



#UEUBF2024



UGANDA – EU BUSINESS FORUM

5th – 7th March, 2024

SPEKE RESORT, MUNYONYO

BOOSTING TRADE AND INVESTMENTS

WHAT CAN UGANDA GAIN FROM THE GLOBAL GATEWAY?

HYBRID EVENT





Global Gateway is the EU's investment strategy aimed at leveraging investments for large-scale initiatives in sectors that are key for sustainable and inclusive growth on the African continent. By pooling resources of the EU, its Member States, and European financial institutions, Global Gateway aims at narrowing the global investment gap, while promoting competitiveness and security of global supply chains.



Overview

The Uganda-EU Business Forum (UEUBF) is organised by the EU together with its Member States, in partnership with the Government of Uganda and the Private Sector Foundation Uganda (PSFU) under the Sustainable Business for Uganda (SB4U) Team Europe Initiative. The UEUBF is one of the largest business meetings in Uganda designed for mobilizing investments into Uganda and strengthening Ugandan exports, contributing to the partnership between Uganda and the EU.

Through networking, participants learn about policy orientations, identify trade and investment opportunities, discuss challenges, develop business strategies, and establish durable business partnerships to promote sustainable and inclusive growth in Uganda. Over its last two editions, UEUBF has brought together policymakers, local entrepreneurs, international investors, business support organisations, financiers, industry experts, academics and civil society.

Why Uganda?



Access one of the fastest growing regions in the world

Uganda and the East African region are growing steadily in both population and GDP.



Uganda is open and secure for foreign investment

Uganda is the top recipient of Foreign Direct Investment in the East African Community.



Uganda has a strong natural resource base

Uganda has significant critical raw material resources and tourism opportunities.

Focus Sectors

The UEUBF 2024 strives to boost trade and investments in the key economic sectors that offer significant opportunities for European investors to develop partnerships with entrepreneurs in Uganda:



Agribusiness



Minerals:
(sustainable mining and value addition)



Enabling infrastructure
(energy and digital)



Sustainable tourism

Why Attend? Are You...

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



How to Participate

1 The Forum

Join us for a dynamic hybrid event featuring the official opening and closing ceremonies, an array of plenary and panel discussions, and invaluable networking opportunities. Participate in thought-provoking discussions led by public and private sector experts. Register your interest [here](http://www.ugandaeuropebusinessforum.com/register) <http://www.ugandaeuropebusinessforum.com/register> to participate.

2 Exhibition

A dedicated exhibition space for local and European companies to showcase their products and services. This platform is ideal for forging joint venture collaborations and for marketing. The focus is on both private companies, as well as partners active in supporting the private sector, to exhibit within the four priority sectors.



INTERESTED IN EXHIBITING?

Make sure to specify your interest [here](http://www.ugandaeuropebusinessforum.com/exhibition) <http://www.ugandaeuropebusinessforum.com/exhibition> with details of the services/products you wish to showcase in a 3x3 metre square booth, which will be free of charge.

3 Deals Room

Discover the Deals Room, where entrepreneurs with feasible projects will pitch to financial institutions and equity investors. Entrepreneurs seeking pitching opportunities can complete a profile [here](http://www.ugandaeuropebusinessforum.com/profiles) <http://www.ugandaeuropebusinessforum.com/profiles>, while financial sector institutions can express their interest in participating in the Deals Room [here](http://www.ugandaeuropebusinessforum.com/deals) <http://www.ugandaeuropebusinessforum.com/deals>.

4

B2B and B2G Matchmaking

Structured Business-to-Business and Business-to-Government meetings will be held between European investors and local entrepreneurs, and between potential investors and relevant public agencies. Participants seeking these meetings can complete a profile **here**, <http://www.ugandaeuropebusinessforum.com/profiles> to be matched with the relevant organisation.

REGISTER TODAY

<http://www.ugandaeuropebusinessforum.com/register>

UGANDA-EU EXPORTERS AWARDS 2024

Are you leading the way in exporting to the EU?



We're searching for **small, medium and large** companies that have excelled in exporting goods and services to the EU market. You can nominate a company worthy of this award **here** <http://www.ugandaeuropebusinessforum.com/exporter>.

Criteria for Nomination:

- Significant export growth to the EU.
- Innovative products/services tailored for the EU market.
- Long-term vision for EU trade.
- Demonstrable benefits for Uganda and/or the EU



Winners will be celebrated as part of the Uganda-EU Business Forum 2024.



CONTACTS

For any inquiries or information, please feel free to contact the organizers.

+256 393 254 212 / +256 784 659 609 / +256 776 123 461
info@ugandaeuropebusinessforum.com
1st Floor, Padre Pio House Plot 32, Lumumba Avenue
www.ugandaeuropebusinessforum.com