

# 2<sup>ND</sup> UGANDA – EU Business Forum

Kampala UGANDA

26 – 27 October 2022

Speke Resort Munyonyo

**MOBILIZING QUALITY INVESTMENTS &  
ENHANCING TRADE BETWEEN UGANDA  
AND THE EUROPEAN UNION**

**HYBRID EVENT**

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**#UEUBF2022**



**UGANDA-EU  
BUSINESS FORUM**

26 - 27 October 2022  
SPEKE RESORT MUNYONYO  
KAMPALA - UGANDA



European Union



Ministry of Finance, Planning and  
Economic Development and Ministry of  
Trade, Industry and Cooperatives



Sustainable Business for  
Uganda Platform



Business growth is our business.  
Private Sector Foundation Uganda



Uganda Investment Authority

# 2nd Uganda – EU Business Forum

The largest and most influential joint Uganda – European Union event on doing business and investing in Uganda.

This year's hybrid Business Forum - themed **“Mobilizing quality investments and boosting trade between Uganda and the European Union”** will explore a renewed commitment by both public and private sector stakeholders to **building stronger Uganda – European Union business, investment, and trade ties** as we emerge from unprecedented health and economic challenges.

## Overview

Organised by the EU Delegation to Uganda and the Private Sector Foundation Uganda in partnership with the Government of Uganda, the Uganda – EU Business Forum 2022 will be the successor event to the successful First Edition organised in March 2020.

The two-day High-Level Business Forum will be a unique platform that will bring together Ugandan and European policymakers, public sector agencies, EU Member States embassies and consulates, private sector trade support institutions, business associations and Chambers of Commerce, captains of industries, financial and non-financial intermediaries, investors, development partners and donor agencies, academia and the civil society to network exchange experiences and explore win-win investment and trade opportunities.

500+  
PARTICIPANTS

25+  
COUNTRIES  
EXPECTED

100+  
INVESTMENT  
PROJECTS  
SHOWCASED

15+  
PANEL  
SESSIONS

30%  
PUBLIC  
SECTOR

70%  
PRIVATE  
SECTOR



## TO CONTINUE TO **BUILD RESILIENT AND SUSTAINABLE PARTNERSHIPS** - WE MUST HAVE BETTER INSIGHTS.

### **Sector-focused High-Level Panel Discussions**

Hear from Ugandan Ministers and senior public officials, EU and Member States Ambassadors and officials, CEOs of leading EU and Uganda companies and international experts on ways to develop and promote strategies to mobilize higher levels of quality investments and enhance trade to support sustainable and inclusive growth in Uganda.

The 15+ plenary and parallel sessions will focus on key sectors such as Agriculture & Agri-Business, Industry & Manufacturing, Tourism and Hospitality, Infrastructures & Energy, ICT & Creative Industries but also key bottlenecks to trade and investment between Uganda and the EU.

### **Call for investment projects and pitching sessions**

100 bankable private sector projects will be selected to be showcased at the Business Forum to build stronger and lasting relationships between Ugandan and European investors and entrepreneurs. Short project briefs will be hosted on the Forum website for consultation prior to, during and after the Forum.

The Sustainable Business for Uganda Platform (SB4U), in partnership with the Uganda Investment Authority (UIA) Uganda Export Promotions Board (UEPB) and the Uganda Green Enterprise Finance Accelerator (UGEFA), will provide dedicated support mechanism to help set up and showcase investment projects. Customised business development support will be provided.

### **Workshops & side events**

Interact with leading trade and business associations and Government agencies to get insights on promising sectors for investments, markets for exports and hear about business opportunities, government policies and success stories. A dedicated workshop will focus on how to export to the EU markets. The Forum provides a platform, per excellence, for networking and deal making.



## IN BUSINESS, **FACE-TO-FACE MEETINGS** ARE RECOGNIZED AS THE BEST WAY TO **DEVELOP STRATEGIC AND TRUSTED RELATIONSHIPS.**

### **B2B & B2G Networking**

Thanks to structured networking and matchmaking sessions, elevate your personal and organizational brand, discover new business partners, discover new investment opportunities or investors among the hundreds of trade and investment professionals.

One to one meetings (physical and online) will be arranged between Ugandan and EU companies, investors and public stakeholders. For the B2B meetings, appointments will be pre-scheduled as per the interest of the participants.

### **Exhibition Center (booths)**

Booths will be available to showcase your company or organization to leading business and key Government officials and amplify your brand to the Uganda - EU business and investment community. A Tourist Boutique of genuine Ugandan products will be set up.

Opening Ceremony, Networking lunches, Gala Dinner & Farewell Cocktail  
Upon personal invitations, we will welcome you to attend a series of networking side-events during the two-days of the Business Forum.

### **Pre & post-Forum Visits and Meetings in Uganda**

The SB4U Platform is facilitating factory/site visits and meetings before and after the Business Forum.





# WHAT ARE THE EXPECTED OUTCOMES?

- (a) To present the opportunities Uganda offers to local and EU investors, assembled under a roof, and connected virtually;
- (b) To present the export potential of Uganda to the EU markets;
- (c) To enable European investors to have a deeper understanding of the business environment and investment climate prevailing in Uganda - the legal, regulatory, administrative, and institutional frameworks involved in making investment happen in Uganda;
- (d) To provide a high-level platform for public-private dialogue and structured networking;
- (e) To showcase 100 viable private sector projects that can be showcased during the Forum
- (f) To allow for B2B matchmaking between local entrepreneurs with bankable investment projects and potential foreign investors/ financiers to foster sustainable and durable business relations.



# WHY ATTEND?

## ARE YOU...

- **Interested in learning** about EU and Ugandan policies and initiatives promoting trade, investment and business?
- **Looking to invest** in Uganda and the region?
- **Ready to enter** the Ugandan market but not sure where to start?
- **A Ugandan business** exploring EU market opportunities and seeking EU partners?
- **Looking to meet with decision-makers** to help move your business forward?
- **A business or financial institution** seeking new projects and investment opportunities?
- **Interested in building partnerships** on the ground to further your business?
- **An entrepreneur** seeking the right investor or partner to get you started?
- **Eager to discuss opportunities as well as the challenges** you are facing with peers and experts in the field?
- **Looking to showcase** your company and amplify your brand in the African business and investment marketplace?

## Register Today

Please visit [www.ugandaeuropebusinessforum.com](http://www.ugandaeuropebusinessforum.com) to register and find more information on the agenda.

## Sponsorship Opportunities

Sponsorship provides a wide array of benefits to your company, including brand recognition, complimentary conference registrations and private meeting facilitation. Click here for more information.

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## ABOUT SB4U

SB4U is the fruit of a partnership between the EU, the Government of Uganda (GoU), and the Private Sector Foundation Uganda (PSFU), funded by the European Union (EU). It aims to ensure dialogue between public and private actors, improve the investment climate, and strengthen trade and investment links between the EU and Uganda.



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