

AMCHAM STRENGTHENING THROUGH OPERATIONAL EXCELLENCE.

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Agenda

- What is Operational Excellence?
- Why Important is this so important?
- The VICC Concept?
- Some practical Examples?
- Q & A



Leadership



AmCham Cameroon Progress Report

2022

Counterfeit & Contraband—Fighting Against Violations of Intellectual Property Rights through Cooperation and Innovation & AmCham, U.S. Embassy Advocate Gov't, Rightsholders Cooperation Tackling ?Counterfeiting and Contraband. These projects are critical to members but impact evaluation are critical.

2022

Africa Digital Innovation Competition to Recognize Best Startupper. This is a great initiative to support youths and startups. However to enhance its sustainability, there needs to be a long term plan that enhances capabilities of youths through partnerships, etc. This can include facilitating digital partnerships btw US tech giants and the Government or Education Ministry to boost capacity.

2023

The trade and invesment summits positions AmCham Cameroon as the go-to body that facilitates business growth. However, there has to be data gathered to evaluate impact of these projects.

Moving with the tides...

Trade

The current geopolitics has changed the landscape of trade which has resulted in skyrocketing inflation across Africa, elections, debt, and industrialisation plans by Governments globally (leading to nationalisation).

This creates uncertainty and puts investors in a watch & see mode for 2024. It is then critical to improve upon our approach in driving trade & investment.

Exports



2022 exports: \$103 Million



2022 exports: \$192 Million

Industrialising Exports

Industrialisation becoming a topical issue, it is critical for AmCham Cameroon to leverage the momentum and add value to its exports thereby attracting investments & Partnerships.



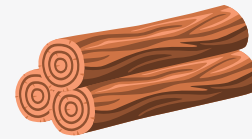
Oil & Gas



Mining



Cotton



Wood

Thinking outside the box

Despite these challenges the question remains, how can AmCham Cameroon be that go to body that will

- Help govt position its industries for value add & investments
- Drive advocacy and business development on AfCFTA & other trade areas beyond Africa.
- Help govt improve upon the ease of doing business.



Climate change portends an opportunity for Cameroon to attain carbon credits through carbon sequestration. Thereby driving more investments.

Recurring Issues



Poor infrastructure



Low human capital



Crime and Insecurity



Specific industry regulations

What is Operational Excellence?



What Is Operational Excellence?

Operational excellence is a business philosophy focusing on **continuous improvement and optimizing business processes and systems to achieve better results**. It aims to **increase efficiency, reduce waste and costs, and improve quality and customer satisfaction**.

7/29/2026

Improving Excellence



Overview



Operational Excellence

is a framework for businesses to focus on growth and execute their strategy better than their competitors.



What it entails

- It involves building efficient processes, empowering staff, and solving problems in a systematic way.
- For an American chamber of commerce, operational excellence means delivering value to its members, advocating for pro-business policies, and fostering a positive culture within the organisation.
- It also means adopting technology and innovation to improve performance and customer experience.

Operational Structures



What strategies can we adopt to enhance our value proposition for members and government partners?



Which advocacy initiatives should we undertake, and how can we quantify our impact and value?



What capacity-building projects should we initiate to strengthen our organisation?



How can we increase our visibility, fortify partnerships, and attract sponsorships?



What strategies can we implement to expand our membership base, particularly among US-owned businesses?



What governance structures should we establish to promote operational excellence?

Four areas to boost operational excellence

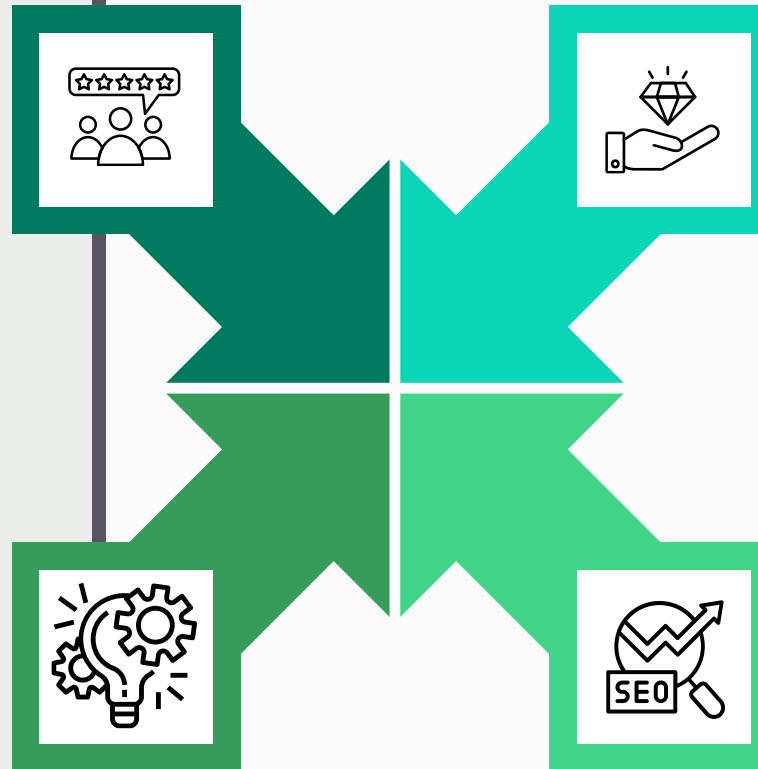
Customer centric

This is critical for membership sustainability and Govt relations. For members, conducting yearly surveys to check on the service, expectations, challenges, and projects of interest are very important for planning.

Use of technology

technology is relevant for the following

- Managing the team and members

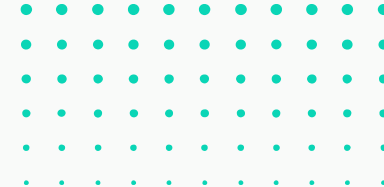


Working to build value

- Imbibe value/governance and board that works;
- Value proposition to members;
- Metrics and evaluation for post events;
- Boosting capacity - identify the gaps btw service delivery & technical capacity.

Communication/visibility

- Amplifying the AmCham's work is a corridor towards funding or sponsorships.
- Platforms like LinkedIn are highly recommendable.
- Ensuring the SEO of the website is improved and keywords for think pieces or articles are utilised to improve the SEO.
- Pictures from events tell good stories.



Long term actionable steps



Economic Stability

- Improve forex availability to prioritise manufacturers which is mostly required for business expansions.
- Accelerated FDI strategy



Ease of doing business

- Tax stability and alignment across all levels of Government.
- Sanctity of contracts
- Rule of law and its enforcement.
- Favourable environment for digital assets service providers.



Infrastructure

- Better road infrastructure to move commodities to processing or manufacturing hubs and improved port operations.
- Improved power supply especially for Nigeria's plans for industrialisation.



Security and Enforcement

- Improved security systems and capabilities of the security forces.



Social development

- Quality investment into the education space. Revitalization of the school curriculum to meet 4th Industrial revolution.
- FG to fund the NHIS on Congenital Cardiac Surgery (Kids with congenital heart disease need government support to stay alive)

Why is it so Important to Amchams?



**CUSTOMER –
FOCUS IS AT
THE HEART
OF ALL OUR
ACTIVITIES**

Who are our Customers?

Internal

- Our Members
- Prospective Members

External

- US & Cameroon Government Stakeholders
- Other Amchams.
- US Chambers

VICC – VALUE

IMBIBE

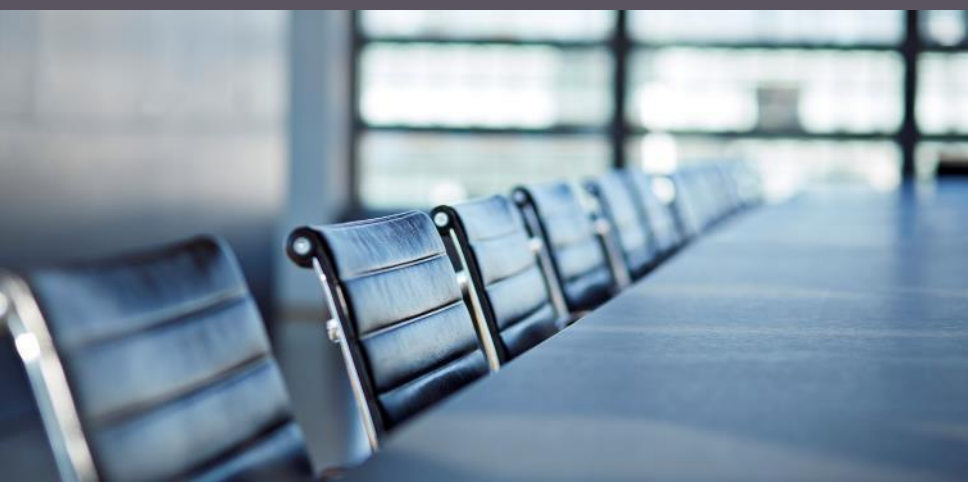
- How our processes & Systems.
- How change agile are we?
- How are our Board and Committees Functioning?
- Do we have a Governance Committee
- How is our operation aligned to the US Chamber requirements for Amchams

CREATE

- Targeted Advocacy
- Partnerships with Stakeholders – Research, events, and Trade Missions.
- Leverage Best practice
- Collaborate with like agencies and organisations
- Collaborate with Other Amchams & US Chamber

COMMUNICATE

- Crow about your success stories
- Wait a minute – check these platforms – How good are they?
- Visibility is the corridor that brings attention and required revenues.



Summary

For Governance networking and Revenue Generation, there is no magic bullet. We must think about value at all times.

THANK YOU



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