



*Rostos Dos Camaroes no Brasil (Roca Brasil)*”, which means “Cameroon’s faces in Brazil” is the name the Jama advisement firm assigned to the new promotional campaign for Cameroon that it hopes to hold before the football championship in Brazil in June. This will be done in partnership with the Cameroonian Chamber of Commerce, Industry, Mining and Craft.

According to promoters, Roca Brasil will be “a platform for international trade and the transfer of skills which will be devoted to the economic entities of both countries in order to promote business partnerships in various sectors.”

Scheduled to take place in May in Sao Paulo, Brasilia and Rio de Janeiro, the campaign will surround conferences, discussions and business meetings, fairs a football gala with Cameroonian and Brazilian celebrities, musical concerts and more.