
TOPIC

Building a Sustainable E-Business for Global Reach

OBJECTIVE :

Support Cameroonian entrepreneurs in building a sustainable e-commerce presence, both locally and internationally.

WHEN :

Nov. 19 – Dec. 20, 2025

WHERE :

Google Meets,
Douala & Yaoundé

TARGET AUDIENCE : SMEs, startups, Marketing and sales professionals, IT project managers, Business developers

EIGHT (8) TRAINING MODULES :

1. Foundations of E-Commerce & Infrastructure
2. Online Store Creation & Platforms
3. Data Protection & Digital Trust
4. Online Payments & Legal Compliance
5. Digital Marketing & Sales Channels
6. Local Business Strategy
7. Hands-on Project & Individual Coaching
8. Selling from Cameroon to Europe (Focus: Germany)

Phase 3 : Advanced strategies and practical workshops (Modules 5 to 7)

Group 1

December 11th to 12th 2025,

Hour : 09:00 AM to 05:00PM

Location : GECAM Headquater, Douala.

Group 2

December 15th to 16th 2025,

Hour : 09:00AM to 05:00PM)

Location : GIZ, Yaoundé

Format : Fully in-person.

TRAINING PROGRAM SCHEDULE**Phase 1 :** Launch and experience sharing

Content : Lessons and experiences from e-commerce

Date : November 19, 2025,

Hour : 4:00 PM to 05:30 PM.

Format : Online.

Phase 2 : E-commerce fundamentals (Modules 1 to 4)

Date : November 20 to 21st 2025

Hour : 03:00 to 06:00 PM.

Date : November 22nd 2025,

Hour : 09:00 AM to 01:00 PM

Date : November 28th to 29th 2025,

Hour : 10:00 AM to 01:00 PM

Format : Fully online via videoconference.

Phase 4 : Conclusion and Outlook (Module 8)

Content : Sell from Cameroon to Europe

Date : December 19 2025

Hour : 03:00 PM to 06:00 PM

Format : Online via videoconference.

Phase 5 : Consultation Day

Content : Individual Consultations

Date : December 20th 2025,

Hour : 10:00 AM to 03:00 PM.

Format : Online via videoconference.

