



PRESENTATION FORM

9th edition of the International Handicraft Exhibition of Cameroon (SIARC) 2026

Under the High Patronage of His Excellency Paul BIYA, President of the Republic of Cameroon, the Ministry of Small and Medium-Sized Enterprises, Social Economy and Handicrafts (MINPMEESA) is organising the 9th edition of the International Handicraft Exhibition of Cameroon (SIARC), from 27 July to 05 August 2026 at the National Museum in Yaoundé, under the theme: *"Boosting craft innovation at the crossroads between tradition and modernity"*.

SIARC is an opportunity to celebrate handicraft quality and excellence. Open to craft works from all continents, it contributes to reinforcing cooperation and the integration of Africa in the world. After eight successful editions, it has established itself as an indispensable platform for economic promotion, professional networking and cultural exposure. This 9th edition will take place in a global context marked by a search for authenticity and sustainability, where handicraft is recognised as a sector that promotes identity, job creation and innovation.

GENERAL OBJECTIVE

Promoting and stimulating innovation in Cameroon's craft sector by creating a space for fruitful dialogue between traditional skills and contemporary influences, in order to enhance its competitiveness, sustainability and integration into local and international markets.

SPECIFIC OBJECTIVES

- Creating a large-scale commercial platform enabling craftspeople to sell their products, meet national and international buyers (buyers, distributors, exporters) and sign contracts;
- Encouraging innovation and design by promoting new creations, (production, marketing, communication, etc.) techniques and materials that reinvent traditional craft heritage;
- Promoting exchanges and capacity building by organising conferences and practical workshops on topics related to the development and promotion of handicrafts in Africa;
- Positioning handicrafts as a strategic economic sector, a driver of decent jobs, social inclusion and tourist attraction;
- Celebrating Cameroon's cultural diversity across its ten regions, while showcasing the best handicraft practices in Africa and around the world;
- Building a network for exchanges and partnerships in the field of handicraft at the sub-regional, regional, and international levels.

MAIN ACTIVITIES

- Business and partnership meetings;

- Conferences and debates on topics related to the central theme;
- Training workshops for skills building;
- Exhibition and marketing of handicraft products;
- Showroom in the innovation and creativity pavilion;
- Heritage days – cultural activities;
- Awareness-raising sessions on important topics in the sector;
- Selection of the best works and awards ceremony;
- Culinary discovery.

TARGETS

- Craftspeople, handicraft businesses, associations and professional craftspeople organisations from Cameroon's ten regions;
- International participants (craftspeople and official delegations);
- Professional buyers (retailers, shops, e-commerce businesses, hoteliers, home designers, property developers, etc.);
- Investors and financial institutions providing tailored products (microcredit, etc.);
- Embassies and economic operators from the AfCFTA;
- Development support organisations (NGOs, bilateral and multilateral cooperation agencies);
- Art, design and handicraft trades schools;
- National and international media;
- The local general public, tourists and the diaspora.

INNOVATIONS

- A pavilion dedicated to understanding product standardisation and certification processes;
- A shop selling SIARC 2026 souvenirs;
- The Formalisation Contest.

The 2026 SIARC VILLAGE

No.	Spaces	Number of stands	Surface Area	Description
1	Stand of the "Guest of Honour Country"	1 (Offered)	100 m ²	Delegations of craftspeople and officials from the said country
2	The International Pavilion	50	9 m ²	Craftspeople from countries officially invited to SIARC.
3	Institutional stands	24	9m ² and 18m ²	Occupied by Administrations and international organisations, other institutions...
4	Regional stands <i>RD and RHV</i>	10	35 m ²	These spaces highlight the unique characteristics of each region's handicraft.
5	The Village of selected craftspeople	255	9m ² and 25m ²	Space open to professional exhibitions by national craftspeople selected from the 10 regions of Cameroon
6	SHV stands	3	9 m ²	Dedicated to special handicraft villages
7	Commercial stands	40	9m ² , 18m ² 36m ²	National craftspeople and promoters who were not selected at regional exhibitions
8	Cameroon stand	1	35 m ²	This is an interior design project incorporating hand-crafted pieces from the ten regions of Cameroon.
9	The innovation and creativity pavilion	1	100 m ²	Pavilion dedicated to craftspeople whose work perfectly illustrates the theme of the fusion of tradition and modernity
10	The Training Area	1	-	For practical workshops in craft trades
11	The Formalisation Stand	1	-	Space for raising awareness among craftspeople about formalisation

12	The Reception/Information stand The Technical Secretariat	1	-	To assist visitors (including the media and exhibitors) in optimising their experience on the site. This is also the hub for reporting on the exhibition's activities.
13	The Gastronomy Area	30	9 m ²	Hosting catering stands and "halal" stands.
14	The Logistics Area	1		Reserved for the SIARC site logistics manager.
15	The Health Area	1	9 m ²	To ensure the smooth health care for participants/visitors
	TOTAL	420		

Other facilities

- Set-up of opening and closing ceremonies
- Large stage for artistic performances
- Rest areas

Represented handicraft fields

- Audiovisual and communication (cartoonists, illustrators, graphic designers, etc.);
- Arts and decoration
- Food processing, catering;
- Construction and building (manufacturer of paving stones, plaster objects, etc.);
- Wood and wood by-products, furniture and furnishings;
- Textiles, animal skins and leather;
- Health, hygiene and body care.

Prospects for the 9th edition of SIARC 2026

- Foreign countries 30;
- Number of craftspeople to be rewarded 70;
- Direct exhibitors 800;
- Number of visitors: 40 000
- Number of media: 30

Stands rent fees

NB: See the Entry Form

