

2025 PRESIDENTIAL ELECTION: GECAM CALLS FOR AN ECONOMIC BOOST

With ten years to go before the deadline set in the Cameroon 2035 Vision to achieve economic emergence, progress toward industrialization, infrastructure development, improved governance, strengthened human capital, and a better business climate is worryingly behind schedule.

The delay in implementing major economic policies is evident in businesses' daily struggle to realize their full potential for wealth and job creation, and innovation.

Sixty-five years after gaining independence, our country is approaching a decisive turning point in its economic history. The time has come for a collective effort to put the economy back at the heart of the national project.

As ideas and public policies are refined and finalized for presentation to voters as programs for the October 12, 2025 presidential election, it is crucial that the priorities of businesses of all sizes and sectors, the driving force behind growth, employment, and structural transformation, are addressed concretely and ambitiously by candidates for the Supreme office.

The upcoming deadline is important, and the current political climate is even more significant for the nation. While not seeking to interfere in politics or influence voters' choices, the Cameroon Employers Organisation (GECAM) believes it is its duty to make political and economic actors aware of the legitimate concerns and expectations of the national private sector.

Numerous obstacles continue to undermine economic performance, including infrastructure deficits, unstable regulatory frameworks, complex and slow administrative procedures, excessive tax burdens, limited access to financing, and persistent corrupt practices.

In addition to these internal challenges, the international economic climate is uncertain and anxiety-provoking, which slows down investment and weakens the resilience of the productive fabric.

In this context, GECAM emphasizes that companies require visibility, legal certainty, and clarity in public policy to make sustainable investments.

GECAM also stresses that confidence in a democratic institutional framework is essential to enhancing the country's attractiveness, ensuring social stability, and supporting economic revitalisation.

It therefore calls on the institutions responsible for managing the entire electoral process to work to ensure that all conditions are in place to guarantee a transparent election, which is the only real guarantee of credibility, trust, and lasting peace.

To the presidential candidates, GECAM expresses the hope that the upcoming election campaign will be an opportunity for a genuine debate of ideas, based on clear, credible, costed programs and projects whose potential and real impact will be measurable.

For several years, the private sector has played its role as a source of ideas, through numerous proposals; it has helped identify concrete levers to improve the state of infrastructure, promote industrialization, support formal entrepreneurship, strengthen our economy's competitiveness, and improve economic governance.

Unfortunately, many of these proposals have not been acted upon, or have only been partially or belatedly implemented.

That is why we will be paying close attention to the candidates' programmes, particularly the measures they propose to:

- Reform our tax system;
- Accelerate infrastructure development;
- Put an end to power cuts;
- Effectively digitise public services;
- Guarantee greater legal and judicial security;
- Ensure the stability and clarity of investment incentives;
- Adapt training to the real needs of the economy;
- Actively support industrialisation and productive sovereignty.

The presidential election on October 12, 2025 cannot be just another routine political event. Regardless of the outcome, this election must mark a break from an outdated model.

The upcoming election therefore represents a historic opportunity to rebuild our Republic around a State that serves its citizens and guarantees freedoms, economic justice and shared progress.


In the new era that Cameroon is aspiring to, business cannot be ignored. All players in the national political market recognise it as the essential foundation for development, as well as a creator of solutions, jobs, cohesion and sovereignty.

In a spirit of responsibility and commitment, GECAM stands ready to support the government that will be formed by the President-elect. We will not be a spectator, but a demanding and constructive partner, promoting ambitious reforms to achieve more robust, inclusive and forward-looking growth.

In this context, GECAM urges captains of industry from across the country and all sectors, as well as traders, entrepreneurs and businesspeople, not to lose heart and to continue playing their roles as catalysts for new ideas, creators of wealth and jobs, inventors of solutions, and builders of the future.

At a time when choices are being made that will shape Cameroon's future, clarity, responsibility and long-term vision must guide your decisions, our decisions.

Let us work with the government to build a new economic contract for emergence.


Célestin TAWAMBA
President

