



THE REPUBLIC OF UGANDA

CONCEPT NOTE FOR THE BUSINESS FORUM TO BE HELD AS PRE-CONFERENCE ACTIVITIES FOR THE NON-ALIGNED MOVEMENT (NAM) AND THE 3RD SOUTH SUMMITS IN JANUARY 2024

1.0 Introduction

- 1.1 Uganda will be hosting the 19th NAM Summit from 15th -20th January, 2024 and the Third South Summit, commonly known as the G77 Summit, from 21st-23rd January, 2024. Uganda will be taking over the Chairmanship of NAM from Azerbaijan. The NAM is an international organisation consisting of 120 countries that are not formally aligned with or against any major power bloc, and is the third largest grouping of member states worldwide after the United Nations (UN).
- 1.2 The G77 is the largest coalition of developing countries in the United Nations that provides a platform for South-South cooperation to articulate and promote collective economic interests and enhance its joint negotiating capacity on all major international economic issues in the United Nations system.

2.0 Purpose of the concept Note

- 2.1 The 19th NAM Summit and the 3rd South Summit is an excellent opportunity to bring Trade, Industry and Investment which is at the nexus of economic development to the core of the South to South cooperation. At the Continental level, all African countries except South Sudan are members of the two blocks. The promotion of intra NAM and G77 and China trade seizes opportunity for Africa to concurrently, unlock the potential of AfCFTA.
- 2.2 Uganda working together with various actors and stakeholders seeks to use its Chairmanship as building block to advance the South-South trade agenda.

3.0 Specific objectives of the Business Forum

- To create opportunities in trade in both goods and services, tourism investment and technology transfer.
- To promote investment opportunities in priority sectors of Tourism; Agri-value Addition, Mineral Beneficiation; Oil and Gas; ICT; Infrastructure development; Real Estate, Trade, Services among others.

- c) Identify Joint Venture Partnerships opportunities for domestic investors for affordable financing, technology transfer and market opportunities in the priority programmes.
- d) Agree and sign a framework of cooperation between Uganda Investment Authority and Chambers of Commerce and other equivalent bodies responsible for Trade and Investment through which investment letters (deals) can be originated, coordinated and signed.

4.0 Expected outcomes

- a) Sign at least 5 Investment deals worth USD 100 million, with potential investors in the priority programs of Uganda in Agro-industrialisation, Tourism, Manufacturing, Industrial Parks, Energy, Mining, Oil and Gas among others.
- b) Generate a compendium of investment leads (list of investors interested in Uganda's investment opportunities). This will include among others, name of the investor, contact details and areas of interest.
- c) Sign at least 3 Joint Venture Partnerships

5.0 Date and Venue

5.1 The dates for the Trade Exhibition will be held from 15 to 18th January 2024 while the East Africa Investment Summit is scheduled from 17 to 18th January 2024 under the theme **“Deeper Cooperation in Trade, Tourism and Investment for Shared Global Affluence.”**

5.2 The venue is Serena Kampala Hotel-International Conference Center and Serena gardens.

6.0 Format

6.1 The NAM and G77 and China Business Forum shall be held in a two in one format comprising of Trade Exhibition on one hand and East Africa Investment Summit on the other. The Trade Exhibition should enable the country showcase and demonstrate its manufacturing and export capacity to the outside World while the Investment Summit is coined on leveraging on the East African region and its market size to promote and attract prospective investments.

6.2 The last day of the Business Forum has been reserved for the Heads of State for the East African partner States to pitch on the region's Trade and Investment potential.

6.3 There will be a mini exhibition composed of about 20 to 25 stalls at the Summit venue, Speke resort Munyonyo to cater for delegates at the NAM and 3rd South Summits that may wish to buy Ugandans souvenirs such as crafts, clothes and others. The

identification, vetting and their selection will be done by the Ministry of Trade, Industry and Cooperatives.

6.4 The proposed breakdown of the activities is as follows:

Day 1 15th Jan. 2024	Opening Session - Key note address by the Director General of the World Trade Organization and the Secretary General of the African Continental Free Trade Area of the Business Forum. - Panel discussion of domestic eminent personalities to discuss topical issues and presentations on Uganda's trade, tourism and investment potential. - Evening cocktail to facilitate networking between the participants and as ice breaker to prepare for B2B sessions.
Day 2 16th Jan. 2024	- Breakaway sessions in form of B2B (Business to Business) B2G (Business to Government) according to sectors.
Day 3 17th Jan. 2024	- Presentation of bankable projects by the Investment Authorities of the partner states of the East African Community.
Day 4 18th Jan. 2024	- Summit of Heads State of partner States of the EAC - Presentation of outcome of the Business Forum and Trade Exhibition. - Pitching on the Investment potential of the region by the East African Heads of State. A detailed programme will be developed for consideration by the Committee.

7.0 Oragnisation

7.1 The organization of the Trade Exhibition and East Africa Investment Summit will be coordinated by the Ministry of Foreign Affairs and Ministry of Trade, Industry and Cooperatives respectively. They will be supported by a sub- Committee comprising of representatives from the following stakeholders;

- Office of the President
- Ministry of Finance, Planning and Economic Development
- Ministry of East African Community Affairs
- Ministry of ICT and National Guidance
- Ministry of Tourism, Wildlife and Antiquities

- f) Uganda Police Force
- g) Uganda Investment Authority
- h) Uganda Tourism Board
- i) Private Sector Umbrella Organisations (UMA, PSFU, Chamber of Commerce, KACITA)
- j) Uganda Export Promotion Board
- k) Kampala City Council Authority

7.2 The Sub-Committee will be divided into smaller task teams mirroring the National Organizing Committee in order to facilitate better organization. The Task Teams will be as follows;

- a) ICT, Media and Publicity
- b) Protocol and accreditation
- c) Private sector mobilization
- d) Budget and resource mobilization
- e) Transport and accommodation
- f) Program and conference
- g) Leisure, entertainment and hospitality
- h) Health
- i) Security

Each Task Team shall develop its ToRs for approval by the Business Forum and Trade Exhibition Sub Committee.

8.0 Resource mobilization

8.1 The National Organizing Committee chaired by the Head of Public Service and Cabinet Secretary agreed that the Government will provide the preliminary resources for mobilization, coordination and initial advertisement.

8.2 While the additional resources will be mobilized from the private sector. It is recommended that a professional Events Manager/Planner be contracted this will not require the PPDA regulations since the resources are to be mobilized from the Private Sector.

8.3 In order to cover the costs of the Business Forum and the Trade Fair the following sponsorship packages are proposed as follows;

- a) Platinum - Ugx 100 million
- b) Gold - Ugx 75m million
- c) Silver - Ugx 50 million
- d) Bronze -Ugx 15 million

8.4 The Benefits to be enjoyed by each category of sponsorship are as below;

Sponsorship Package for Business Forum/Summit and Trade Exhibition To Be Held As Pre-Conference Activities For The Non-Aligned Movement (Nam) And The 3rd South Summits In January 2024	
Category	Package
Platinum: UGX 100 million (Limited to 5 spaces on a 1st Come First Serve Basis)	✓ 2X6m fully serviced prime booth at the Trade Exhibition ✓ Booth in the Victoria Hall (Venue of the Business Forum and Summit) ✓ Visit by the Chief Guest and VVIPs to your tent ✓ 2 (two) Tables of 5 each at the Business Forum and Summit ✓ Full Board Meals (Lunch, break teas and water) ✓ Allowed 3 Minutes promotional video to run regularly during the Business Forum and Trade Exhibition ✓ Full Page advert in the NAM Business Forum Catalogue- Inside front cover/ Inside back cover ✓ Space for a word from the CEO in the NAM Business Forum Catalogue ✓ Appearance on the promotional materials as a Platinum Sponsor ✓ Appearance and mention on all Media, TV, Social Media and radio as a Platinum Sponsor ✓ Very frequent mention and recognition by the Master of Ceremonies ✓ Award by the Chief Guest as a Platinum Sponsor
Gold UGX 75 million (Limited to 10 on First Come First Serve Basis)	✓ 2X6m fully serviced prime booth at the Trade Exhibition ✓ 1 (One) Table of 5 at the Business Forum and Summit ✓ Full Board Meals (Lunch, break teas and water) ✓ Half Page advert inside the NAM Business Forum Catalogue ✓ Logo appearance on promotional material as a Gold Sponsor ✓ Frequent mention by the Master of Ceremonies; ✓ Award as a Gold Sponsor
Silver: UGX 50 million (Limited to 15 spaces on First Come First Serve Basis)	✓ 2x 3m fully serviced booth at the Trade Exhibition ✓ Quarter Page advert inside the EAC SME Trade Fair Coffee Table Booklet (Catalogue) ✓ 2 (two) Invitation Cards to the Business Forum and Business Summit ✓ Full Board Meals (Lunch, break teas and water) ✓ Appearance and mention on all Media, TV, social media and radio as a Sponsor ✓ Frequent mention by the MC of the event ✓ Award of Certificate as a Silver Sponsor
Bronze: UGX 15 million (Limited to 20 spaces on First Come First Serve Basis)	✓ 2X3m fully serviced booth at the Trade Exhibition ✓ 1 (one) invitation card to the Business Forum ✓ Full Board Meals (Lunch, break teas and water) ✓ Occasional mention by the Master of Ceremonies ✓ Award of certificate as Bronze Sponsor

Sponsorship Package for Business Forum/Summit and Trade Exhibition To Be Held As Pre-Conference Activities For The Non-Aligned Movement (Nam) And The 3rd South Summits In January 2024

Category	Package
Exhibitors- Ugsh 3 million (Limited to 50 spaces on First Come First Serve Basis) million	✓ 2x 3m fully services booth at the Trade Exhibition ✓ 1(one) invitation card to the Business Forum

9.0 Work Plan and Budget

The total budget estimates for the Business Forum and the Trade Exhibition has be calculated at Ugsh 2,602,420,050 (**Two Billion Six Hundred and Two Million Four Hundred and Twenty Thousand and Fifty Shillings only**). The details of the Workplan and Budget are attached as Annex 1.

4.0 Annex 1: Work Plan and Budget

SN	Activity	Deliverable(s)	Indicator	Units	No. Units	Unit Cost	Total Cost	Timeline* *	Responsible person	Remarks/ Assumption
1	Cost of for the Venue - for Victoria Hall for Investment Summit	Hire of Investment Summit Hall confirmed	75 % of the cost of the venue paid	Days	4	25,000,000	100,000,000	15th Nov. 2023	MOFA MTIC	
1.1		Hire of Trade Exhibition Venue Confirmed	75 % of the cost of the venue paid	Days	4	10,000,000	40,000,000	15th Nov. 2023	MOFA MTIC	
1.2		Conference package for Business Forum for 600 pax for 4 days Conference package at Ushs.320,000=per person X 600pax X 4days - Morning tea/coffee break with assorted bites -Mineral Water x2 & Stationery - Buffet Lunch inclusive of a	75 % of the cost paid	Days x Participants	2,400	320,000	768,800,000	15th Nov. 2023	MOFA MTIC	Expect 600 pax for 4 days of the Business Forum

SN	Activity	Deliverable(s)	Indicator	Units	No. Units	Unit Cost	Total Cost	Timeline* *	Responsible person	Remarks/ Assumpti on
		soda or water - Afternoon tea/coffee break with assorted bites								
1.3		3 Breakaway for B2B engagement	75 % of the cost paid	Rooms	6	1,500,000	9,000,000	15th Nov. 2023	MOFA MTIC	For networkin g and business deal closing
1.4		Cocktail	Cost of Cocktail covered	Invited Guests	500	100,000	50,000,000	15th Nov. 2023	MOFA MTIC	For networkin g
2	Send out Invitations to NAM States to participate Business Forum and Trade Exhibition	Invitations sent out	Confirmat ion of Receipt of invitations	0	0	-	-	15th Nov. 2023	MTIC, MOFA	
3	Identificatio n and invitation of Keynote Address Speaker, Panelists during the	Keynote Speaker, Panelists and Paper Presenters invited	Confirmat ion from the Key note Speaker, Panelists and Paper Presenters	0	0	-	-	15th Nov. 2023	MTIC, MOFA, MEACA	Internatio nally recognize d Keynote Speaker given the profile of the event.

SN	Activity	Deliverable(s)	Indicator	Units	No. Units	Unit Cost	Total Cost	Timeline* *	Responsible person	Remarks/ Assumpti on
	Business Forum									Panelists from all the EAC Partner States
3.1	Expenses for Key Note speaker and Panelists (Air tickets, accommodation and out of pocket allowance)			Persons (Average)	8	6,000,000	48,000,000		MOFA MTIC	Courtesies to be extended to the key Note Speaker and the panelists
4	Develop documentary on trade, tourism and investment	Trade, Tourism and Investment Documentary	Documentary uploaded on the NAM Website	Documentary	1	50,000,000	50,000,000	15th Nov. 2023	MTIC, MTWA, MEACA, UIA	Documentary to be approved by the Sub-Committee
5	Procure branded bags, pens and writing pads	Branded material developed	Branded materials received in stores	Pieces	1500	40,000	60,000,000	15 th Dec 2023	MTIC	To liaise with the ICT, Media and Publicity Sub-Committee to cover

SN	Activity	Deliverable(s)	Indicator	Units	No. Units	Unit Cost	Total Cost	Timeline* *	Responsible person	Remarks/ Assumpti on
										in their budget.
6	Promotional materials pull up banners and tear drop	Promotional materials developed	Promotional materials in stores	Pieces	30	200,000	6,000,000	15 th Dec 2023	MTIC	To liaise with the ICT, Media and Publicity Sub-Committee to cover in their budget.
7	Media, press and electronic Coverage and live streaming	Media coverage confirmed	Media coverage confirmed	Various media	2	15,000,000	30,000,000	30 th Dec 2023	MTIC, MICT & NG	To liaise with the ICT, Media and Publicity Sub-Committee to cover in their budget.
8	Designing and printing of the Business Forum Catalogue	Business Forum Catalogue	Business Forum Catalogue in place	Booklets	1,000	45,000	45,000,000	15 th Dec 2023	MTIC, MTWA, MEACA, UIA	Design to be approved by the Sub-Committee

SN	Activity	Deliverable(s)	Indicator	Units	No. Units	Unit Cost	Total Cost	Timeline*	Responsible person	Remarks/ Assumpti on
9	Accreditation of Business From participants form NAM States	Participants accredited	Accreditation List	List	0	-	-	15th Dec 2023	MOFA, SFC & UPF	Budget covered by Security and Accreditation Sub-Committee
10	Business Forum Moderators/ Master of Ceremonies	Moderator to manage the flow of events	Moderator Confirmed	Event moderator	4	3,000,000	12,000,000	30th Dec 2023	MOFA, MTIC, MICT & NG	
12	Translation Services and hiring of Translation gadgets	Translation for 4 official languages of the English, Arabic, French, and Spanish)	Translation Service providers identified and Cost of Translation services secured	Days	4	15,000,000	60,000,000	30th Nov 2023	MTIC, MICT & NG	
		Sub Total					1,233,800,000			

SN	Activity	Deliverable(s)	Indicator	Units	No. Units	Unit Cost	Total Cost	Timeline* *	Responsible person	Remarks/ Assumpti on
		Equipment, decoration, public address systems and other items for the Business forum and Trade Serena Conference Centre (See Attached Details Attached Appendix 1)					1,368,620,050			
	Grand Total						2,602,420,050			

Appendix 1: Equipment, decoration, public address systems and other items for the Business forum and Trade exhibition to be provided by 3rd party through Serena Conference Centre

Contact	Function Description Details			Duration			
				Start Date	End Date	Event Days	Set-up Time
Jude	AUDIO VISUAL BROADCAST & EXHIBITION SERVICE HIRE			15TH JAN 2024	18TH JAN 2024	4	Previous Day
QUANTITY	ITEM DESCRIPTION				UNIT PRICE(UGX)	LINE TOTAL	SUB TOTAL(UGX)
	<u>BUSINESS FORUM (VICTORIA HALL) - 2 DAYS</u>						
1.00	PUBLIC ADDRESS SOUND SYSTEM			3,000,000	12,000,000	12,000,000,	
1.00	CONFERENCE BROADCAST LIGHTING with suspended aluminum trussing				4,000,000	16,000,000	16,000,000
1.00	STAGE DECK (8m x 4m) with white marley pvc			2,000,000	8,000,000	8,000,000	
1.00	BACKDROP LED SCREEN WALL (8m x 4m)			7,000,000	28,000,000	28,000,000	
2.00	INDOOR LED SCREENS (4m x 2m of P3.0 HD Resolution)				3,000,000	24,000,000	24,000,000
1.00	VIDEO LIVEFEED to Led Screens			1,500,000	6,000,000	6,000,000	
2.00	COMFORT MONITOR SCREENS (55 inches)			250,000	500,000	1,000,000	
2.00	ACRYCLIC BRANDED PODIUM			300,000	2,400,000	2,400,000	
6.00	BRANDED MICROPHONE PLINTHS			75,000	2,700,000	2,700,000	
1.00	VIDEO LIVESTREAMING EQUIPMENT (03 HD Video camera, video switcher)				3,000,000	12,000,000	12,000,000
1.00	PHOTOGRAPHY AND VIDEOGRAPHY			3,500,000	14,000,000	14,000,000	
1.00	ASSORTED DECORATION			4,000,000	16,000,000	16,000,000	

1.00	100Kva SILENT GENERATOR with fuel.		2,000,000	8,000,000	8,000,000
2.00	EQUIPMENT TRANSPORTATION (To & from the event location)		800,000	1,600,000	1,600,000
10.00	CREW LABOUR CHARGES (Setup and running)		100,000	4,000,000	4,000,000
	Sub Total		-	-	155,700,000
	<u>03 BREAK AWAY ROOMS</u>				
4.00	PUBLIC ADDRESS SOUND SYSTEM		600,000	1,800,000	1,800,000
4.00	LCD PROJECTOR & SCREEN		350,000	1,050,000	1,050,000
	Sub Total				2,850,000
	<u>COCKTAIL RECEPTION</u>				
1.00	PUBLIC ADDRESS SOUND SYSTEM		1,500,000	1,500,000	1,500,000
1.00	STAGE PLATFORM		800,000	800,000	800,000
	Sub Total				2,300,000
	<u>LUNCH AREA SETUP (04 DAYS)</u>				
1.00	MULTIFLEX TENT 12m x 90m		10,000,000	40,000,000	40,000,000
4.00	PAGOLA TENTS (6mx 6m)		250,000	4,000,000	4,000,000
1.00	PUBLIC ADDRESS SOUND SYSTEM		600,000	2,400,000	2,400,000
	Sub Total		-	-	46,400,000
	<u>EXHIBITION SETUP (HELIPAD GARDEN) - 04 DAYS)</u>		-	-	-
1.00	MULTIFLEX TENT 30m x 40m		20,000,000	80,000,000	80,000,000
1.00	FLOOR BOARDING		22,000,000	88,000,000	88,000,000
6.00	PAGOLA TENTS (6mx 6m)		250,000	6,000,00	6,000,000

220.00	EXHIBITION BOOTHS with power and Furniture (2 chairs and 1 table)		265,000	233,000,000	233,000,000
1.00	ASSORTED DÉCOR		10,000,000	40,000,000	40,000,000
1.00	PUBLIC ADDRESS SOUND SYSTEM		1,500,000	6,000,000	6,000,000
150.00	50" PLASMA TV SCREENS on stands		250,000	187,500,000	187,500,000
1.00	LIGHTING with suspended aluminum trussing		3,000,000	12,000,000	12,000,000
4.00	INDOOR LED SCREENS (4m x 2m of P3.0 HD Resolution)		2,000,000	32,000,000	32,000,000
1.00	VIDEO LIVEFEED to Led Screens		1,500,000	6,000,000	6,000,000
1.00	PHOTOGRAPHY AND VIDEOGRAPHY		3,500,000	14,000,000	14,000,000
1.00	100Kva SILENT GENERATOR with fuel.		2,000,000	8,000,000	8,000,000
2.00	EQUIPMENT TRANSPORTATION (To & from the event location)		600,000	600,000	1,200,000
10.00	CREW LABOUR CHARGES (Setup and teardown)		150,000	1,500,000	1,500,000
1.00	Exhibition set up pre day and post event costs		131,975,000	131,975,000-	131,975,000
			Sub Total		847,175,000
			Grand Total		1,054,425,000
			Management fee (Agency fee) 10%		105,442,500
				VAT 18%	208,772,550
				SUM TOTAL (UGX)	1,368,620,050



