

**Presented During the European Union-  
Uganda Business Forum  
By**

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Chairman,  
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**Speke Resort, Munyonyo,  
Kampala, Uganda**

**9th March 2020**

- **Rt Hon Ndugu Dr Ruhakana Rugunda prime minister of the republic of Uganda and leader of Government business**
- **Your Excellency, Ms. Heriette GEIGER Director at the Directorate General for International Cooperation and Development of European Commission**
- **Hon Ministers Present**
- **Your Excellency Mr. Attilio Pacifici The European Union Ambassador to Uganda**

- Excellencies Ambassadors present and particularly those from EU countries**
- **Hon Members of Parliament Present,**
  - **Senior Government Officials Present,**
  - **The Board, Advisory Council, Management & Staff of PSFU and all Associations Present**
  - **Distinguished members of the Business Community from European Union and Uganda**
  - **All our Distinguished Guests**
  - **Ladies and Gentlemen**

### **Focus to delegates**

**I greet you all and welcome you to the 1st ever EU Uganda business forum. I very much regret that colleagues from Italy, Germany, France and Spain have been unable to make it owing to the outbreak of the deadly corona virus. We are streaming live and I hope they are able to be with us online.**

**Delegates, welcome to uganda. Welcome to the home of one of the worlds largest fresh water lakes-lake Victoria. Welcome to the home of the source of the great Nile river. Welcome to**

**equator. Welcome to the land of the snow capped Rwenzori mountains. Welcome to a country that has half of all the arable land in east africa. Welcome to the home of mountain gorillas. Welcome to the home of the marvelous Sempaya hot springs. Welcome to the home of the 42 percent of all bird species in the world. Welcome to the home of over 2500 elephants. Welcome to the land of the magnificent elgon mountain. Welcome to the home of the second most fresh water networked country on earth. Welcome to the home of robusta and arabica coffee. Welcome to the home of the long horned ankole cow. Welcome to the worlds most entrepreneurial country. Ladies and gentlemen welcome to the place where the East African Savannah meets the west African jungle. Welcome to what Winston Churchill called "the pearl of africa". A true Land of milk and honey.**

**Allow me to thank the Prime Minister of Uganda a great champion of private sector led growth. I thank you prime minister for the**

**pact that you established with us. We shall have a Prime Ministers Private sector Forum at the end of every three months. Thank you RT Hon Prime Minister.**

**Your Excellency, Ms. Heriette GEIGER Director at the Directorate General for International Cooperation and Development of European Commission thank you for coming to Uganda a country whose average age is 16 years old. A truly young country that is uniquely gifted.**

**Delegates from Uganda. The European project was born about 70 years ago. The European Coal and Steel Community which later became the European Economic Community , which later became the European Community ,which later became the European Union was established after the Second World War to ensure that the shame of World War Two where 75 million people died which was 3percent of the world population at that time should never be repeated. The idea of the EU simply was that the scourge of war should**

**never be repeated in Europe. Before that Europe had not been at peace for 2000 years. In 1950 some of the countries of Europe came up with an idea about free trade, fair rules, open borders and a common market to ensure shared prosperity and lasting peace. The idea was peace through shared prosperity. It has been one of the most successful experiments of the last century. Europeans live longer, are richer, are at peace in great part because of the success of the EU. Never before in human history has the European continent been at absolute peace with itself for such a continuous period. Especially after fighting for almost two thousand years.**

**So today the miracle of Europe sits to discuss business in the pearl of africa. To quote Michelle Obama, in this room today "the current of history meets the tide of hope"...The results of this meeting can only be magical.**

**The GDP of Europe was estimated at 18.8 trillion dollars in 2018. Europe has a population of 741 million people. It is the**

**worlds largest trading block. The experience of European business which is the cornerstone of European prosperity is something we look forward to engaging with in this conference. The experience of these businesses to quote a metaphor is like an essay "solid and composed".**

**Allow me appreciate the EU team from Uganda led by the EU Ambassador to Uganda H.E Attilio Pacifici and supported by the EU Individual Country Ambassadors with all their dedicated staff. We also thank you for choosing to work with PSFU towards developing the Sustainable Business for Uganda -SB4U which will among others support promotion of investments, but endeavor to solve the challenges which impede the trade and investment in Uganda. On SB4U we shall have the Incredible French ambassador, the Belgian Ambassador among others.**

**My Dear Members of Private Sector,**

**The EU remains the leading market for Ugandan largest exports including coffee (290 million USD) and several other major exports such as fish, flowers and cocoa. The opportunities available are immense. What is required is collaboration to enhance your enterprising nature to take advantage of the opportunities in Agriculture, Tourism, Oil and Gas, Manufacturing, ICT, Construction, Transport and Logistics, Financial Services, Education, Health etc**

**For the visiting private sector, we thank you for taking your valuable time to come and explore investment and trade opportunities in Uganda. For EU companies already in Uganda and the Local Private Sector this is the chance we have to direct ourselves to better heights through further Partnerships given the various opportunities. I assure you that you will find every moment of this forum very profitable. On your flight back I hope you take the decision to convince your board to invest in Uganda.**

**RT Hon.**

**As I conclude, I would like to bring to your attention that in the next two days, we shall do our best and achieve the following;**

- 1. Promote sustainable private sector investments between European and Ugandan business community**
- 2. Create partnerships with the business community in Uganda**

**Finally**

**Let me recognize the following for their contribution in designing, planning and putting this conference together; (Request them to stand for recognition)**

- a) Ambassador of the European Union to Uganda and his dedicated staff**
- b) Ambassador of EU member States in Uganda with their Staff**
- c) PSFU Board of Directors and Advisory Council and the staff**



**d) Consultants and Technical Advisors who  
have supported these processes**

**Thank you very much**

**For God and My Country**