

UGANDA NETHERLANDS BUSINESS CONVENTION 2017
“UGANDA IN THE GLOBALIZED MARKET”
AMSTERDAM, 25TH – 26TH AUGUST 2017



1. Introduction:

The Ugandan Community in the Netherlands (UCN) welcomes the international business community to the Uganda-Netherlands Business Convention (UNBC) and the Uganda Community in the Netherlands day 2017 (UCNday2017) on the 25th and 26th August respectively in Amsterdam. The first edition of the UNBC will commence under the theme “Uganda in the Globalized Market” while the “Living a healthy and productive Diaspora life” will be the UCNday2017 theme.

The two days events are planned to bring together the Ugandan population living in the Netherlands, investors, traders, entrepreneurs, educationists and any other interested party to integrate, forge useful partnerships, discuss issues geared at strengthening and or introducing trade links between Uganda and the Netherlands.



Rotterdam at night

The UNBC will feature prominent Ugandan speakers from, Ministry of Foreign Affairs, Ministry of Agriculture animal industry and fisheries, Ministry of Trade and Industry, Uganda Revenue authority, Uganda Investment Authority, Private Sector Foundation - Uganda, Kampala City Traders Association, tour package operators, cultural exhibitors to mention but a few.

2. Purpose:

Beyond creating an enjoyable ambiance for participants and visitors, the UNBC and UCNday2017 aim to lay a foundation for the Dutch-Uganda Diaspora social, cultural, economic and business interaction forum that will continually facilitate synergy and also boost bilateral cooperations. Usually, Memories are what remain after any experience, throughout life we all strive to discover, know and later alone associate with exciting recollections. The UNBC and UCNday2017 serve the purpose on all accounts. Apart from all those Diaspora events that you have ever attended, these two-days events are a different package and exceptionally re-assuring to every participant. Beyond creating an enjoyable ambiance for participants and visitors, UNBC and UCNday2017 aims to lay a foundation for the Dutch-Uganda Diaspora social and business interaction forum that will continually facilitate synergy and also foster bilateral capacity building.

With a great deal of the 2500 Ugandans in the Netherlands in attendance last year, what ought to happen at this years edition is nothing but real fulfillment. Therefore, you and or your organization's participation will not only greatly enrich the day but also an opportunity to meet and experience the Ugandan Community.

3. Doing Business in Netherlands:



ECT Delta terminal in Rotterdam

The Netherlands is home for just over 17¹ million inhabitants. It is the sixth largest economy in the European Union and plays an important role as a European transportation hub. The Netherlands is one of the few countries with a persistently high trade surplus but also boasts of a steady transport

¹ <http://statline.cbs.nl/statweb/publication/?vw=t&dm=slnl&pa=37296ned&d1=0-2,8-13,19-21,25-35,52-56,68&d2=0,10,20,30,40,50,60,64-65&hd=151214-1132&hdr=g1&stb=t>

network, stable industrial establishments, moderate unemployment and a strong welfare setup. The major business sectors include finance, insurance, banking, hospitality, transport, chemical processing, petroleum refining, electrical machinery, food processing and so on.



Dutch railway line rides across a flower plantation.

Ranked² No. 7 by Forbes's "Best Countries for Business," the Netherlands is truly a world-class business destination. Netherlands' strategic location at Europe's front door provides the perfect springboard into the European market—with access to 95% of Europe's most lucrative consumer markets within 5 hours of Amsterdam or Rotterdam.

² <https://www.forbes.com/best-countries-for-business/list/#tab:overall>

4. Investing in Uganda – the Pearl of Africa:



Ugandan nature and wildlife in one picture

Popularly known as the Pearl of Africa, Uganda is a country of many surprises with rolling hills, sparkling crater lakes, abundant wildlife, adrenaline activities and, of course, the endangered Mountain Gorillas. The country is still authentically African, lush green and home to the friendliest people on the continent. With its inception in 1991, The Uganda Investment Authority (UIA) has continued to function as a one-stop center for investors looking to set up business in Uganda. It

facilitates and expedites all investment issues, including licensing, project support services, industrial land acquisition, special passes for investors, and also assists investors in seeking joint venture partners and funding.



Uganda's immense oil resource.

Uganda offers highly competitive investment incentives and complete freedom to hold 100 percent foreign ownership of investments while free inflow/outflow of capital is also guaranteed. Investing in Uganda offers market access to preferential trade zones, including the Common

Market for Eastern and Southern African states (COMESA), a region with a market of over 300 million people in 20 countries; and the East African Community (EAC), with a joint population of over 150 million people. Since 2006, a record 2 billion barrels of oil resources were discovered in Uganda and the real refinery is yet to begin. Without a mention of the closely reliable and conducive climate necessary for numerous agricultural, horticultural and aqua-cultural undertakings, this discovery adds to the many other available resources present in Uganda just ready for the investors' undertaking.

5. Program Layout

Day I: 25 th August 2017	Day II: 26 th August 2017
• Delegate's Registrations • Speech from UCN executive • Doing Business in the Netherlands (KVK) • Doing Business in Uganda • Exportation and taxation in Uganda • Banking in Uganda • Real estate in Uganda • Exploring Uganda-Dutch Trade Opportunities • Studying in the Netherlands • Goods transportation between the 2 countries • Dual citizenship • Keynote speech • B2B Matching & Corporate Social Networking • Ugandan Cultural Dinner	• Exhibitions • Kids activities • Run for your health (Mini marathon) • Young Entrepreneurial Support • Awarding medals to winners & participants. • Cultural Dinner & Performances • Keynote speech from the 2 days' guest of honor • Entertainment

6. Registrations and participation for the 2-day event

All registrations for participation, exhibition and or sponsorship packages should be transferred to the Uganda Community in the Netherlands Bank account.

Name: Uganda Community in the Netherlands (UCN)

Account Number: **NL59 INGB 0006 7230 95**

BIC/SWIFT: **INGBNL2A**

Reason: Participation / Exhibition / Sponsorship at the UNBC or UCNday2017

- Individual participant from abroad €150

(Participation fee covers the event's registration, UCN administration and 2x dinner/lunch)

- Ugandans living in the European Union €0
- Exhibition stall €150 per company/individual with exception to package holders

7. Exhibition

All exhibitors and sponsors will receive the following with additional advantages dependant on the level of exhibition and sponsorship package:

- Listed in advance on the conference website <http://www.ucn2014.nl/> and in the program booklet provided to all attendees.
- Your Company logo on the holding slide on the conference platform together with other sponsors and exhibitors.
- A delegate list including the delegate name and company will be emailed to exhibitors and sponsors 2 weeks before the conference.

8. Sponsorship Packages:

1. Platinum Sponsor – Euro €2,500

- Becomes the official UNBC and UCNday2017 sponsor.
- Company acknowledgement on all official conference support signs, program, and on all marketing collateral including enhanced logo on the conference holding slide

- Complimentary registration for 5 delegates
- Complimentary table top exhibition
- Company Logo on mini marathon running t-shirts
- One set of promotional materials included in registration material
- Your logo on all delegate badges
- A complimentary full page advertisement in the program booklet
- After the event "Thank you email" to all attendees with company logo
- Complimentary exhibition table
- Option to brand specific portions of the meeting, including 3 of the following (Welcome reception • Refreshment break • Lunch break)
- Boat-cruise along the 9 Amsterdam canals.

2. Gold Sponsor – Euro €1,500

- Company acknowledgement on all official conference support signs, program and on all marketing collateral including enhanced logo on the conference holding slide

- Special recognition on the conference website
- Complimentary registration for 4 delegates
- Complimentary table top exhibition
- One set of promotional materials included in registration material
- A complimentary full page advertisement in the program booklet
- Complimentary Exhibition table
- Option to brand specific portions of the meeting, including 2 of the following (Refreshment break • Lunch break, but first priority given to the Platinum)

3. Silver Sponsor – Euro €1,000

- Company acknowledgement on all official conference support signs, program and on all marketing collateral including enhanced logo on the conference holding slide
- Special recognition on the conference website
- Complimentary registration for 3 delegates
- Complimentary table top exhibition

- One set of promotional materials included in registration material
- Option to brand specific portions of the meeting, including 2 of the following (Refreshment break • Lunch break, but first priority given to the Platinum and Gold sponsor respectively)

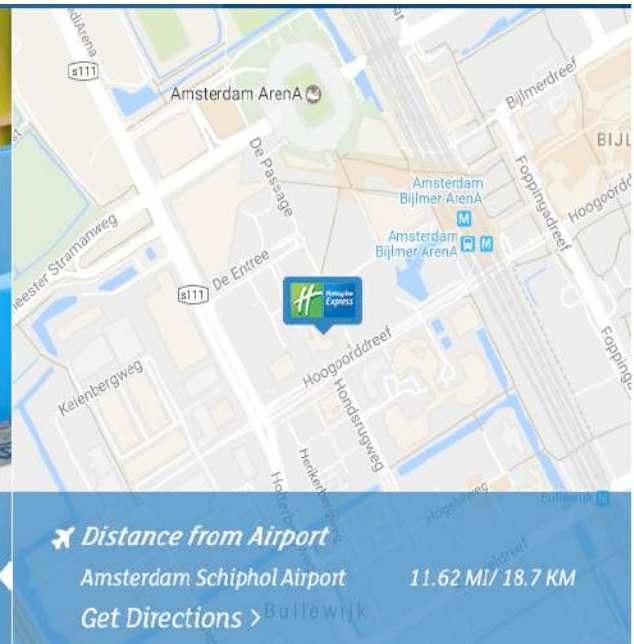
On behalf of the Ugandan Community in the Netherlands, I hope that you will participate on this day either as a sponsor, exhibitor or as a visitor.

9. Hotel Bookings and reservations

A. Holiday Inn Express

<https://www.ihg.com/holidayinnexpress/hotels/gb/en/amsterdam/amsea/hoteldetail>





 **VIEW GALLERY**

Distance from Airport
Amsterdam Schiphol Airport 11.62 MI/ 18.7 KM
[Get Directions](#)

B. Courtyard Marriott

<http://www.marriott.com/hotels/travel/amsaa-courtyard-amsterdam-arena-atlas/?scid=bb1a189a-fec3-4d19-a255-54ba596febe2>

C. Ozo Hotel Amsterdam

<http://www.ozohotelamsterdam.com/rooms/class/familie-quadruple-kamer.htm>

D. Hampton by Hilton Amsterdam / Arena Boulevard

http://hamptoninn3.hilton.com/en/hotels/netherlands/hampton-by-hilton-amsterdam-arena-boulevard-AMSZUHX/index.html?WT.mc_id=zELWAKN0EMEA1HP2DMH3LocalSearch4DGGenericx6AMSZUHX