



UNBC 2022
AMSTERDAM, August, 24th - 28th

Introduction

The Uganda Netherlands Business Convention (UNBC) is a business and investment networking platform that holds annually in the Netherlands. Since 2017, the UNBC has grown into a resourceful forum that facilitates synergy and fosters social & economic bilateral capacity building between Uganda and the Netherlands. Building from previous editions, UNBC2022 will focus on cementing one of its fundamental objectives; Diaspora needs encapsulated in the theme

“The Quest for Identity - re rooting the Ugandan Diaspora”

With this theme, UNBC2022 seeks to emphasise the urgent need to focus on assuring Diaspora of a broader relationship that cuts through the insider/outsider syndrome. This need is motivated by call outs from Diaspora to re assure the sense of origin and encourage “ambassadorship”



Purpose

The UNBC platform is fundamental in bringing together the Diaspora, investors, traders, entrepreneurs, educationists and many resourceful stakeholders to integrate, forge useful partnerships, discuss issues geared at strengthening and or introducing business and investment links between Uganda and the Netherlands.

Ugandan community in the Netherlands partnering with the Uganda Embassy in Brussels, are glad to receive the international business community yet again to the physical convention in Amsterdam. In a 4 days program, participants have an opportunity to be taken around to selected agricultural and health locations around the Netherlands, participate in the conference that will be centered around Diaspora issues and finally attend the Uganda community day.



The UNBC 2022

UNBC 2022 takes place from the 24th to the 28th of August in the Netherlands. Agriculture and Health are the priority sectors for pitching business and investment. These two sectors are of utmost importance to the economy and livelihood of Ugandans. Against this background UNBC seeks to facilitate sustainable development by focusing on opportunities to unlock growth possibilities and re-image these sectors to those in the Netherlands.

Accommodation & Venue: All our guest are encouraged to be booked into NOVOTEL in Amsterdam – RAI. It is the anchor point for all field trip travels. The hotel is furnished with modern business facilities to work, meet, eat and sleep. Apart from being conveniently located, the hotel offers excellent leisure services such as free WIFI, fitness center, sauna, electric car park, 100% nonsmoking rooms, 24-hour reception service, online check-in to mention but a few. The Conference will take place at Executive conference hall at Dominion center in Duivendrecht.



Why Agriculture?

Agriculture is Uganda's most important sector and the largest source of export earnings, averaging 53% per annum and employing an estimated 73% of the population. However, based on various dynamics, value addition is hindered by lack of technical skills, lack of energy, standards and storage. The Government of Uganda is putting emphasis on developing transport infrastructure to move agriculture products to domestic and regional markets.

There remains various value addition opportunities for agricultural produce such as in packaging, processing, cooling, drying and extraction. Value addition present but largely in need of up scaling is mainly in ginning, tea processing, coffee hauling, tobacco handling and processing, beverages, wheat products and the fast growing dairy, fruit processing, fruit drying, grain milling, meat processing, milk production and processing, leather tanning and fish processing.

UNBC 2022, aims to contribute towards the creation and multiplication of opportunities necessary for unlocking and ensuring sustainable development in Agriculture.



Why Agriculture? - continued

The Netherlands albeit being a smaller country compared to Uganda has developed the capacity to continuously re-invent (improve) its agriculture sector through innovation. With an export value of €104.7bn in 2021, The Netherlands is the largest exporter (in trade volume) of agricultural produce in the world only after the United States. Dutch agricultural produce accounts for 16,8% of the total commodity exports. Looking at the above facts, we are assertively encouraged to believe that Uganda has the potential to become one of the largest agricultural exporters in Africa and the world at large by partnering with the Netherlands in skills, knowledge and technologies transfer.

Agricultural field trips from previous conventions, have taught us that through continuous innovation and application of advanced methods, the Dutch have mastered the art of total farming sustainability and value addition. With these principles, the Dutch are not only able to regulate production but also maintain high quality and quantity in the breeding of crops and animals.



Why Health?

A healthy population is key to the growth and development of a nation. For several years now, Uganda's health sector development plan goal is to accelerate movement towards Universal Health coverage.

Statutory requirements that emphasise annual progress reviews indicate that there is still much ground to cover with reference to countrywide access of the Essential Medicines and Health Supplies (EMHS), plus the efficiency and effectiveness of other health and medical services. To offset some of the shortfall, government has continued to avail incentives that encourage committed private health facility providers and workers to fill these gaps.

Through the UNBC 2022, we are creating a unique space for shared learning, strategic partnership and investment opportunities for health workers and investors. These interactions and engagements will unlock new opportunities for investments and sectoral upscaling.



Field Visits

Day 1: Wednesday 24th August 2022

1. Hospitainer delivers a wide range of mobile medical units for emergencies and areas with limited access to medical facilities. Their mobile, modular, turn-key field hospitals are rapidly deployable and can be tailor-made to fit any medical specifications.
2. Ante BV is specialised in the import and export of dairy processing machinery. Starting out 25 years ago as a family business, Ante has built up an experience in dairy production plus designing and building dairy factories. Today, the company processes 6 million litres of goat, sheep and cow milk. On top of this operation knowledge, Ante supplies dairy machinery (new and second-hand) and are experts in designing complete value adding projects to beginning clients in dairy production.
3. Founded in the 1920s, Koudijs specialised in animal nutrition is an international producer of complete ranges of compound feed, premixes, concentrates and feed specialties. Koudijs works towards creating continuous food quality improvements and sustainable production of safe and health meat, fish, milk and eggs.



Field Visits - continued

Day 2: Thursday 25th August 2022 - Morning

1. Insect Engineers provides commercial insect farming projects all over the world with machines, climate systems, accessories, and engineering solutions. Insect engineers aim at starting a chain reaction of people and companies that contribute to sustainable food production.
2. Bles Dairies is an internationally company operating from the Netherlands and is active in dairy and livestock trading sectors. Over the past 30 years the company has grown its focus on creating value in every part of the dairy value chain right from feed to factory gate.
3. Verbeek Broederij en Opfok operates from the heart of Dutch laying poultry farming in Lunteren. Verbeek supplies hatching eggs, chicks and young laying hens to laying poultry farmers in and outside Europe.



Field Visits - continued

Day 2: Thursday 25th August 2022 - Afternoon

1. Philips formerly one of the largest electronics companies is currently focused primarily on the area of health. Here it aims to improve peoples's health and well being through meaningful innovation.
2. Bejo Zaden B.V. is an international company active in the breeding, production, processing and sale of quality seeds for vegetable cultivation and horticultural products. Bejo range consists of more than 1,200 varieties spread over approximately 50 crops. This range includes brassicas, carrots, onions asparagus etc. Bejo supplies seeds in about 100 countries and has dozens of locations in Europe, North and South America, Oceania, Asia and Africa.
3. Delft Imaging is committed to developing and delivering unique health solutions that respond to the specific needs of key and vulnerable populations around the globe. We focus strongly on providing affordable and innovative diagnostic imaging solutions and AI that are key to strengthening health systems worldwide



The Conference

Day 3: Friday 26th August 2022

The UNBC 2022 program has attracted participants from both the Netherlands and Uganda. These include;

- Government representatives from Uganda & the Netherlands.
- Farmers, Agro-processors, seed breeders and many other agriculturalists
- Medical doctors, Owners of private health facilities, Suppliers of medical equipment
- Banks and Insurance companies
- Media
- Real estate

Networking sessions during the convention are deliberate for tailored matchmaking between Dutch and Uganda entrepreneurs, but also encouraging Ugandan diaspora on how and in what to invest in at home. Exhibitions are a great & unique opportunity for the participants from Uganda to showcase their products and directly meet customers. This is a great platform for banks, housing & estate owners and other such organisations that have developed appealing products targeting the diaspora market.



The Conference - continued

Day 3: Friday 26th August 2022 - High level Program

🕒 Arrival and Lunch (Program begins at 11:30)

🕒 Note from UNBC Organisers

🕒 Note from the HoM Amb. Mirjam Blaak

🕒 3 separate Panel sessions

☑️ Politics & Human Rights

☑️ Diaspora Issues

☑️ Business & Investment

🕒 Independent Speakers

🕒 Keynote Speech from GoH - Rt Hon. Thomas Tayebwa

🕒 Dinner at 18:00

🕒 After party from 21:00 - Guest performance from David Lutalo



Sponsors - PostBank Uganda



**AFFORDABLE
DIASPORA BANKING**

Diaspora Banking addresses the financial needs of Ugandans living and working in the diaspora. It provides non-resident Ugandans with the opportunity to open a diaspora savings account and transact from wherever they are.

Diaspora banking is an easy, safe and convenient way of banking for Ugandans living abroad.



Sponsor - Housing Finance Bank



Live abroad and bank at home easily and conveniently with the Diaspora Easy Account. Come and sign up to get started.

Account Opening Requirements

- 1 A copy of your passport
- 2 2 Passport photos
- 3 A national ID for Ugandan Nationals
- 4 A passport for non-Ugandans
- 5 Proof of residence (Bank statement, driver's license or Utility)



Make transactions back home conveniently with our Diaspora Easy Account. Come sign up to get started and learn more.

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Build, complete or buy your dream back home with our Home Loan solutions. Come and open an Diaspora Easy Account to unlock access to these and more.

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Why take part in the UNBC?

The events have been tailored to suit specific learning, exposure, investment and business needs. The whole program is one-of a kind that will give every participant value for time and money:

AIMS

- 👤 Networking platform for BENELUX Ugandans
- 👤 Service provision and encouraging ambassadorship among Ugandans

OBJECTIVES

- 👤 Make Uganda known as a lucrative investment destination.
- 👤 Pair and make matches between Dutch & Ugandan investors
- 👤 Validate the rationale for entrepreneurship in Uganda - Success stories
- 👤 Avail useful investment & business entry knowledge about Uganda
- 👤 Motivate Ugandan Diaspora to Invest in their mother country
- 👤 Interaction for the Diaspora with in authority and business



How to participate

You can participate as an event sponsor or as an individual attendant against a non-refundable fee

Sponsorships packs (Email info@unbc.nl for details)

👤 Premium

👤 Platinum

👤 Gold

👤 Individual participation is at a fee. The fee covers:

- ☒ Airport pick up (Only arrivals for guests booked into the convention hotel)
- ☒ Transport to and from all the field visits
- ☒ Complementary voucher to the convention day Dinner
- ☒ Complementary VIP ticket to the convention after party



Participants

UGANDA	NETHERLANDS
Parliament of Uganda	Uganda House Netherlands
Housing Finance Bank	Uganda Embassy – Brussels
PostBank Uganda	Koudijs Animal Nutrition
Equity Bank	Hospitainer
Ministry Of Internal Affairs (MIA)	Ante BV
National Identification Registration Authority (NIRA)	Insect Engineers
Kampala Capital City Authority (KCCA)	Bejo Zanden
Uganda Public Service Commission	Expandable Healthcare
Private Businesses	Verbeek Boerderij
	World Horti Center
	Philips
	Bles Dairies
	Africa Unlimited



UNBC 2023

Next year's convention will take place from:

22nd - 26th August 2023

You are all most welcome.