



# COSTAS PLC GROUP

Your Strategic Bridge to Central Africa  
Cameroon & CEMAC Market  
Entry Specialists



# WE MEAN BUSINESS

ABOUT US  
SERVICES  
OUR TEAM  
ACHIEVEMENTS  
COMMERCIAL PROGRAM

# Welcome

*Costas Plc Group is an emerging investment and advisory firm dedicated to facilitating strategic investments and commercial partnerships across Cameroon and the Central African region.*

*Founded by visionary Cameroonian entrepreneurs, the company brings together extensive business insight, regional networks, and institutional engagement to support international investors seeking opportunities in high-growth sectors.*

*Our mission is to bridge global capital with local opportunities, contributing to sustainable economic development while helping international companies successfully establish and expand their presence in Central African sub-region.*

[www.costasplcgroup.com](http://www.costasplcgroup.com)

# ABOUT US



Costas Plc Group is a strategic market entry and business development partner for international companies expanding into Cameroon and the wider CEMAC region (Central Africa).

We provide structured, end-to-end support to :

- Establish operations
- Secure strategic partnerships
- Navigate regulatory frameworks
- Accelerate commercial growth

Cameroon is the gateway to six CEMAC member states under a common monetary framework, offering streamlined access to a growing regional market. With our deep local insight and execution capability, we help investors mitigate risk, shorten market entry timelines, and build sustainable operations with long-term value.

## Why us ?

Cameroon's position as the economic gateway to the six CEMAC member states

At Costas Plc Group, we position ourselves as your strategic bridge to Central Africa sub-region, providing international investors and industrial partners with the expertise and local access required to successfully enter and operate within Cameroon and the CEMAC region.

Our objective is not only to facilitate investments but also to build sustainable partnerships that contribute to industrial development, job creation, and long-term economic growth in Central Africa sub-region.

With Costas Plc Group, investors gain a reliable partner that combines local insight, international perspective, and practical deal-making capability to transform opportunity into successful ventures.



## Corporate Profile

Costas Plc Group is a diversified Cameroonian holding company with strategic interests in fisheries and maritime infrastructure, renewable energy, chemicals, and real estate development. Founded in 2024 by visionary entrepreneurs, the Group draws on over 27 years of combined experience in business development, industrial operations, and institutional engagement.

Committed to advancing sustainable economic growth, Costas Plc Group focuses on revitalizing key industrial sectors through innovation, responsible resource management, and strategic international partnerships. The company is actively developing initiatives in marine wild fisheries and offshore aquaculture, sectors with significant potential to enhance food security, create employment, and generate export revenue.

These initiatives have received formal institutional endorsement from the Ministry of Fisheries and Animal Industries, the Prime Minister's Office, and the Presidency of the Republic, authorizing the Group to undertake industrial fishing operations in accordance with Cameroonian law.

# SERVICES

## 1. Market Intelligence & Feasibility Analysis

Strategic insight before commitment.

- Industry landscape and competitive mapping
- Demand forecasting and supply chain analysis
- Regulatory and fiscal environment review
- Political and operational risk assessment
- Financial modelling and investment viability studies

*Deliverable: Decision-ready intelligence for board-level approval and capital allocation*



## 2. Company Formation & Regulatory Compliance Support

Structured establishment with full legal alignment.

- Entity structuring (subsidiary, joint venture, branch office)
- Company registration and statutory filings
- Tax advisory and fiscal registration coordination
- Sector-specific licensing and operational permits
- Ongoing compliance and governance support

*Objective: Minimize delays and ensure regulatory clarity from day one*

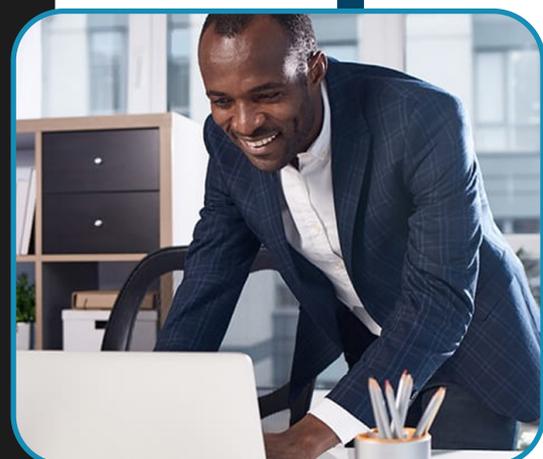


## 3. Government & Institutional Liaison / PPP Advisory

Trusted interface with public authorities.

- Strategic introductions to relevant ministries and regulatory bodies
- Support within Public-Private Partnership (PPP) frameworks
- Facilitation of concessions, authorizations, and incentives
- Policy interpretation and regulatory advisory

*Benefit: Enhanced credibility and accelerated engagement timelines.*



#### 4. Distributor & Strategic Partner Sourcing

Building strong local alliances.

- Identification and evaluation of distributors, agents, and industrial partners
- Local co-investor and joint venture partner sourcing
- Due diligence and structured negotiation support



#### 5. Tender Monitoring & Business Development Representation

On-the-ground commercial execution.

- Monitoring public and private sector tenders
- Early-stage opportunity intelligence
- Bid coordination and documentation advisory
- Negotiation support and client acquisition



#### 6. Multi-Country CEMAC Expansion Strategy

Positioning Cameroon as a regional industrial hub.

- Identification and qualification of credible operators
- Site inspections and technical consultations
- Structured negotiation support with Zone Management
- Transaction facilitation and project launch assistance



#### 7. Kribi Industrial Zone – Industrial Plot Allocation & Investment Facilitation

Positioning Cameroon as a regional industrial hub.

- Identification and qualification of credible operators
- Site inspections and technical consultations
- Structured negotiation support with Zone Management
- Transaction facilitation and project launch assistance



#### 8. Infrastructure PPP Frameworks

Facilitating key infrastructure projects in Cameroon.

- Roads, energy, ports, logistics, housing, industrial zones
- Tender monitoring and bid support
- Local partner sourcing and regulatory structuring
- Land acquisition coordination and long-term project representation



# OUR TEAM



Awasung Victor is the Founder and Group Chief Executive Officer of Costas Plc Group, the driving force behind the company's vision and strategic growth. Born in Victoria (Limbe), Cameroon, he brings over 27+ years of entrepreneurial experience in building and scaling businesses across multiple sectors.

With strong international exposure and deep local expertise, he specializes in investment facilitation, government liaison, and strategic partnerships, connecting global investors with high-impact opportunities in Cameroon and the CEMAC region.

**Awasung Victor**  
Group Chief Executive Officer

## Market Intelligence & Feasibility Analysis

14+ years of experience delivering high-impact market studies across fisheries, renewable energy, and industrial sectors in Cameroon and CEMAC.

Led feasibility assessments for \$50M+ projects, providing actionable insights that enabled successful market entry and minimized risk.



**John Mbarga**  
Market Analyst / Strategy Lead

## Company Formation & Regulatory Compliance Support

8+ years expert in corporate law and statutory compliance. Guided 20+ company incorporations for local and international investors, ensuring legal, tax, and governance frameworks are fully aligned.

Advises on corporate restructuring and regulatory strategy for seamless operations.



**Aisha Ngu**  
Legal & Regulatory Specialist

## Government Relations Lead

15+ years facilitating approvals and engagements with ministries, regulatory bodies, and public institutions.

Coordinated 12+ PPPs and industrial projects, reducing bureaucratic delays and strengthening investor-government collaboration.



**Victor Deffo**  
Institutional Liaison



### Distributor & Strategic Partner Sourcing

8+ years identifying and securing credible distributors and strategic partners. Established partnerships that expanded market reach by 40%, optimizing operational efficiency and scaling investor businesses.

**Joël Etoundi**  
Business Development Manager

### Tender Monitoring & Business Development Representation

7+ years specialist in procurement intelligence with 200+ tenders monitored across energy, fisheries, and infrastructure.

Achieved a 70% successful bid rate for clients while representing investors in submissions, negotiations, and stakeholder engagements.



**Samuel Koffa**  
Tender & Commercial Advisor



### Multi-Country CEMAC Expansion

9+ years expert in cross-border expansion and market entry across the CEMAC region. Led successful market projects in Cameroon, Gabon, and Chad, enabling investors to scale operations while mitigating regulatory and operational risks.

**Fatima Ngome**  
Regional Strategy Director

### Zone industrielle de Kribi – Attribution de parcelles industrielles et facilitation des investissements

10+ years guides investors in acquiring industrial plots, structuring transactions, and performing site assessments.

Supported 15+ investors on 200+ hectares, aligning investments with zone development objectives and national industrial strategy.



**Eric Tchoumba**  
Industrial Investment Facilitator



### PPP Infrastructure

5+ years structuring public-private partnerships for large-scale energy, maritime, and transport projects. Managed \$120M+ in PPP advisory, ensuring financial and operational sustainability while aligning with government infrastructure priorities.

**Claire Mvondo**  
Frameworks Specialist

# Achievements

## Market Intelligence & Feasibility Analysis

- 15+ sector-specific market studies delivered (fisheries, renewable energy, industrial manufacturing)
- \$50M+ in potential investment opportunities assessed
- 10+ feasibility studies informing strategic market entry

## Company Formation & Regulatory Compliance

- Supported incorporation of 12+ companies in Cameroon
- Guided investors through licensing, tax registration, and regulatory approvals
- Ensured 100% compliance with national governance frameworks

## Government & Institutional Liaison

- 20+ engagement sessions with ministries, regulators, and public agencies
- 12+ PPP and industrial investment projects facilitated
- Strong institutional relationships established to streamline approvals

## Distributor & Strategic Partner Sourcing

- 25+ local distributors and strategic partners identified and vetted
- Accelerated market penetration by 40% for clients
- Facilitated partnership agreements in industrial and commercial sectors

## Tender Monitoring & Business Development

- 200+ tenders and procurement opportunities monitored
- 70% successful bid positioning for clients
- Represented investors in early-stage negotiation and proposal processes

## Multi-Country CEMAC Expansion Strategy

- Developed market entry strategies for Cameroon, Gabon, Chad, and other CEMAC markets
- Facilitated cross-border operational planning and market assessments
- Positioned Cameroon as a regional hub for investors

## Kribi Industrial Zone – Investment Facilitation

- Supported 15+ investors on 200+ hectares of industrial plots
- Facilitated site visits, technical engagements, and allocation processes
- Aligned investor projects with national industrial priorities

## Infrastructure PPP Frameworks

- Advisory provided for 5+ infrastructure and renewable energy PPPs
- \$120M+ in potential projects facilitated
- Supported structuring, risk allocation, and stakeholder engagement



# Overall Impact

**1** **27+ years of combined team expertise leveraged** for market entry and investment facilitation

**2** **\$50M+ pipeline of assessed investment opportunities** in Cameroon and CEMAC region

**3** **Strong institutional networks** ensuring fast-tracked approvals and smooth project onboarding

**4** **Multi-sector footprint** : Fisheries, Renewable Energy, Industrial, Maritime, Mining and Infrastructure



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# Commercial Program

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## Pre-B2B Market Access Program

Strategic Market Entry for International Companies Visiting Cameroon & the CEMAC Region

Many international companies entering new markets organize short 2–3 day business forums, product presentations, or networking events in hotel conference venues. While these missions create visibility, they often end without identifying credible distribution partners or serious trading counterparts, limiting the commercial impact of the visit.

Costas Plc Group offers a specialized Pre-B2B Market Access Program designed to ensure that visiting companies arrive in Cameroon with qualified business partners already identified and pre-engaged.

Our team conducts extensive groundwork before your arrival, enabling productive meetings and accelerating commercial outcomes.

## Our Strategic Approach

Rather than spending valuable time searching for partners during your visit, Costas Plc prepares the market ahead of time by :

- Identifying reputable distributors, importers, and strategic trading partners
- Conducting preliminary discussions with potential counterparts
- Verifying the credibility and operational capacity of partners
- Structuring targeted B2B meetings with decision-makers

This ensures that when your delegation arrives, your counterparts are ready to engage, allowing meetings to focus on partnership formation, distribution agreements, and commercial negotiations.

## Key Service Components

### - **Market Intelligence & Partner Sourcing**

Identification and vetting of reliable local companies aligned with your sector and commercial objectives.

### - **Pre-Engagement & Business Matching**

Early communications between parties to establish interest, align expectations, and prepare for productive meetings.

### - **Targeted B2B Meeting Coordination**

Structured meeting schedules during your visit, maximizing productivity within limited timeframes.

### - **Business Delegation Facilitation**

Support for product showcases, presentations, negotiations, and networking events in professional conference settings



## - **Regional Market Expansion**

Strategic support for entering the wider Central African market through the Economic and Monetary Community of Central Africa (CEMAC), providing access to a regional market of over 55 million consumers.

## The Outcome

Through our Pre-B2B preparation model, international companies transform short exploratory visits into high-impact commercial missions, enabling them to:

- Secure credible distribution partners
- Accelerate market entry
- Build sustainable trading relationships
- Expand across Cameroon and the wider CEMAC region

Costas Plc Group serves as your local strategic partner, ensuring that your market entry is efficient, structured, and commercially successful.



# On-the-Ground Market Promotion for Online Trading Companies

## **Bridging Digital Presence with Real-World Visibility in Central Africa**

While online trading platforms provide global reach, many companies face challenges in building local awareness and engagement in the Central African sub-region, where internet access and digital adoption remain limited. Simply listing products online often results in low visibility and missed commercial opportunities.

Costas Plc Group offers a comprehensive on-the-ground market promotion service, helping international companies translate their digital presence into real-world awareness and tangible commercial results.

## Our Approach

We go beyond digital listings by providing direct market engagement, ensuring your products and services reach the right audience in the right way. Our team of experienced market specialists facilitates:

- Product awareness campaigns across key cities and industrial hubs
- Direct promotion to distributors, retailers, and end-users
- Engagement with qualified business partners and stakeholders pre-identified by our market intelligence

This approach maximizes the visibility and perceived value of your products, even in regions where online access is limited or slow.

## Key Service Features

### **Targeted Local Promotions**

- Customized promotional campaigns aligned with your product category
- On-the-ground demonstrations and presentations
- Engagement at retail locations, trade hubs, and industry events



*International Investment &  
Market Entry Partner for  
Central Africa*



## Strategic Partner Engagement

- Connecting with distributors, wholesalers, and local traders
- Facilitating product trials and feedback collection
- Building trust and awareness among decision-makers

## Value-Added Exposure

- Enhancing digital listings with real-world credibility
- Accelerating market adoption and brand recognition
- Generating qualified leads for sales and distribution

## Regional Reach

- Focused activity in Cameroon and broader “Economic and Monetary Community of Central Africa (CEMAC)”
- Access to urban and semi-urban areas where online visibility is limited
- Ensuring a strong, first-hand market presence before competitors

## The Outcome

Companies leveraging our on-the-ground promotion service experience:

- Increased product visibility and brand awareness
- Stronger local market credibility
- Accelerated distribution and sales adoption
- Real insights into consumer preferences and partner readiness

Costas Plc Group acts as a strategic extension of your marketing and sales team, turning digital listings into real-world commercial impact across Central Africa.





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G R O U P

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