



**MINISTRY OF COMMUNICATION**  
**MINISTÈRE DE LA COMMUNICATION**

**CEREMONY FOR THE PRESENTATION OF NEW YEAR 2026 WISHES T  
O THE MINISTER OF COMMUNICATION**

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**SPEECH**

BY

**H.E. Mr RENE EMMANUEL SADI**  
**MINISTER OF COMMUNICATION**

**Yaounde, 5 February 2026**

**The Secretary-General of the Ministry of Communication,**

Distinguished Chairpersons of the Boards of Directors of Bodies  
under the supervision of the Ministry of Communication,  
Distinguished Directors General and General Managers of Bodies  
under the supervision of the Ministry of Communication,  
The President of the National Communication Council,  
The Inspector General of the Ministry of Communication,  
Directors and Heads of Divisions,  
Regional Delegates of Communication,  
Divisional Delegates of Communication,  
Distinguished Presidents of Professional Organisations of the Co  
mmunication Sector,  
Distinguished General Managers and Heads of Enterprises in the  
Communication Sector,  
Distinguished managers of press organs,  
Distinguished Practitioners of the Communication Sector,  
Dear Collaborators,  
Distinguished Guests,  
Ladies and Gentlemen,

I am delighted to be with you today on the occasion of this traditional New Year Wishes ceremony.

Allow me, at the outset, to extend a warm welcome to you all to the Ministry of Communication. I would also like to express my sincere appreciation to the Secretary-General for the kind words he has just addressed on my behalf, as well as for the best wishes he so graciously conveyed to my family and to me on your behalf.

Dear Staff,

Distinguished Guests,

Ladies and Gentlemen,

This ceremony to present New Year wishes at the Ministry of Communication comes on the heels of the presidential election of 12 October 2025 and the swearing-in of the newly elected Head of State, His Excellency Paul Biya.

In his inaugural address delivered on the occasion, the President of the Republic stated emphatically that the current seven-year term will be particularly devoted to young people and women.

This message resonates fully within the broad family of communication stakeholders, which spans all sectors, whose workforce is largely made up of young men and women, all driven by a shared

determination to work alongside public authorities in building a society founded on freedom and democracy in our country.

I would therefore like to take the opportunity of this New Year wishes ceremony to express my satisfaction with the national press, whose contribution ensured the smooth organisation of the elections held in our country at the end of last year, and whose sense of responsibility generally guided media coverage of the unrest that marked the post-electoral period following the presidential election of 12 October 2025.

This sense of responsibility and citizenship incumbent upon the press must be consolidated and sustained, at a time when certain distorted uses of ongoing technological developments pose serious threats to the moral integrity of our youth and, more broadly, to the stability of nations around the world.

The challenges we now face concern the ownership of our youth of the fundamental values of the Republic, namely the consolidation of peace and the democratic process, the preservation of national security, and collective participation in achieving the objectives of economic growth.

These challenges, it must be emphasised, form the guiding thread of the outlook we intend to set out for the year 2026, which has

just begun.

I will begin with the upcoming legislative and municipal elections.

These various elections will once again place significant demands on stakeholders in the communication sector nationwide, not only in terms of the production of electoral materials, but also with regard to the coverage of electoral operations and, more specifically, concerning the journalistic treatment of post-electoral developments.

To this end, each of the actors concerned will be required to fully assume their respective roles within their areas of responsibility, so that the democratic ideal, so dear to our country, may prevail, in its quest for stability and progress.

As far as the Ministry of Communication strictly speaking is concerned, operational activities under the pilot phase of the Virtual News Agency, which have just been launched, will continue. This will include the extension of the network of divisional correspondents to the remaining 48 Divisional Delegations, through the provision of appropriate technical operating equipment, including Virtual Private Networks (VPNs) as well as the initiation of the process for the organic creation of an autonomous national press agency, under a legal form to be defined in due course by the competent

high decision-making bodies responsible for the creation and organisation of public services.

At the same time, we shall pursue and complete the implementation of Phase II of the project to automate the monitoring system for national and international media, through the acquisition and installation of the required equipment and software.

As far as improving the working environment and conditions in both central and devolved services is concerned, the relevant programme will record significant progress through the acquisition of substantial office equipment and furniture, the rehabilitation of the North-West Regional Delegation, the construction of the Ocean Divisional Delegation, and the first phase of the provision of vehicles to certain central services.

In addition, support in the form of technical equipment will continue to be provided to ten community radio stations under the National Programme for the Development, Coordination and Monitoring of Community Radios.

In a different vein, the inclusion of a new programme dedicated to promoting Cameroon's image within the Ministry's programme framework is worth welcoming. For the first time, the budgetary allocation made under the Finance Law will make it possible to up

ate and commence the implementation of the national branding strategy validated several years ago.

As regards State support to private media, we shall continue to intensify our advocacy efforts for a substantial increase in this assistance.

To date, the alignment of the CRTV—whose enabling instruments are currently pending at the Presidency of the Republic—and of the CPE with Law No. 2017/010 of 12 July 2017 on the General Rules and Regulations Governing Public Establishments remains outstanding.

The completion of this alignment is highly expected because this situation places both bodies, which are under first-tier supervision, at odds with their legal obligations and exposes them to potential management irregularities attributable to their respective governance structures.

Appropriate follow-up actions will therefore be undertaken with the relevant authorities to resolve these issues of prime importance.

At the level of the CRTV, priority will be given to mobilising the resources required to improve the technical production, broadcastin

g and transmission platforms, notably through investments such as the Newsroom Computer (fully digitalised newsroom), the establishment of a digital nodal centre for the migration of CRTV television channels to high definition, and the rehabilitation of the broadcasting network in thirty localities.

Regarding the legal status of the CRTV Marketing and Communication Agency (CMCA), the commercial subsidiary of the CRTV, the process of converting it from a Limited Liability Company (SARL) into a Simplified Joint-Stock Company (SAS) shall be completed.

In this perspective, CRTV will, as in the past, continue to successfully ensure media coverage of major political, diplomatic, sporting and cultural events.

For its part, SOPECAM is expected, during the year 2026, to pursue its policies aimed at improving and diversifying the information content of all its publications across political, economic, social, cultural and sporting news in the ten regions, with particular emphasis on the promotion of its digital platforms.

In preparation for the forthcoming legislative and municipal elections, SOPECAM will once again be called upon to undertake, in part, the printing and finishing of the required electoral materials.

I urge its General Management to do so, as soon as possible, in full compliance with the required standards of quality and quantity.

In order to find lasting solutions to the cash-flow deficit that SOPECAM has been facing recurrently in recent times, notably as a result of the non-payment of a large proportion of its substantial debts, negotiations must be initiated to arrive at a successful conclusion through compensation agreements with the creditors concerned.

In any event, and under all circumstances, SOPECAM shall continue to ensure the regular publication of the bilingual national daily *Cameroon Tribune* its foremost priority, and, secondarily, that of all its other publications.

With respect to its graphic production facilities, the remaining actions under the State/SOPECAM performance contract must be finalised, essentially through the installation and commissioning of Phase II of the extension modules of the KBA COMET rotary presses. The same requirement applies to the other components of the graphic production chain, enabling the company to execute all types of orders, including small-quantity print runs.

From a commercial standpoint, SOPECAM must strive to capture

new growth markets, such as digital sales and the printing of publications within the CEMAC sub-region.

Still within the graphic arts sub-sector, it is appropriate to welcome the signing, on 28 November 2025, of a public-private partnership agreement between the Impact Palmarès R&D SAS International Group and the National Printing Press, with a view to its digital transformation.

With agreement, the National Printing Press is intended to achieve a significant and appropriate improvement of its graphic production capacity, by fully leveraging the contributions of digital technologies.

Beyond the imperatives of standardisation, security and anti-counterfeiting marking that now apply to it, it is obvious that this fundamental transformation will enable the National Printing Press to improve on its performance in its traditional areas of activity.

I therefore urge the Director General of the National Printing Press to ensure flawless execution of each clause of this contract, so as to derive all the expected benefits in terms of overall performance across the technological, financial and social dimensions.

To this end, the National Printing Press must adopt a proactive m

marketing culture towards the State and public administrations, which are both its partners and statutory clients.

I also call upon its General Management to take all necessary measures to consolidate a harmonious social climate and to continuously improve staff working conditions.

These missions are essential prerequisites for ensuring optimal performance in the execution of the company's sovereign missions which have recently been reinforced by Decree No. 2023/500 of 8 November 2023 to reorganise the National Printing Press, conferring upon it the status of a special-purpose public establishment.

Among these sovereign responsibilities is, naturally, the production of electoral materials, for which the National Printing Press will once again be called upon during the forthcoming legislative and municipal elections.

As for the Advanced School of Mass Communication (ASMAC), it is gratifying to note the rehabilitation of its television studio. The focus must now be on initiating the process to establish Campus Radio and Television (CRT2) at ASMAC, for which it will continue to benefit from the support of the Ministry of Communication.

**Dear Collaborators,**

As I indicated at the outset of my remarks, the year 2026 presents us with major challenges.

For this reason, I expect from each and every one of you unwavering commitment in the performance of the duties entrusted to you.

I have no doubt whatsoever in your respective abilities to rise to the level of these challenges.

Rest assured that you will always find in me the necessary listening ear, assistance, guidance and support.

**Mr Secretary General,**

**Dear Collaborators,**

**Distinguished Guests,**

**Ladies and Gentlemen,**

The time has now come for me, in return for the wishes conveyed to me through the voice of the Secretary General, to extend to each and every one of you my best wishes for health, happiness and prosperity in the year 2026, as well as to your respective families and all your loved ones.

Thank you for your kind attention.