

# Uganda-EU Business Forum

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## In a nutshell



5-7 March 2024



Kampala  
(in-person and online)



~1000 people  
(in-person)



**Registrations** are now open on the website:  
[ugandaeuropebusinessforum.com](https://ugandaeuropebusinessforum.com)



**Questions** can be addressed to:

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# Format

- **3 days** in-person event, with online participation and live streaming
- High-level participation by the **President of Uganda** and high-level EU representatives (TBC)
- **Plenary discussions** as well as **parallel sessions** by sector, led by public & private sector representatives
- **B2B** and **B2G** matchmaking
- **Deals room**
- **Exhibition space**: booths for companies and other agencies

# Focus sectors (Part I)



## Agribusiness

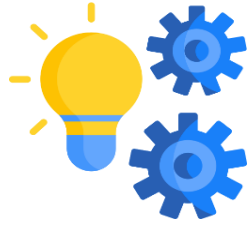
- Priority EU Global Gateway value chains in agribusiness.
- The EU is the main export destination.
- Coffee is the top export for Uganda.
- Strengthening exports in this sector is a priority for Uganda, by applying stronger standards, and enhancing productivity and value addition.
- Agriculture is the main employer in Uganda.
- The EU is a recognised partner in this sector, allowing it to shape the policy dialogue.



## Minerals: Sustainable mining & Value addition

- Critical Raw Materials (CRM) are key to support the EU's green transition.
- Uganda is keen to scale up its exploration & processing capacity.
- Steel is a priority value chain for Uganda.
- Recent engagement for the EU in Uganda. Commitment highlighted by the exchange of letters between the EU & Uganda to initiate negotiations on a strategic partnership for CRM.

# Focus sectors (Part II)



## Enabling infrastructure (Energy & Digital)

- Both sectors are at the core of the EU Global Gateway.
- Strong EU position on energy in Uganda: over EUR 100M portfolio that has leveraged more than EUR 1Bn over the past 5 years.
- New Uganda Energy Policy, supported by EU technical assistance, sets guidelines for the next 20 years on green energy.
- ICT penetration and use of ICT services are part of Uganda's development strategy.
- Uganda has the Data Protection & Privacy Act, akin to EU's General Data Protection Regulation.

## Sustainable tourism

- Team Europe is a strategic partner on tourism in Uganda.
- Greening tourism is part of the EU's promotion of new growth models under the European Green Deal.
- Uganda sees tourism as a key growth opportunity to achieve middle income status, and to receive foreign reserves.
- The sector is key for job creation, it currently holds a substantive 1M employees in the country.
- Uganda's potential to tap into the growing socio-environmentally sustainable tourism market.

# Agenda (draft)

B2B

TUESDAY 05

WEDNESDAY 06

THURSDAY 07

Morning

Opening ceremony

Parallel session 1  
Agribusiness

Parallel session 2  
Minerals: Sustainable  
mining and value addition

Panel session  
Finance opportunities for the  
private sector

Plenary session 1  
Setting the scene for the Global  
Gateway implementation in  
Uganda, 2024 and beyond

Plenary session 2  
Investment and Trade

Parallel session 3  
Enabling  
infrastructure

Parallel session 4  
Sustainable  
tourism

Arrival of H.E. the President of  
Uganda (tbc)

Signature ceremonies

Closing ceremony

Networking cocktail and dinner by  
invitation

President of Uganda meeting with  
EU investors (tbc)

Afternoon

B2G

# Exhibition map



# Partners

## **Technical Committee includes:**

### **Lead:**

European Union; Private Sector Foundation Uganda; Uganda Manufacturers' Association; Uganda National Chamber of Commerce and Industry; Ministry of Finance, Planning and Economic Development; Ministry of Trade, Industry and Cooperatives; Ministry of Foreign Affairs; Uganda Investment Authority

### **Others members:**

- EU Member State Embassies, Consulates, Chambers of Commerce, and Trade Associations based in Uganda or affiliated with Uganda.
- European investors already doing business in Uganda.
- Development partners and donor agencies based in Uganda.
- Uganda Diaspora organisations.
- Uganda Export Promotion Board.
- East African Venture Capital Association.
- Captains of the Ugandan Industry and Business – top 100 players.



# How can you contribute?

## Private sector associations

- Sharing insights on:
  - i) strengthening collaboration between EU & UG on business;
  - ii) opportunities for networking, partnerships and knowledge sharing.
- Distribution of Concept Note.
- Mobilisation of members: speakers, exhibitors, B2B, B2G and deals room.
- Completion of company profiles (as per template).
- Launching new initiatives.

## Public sector bodies (e.g. Development Finance Institutions)

- Sharing insights on:
  - i) strengthening collaboration between EU & UG on business;
  - ii) opportunities for networking, partnerships and knowledge sharing.
- Distribution of Concept Note.
- Showcasing products for the private sector: speakers, exhibitors and B2G.
- Completion of company profiles (as per template).
- Providing pipeline of investment ready enterprises.
- Launching new initiatives.

# Company profile template

- To be completed online by those interested to participate to the Deals Room and/or the B2B and B2G Matchmaking
- The profile can be filled here: <http://www.ugandaeuropebusinessforum.com/profiles>

UGANDA-EU BUSINESS FORUM		Company Profile	
Name & Logo:		Sector:	
<b>Business overview:</b> (insert a brief overview on your company, including its mission.) (Approx. 200 words)			
<b>What are you looking for?</b> (Approx. 100 words)			
<b>What is your contribution?</b> (Approx. 50 words)			
<b>Contact Details:</b>		<b>Address:</b>	
Name of promoter:			
Tel:			
Email:			
Website:			