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| République du Cameroun  Paix-Travail-Patrie  Année académique 2024-2025 | | |
|  |  |  |
| 2024-2025 academic year  Title:  **Visit of Business exhibition.** | | |

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Contents

[**Introduction** 1](#_Toc190372714)

[**Part 1: Insights from the Conference on Student Entrepreneurship** 2](#_Toc190372715)

[**Title: L'entreprenariat en milieu estudiantin** 2](#_Toc190372716)

[**Speakers:** 2](#_Toc190372717)

[**Overview** 2](#_Toc190372718)

[**Key Ideas and Insights** 2](#_Toc190372719)

[**Part 2: Contribution of Tech Sector Companies to the Cameroonian Economy** 5](#_Toc190372720)

[**Overview** 5](#_Toc190372721)

[**Innovatech Association** 5](#_Toc190372722)

[**Intelligentsia S.A.** 5](#_Toc190372723)

[**Impact on Cameroonian Economy** 6](#_Toc190372724)

[**Part 3: Entrepreneurship Without Large Capital** 7](#_Toc190372725)

[**New Point of View** 7](#_Toc190372726)

[**Part 4: Business Around the Fair** 8](#_Toc190372727)

[**Conclusion** 9](#_Toc190372728)

[**Annexes** a](#_Toc190372729)

**Introduction**

Saint Jean Ingénieur is renowned for its excellence in engineering education, fostering innovation and practical skills among its students. As part of our academic curriculum, we are required to participate in various practical activities to enhance our understanding of real-world applications of our studies. The "Salon de l'Entreprise" (referred to in this document as *Business exhibit*) held at College Vogt on January 25, 2025, was one such activity, providing a valuable opportunity to connect with industry experts and explore new business innovations. This report will cover the highlights of the event, discuss the key takeaways from the various sessions, and reflect on the overall impact of this experience on my professional development.

**Part 1: Insights from the Conference on Student Entrepreneurship**

**Title: L'entreprenariat en milieu estudiantin**

**Speakers:**

* Jerry Ndjana
* Larry Teguia
* Gaëtan Ngaleu

**Overview**

The conference titled "L'entreprenariat en milieu estudiantin" provided a comprehensive exploration of entrepreneurship in an academic setting. The speakers, **Jerry Ndjana**, **Larry Teguia**, and **Gaëtan Ngaleu**, shared valuable insights into the challenges and impacts of entrepreneurship on students' education and professional development.

**Key Ideas and Insights**

**Definition of Entrepreneurship:** The conference began with a definition of entrepreneurship as the activities related to the creation and development of a solution. Key characteristics of entrepreneurship include innovation, value creation (revenue/profit), social and economic impact, and risk-taking.

**Forms of Entrepreneurship (Jerry Ndjana):**

* **Startup Creation:** Initiating new businesses with innovative ideas.
* **Social Entrepreneurship:** Addressing social issues through entrepreneurial solutions.
* **Freelancing or Micro-Entrepreneurship:** Independent work in small-scale ventures.
* **Creation of Artisan or Local Products:** Developing unique products rooted in local culture.
* **Participation in Innovation Competitions and Hackathons:** Engaging in rapid prototyping for specific problems.
* **Collaborative Platforms:** Building communities of novices and experts.

**Pro Entrepreneurship Programs (Jerry Ndjana):**

1. **University Incubators and Accelerators:** Intensive sessions to speed up professional insertion and project realization.
2. **Mentoring Programs:** Professional coaching for beginners.
3. **Online Courses and Training by Major Companies (FANG):** Access to educational resources.
4. **Entrepreneurial Contests and Challenges:** Opportunities to compete and showcase innovative ideas.
5. **Networks of Partners:** Collaborations with schools to support student initiatives.
6. **Funding Structures:** Financial support through incubators and accelerators.
7. **International Networks and Global Initiatives:** Connecting with global entrepreneurial communities.

**Challenges and Issues in Business Creation (Gaëtan Ngaleu and Larry Teguia):**

* **Lack of Financial Resources**: Limited access to funding.
* **Absence of Professional Experience**: Lack of professional networks.
* **Balancing Studies and Entrepreneurship**: Managing academic responsibilities alongside entrepreneurial activities.

**Proposed Solutions:**

* Training and Technical, Strategic, and Human Support: Providing comprehensive guidance for entrepreneurs.
* Creation of Ecosystems: Establishing incubators and accelerators.

**Impact on Students:**

* **Stress Management:** Handling family and academic pressures alongside business responsibilities.
* **Self-Learning:** Continuously acquiring new skills to understand the market, clients, and industry.
* **Teamwork:** Developing the ability to hold responsibility in professional roles.
* **Humility and Resilience:** Overcoming obstacles and learning from failures.
* **Extroversion:** Engaging with new people and clients, stepping out of comfort zones.

**Hult Prize:** The conference emphasized the importance of international competitions like the Hult Prize, which provide a global platform for student projects.

The conference was highly inspiring and motivated me to seriously consider a career in entrepreneurship. The insights shared by the speakers highlighted the importance of innovation, resilience, and continuous learning in the entrepreneurial journey. This experience has provided me with valuable knowledge and a renewed sense of purpose as I contemplate my future career path.

## **Part 2: Contribution of Tech Sector Companies to the Cameroonian Economy**

**Overview**

At the **Salon de l'Entreprise**, I engaged with representatives from **Innovatech Association** and **Intelligentsia S.A.**, two major players in Cameroon’s tech sector. These companies drive economic growth through innovation, skills development, and digital transformation.

**Innovatech Association**

A leading tech organization fostering innovation and entrepreneurship.

**Key Contributions :**

* **Innovation Hubs** providing mentorship, resources, and networking for startups.
* **Tech Training Programs** equipping youth with digital skills for the job market.
* **Startup Competitions** funding and supporting innovative solutions to local challenges.

**Intelligentsia S.A.**

A tech company specializing in software development, IT consultancy, and digital transformation.

**Key Contributions :**

* **Digital Transformation** helping businesses adopt technology for efficiency and growth.
* **Job Creation** expanding employment opportunities for tech professionals.
* **Partnerships and Collaborations** offering internships and training through academic partnerships.

**Impact on Cameroonian Economy**

* **Driving Innovation** by supporting startups and fostering new business opportunities.
* **Enhancing Skills** through training and mentorship programs.
* **Boosting Employment** by creating jobs and reducing unemployment.
* **Economic Diversification** strengthening the economy beyond traditional industries.

The contributions of **Innovatech Association** and **Intelligentsia S.A.** highlight the tech sector’s essential role in Cameroon’s economic development and sustainability.

**Part 3: Entrepreneurship Without Large Capital**

Many young people believe that starting a business requires significant money, but my visit to the **Startup Pavilion** at the Business exhibitionproved otherwise.

**Key Lessons from Startup Exhibitors**

Many startups succeed with minimal funds by relying on creativity, problem-solving, and collaboration. Support systems such as **incubators, mentorship programs, and funding opportunities** exist but are often overlooked. Additionally, several companies offer **internships**, providing hands-on experience and industry connections that help young people gain essential skills. Instead of competing, many startups share resources and expertise, proving that teamwork can be just as valuable as financial capital.

**New Point of View**

Rather than focusing on financial barriers, young people should explore **internships, training programs, and networking opportunities** to kickstart their entrepreneurial journey.

**Part 4: Business Around the Fair**

The Business exhibitionnot only connected businesses but also boosted economic activity inside and outside the event.

**Outside the Fair**

Many service providers benefited, including event planners, security teams, transport services, caterers, printers, and media companies, all essential for organizing the event.

**Inside the Fair**

Businesses at the event, like **kiosks, food vendors, and promotional stands**, made sales, gained visibility, and built valuable connections. Startups also used the platform to attract investors and customers.

**Overall Impact**

The fair was more than a business showcase it created little jobs, boosted sales, and opened new opportunities for the companies present.

**Conclusion**

On a **personal level**, the event inspired me to step out of my comfort zone and connect with professionals who could guide me in my career journey. The stories of startup founders and entrepreneurs showed that success is often built on creativity, resilience, and networking.

On a **professional level**, I realized the importance of internships and work opportunities that many companies offer but are not widely known. This has motivated me to actively seek these opportunities and expand my professional network.

On an **academic level**, the insights from conferences and company interactions reinforced the practical applications of my studies. Understanding how businesses operate in the real world gave me a clearer vision of how my skills in software engineering can be applied to solve real problems.

Overall, the event pushed me to consider entrepreneurship more seriously and to build stronger connections with people in the industry, opening doors to future opportunities in both employment and business.

**Annexes**

I was able to gather the following contact information upon interaction with enterprise representatives in stands.

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| Company | Contact | Location |
| Intelligentsia SA | 243-548-814 | Hippodrome, Charles de Gaulle Avenue |
| MySkills IUSJ | 693-419-212 | IUSJC Eyang, Lobo |
| ISNOV Sarl | 671-939-509 | Mobile Omnisports |
| Innovatech | 659-794-933 | Ngoa-Ekele Cradat |