

# ASC Seminar#7 / TUFS-KU Seminar #3

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## Perceptions and Responses to Asian Entrepreneurship: Case Study of Competition Between Cameroonians and Chinese Traders

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## Outline of the presentation

- Introduction (extract from abstract)
- Historical context and overview of China Cameroon cooperation
- Sino-Cameroon cooperation in the industrial sector (1970s –
- Sino-Cameroon trade relations 1990's – (Asian line versus African line)
- Perceptions of Asian Entrepreneurship: Between admiration and discontent
- Cameroonian responses to the China challenge
- Chinese entrepreneurs copying strategies
- Perspectives on present days Sino-Cameroon relations from above and below
- Conclusion: Broken hopes and way out from different perspectives

# Langues et ethnies du Cameroun



## 02\_HISTORICAL CONTEXT AND OVERVIEW OF SINO-CAMEROON COOPERATION

- Cameroon's post-colonial history and its relationship with Asia
  - Cameroon post-colonial state: from French ties to Taiwan assistance
  - From French and Taiwan to China friendship
  - The role of world crisis of 1986 – onwards (SAPs)
  - The fall of the Berlin wall (1989)
  - The French president speech of La Baule (1990)

## 03\_SINO-CAMEROON COOPERATION IN THE INDUSTRIAL SECTOR (1970S –

### Impressive and diversified Investment

- Medical infrastructures
- Medical teams for short period
- Public buildings and related infrastructures
- Oil exploration / Iron exploitation
- Forest (timbers and non-timbers products) exploitation
- Water project
- Dams
- Mobile communication
- Internet optic cables
- Language centres (Confucius institutes)
- Agricultural projects (maize, rice, cassava, fruits, vegetables and poultry), etc.

# CHINESE MAJOR PROJECTS IN CAMEROON

DOMAINS	Projects
<b>HEALTH</b>	<ul style="list-style-type: none"> <li>○ Chinese Hospital Mbalmayo</li> <li>○ Hopital Gynéco obstétrique de Yaoundé</li> <li>○ Bafoussam &amp; Guider</li> </ul>
<b>WATER &amp; SANITATION</b>	<ul style="list-style-type: none"> <li>○ Water drinking production facility in Ayato (Douala)</li> </ul>
<b>HYDRO ELECTRIC DAMS</b>	<ul style="list-style-type: none"> <li>○ Lagdo Dam</li> <li>○ Bini a Warak dam</li> <li>○ Lom Pangar</li> <li>○ Memve'ele</li> <li>○ Mekin</li> </ul>
<b>ROADS</b>	<ul style="list-style-type: none"> <li>○ Wouri bridge</li> <li>○ Yaounde-Douala highway</li> <li>○ Yaoundé-Nsimalen road</li> </ul>
<b>PUBLIC BUILDING</b>	<ul style="list-style-type: none"> <li>○ Congress hall</li> <li>○ Multi Sports palace</li> <li>○ Soccer stadiums (Limbe &amp; Bafoussam)</li> </ul>
<b>MINING EXPLOITATION</b>	<ul style="list-style-type: none"> <li>○ Iron</li> </ul>
<b>CULTURE</b>	<ul style="list-style-type: none"> <li>○ Mandarin Centre to Confucius institutes</li> </ul>
<b>AMUSEMENT / TOURISM</b>	<ul style="list-style-type: none"> <li>○ Amusement park parcs in Douala</li> </ul>

# YAOUNDE MULTI-SPORTS COMPLEX



# FALLS OF LOM PANGAR DAM





# 04\_SINO-CAMEROON TRADE RELATIONS 1990'S –

- The « Asian line » brokers

Central Africa	Asian countries
Cameroon & others countries	✓ China
	✓ Japan
	✓ Singapour
	✓ Malaysia
	✓ Thailand
	✓ Dubai (Emirats)

# 04\_SINO-CAMEROON TRADE RELATIONS 1990'S –

## The « African line » brokers

Asian countries	Central Africa
<b>China</b>	✓ <b>Cameroon</b>
Japan	✓ Tchad
Singapore	✓ CAR
Malaysia	
Thailand	
Dubai	

## 05\_LOCAL PERCEPTIONS OF ASIAN ENTREPRENEUSHIP IN CAMEROON

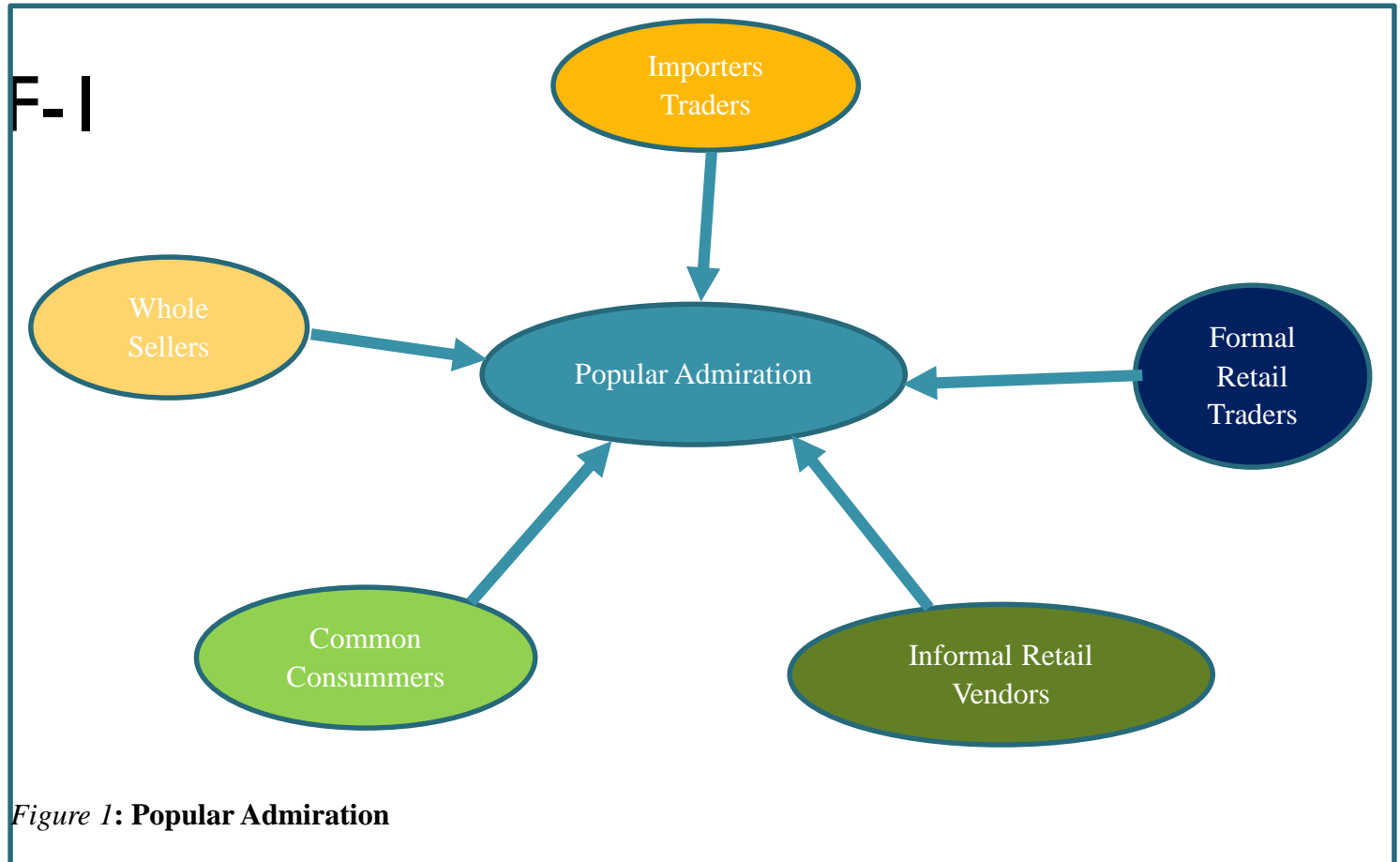
Exploring the voices from « above » and « below » on key issues such as:

- Quality of merchandises « made in PRC »
- Behavior of traders (Chinese and Cameroonian)

## 05\_LOCAL PERCEPTIONS OF ASIAN ENTREPRENEUSHIP IN CAMEROON / 2

- **Admiration perspectives: motives**
  - States officials
  - Local entrepreneurs and traders
  - Young unemployed
  - General population

# ADMIRATION PERSPECTIVES: MOTIVES



# ASIAN PRODUCTS IN THE MARKET

N°	Items by category
01	Home appliances
02	Electronic appliances
03	Transport equipment's
04	Food items and beverages
05	Cosmetics items
06	Jewell ries
07	Dresses and textiles
08	Construction materials
09	Medical equipment's
10	School items
11	Office supplies
12	Medications/medicinal products
13	Agricultural tools and items
14	Toys and games
15	Plastic materials

## HOME APPLIANCES

**Frying pans,**  
**-frying pots,**  
**-Plastic and glass tables,**  
**-Plastic and leather chairs,**  
**- glass tables,**  
**-flower jars,**  
**-artificial flowers,**  
**-water heater and water boiler,**  
**- television,**  
**- television stands,**  
**-DVDs,**  
**-radios,**  
**plastic and silver water filter,**  
**-plastic and leather carpets,**  
**- speakers, ,**  
**-refrigerators,**  
**-blenders,**  
**-coffee makers,**  
**-extension cords,**  
**- Home designs.**

-Pots,  
-breakable and non-breakable  
plates,  
spoons, -  
-chopping boards,  
-Gas plates,  
-gas cooker,  
-knives,  
- pressure cookers/pots,  
-electric iron,  
-glasses,  
-plastic cups  
-Gas plates,  
-Silver and plastic trays,  
-graters,  
-fans,  
-Matera's,  
-beds,  
-stabilizers,  
-chips cutter

## ELECTRONIC APPLIANCES

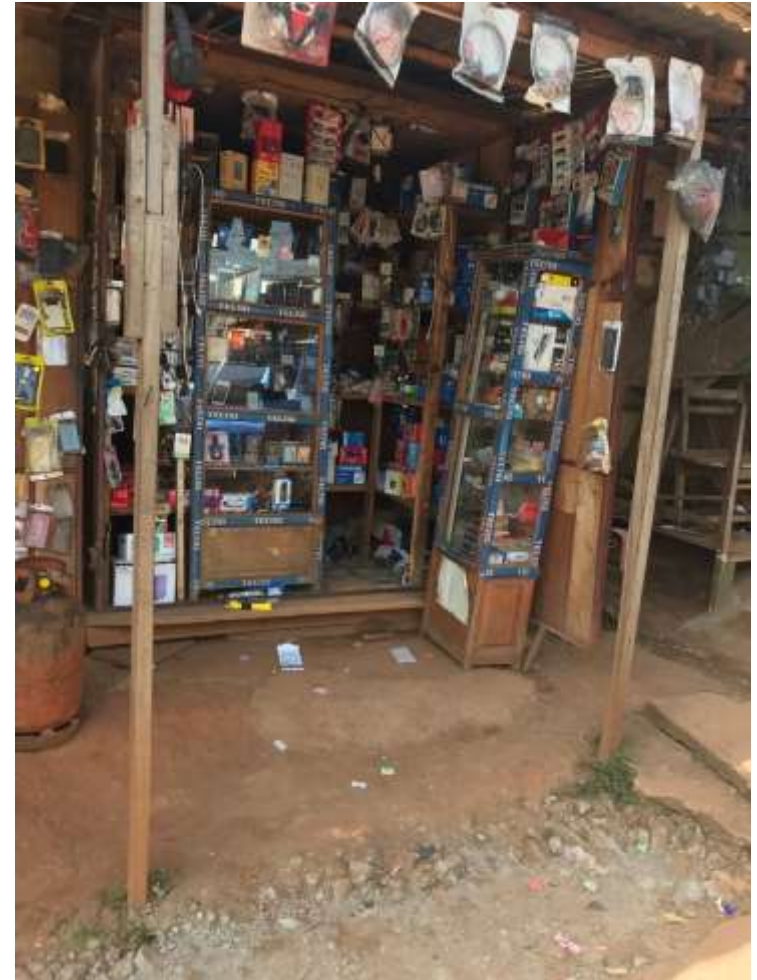
- fans,
- washing machines,
- Blenders,
- coffee maker,
- photocopy machines,
- hair dryers,
- spot machines,
- babilise,
- pressing iron,
- computers,
- printing machines,
- insulators,
- computers and electronic parts,
- head phones,
- telescopes,
- cameras,
- video oversight,
- recorder (tape recorder)
- chargers for computers and telephones,
- Ice cream machines,
- Telephones,
- l pads, radios,
- video games,
- water boiler,
- water heater,
- refrigerators,
- deep freezers,
- loud speakers,
- microphones,
- gas cookers,
- gas plates,
- nylon sealing machines,
- light stabilizers (digital automatic voltage regulators),
- DVDs,
- micro wave,
- cables
- chin chin and pasta cutter.



## FOOD ITEMS AND BEVERAGES

- rice
- sachets of spaghettis
- frozen desserts,
- vinegar,
- mayonnaise,
- frozen fish and chicken,
- sachets of cakes,
- Irish potatoes chips,
- sachets macaroni,
- canned liquid milk
- dairy foods and egg products,
- canned pork.
- powder milk,
- canned tomatoes,
- juice,
- beer,
- wine
- groundnut oil,
- canned sardines,
- canned meet
- canned corn and beans
- canned foods
- processed mushroom,
- sweets,
- biscuits

# Trades opportunities for Cameroonian



# EASY ACCESS TO DRESSES AND HOME EQUIPMENT



# AFFORDABLE MOTORCYLES

Grâce au partenariat **BLI** et **CCA**,  
je roule avec **SENKE !**

**OFFERT :**

- 01 Carte grise
- 01 Plaque d'immatriculation
- 01 Casque
- 01 Chaussette

Modèle	Prix (Fcf)
DK 150-S	513.500
DK 150 CE	471.500
DK 150-100	566.000
DK 150-20	482.500
DK 150-7A	566.000
DK 150 CRUC	531.500
DK 110 SCOOTER	471.500

Distributeur Kachall

**CCA**

# FACILITATE MOBILITY FOR « POOR » FAMILIES



## 05\_LOCAL PERCEPTIONS OF ASIAN ENTREPRENEUSHIP IN CAMEROON / 3

- Discontent and distrust: motives
  - Local entrepreneurs and traders
  - Young unemployed
  - General population
  - Small and medium size enterprises owners
  - Chinese traders

# UNFAIR COMPETITION



# VERY SMALL JOBS AND ILLEGAL PRACTICES



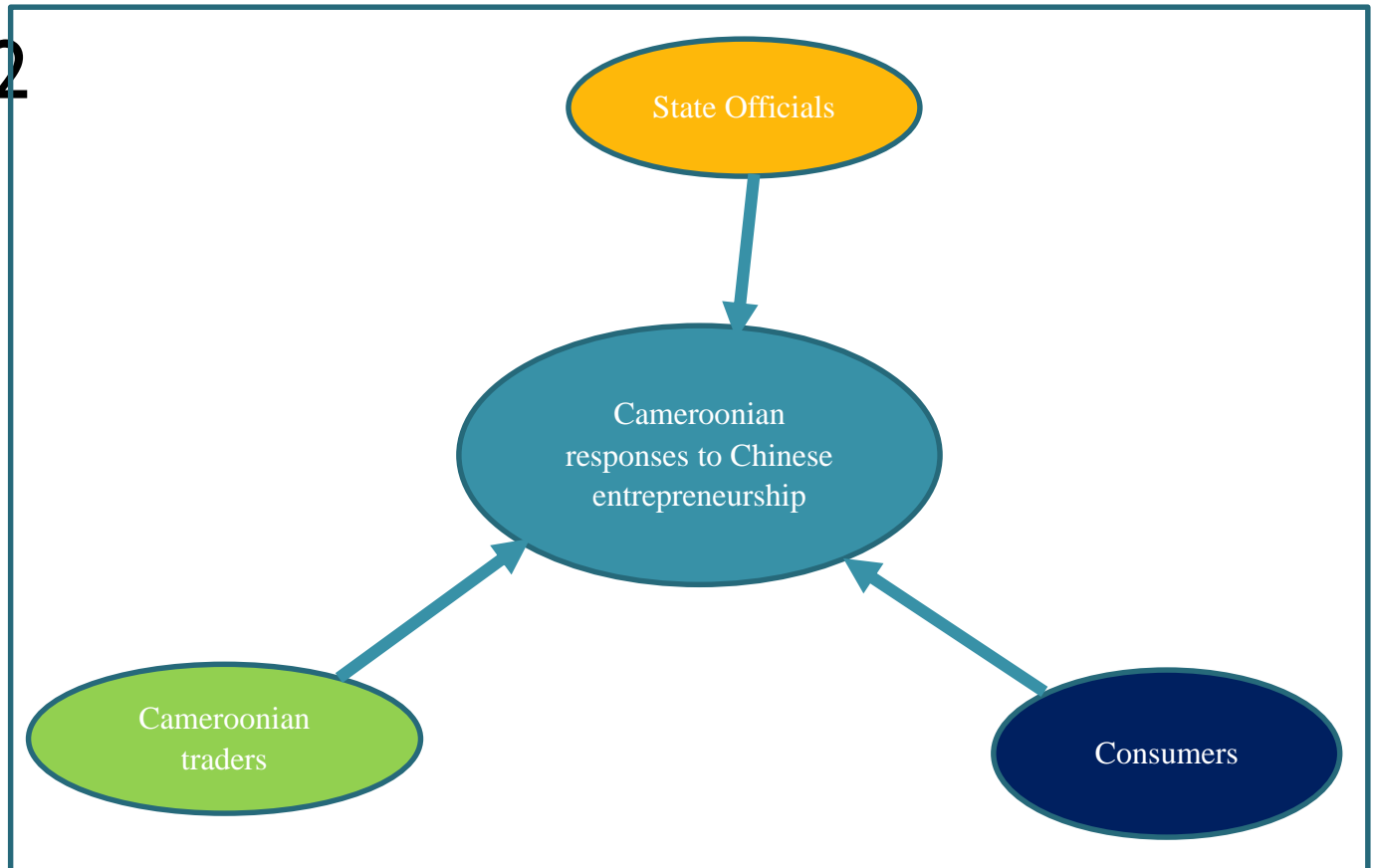


## 06\_ CAMEROONIAN RESPONSES TO CHINESE CHALLENGE / I

- States officials / Administrators
- Local entrepreneurs and traders
- Young unemployed
- General population / commoners

# DISCONTENT AND DISTRUST: MOTIVES

F-2



*Figure 2: Cameroonian responses to Chinese entrepreneurship*

# TARNISHING THE IMAGE OF CHINESE PRODUCTS

N°	Nom du produit	Pseudonyme (article d'origine asiatique - chinoise)	Explications
I.	Téléphone et autres appareils électroniques	« Choronco »	Moins cher, durée de vie brève, détériore facile, parfois le manuel est en chinois ou avec un français / anglais approximatif, le nom de commercial du produit est déformé : par exemple au lieu de « Samsung », on a « Samssung » ment
I.	Ballerines (chaussure basse) et tennis	« bombe » / « Al Kaida » « Baba »	Moins résistant et s'éclate au moindre choc
I.	Jogging de sport et autres vêtements en nylon (polysthène)	« pétrole »	Effilochage et dégradation faciles
I.	Produits alimentaires	« Ndem »	Fade au goût, trop salé, odeur particulière, en grande quantité
I.	Nom générique	"zoua zoua "	Frelaté, qualité mauvaise ou douteuse
I.	Nom générique	« Chintock »	Nom générique donné à n'importe quel matériel ou produit d'origine chinoise

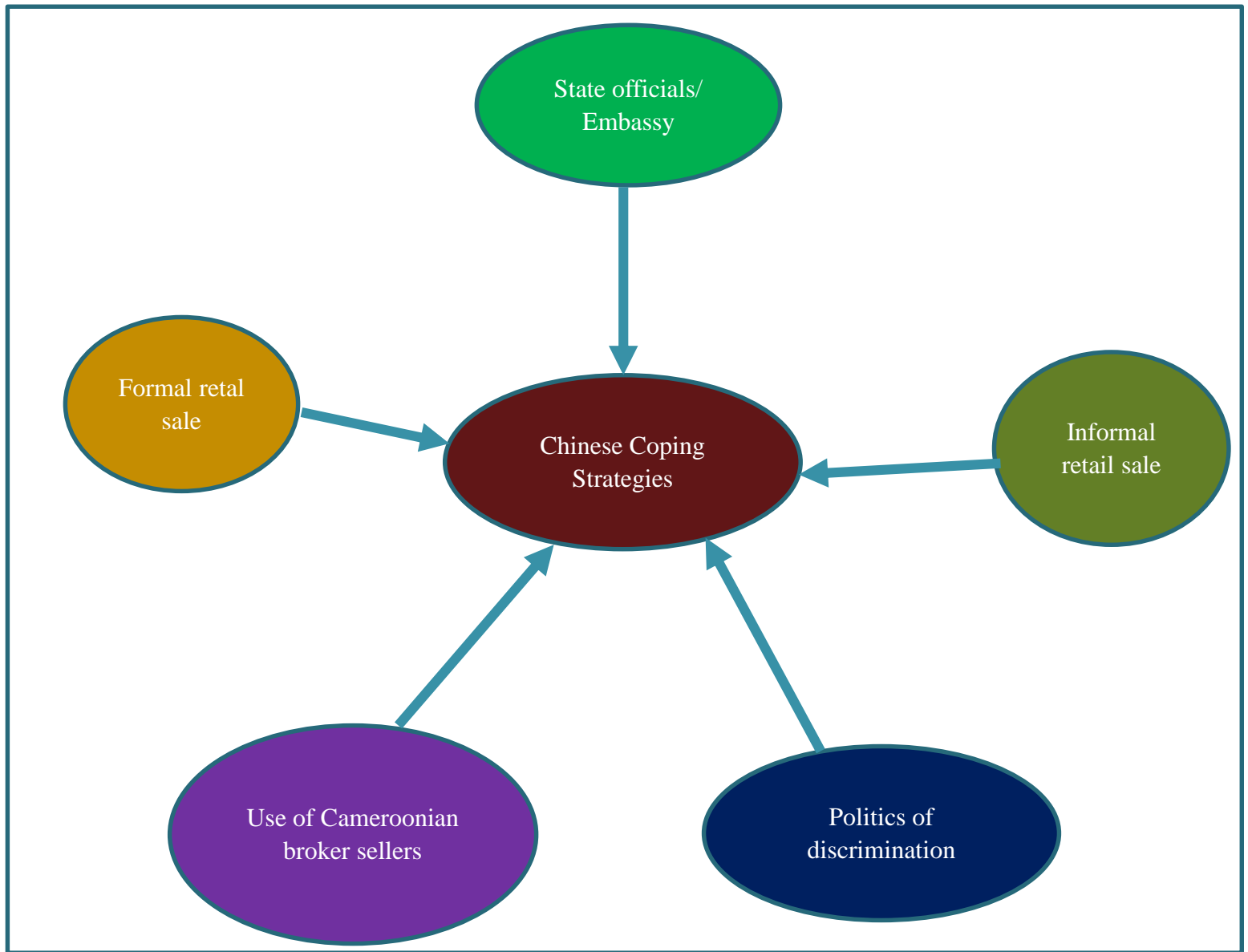
I.	Nom générique	« Chinoiserie »	Quelque chose qui a une durée de vie brève / courte ; qui se détériore facilement
I.	Maquereau	« Maquereau chinois »	les ménagères disent qu'il n'a pas de goût "c'est costaud pour rien" « The name maquereau chinois is because it is from China, cheap and it is greater quantity and has no taste as compare to that coming from Morocco. »
I.	Bar	« Corvina »	les ménagères disent qu'il n'a pas de goût "c'est costaud pour rien"

# RAILWAY ACCIDENT IN ESEKA



## 06\_ CHINESE COPYING STRATEGIES

- Jobs recruitment
- Discrimination of clients
- Commercial protectionism
- Broker sellers
- Strategic partnership



*Figure 3: Chinese Coping Strategies*



# **PERSPECTIVES ON ACTUEL SINO-CAMEROON RELATIONS FROM ABOVE AND BELOW**

- Diplomatic stand
- Community levels



# BETWEEN DIPLOMACY AND SOCIAL RIOTS

Clash between Chinese miners  
and Cameroonians in Betare  
Oya –East Cameroon



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## CONCLUDING REMARKS

- Broken hopes before, during and beyond the reality of Asian entrepreneurship in Africa today
- Lessons learned and future hopes from some theoretical perspectives