

UNBC 2020



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AMSTERDAM



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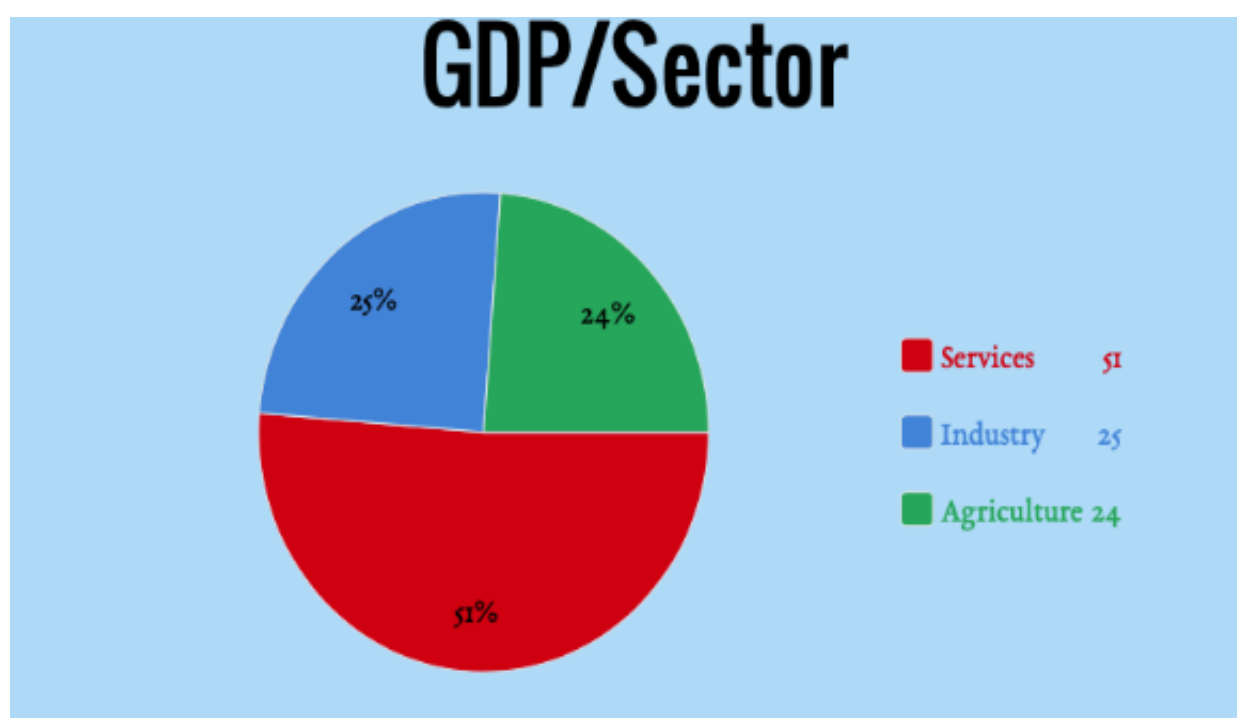


1. INTRODUCTION

The Uganda Netherlands Business Convention (UNBC) is a business, investment and Tourism networking platform that holds annually in the Netherlands. Now for 4 years, 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 last year's edition, UNBC 2020 will continue its focus on capitalizing on the ***untapped growth and development opportunities in Uganda with specific focus on Health, Agricultural and the Tourism (sub)sectors.***

With the COVID-19 pandemic limiting the usual physical convention in Amsterdam, The Ugandan community in the Netherlands in partnership with the Uganda Embassy in Brussels, hosted the international business community on the first ever hybrid (Limited physical contact connected digitally) Convention that was broadcast live on NBS Television in Uganda and RTZ in Netherlands.

To begin with, here below a graphical overview of the respective sector contributions as percentages of Uganda's GDP.



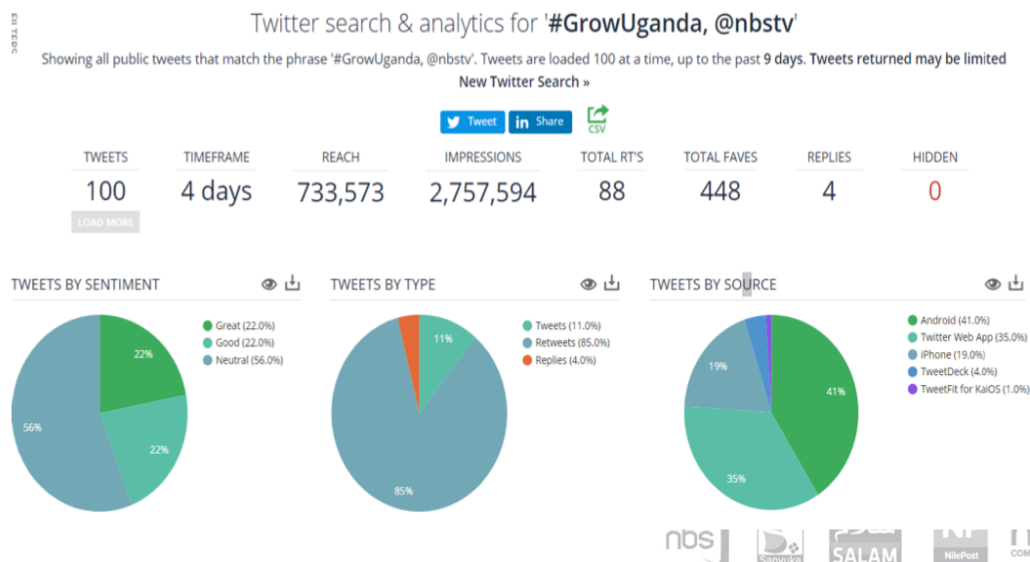
1.1. The Convention

This was 120 minutes of live panel sessions TV broadcast followed by 60 minutes of ZOOM virtual business matchmaking and networking. In a combined 180 minutes, the Dutch and Ugandan corporates shared a stage and discussed business ideas between the two nations. In 7 segments, convention panelists presented from 2 focal bases simultaneously switching between Studio Westhaven in Amsterdam and NBS TV in Kampala (the two command centres). The convention attracted millions of viewers between the 2 countries and participants were free to contribute, interact and network throughout the entire broadcast.

Here below twitter reach extract from Next Media after 2 days of the convention.

Twitter Reach – Social Bearing

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1.2. Why UNBC 2020

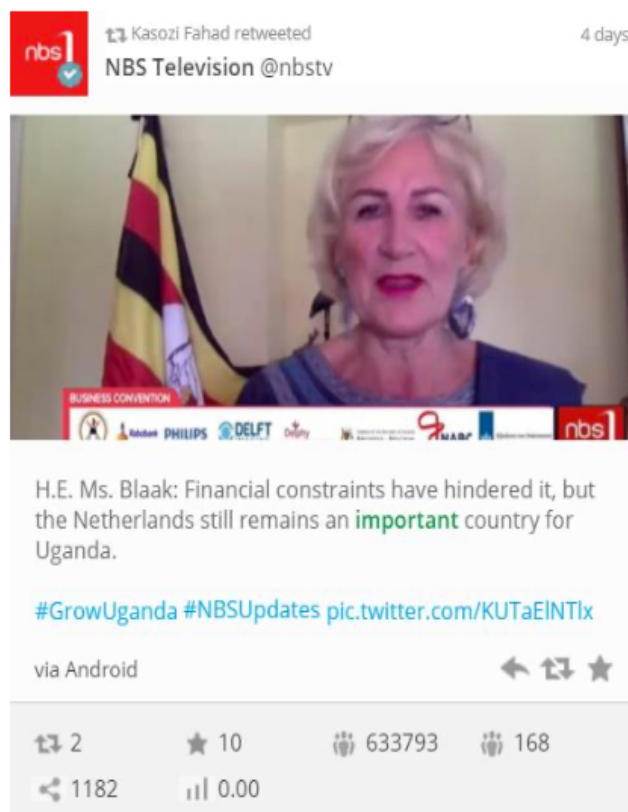
Trending under the theme #GrowUganda!

- Promotion of Uganda as a wonderful tourism destination.
- Promote Uganda as a lucrative investment destination.
- Encourage Dutch agricultural and health practitioners to consider investing in Uganda
- Create business partnerships between Dutch & Ugandan entrepreneurs
- Share economic knowledge between the Netherlands and Uganda
- Encourage the Ugandan Diaspora to tour and Invest in country



2. Uganda & the Netherlands

2.1. HE Amb. Mirjam Blaak Sow - Uganda Embassy – Brussels:



The Ambassador HE Mirjam Blaak spoke about how the Embassy continues to remain resolute in sharing the available mapped

opportunities to enhance on the increase of Tourist, Trade, and investment flow from Europe to Uganda. The Ambassador also submitted that they organize various trade missions and partner with different formations all with a goal of resources and capital transfer.

The Ambassador was on point in calling out all serious potential investors and tourists to look out for Uganda as a lucrative destination. In her conclusion, the Ambassador rallied tourists to visit Uganda but also certainly encouraged investors to tap into the investment opportunities that are backed by numerous investment subsidies.

2.2. Arne Doornebel - Netherlands African Business Council (NABC)

The NABC works with a network of 250 Dutch companies, majority of whom are multi nationals that seek to traverse and do business in Africa – and Uganda of course. Arne emphasised that the NABC looks out to the private sector and through these they attract and arrange Investment, trade and tourism missions in different countries of Africa.

2.3. Josephaat Byaruhanga – Dutch Embassy Uganda:



The Uganda and Dutch economies although distant in numbers have a lot in common, were it is not a mutual benefit then it is a complimentary one. But either way

the Dutch embassy continually sees the importance of the match. Looking at the different value chains within agriculture, the Netherlands has been key in supporting dairy, horticulture and so on. These formations whether partnerships or foreign direct investments have contributed in offsetting knowledge gaps right from production all the way to market. Similarly the same can be said of Health. Talking of Tourism, the Netherlands sees a lot of potential and continues to promote and avail all necessary information to its nationals. This approach has in turn been effective in harnessing and unlocking tourist traffic.

2.4. Irene Irumba Mbabazi – Uganda Revenue Authority

The URA is aggressively pushing for the growth and development of Industries and Agriculture in this financial year. These two priority sectors here are being highlighted and fronted in the Industrialization and agribusiness policies. In the past, willing investors struggled with lack of or consumption of wrong information. The good thing now is that the URA in collaboration with other Uganda government institutions have gone a long way in making sure that vital information is readily available and shared to all relevant stakeholders.



3. Medical

Out of the convention, below the projects that have been set up to strengthen the Uganda's health system.

- I. A multimillion cancer diagnostic project including the installation of East Africa's 1st ever high tech FDG/PET CT. A project of Philips in collaboration with Uganda Cancer Institute and Ministry Of Health.
- II. Skills training project: Several Ugandan Surgeons to be trained and equipped with different skills in Amsterdam. A project of Amsterdam Skills Center and UCI/MOH
- III. Community Tuberculosis diagnostic program: Involving Delft Imaging Mobile X-ray and software innovations suitable for rural areas.
- IV. A mobile health/Diagnostic Unit to aid early cancer diagnosis. Proposed co-operation between Philips, Expandable Healthcare and UCI.

Dr. Joachim Kikomeko one of the UNBC directors, is coordinating the health projects initiated from the Netherlands. He will provide a complete report of the outcomes prior to the next edition.

3.1. Guido Geert – Delft Imaging

Introduced the TB – XRAY solutions. An opportunity for the rural population who may have challenges accessing a hospital, Here, we are talking about a containerized mobile clinic fitted with an XRAY machine and a lamp. The whole system is powered by a solar system that ensures operation of up to 6 hours.

Aware that there is a shortage of qualified radiographers in many remote areas and possibly Uganda in generally as part of an all-in-one solution, Delft Imaging complements this system with digitalized artificial intelligence of a virtual doctor.

3.2. Martijn Gevers – Expandable Solutions

Working with system integrators and medical equipment manufacturers, we design and assemble vessels ideal for fitting medical facilities, we can all agree that these units are essentially needed in rural or destabilized areas. Our Expandable portfolio consists of reliable, mobile, relocatable and sustainable “turnkey” medical solutions. These are always delivered ready to function. Important to note, we do support with implementing local content that is rather more tailor matched to a particular community.

3.3. Dr. Jackson Orem – Uganda Cancer Institute



struggling to navigate through what we call a double burden of disease; we do fight the communicable and non-communicable diseases. And the challenge has always been how to effectively tackle and combat the two without necessarily undermining the other. Gladly, we discuss tailor made facilities fitted with tailor content, but I want to re sound the need for close collaboration and working together.

Uganda has for many years been

In Uganda today, with the economy steadily growing and the population getting more informed, it is high time the country moved away from the prejudice of focusing on basic medical facilities. An urgent rethink on investing in high tech medical equipment is necessary not only to cater for those in need but also to avoid a continued situation of patients having to travel abroad to seek this care.

3.4. Dr. Jeff Otiti – Uganda Cancer Institute

Uganda can surely benefit from the various facilities and solutions being discussed here. In Uganda, medical care is structured across health care centers (HCC), and indeed it is important to interact on how best to combine all these capabilities. Another area of interest is the scarcity in the number of surgeons within the different expertise, and that is further compromised by a shortage or even complete lack of the necessary (basic) equipment.

3.5. Roelof Assies – Philips

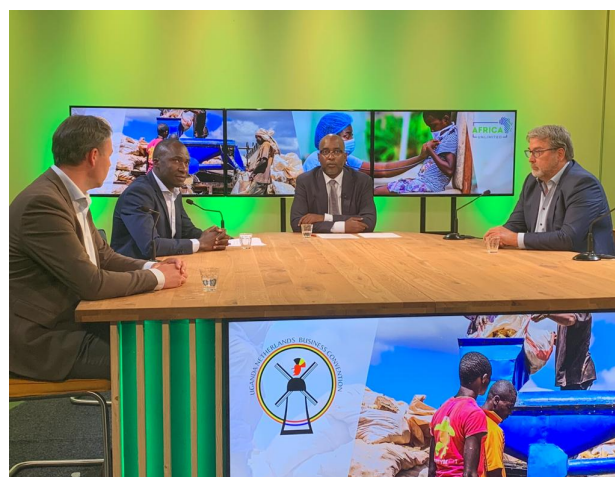


At Philips we are about manufacturing and providing solutions in form of equipment across the whole range of

medical needs. Research tells us that Ugandans spend up to \$10m annually seeking medical care out of the country. With our all-round expertise, Philips is a ready partner to close this gap. We have devised step-step equipment installation models and to our confidence, these have been very successful in many countries – also in Africa

3.6. Peter van Felius - Amsterdam Skills Center

In 2019, the Amsterdam Skills Center (ASC) started training surgeons and within one year over 4000 surgeons from 6 different countries had been trained in various expertise. Aware that not everyone can make it to the facility in Amsterdam, the local team has put together scalable digital education.





4. Female Entrepreneurs

4.1. Pamela Anyoti Peronaci – CEO Asante Mama

Ugandans can and need to produce, package and brand products for the global market. I believe women and mothers can play a significant role in the rebranding of Uganda. People tend to follow where good products come from, therefore with continued and persistent training of the farmers and producers on the best practices, Uganda stands a realistic chance to reverse what many people in the west think of African products and services as being of low-quality.

4.2. Dr. Emma Naluyima – 1 acre Farm Unlimited



tourist interest, both local and foreign. With a very simple model of piecing 1 acre of land in to 4 quarters, we have managed to keep cattle, rare fish, grow vegetables, manage poultry, the list goes on. The logic behind is to integrate everything with zero waste on the farm. We can do all the talking but, in the end, everyone needs foods on the table – It is a basic fact that I got to know quite early as a first-time mother.

Our 1-acre farm has attracted a lot of

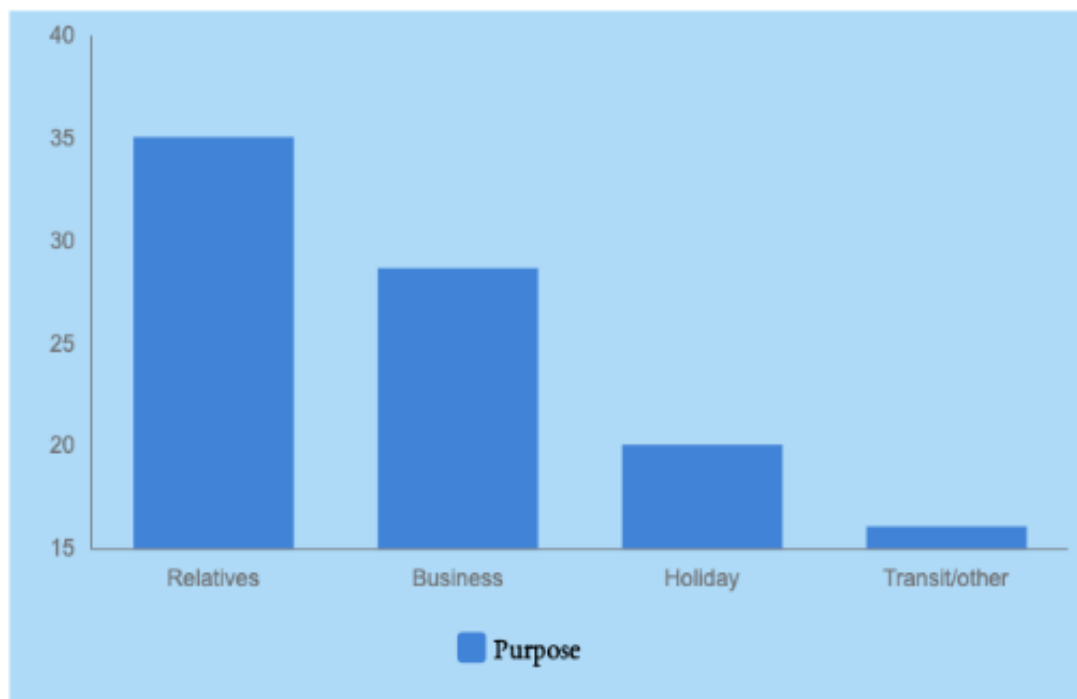
4.3. Inez Van Oord – Linking Pin

Many of Uganda's products and services have come of age, in fact it is fair to say that there are quite a number of unique features from Uganda that have remained in the shadow. With linking pin, we commit to unearthing this value and matching it to potential market wherever it is.

5. Tourism

Tourism Key Performance Indicators (KPIs)

Tourism sector is part of the service sector, In 2017, it was the leading foreign exchange earner at \$1.453 billion employing 605 thousands people. Below a graph of % tourist arrivals by purpose



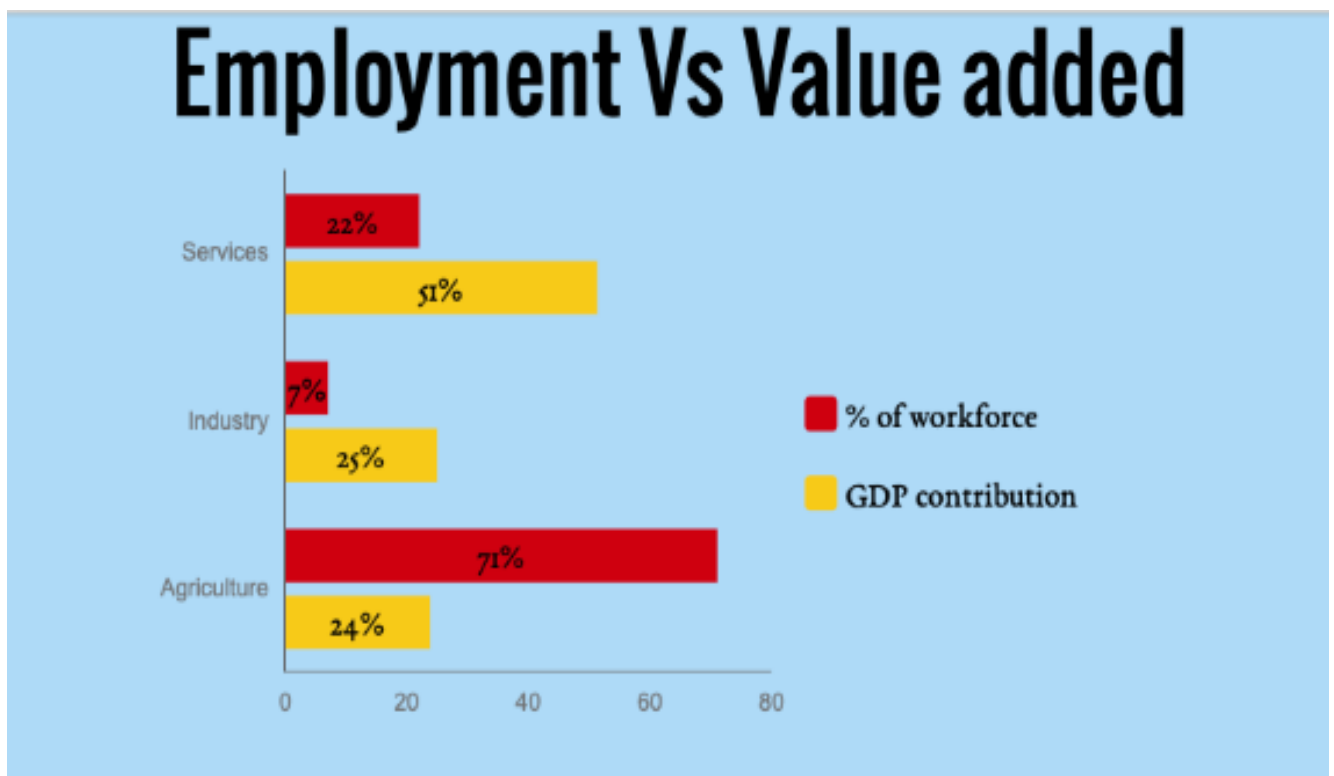
5.1. Bradford Ochieng – Uganda Tourism Board



In all we do there is need to concentrate on Uganda, our country is beautiful and endowed with

magnificent scenery and form. It is important for me to mention on this platform that the Dutch-Uganda relationship is something to be very proud of. Out of the 60 Tourism bankable projects licensed by the Uganda Investment Authority, Dutch tourism entrepreneurs have shown tremendous interest leading from the 1st position operating 17 projects.

Ultimately, the Uganda Tourism Board is calling out the Ugandan Diaspora to seek these opportunities. There has been lots of structural improvements in the business atmosphere all the way from (tele) conferencing, middle range hotels, tour operations and so on. Truthfully, we continue to see gaps in provision of value-adding services in transport, ticketing, real estate and digital conferencing. The Tourism Board is happy to use this platform to rally more Dutch investors but also the Diaspora to come and take advantage of these many opportunities.



Tourism is a unique economic sub sector of the services sector, since it is the leading source of foreign exchange which are vital for Uganda's trade and imports. As of 2017, the sub sector alone accounted for 7,3% of the GDP.

6. Agriculture

6.1. Martine De Jong - Delphy



100 years of experience in agriculture and horticulture. Over the last 20 years, the company has moved on to specialize in developing farming knowledge and implementing it worldwide. Through localized tailor-made trainings and technology transfer, we have noted optimal cultivation in food and flower production in all the areas that we have visited – Including Uganda of course.

Delphy brings on board more than

6.2. Thijs Boer - Hollanda Fair Foods

We can all confirm that good farming yields are not the ultimate goal but rather market. In fact, it is the demand that trigger what, how and the when processes within the value chain. Hollanda fair foods sees a huge crisps and chips market opportunity in Uganda, but there needs to be proper safeguards in the supply of potatoes. And that is why the farmer/Delphy relationship is very vital to us.

6.3. Kast Weening – Dutch Potato Organization

Previously, Uganda was not one of the countries that the Dutch did potato business with. Gladly with the efforts of the Dutch Embassy in Kampala that has since changed and now Uganda joins a list of other 100 countries the Dutch do

potato business with, we are happy with all the progress so far and in fact working to accelerate on introducing new potato varieties.

6.4. Stephen Bayite-Kasule – Dutch embassy Uganda

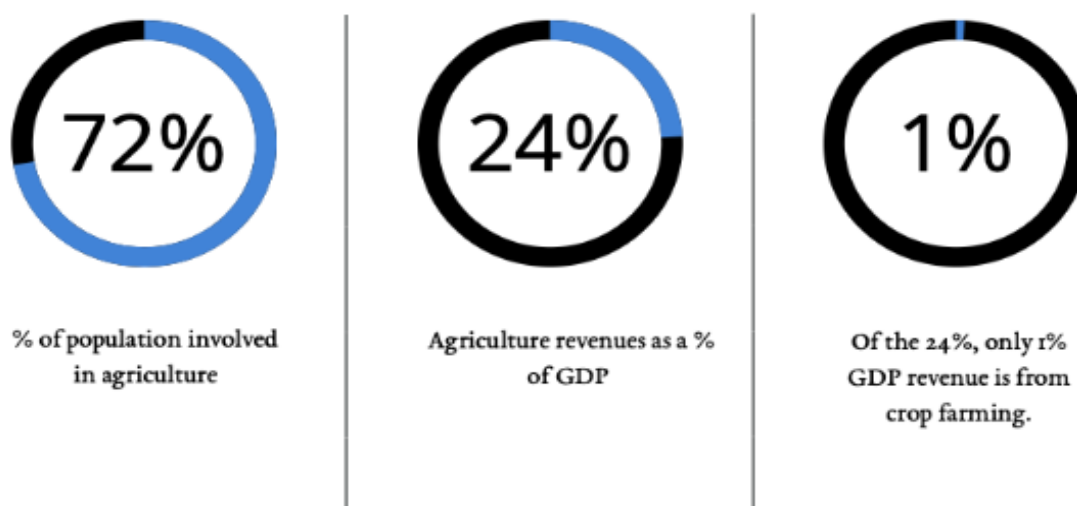
Uganda's population is growing very fast, and we also see a parallel trend with the economy too. Similarly, with the assertive rise of the middle class, this has in turn brought about a shift in nutritional trends as well. It is production of such products that is not yet at par with the demand. The Dutch embassy through various schemes has been supportive of any private sector food safety plans from way back when there were not even efficient production possibilities.

6.5. Mr. Jamil Ssenyonjo - Uganda Revenue Authority

To begin on a positive, agricultural incomes contribute 23.8% of our GDP. The opportunity lies in the fact that 72% of the population is involved in agriculture. The percentage imbalances are simply because agriculture largely remains at a subsistence level which limits the Revenue Authority to collect a mere 1% from crop farming. In a bid to improve this, the government has amended her tax laws to exonerate farmers from penalty for under declaration of provisional tax. This is aimed at promoting agriculture because Uganda is an agricultural country.

Agriculture Key Performance Indicators (KPIs)

The Agricultural sector consists of Fisheries, Animal Husbandry, Forestry, Dairy, and Crop sub-sectors. It is the biggest in terms of population composition but the smallest in revenue.



6.6. Wytze Heida – Uganda Dairy Impact Cluster



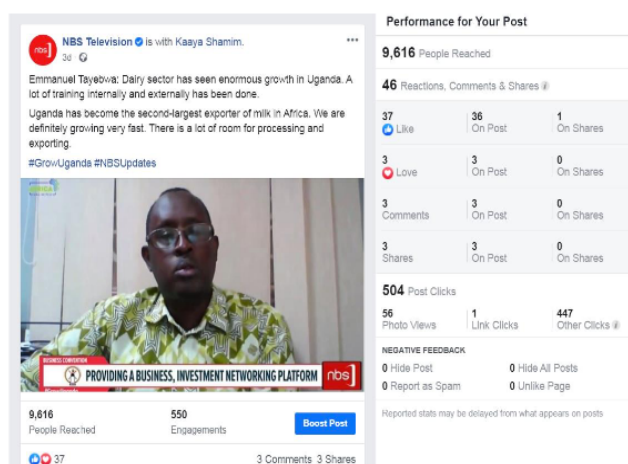
sector but make no mistake – that is not by default. Speaking about us (Impact Dairy cluster), we are a joint operation of 6 companies each bringing on board different capabilities. For example, Ante BV is specialized in record keeping, processing & milk cooling, Koudijs in animal feeds, Bles Diaries in genetic potential & project implementation, Ares group is a research & education group.

The Netherlands has a strong dairy

6.7. Johan Verhoek – Koudijs

Diary business can be complex if not well managed. Quite early we learnt that excelling in animal feeds was not solely enough but rather collaborating with other specialized participants in the sector.

6.8. Emmanuel Tayebwa – Impact Cluster Dairy Uganda



Uganda's dairy sector, gradually there is a paradigm shift in the mindset of sector participants, and this can be applauded here today thanks to the internal and external training. To zoom in, by 1990 Uganda was producing 490m liters of milk annually, today that number stands at 2,6b liters representing an

We see an astronomical growth in

enormous 6% growth. With these figures, Uganda has become the second-largest exporter of milk in Africa. We are definitely growing very fast, contributing about 11% of the

national GDP and one of the biggest employers in the country. However, not everything is rosy, there is still a lot of untapped opportunities in processing and exporting.

6.9. Frank Buizer - the Netherlands Enterprise Agency (RVO)

What has been achieved by the Impact cluster in Uganda is a beautiful success story which fits very well with the Dutch development co-operation policy. Private sector development is key to our policy, and as an agency we have mapped out various companies willing to do business in Uganda. We focus on integrating the interests of the Dutch willing to do business in Uganda. We know that Dutch companies which

choose to do business in Uganda do so with long term intentions, therefore our ask in all this is to meet and work with strong local partners.



6.10. Deus Muhwezi – Ministry of Agriculture

Performance for Your Post

10,190 People Reached		
46 Likes, Comments & Shares (1)		
44 Likes	43 On Post	1 On Sh
1 Comments	1 On Post	0 On Sh
1 Shares	1 On Post	0 On Sh
521 Post Clicks		
54 Photo Views	2 Link Clicks	465 Other
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	
Reported stats may be delayed from what appears on		

10,190 People Reached | 567 Engagements | Boost Post

Nizitta Innocent, Manzi Fred and 39 others | 1 Comment | 1 Share

released and one of the key points mentioned is agro-industrialization. A platform such as this, is a dependable tool where we as government want to promote but also emphasize the need to invest in the many value adding opportunities we have in Uganda.

A policy guidance paper was recently

7. Finance

7.1. Lawrence Byensi - Uganda Investment Authority



The investment and trade agendas continue to hold center stage in all our policy revisions. There is keen prioritizing of both the soft and hard infrastructure capabilities. With reference to soft infrastructure new laws and policies were introduced in

February 2019 and these together with the hard infrastructural improvements such as roads, electricity, and water have all contributed to the aggregate increases in the investment climate. Value addition is one of the areas where we continue to see gaps, with the many minerals and natural resources, Uganda can surely boost her terms of trade and the desirable position to do that would be for us to totally eliminate export of raw materials.

7.2. Yunus Babuwaire – Housing Finance bank (HFB)

At HFB, we look at Agriculture and Health as basic necessities of humankind but even then, we know that they are not optimally exploited. There are huge opportunities in financing these sectors. A case in point, looking at the GDP contributions in comparison to the budgetary allocations, it is clear that government is focusing on these sectors. But more still, there is still many opportunities and ground to be covered by the private investors. From the banking perspective and maybe other financial institutions, we are very keen to connect with potential participants from both the demand and supply sides. With reference to the remittances, financial mediation is one of the key roles HFB plays. Especially with the COVID-19 pandemic still around, we are paying attention to reducing the costs and all associated challenges of remitting money.

Our bank is also focused on easing the home ownership possibilities, all these and other policies are decisions undertaken to attract increased savings and wealth generation in Uganda.

7.3. Paul van Apeldoorn – Rabobank



us bankers we do appreciate the narrative that “***what you see is what you get***” because only then can you anticipate. Listing the available investment opportunities within Uganda’s Tourism, Agriculture and Health care would definitely give you more than you can bargain for. But all that has to be harmonized with certainty and reliability.

The \$1 billion, Ugandan Diaspora remit every year is a lot of money. I understand that amount contributes to about 4% of the country’s GDP.

Banks are used to taking risks, but they do not want uncertainties. For

7.4. Mathias Katamba – DFCU Bank Uganda



Diaspora Ugandans remit \$1billion annually, and that money comes in

for many different reasons ranging from family support but also directly into business and investment. Banks definitely have a role to play, if not already playing that role in guiding and easing this movement of money. Certainly, I can confirm that at DFCU, we are cognizant of how important the remittances are to the country. Generally banks have a duty

to play in facilitating transmission channels but also guide in influencing consumer behaviour. We have for example engaged diaspora

on how to optimize their money and encouraged them on the formation of investment & saving clubs.

8. Conclusion

8.1. About Uganda Netherlands Business Convention (UNBC)

An organization initiated and led by professional and passionate Netherland citizens of Ugandan origin. Each year, the UNBC under the convention platform highlights improvement opportunities for Uganda's Health, Tourism and Agriculture. During this platform, partnership matches for the Ugandan Diaspora, business like-minded individuals & organization and policy & business facilitators from both Uganda and the Netherlands meet to leverage on possibilities within the target sectors.

Every year since its establishment, the UNBC organization with its core team of professionals, social and business entrepreneurs actively networks for interested partners to support in the tailoring of the many gaps in Uganda's target sectors. Therefore, during the annual convention or any other platforms, the UNBC is resolute in promoting Uganda as a rewarding investment destination or least re-echoing the fact that Uganda is one of the countries in need of support and reinforcement in many humanitarian aspects and as such encourage any form of foreign contributions. Consequently, the UNBC has been keen on building capacity through bridging gaps within the Uganda government offering. This has been achieved by stretching on the exposure of living in the Diaspora but also leveraging on support from partners

8.2. Appreciation

Even good ideas have to be well received and acceptable. We have never taken any form of communication or engagement thereafter with you our partners for granted. To all of you our esteemed participants, we delightfully would like to take this opportunity to thank you for gladly accepting to be with us and making UNBC2020 a success. **THANK YOU**. And there is always a better next time!



Participants:

UNBC

UGANDA	NETHERLANDS
Uganda Revenue Authority – URA	Uganda House Netherlands
Uganda Investment Authority – UIA	Uganda Embassy – Brussels
Uganda Tourism Board – UTB	Africa Unlimited – AU
1-acre Unlimited	Philips
Uganda Cancer Institute – UCI	Delft Imaging Solutions
Ministry of Agriculture – MAAIF	Delphy BV
Hollanda Fair Foods	Rijksdienst voor Ondernemend (RVO)
Royal Dutch Embassy - Uganda	Expandable Solutions
DFCU Bank	Amsterdam Skills Centre (ASC)
Housing Finance Bank	Rabobank
Next Media – NBS TV	Impact cluster Uganda Dairy
	Netherlands Africa Business Council - NABC
	Linking Pin
	Mama Asante
	Studio Westhaven - Amsterdam

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