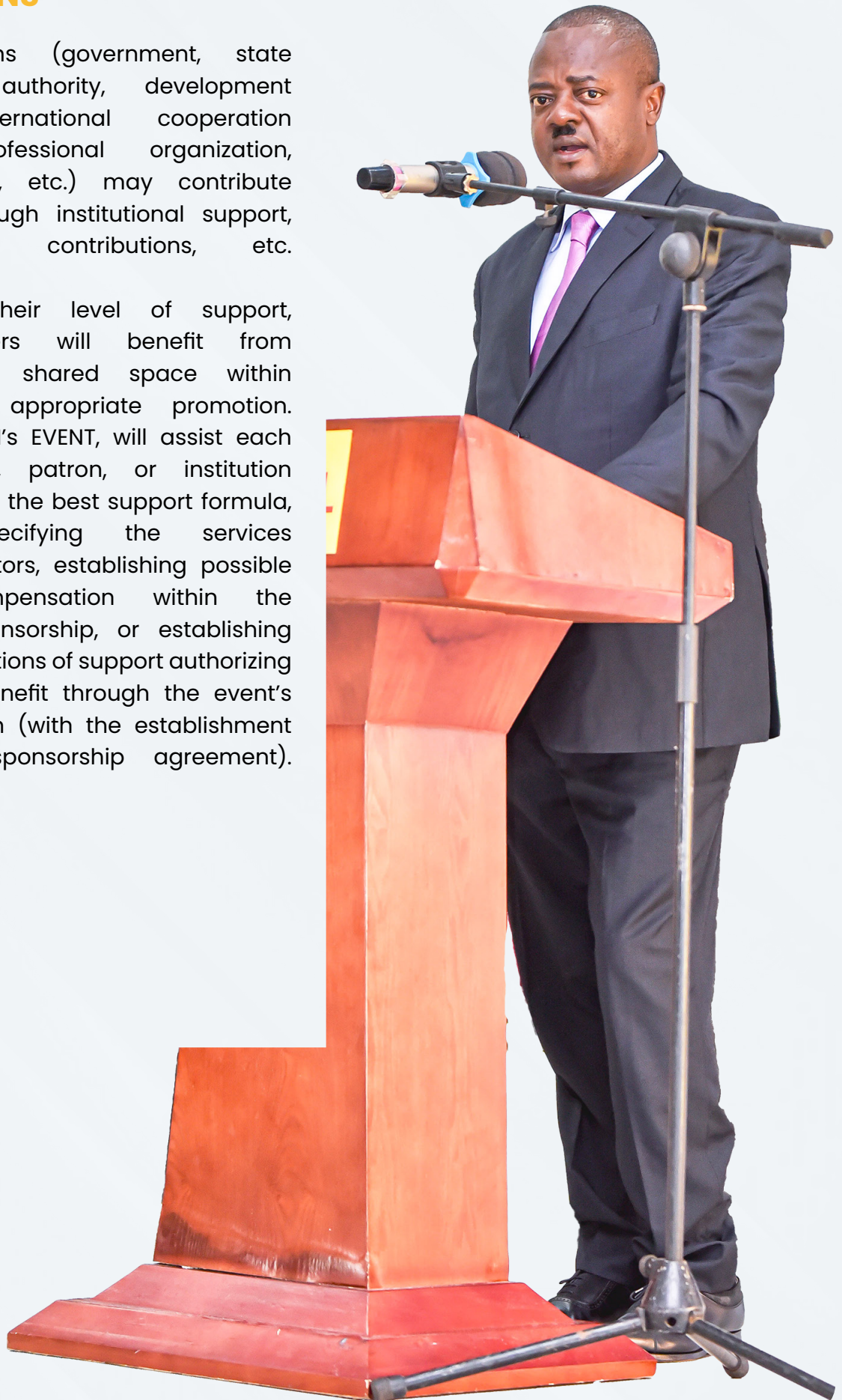
The funding provided (or even material donations) is therefore strictly dedicated to public interest projects consistent with the event's conceptual objectives (primarily for applied academic research, the dissemination of socio-economic knowledge, the preservation of natural spaces, and Franco-African cultural and heritage dynamics). In accordance with the tax provisions in force, these so-called «no consideration» payments (without exceeding 25% of the value of the donation), with a valuation within the legal limits, may give rise to the issue of a tax receipt (allowing a reduction in IS), then the use of the donation will be shared transparently with the donor (with impact measurement), before being officially declared to the Administration.



INSTITUTIONS

Partner institutions (government, state agency, local authority, development organization, international cooperation organization, professional organization, international NGO, etc.) may contribute to the Show through institutional support, grants, in-kind contributions, etc.

Depending on their level of support, these stakeholders will benefit from a dedicated or shared space within the show and appropriate promotion. The organizer, TAM's EVENT, will assist each exhibitor, sponsor, patron, or institution involved in defining the best support formula, contractually specifying the services provided to exhibitors, establishing possible commercial compensation within the framework of sponsorship, or establishing strict specific conditions of support authorizing a potential tax benefit through the event's partner association (with the establishment of a specific sponsorship agreement).



10.2. A SHARED COMMITMENT TO AFRICA

Whatever your contribution to this 2024 edition, supporting PSAO means promoting products and services from Africa and the continent's overseas territories, investing in innovative solutions with high economic potential and the talents of project leaders, adopting a vision of African and overseas excellence, raising production and distribution standards for African national products and services and promoting them globally, offering new development and reputational prospects to all stakeholders of the Show, positioning yourself to be at the forefront of the PSAO caravan, which aims to tour the regions of Africa and its overseas territories to showcase exceptional expertise, and more.

Operationally, these various forms of support

should also allow each partner to have two days of B2B meetings to create national and international business opportunities, reach **more than 10,000 participants in person and online, benefit from national and international media coverage**, and leverage strong visibility through the presence of your branding on the event website and your presence in the PSAO 2025 magazine; and finally, having the opportunity to speak at a conference to present your products or services.

More broadly, beyond the economic dimensions, supporting PSAO 2024 is necessarily an act of activism in the service of Africa, its entrepreneurs and innovators, its populations and nations, and even new balances in global geopolitics for more sustainable development of our societies and the preservation of our planet. Locally and internationally, in the immediate and long-term, in favor of a particular type of consumer or user as well as in the service of all our fellow citizens, supporting PSAO is truly Africa!



10.3. OUR KEY PARTNERS

Click to continue to the link



• <https://www.lamaisondelafrique.com/>



• <https://www.jmca.org/>



• <https://www.helloasso.com/associations/afhricana>



• <https://web.facebook.com/faise.sn>




• <https://cciad.sn/>



11. TAM'S EVENT & CO

An expanded organizing team at your
service



 [Back to summary](#)

11.1. THE PRESIDENT OF PSAO, DIRECTOR OF TAM'S EVENT

EXPANDED MOBILIZATION AT YOUR SERVICE



CEO of the event agency TAM'S EVENT in Paris, Armelle NGOUGNI has a dual background in business management and communications/marketing. Her rich professional background has allowed her to acquire diverse experience in sectors as diverse as accounting, purchasing, agri-food, logistics, and transportation. It was with this broad knowledge of the business world that the founder of PSAO ultimately turned to communications and events.

Beyond simple event planner functions, the communicator has constantly sought to develop and promote innovative concepts (like the Business Angels for New African(s) event), allowing to highlight African and Caribbean know-how. PSAO is thus fully in line with its conceptions of sustainable development in Africa, in line with its values of responsible business, new sustainable products and services and deep humanism allowing each woman and each man to fulfill themselves in the world. In this sense, the professional also has an associative cap and supports students, Franco-African applied research, the cause of women and culture.

Armelle NGOUGNI

Promoter of the PSAO show and Director
of Operations



11.2. ASSOCIATED EXPERTISE MOBILIZED BY THE AGENCY



Vincent BAHOLET

Founding Director of FAIR Société
Strategic Consultant PSAO

With a background in management and IT, **Vincent BAHOLET** pursued Master's degrees in Social Sciences (Training, HR, Social Planning, etc.) before pursuing a thesis in Management Sciences (Socioeconomic). After developing and managing several national organizations, at the interface of SMEs, mid-cap companies, and large corporations, the social economy, and institutional stakeholders, he created his own consulting firm, FAIR Société, to jointly mobilize these various stakeholders with clear understanding of their interests and a focus on shared sustainable development. He continues to provide consulting, auditing, and strategic support to companies, professional organizations, and institutions. Vincent Baholet continues to support TAM'S Event to affirm the PSAO paradigm, within the framework of a shared and sustainable project.



Cyrille KEMMEGNE

Head of Media Communications

Journalist, writer, and philosopher, **Cyrille KEMMEGNE** embodies a passion for beauty and the humanities. A graduate of the 25th class of ESSTIC, Cameroon's leading journalism school, he devoted nearly a quarter of a century to Cameroon Radio Television, eventually rising to the position of editor-in-chief. Now based in Paris, he nurtures editorial projects in the fields of journalism and literature. The author of around ten books and also a high-level event moderator, he has been a key figure in the PSAO since the inception of this ambitious undertaking, which he believes will mark a new era in Africa and beyond.



Claire LAFINE-BACOUL

Overseas Division Manager

A professional hairstylist with 30 years of experience and a certified specialist in hair coaching, wellness, and personal growth, Claire excels not only in the art of enhancing hair, but also in guiding individuals toward their full potential. Her commitment to coaching stems from a deep passion for helping others achieve their dreams and reach optimal happiness. As an event planner, Claire also recently agreed to join the PSAO caravan to share the riches of the Overseas Territories. Her dedication to her clients, combined with her versatile expertise, make her a valuable ally for anyone seeking to transform their lives.



Orlus FOSSO

Head of Audiovisual Department

Orlus FOSSO embodies dynamism and expertise in the audiovisual and digital communications field. As an audiovisual technician and digital communications consultant, he combines technical and strategic expertise.

Chairman of the Board of Directors of the Association for the Promotion of Communication (ASPCO) and CEO of Afrobiz-Universal, a digital and audiovisual communications agency based in Cameroon. His commitment to development and excellence in this field is exemplary.



Ludovic DAUVERGNE

Digital Communications Department
Manager

Ludovic DAUVERGNE has always been passionate about the opportunities the internet offers for business development.

In 2019, he founded the LD WEBMARKETING agency, with which he supports web entrepreneurs in their growth, defining and implementing the digital strategy best suited to each of their needs.

He joined the PSAO Trade Show at its first edition in 2021 as a speaker. He is now in charge of all digital aspects of the PSAO Trade Show.



Paterne AHOUSSOU

Head of Exhibitors and Speakers

AHOUSSOU Paterne is a versatile professional who serves as head of the audiovisual production department at the Ministry of Animal Resources of Côte d'Ivoire (MIRAH).

Passionate about organic farming and livestock, Ahoussou has diversified his activities by owning a printing company and managing a rapidly expanding restaurant.

Through these various businesses and his work at the Ministry, Ahoussou Paterne stands out for his versatility, his commitment to organic farming, and his commitment to developing his professional activities.



Christian JARRIN

CEO of AllPeopleFrom
President of Africa For Good
PSAO Asia Representative
Sales Department Manager

Christian JARRIN holds a postgraduate degree in Business Management and Organization from the CNAM (National Center for Management and Business Organization) and is a graduate of ESG Paris. He has held sales positions for 20 years, primarily in the web sector, and for several years was Sales Director of the French subsidiary of an American web advertising agency listed on the New York Stock Exchange. He is the founder of the consulting firm Allpeoplefrom, which specializes in business development for VSEs and SMEs by helping them develop strategies and action plans that will effectively boost their sales. He created the Breizh Africa startup competition in 2019 and has since been a dynamic player in promoting African and Caribbean entrepreneurship in France and around the world. Furthermore, as part of the Africa For Good consortium, he and other partner consultants help African and diaspora businesses improve their competitiveness and enter new markets.



William TOUOMOU

Journalist - Trainer - Consultant in
Organizational Management
CEO of Massara GROUP LLC
and Tropic VIVA
Publishing Director
of AMAFOR MAGAZINE
Representative of PSAO United States

Passionate about entrepreneurship, training, and communication, Author of several books (50 Opportunities for You, AMAFOR Books, etc.), Founder of AMAFOR Magazine and network, Co-initiator of the CMID certification, International speaker and expert in business domiciliation, Co-founder of Tropic Viva and Massora Group, present in more than ten countries,

William TOUOMOU is a pragmatic Pan-African whose activities in the fields of entrepreneurship, training, education, and communication extend beyond Africa and increasingly impact America, his adopted home. He is always ready to contribute to the development and empowerment of humanity in his environment.



Marius ASSI

Manager of ALLÔ IMMO SERVICES
Representing PSAO Canada

Marius ASSI, nicknamed:
The Real Estate Commander
Manager of ALLÔ IMMO SERVICES

Passionate and committed, Marius Assi is transforming the real estate landscape in Africa from Abidjan, where he drew his first inspiration from his father. A former executive in the Ivorian administration, he quickly recognized the major obstacles hindering real estate projects: a lack of reliable information, legal uncertainties, and administrative complexities.




To address these challenges, he founded ALLO IMMO SERVICES, a club of private investors from the Diaspora, with a clear mission: to demystify high-yield rental real estate investment in Africa through alternative financing strategies, expert advice, and secure support.

"My ambition: to inform, guide, and work together to achieve profitable and stress-free projects."

11.3. COUNTRY FOCAL POINTS

- Click on the photo to continue to the email address



 **Wilfried NYECK**
 PSAO Cameroon Focal Point
 w.nyeck@salonpsao.com





 **Momar TALLA SECK**
 PSAO Senegal Focal Point
 renafe@salonpsao.com






 **Me Élisée KANKU KATALAYI**
 PSAO DRC Focal Point
 e.kathalayi@salonpsao.com



 **Mohamed Lamine BAH**
 PSAO Guinea-Conakry Focal Point
 l.bah@salonpsao.com



 **Majda BERRADA**
 PSAO Morocco Focal Point
 m.berreda@salonpsao.com



 **Abel MAINA**
 PSAO Chad Focal Point
 a.maina@salonpsao.com



 **Elysabeth N'DA AYA**
 PSAO Focal Point Ivory Coast
 e.mba@salonpsao.com



 **Maimouna THIAMBONO**
 PSAO Burkina-Faso Focal Point
 m.thiombiano@salonpsao.com



Faith IRABOR-INEGBENEKHIAN

PSAO Nigeria Focal Point

f.iragolefebvre@salonpsao.com



Arycette Carole KPEDE

PSAO Benin Focal Point

a.kpede@salonpsao.com

Hakima KHOUDRI

PSAO Algeria Focal Point



William TOUOMOU

PSAO Focal Point United States

w.touomou@salonpsao.com

Marius ASSI

Point Focal PSAO Canada

m.assiloba@salonpsao.com



Christian JARRIN

PSAO Asia Focal Point

c.jarrin@salonpsao.com

Comité d'organisation

PSAO Focal Point Other African countries



Comité d'organisation

PSAO Focal Point Guest countries from the European, American or Asian continent



**A PLATFORM DEDICATED TO
EXECUTIVES, BUYERS, INVESTORS, AND
BUSINESS ANGELS, PROMOTING
PRODUCTS AND SERVICES FROM AFRICA
AND ITS OVERSEAS TERRITORIES.**

CONTACTS



+ 33 6 45 04 19 40 • +33 6 17 41 44 45



psao@tamsevent.com

S E N E G A L 2 0 2 5

www.salonpsao.com