THE INVESTMENT PROMOTION TECHNICAL ASSISTANCE PROGRAMME FOR UGANDA (ITAP).

Assisting the Government of Uganda to attract FDI and technology transfer, create employment, generate income and alleviate poverty.

Aide Mémoire

Uganda – GCC Investment Conference,
May 28 – 30, 2012

co - organized by

The Government of Uganda through Uganda Investment Authority (UIA)

and

Islamic Development Bank through Islamic Corporation for the Insurance of Investment and Export Credit (ICIEC)

co-financed in collaboration with

Arab Bank for Economic Development in Africa (BADEA)

with technical support from

The United Nations Industrial Development Organization (UNIDO)

Background:

The Investment Promotion Technical Assistance Programme for Uganda responds to the technical assistance needs in the area of investment promotion as agreed jointly by the Uganda Investment Authority (UIA), ICIEC and UNIDO. The programme aims at assisting the UIA to attract greater flows of investments into Uganda, particularly investment flows from the Gulf Cooperation Council (GCC) countries and strengthening the institutional capabilities of the UIA through the implementation of a comprehensive investment promotion programme including capacity building in project appraisal and investment promotion, preparation of project profiles, and a direct marketing campaign.

In this respect, six sectors were selected (cotton, dairy, meat, tourism, energy, fruit and vegetables) and specific project profiles were prepared that are being used to promote Uganda in the Arab countries.

The identification of sectors corresponds to the economic priorities of the government of Uganda. High level investment projects (over 10 million USD), as well as small to medium investment project will be promoted before and during the event.

A capability building programme in investment project identification, preparation and appraisal and investment promotion for UIA and its counterparts has been implemented through a combination of methodology review and upgrade, training programs at basic and advanced level as well as on – the job- training / coaching. The aim is to upgrade knowledge in project identification, preparation and appraisal of targeted group of professionals from the UIA and counterpart institutions (Uganda Chamber of Commerce and Industry, Uganda Manufacturers' Association, Private Sector Foundation Uganda, Uganda Women Entrepreneurs Association Ltd., Uganda National Farmers Federation, Ministry in charge of Tourism, Dairy Development Authority). The focus was on practical training and application of knowledge, using some of the investment projects already identified in six sectors as examples and case studies.

The Uganda – GCC investor Conference jointly organized by UNIDO, ICIEC, BADEA and UIA will be the occasion to promote the Ugandan business opportunities and in particular project profiles that have been identified mainly in the 6 identifies sectors. Moreover, it will also be the opportunity to use the techniques, tools and methodologies to attract targeted

group of investors. The Investment Promotion Technical Assistance Programme for Uganda is considered as a strategic and major development programme in view of the importance given to the promotion of African business opportunities towards the investors in the Arab region. In this respect, the programme can be considered as a pilot aimed at strengthening business linkages and investment connections between Africa and the Arab countries.

The objectives of the Forum are to:

1. Give opportunity for local investors to discuss business collaboration with potential investors, representatives of key private sector bodies, and investment banks from mainly the Gulf Cooperation Council (GCC) Countries: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and United Arab Emirates.

2. Highlight Uganda's unique investment location attributes and allow the potential investors to physically appreciate its natural endowment.

3. Offer a platform to discuss how to improve the attractiveness of Uganda, with respect to Arab investors using this programme as a pilot programme to strengthen investment promotion ties between Africa and the Arab countries.

4. Establish detailed measures with the aim of following, assisting and supporting the business connections initiated during the GCC-Uganda Forum, so as to guarantee the achievement of the projects.

Expected Outcome of the Forum:

The Forum is expected to:

- Create linkages and business relations between Ugandan and GCC investors.
- Show the strength of the Ugandan economy and opportunities of investments.
- Promote the different projects profiles.
- Adopt and implement a clear strategy for the post Forum follow up.

Organizers:

- The Government of Uganda.
- The Uganda Investment Authority (UIA).
- The Islamic Development Bank Group (IDB).

- The Islamic Corporation for the Insurance of Investments and Export Credit (ICIEC).
- The Arab Bank for Economic Development in Africa (BADEA) .
- The United Nations Industrial Development Organization (UNIDO).

Languages:

English with Arab translation.

Participants:

- His Excellence Mr. Yoweri Kaguta Museveni, President of the Republic of Uganda .
- ICIEC/ IDB.
- BADEA.
- UIA.
- UNIDO Investment and Technology Promotion Office (ITPO) Bahrain.
- UNIDO.
- International Institutions in Uganda.
- Senior officials of the Government of Uganda.
- Representative of private sector organizations of Uganda.
- Representative of private sector organizations of the GCC.
- Service providers, policy implementers (e.g. Electricity Providers, Roads, Lands)
- Banks and financial institutions.
- The Press and Media.

Dates: May 28 – 30, 2012

Venue: Sheraton Kampala Hotel

Travel Arrangement:

All participants will be responsible for their own travel; UIA will facilitate the visa arrangements. Uganda has no health restrictions, thus the participants are not required to be vaccinated. However, for those who are planning onward trips from Uganda to the neighbouring and other countries, such as, Kenya, Tanzania, Rwanda, South Africa they may be required to obtain Yellow Fever Vaccination prior to their entry in those countries.

Hotel Arrangement:

UIA will facilitate the hotel arrangements. However, each participant should inform the UIA (Issa or Elisabeth) and Mrs. Buthina Abdelrahman of his /her flight details and expected time of arrival in Kampala. A list of hotel, contact address and their rate is attached.

Contact Persons:

For technical questions:

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For logistics and organizational questions:

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Conference Program:

Day One:

Time	Activity
8.30 am	Arrival of Participants
9.15 am	1. UIA Welcome Statement (Content to include the objectives of the Investment Conference; UIA mandate and success in attracting investments from the Arab countries; highlighting the on-the-ground investors from the Arab world who could be used as references). 2. Address from Ministry of Finance Planning and Economic Development including inviting H.E. the President to open the conference. 3. Statement to open the Conference by the President of Uganda (Content of the Speech to include the progress of the Presidential Investment Round Table (PIRT) in improving the investment climate).
10.30 am	Coffee Break
11.00 am	4. Key Notes by: i) CEO of ICIEC ii) Director General of BADEA iii) President of the GCC Chamber of Commerce iv) UNIDO Representative v) Representative(s) of Uganda Embassies in the GCC countries (Presenting expectations and introducing the investors from their countries)
12.30 pm	Lunch Break
2.00 – 4.30 pm	5. Sector Sessions: Agriculture and Agribusiness; Energy and Tourism. i) Agriculture and Agribusiness Sector Session; to be chaired by the Minister of Agriculture, Animal Industry and Fisheries. a. Minister's remarks (Sector Prospects, policies and incentives). b. Success stories by existing investors from the GCC/Arab Countries c. Short presentation of the projects d. Questions and Answers

	ii) Energy Sector Session; to be chaired by the Minister of Ministry of Energy and Mineral Development. a. Minister's remarks (Sector Prospects, policies and incentives). b. Success stories by existing investors from the GCC/Arab Countries c. Short presentation of the projects d. Questions and Answers iii) Tourism Sector Session; to be opened and chaired by the Minister in charge of Tourism. a. Minister's remarks (Sector Prospects, policies and incentives). b. Success stories by existing investors from the GCC/Arab Countries c. Short presentation of the projects d. Questions and Answers
4.30 pm	Tea Break
5.00 pm	Closing Remarks by UIA
6.00 - 8.00 pm	Cocktail and Cultural Entertainment

Day Two:

Time	Activity
9.00am - 10.00 am	Recap on Day 1 discussions and introduction of second day's activities (spell out expectations) by UIA, UNIDO, ICIEC Questions and Answers
10.30 am	Coffee Break
11.00 am	Business to Business

1.00 pm	Lunch Break
2.30 pm	Business to Business
3.30 pm	Tea Break
4.30 pm	Formal Closing Remarks by UIA, UNIDO, ICIEC (Platform would remain open for b2b)

Day Three:

Time	Activity
9.00 am -	Business to Business Tourism visit (to be defined by UIA)
10.30 am	Coffee Break
11.00 am	Business to Business Tourism visit (to be defined by UIA)
1.00 pm	Lunch Break