



## **PRESS RELEASE**

### **CARREFOUR CELEBRATES MADE IN CAMEROON: TWO WEEKS TO DISCOVER, TASTE, AND SUPPORT LOCAL TALENT**

From May 8 to 21, 2025, CFAO Retail invites Cameroonians to take part in the Made In Cameroon Fortnight, a now-flagship event across its supermarkets and shopping centers. Through this initiative, Carrefour celebrates the craftsmanship, creativity, and richness of local heritage—an approach that lies at the heart of its local integration strategy.

This local-first positioning is more than just symbolic. Today, Made In Cameroon products represent 40% of Carrefour's food assortment and 25% of its overall offering. Out of the 15,000 items available in-store, more than 3,500 come from local production. This dynamic is built on a solid network of 300 Cameroonian producers, who alone make up 75% of the retailer's suppliers. In-store performance confirms the success of this approach: Made In Cameroon products account for 45% of food turnover and 75% of volumes sold in this category.

Throughout the fortnight, customers will enjoy activations across all Carrefour stores: free tastings, local brand showcases, and direct interactions with producers—multiple opportunities to (re)discover the gems of Cameroonian terroir.

At the PlaYce Yaoundé shopping center, around twenty producers and artisans will be hosted in exhibition stands specially arranged for the occasion, in partnership with the LEGACI association. This Made In Cameroon Village will immerse visitors in the diversity of local products and know-how—blending reimaged traditions with promising innovations.

The event is supported by His Excellency the Minister of Trade, whose visit is expected at the exhibition stands on May 9, 2025. This institutional backing reflects the Cameroonian government's growing interest in initiatives that energize local supply chains and promote responsible consumption.

Additionally, a business development session will take place on May 14 at Carrefour Market Bonamoussadi (Douala). Open to producers wishing to join Carrefour's supplier network, the session will offer insights into the listing process, one-on-one exchanges with the retailer's purchasing team, and testimonials from already-listed suppliers.

Finally, the Made In Cameroon Stars competition returns for its second edition. Consumers will be invited to vote for their favorite products in three categories—Grocery, Beverages, and HPC (Hygiene, Perfumes, Cleaning). A true springboard for winning brands, this contest aims to boost their visibility and recognition among consumers.

With this new edition of the Made In Cameroon Fortnight, Carrefour reaffirms its long-term commitment to local producers and the national economy. The general public, media, and all partners are warmly invited to join in this celebration of Cameroonian talent.

**CFAO Consumer Cameroon** currently employs nearly **1,000 people**. The company operates **four shopping centers** (Bonamoussadi, Ekié, Bonaberi & PlaYce), and runs the Carrefour banner through one hypermarket and one supermarket in Yaoundé, five supermarkets in Douala, one Supeco discount supermarket in Douala, and a “Club des Marques” in Yaoundé with three stores: Lacoste, Jules, and La Grande Récré.

#### **About CFAO Consumer**

*With revenues of €6.9 billion, operations in 47 of Africa's 54 countries, and nearly 21,000 employees, CFAO (Corporation For Africa & Overseas) supports the continent's growth, industrialization, and the emergence of a middle class. The Group leverages local expertise and on-the-ground knowledge to deliver world-class services and partnerships. CFAO operates across the entire value chain—from import and production to distribution—meeting international standards.*

**With Africa For Africa**

*Through CFAO Consumer Retail, the Group meets evolving African consumer needs by rolling out several retail formats, shopping centers, and a branded goods club. In partnership with Carrefour, CFAO Consumer Retail offers a wide range of international and locally sourced products with assured traceability and competitive pricing. The Supeco brand provides an even more affordable alternative for both individual and business customers, offering retail and bulk sales. CFAO Consumer Retail's public distribution activities are also built around shopping centers that serve as hubs for community life and commerce, anchored by supermarkets, dining areas, and retail galleries. CFAO Consumer Retail also partners with international brands in fashion, beauty, and toys.*

#### **En savoir plus sur nos activités au Cameroun**

<https://www.cfaogroup.com/fr/consumer/cfao-retail/>

<https://www.linkedin.com/company/cfaoretail/>

<https://www.carrefour.cm/>

<https://www.playce-yaounde.cm/>

<https://www.facebook.com/CarrefourCameroun/>

<https://www.facebook.com/PlaYceYaounde>

<https://www.instagram.com/carrefourcameroun/?hl=fr>

[https://www.instagram.com/playce\\_cameroun/](https://www.instagram.com/playce_cameroun/)

<https://www.playce-yaounde.cm/boutiques/jules/>

<https://www.playce-yaounde.cm/boutiques/lacoste/>

<https://www.playce-yaounde.cm/boutiques/la-grande-recre/> <https://www.facebook.com/LaGrandeRecreCM>

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