



UGANDA HIGH COMMISSION
MALAYSIA

Business Expo: Uganda Malaysia Bilateral Trade Opportunities

This presentation outlines a project undertaken by World 1 & Virtue Arts Enterprise supported but Industries Unite , promoting bilateral trade between Malaysia-Uganda highlighting key sectors for Agriculture Industrialization, Tourism Potential, Expanding Trade Avenues, Information Technology Innovations, Manufacturing Capabilities and Mineral and Natural Resource Collaboration

Crafted by:



Project lead:



Supported by:



About Uganda



01 Population
48 million +/- (2023 estimate)

02 Median Age
~16.7 years

03 Languages
English (official),
Swahili (co-official),
Luganda (widely spoken)

04 GDP
~USD50 billion

05 Major Sectors
Agriculture (~24%),
Services (~52%),
Industry (~24%)

06 Trade Agreements
East Africa Community
COMESA AfCFTA

07 Tax
10 years Tax Holiday

08 FDI Inflows
USD 1.5 billion (2023 estimate)

09 Top Export
Coffee Beans~USD 900 million

10 Top GDP Contributor
Tourism ~ USD 1.5 billion

The latest data is based on 2024 records unless otherwise specified

Objectives of **the Business Expo**



Strengthen Trade Ties
Foster closer economic cooperation between Uganda and Malaysia.



Promote Bilateral Investment
Attract investment and joint ventures in identified sectors.



Enhance Business Opportunities
Connect businesses from both countries and facilitate partnerships.



Showcase Investment Potential
Highlight Uganda's investment climate and potential for growth.



Significance of the **Malaysia-Uganda** Trade Relationship



Economic Growth

Both countries are seeking to diversify their economies and increase exports.



Complementary Strengths

Malaysia's manufacturing expertise and Uganda's agricultural resources provide opportunities for mutual benefit.



Regional Cooperation

The expo can act as a platform for broader regional economic integration.

Key Sectors for **Bilateral Engagement**

Agriculture Industrialization

Leveraging Uganda's agricultural potential for processed food exports.

01.

Tourism Potential

Developing joint tourism packages and promoting cultural exchange.

02.

Expanding Trade Avenues

Identifying new export opportunities and facilitating market access.

03.

Information Technology Innovations

Exploring collaboration in digital solutions and e-commerce.

04.

Manufacturing Capabilities

Strengthening Uganda's manufacturing sector through technology transfer and investment.

05.

Mineral and Natural Resource Collaboration

Developing joint ventures in resource extraction and processing.

06.

Agriculture **Industrialization**



Boosting Production

Improving agricultural practices through technology and knowledge sharing.



Value Addition

Promoting the development of processing plants for agricultural products.



Market Access

Facilitating export of processed agricultural goods to Malaysia and other markets.

Tourism Potential



Wildlife Tourism

Promoting Uganda's unique wildlife tourism experiences, like gorilla trekking.



Beach and Island Getaways

Exploring joint tourism packages combining Uganda's safari adventures with Malaysia's beach destinations.



Cultural Exchange

Facilitating cultural exchanges and promoting tourism through traditional arts, music, and cuisine.

Expanding Trade Avenues



Trade Missions

Organizing trade missions to identify new products and markets.



Market Research

Conducting market research to understand consumer preferences and demand.



Investment Incentives

Promoting investment incentives and policies to encourage bilateral trade.



Trade Agreements

Exploring potential for trade agreements to facilitate smoother trade flows.



Information Technology Innovations

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Digital Solutions

Promoting collaboration in developing digital solutions for various sectors

01.



E-commerce Platforms

Facilitating online trade through the development of e-commerce platforms

02.



Cybersecurity

Sharing knowledge and expertise in cybersecurity and data protection

03.



Digital Skills Development

Promoting training programs to enhance digital skills in both countries

04.

Manufacturing Capabilities



Technology Transfer

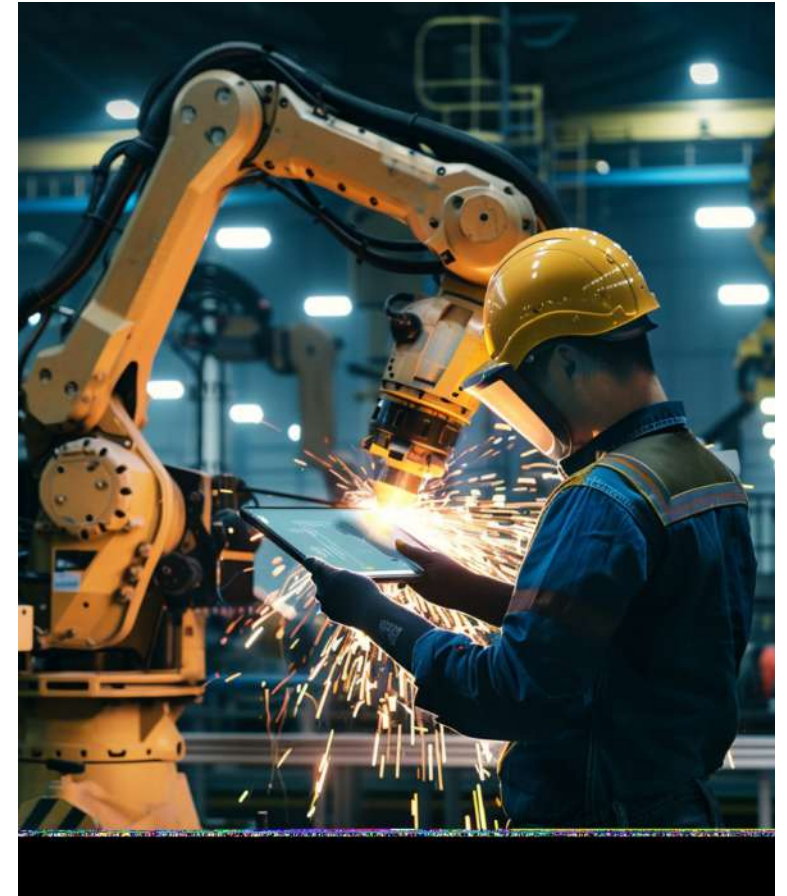
Facilitating technology transfer from Malaysia to Uganda.

Joint Ventures

Encouraging joint ventures in manufacturing and processing.

Export Promotion

Supporting export of manufactured goods from Uganda to Malaysia.



Mineral and Natural Resource Collaboration



Joint Exploration

Exploring joint ventures in mineral exploration and extraction.



Value Chain Development

Developing the value chain for minerals and natural resources.



Sustainable Practices

Promoting sustainable mining practices and responsible resource management.




Developing a 2-Day Business Expo: Uganda & Malaysia

This presentation outlines the concept for a two-day business expo between Uganda and Malaysia, highlighting the venue and program activities.

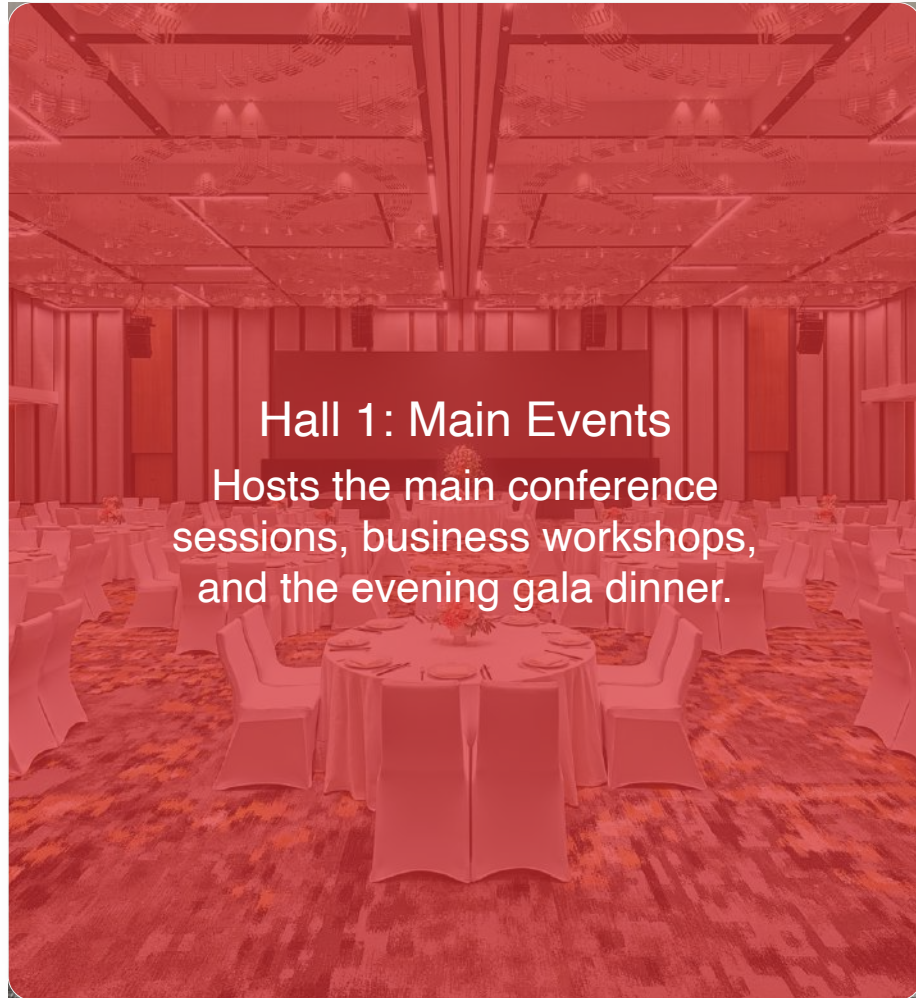
by World 1 & Virtue Arts Enterprise





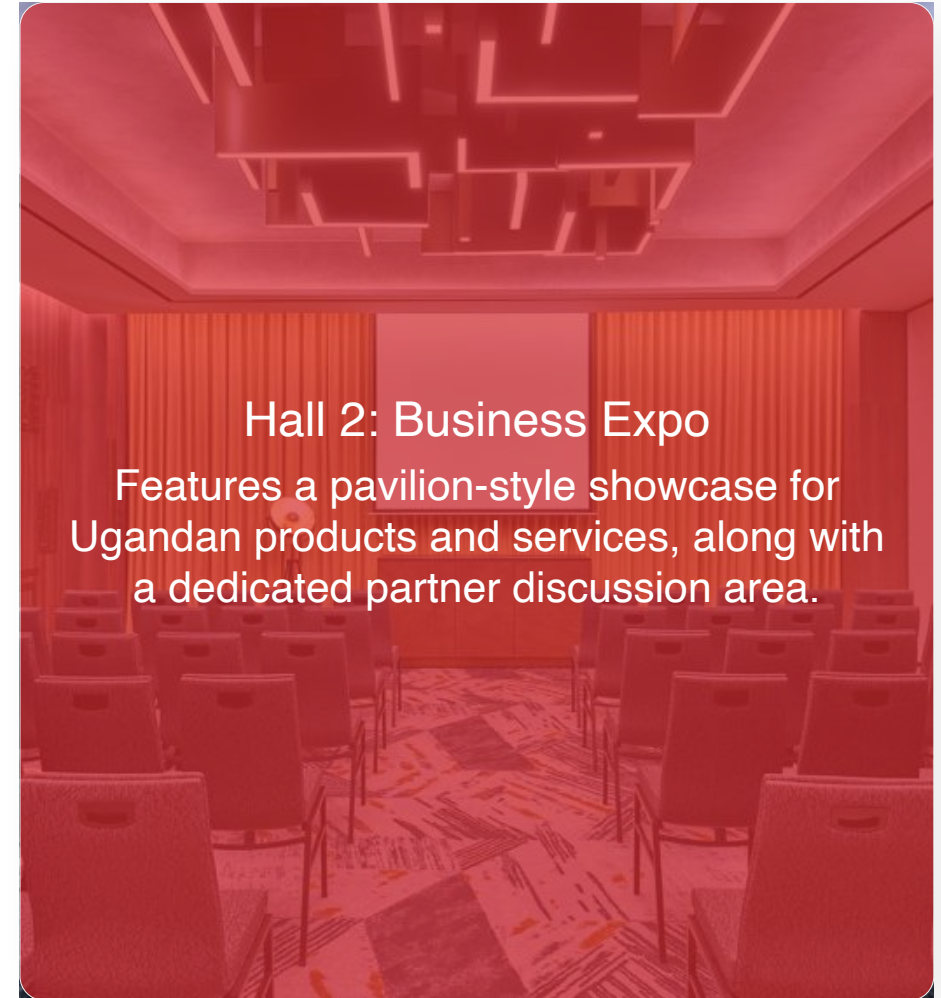
Location: Renaissance Hotel Kuala Lumpur
Date: 23rd & 24th April 2025

Venue Overview: Hotel with Two Halls



Hall 1: Main Events

Hosts the main conference sessions, business workshops, and the evening gala dinner.



Hall 2: Business Expo

Features a pavilion-style showcase for Ugandan products and services, along with a dedicated partner discussion area.

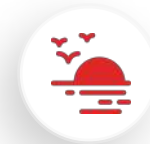
Main Conference & Business Workshop



Morning Session

High-level keynote speeches on trade relations, economic opportunities, and investment potential.

01.



Afternoon Session

Interactive business workshops focused on specific sectors like agriculture, tourism, and technology.

02.

Gala Dinner Conversion on Day 1



Post-Conference Networking

Provides opportunities for attendees to connect with key stakeholders and explore potential partnerships.



Cultural Performances

Showcase the rich cultural heritage of both Uganda and Malaysia through traditional music and dance.



Delicious Cuisine

Features a delectable multi-course dinner with local specialties from both countries.



Business Expo: Pavilion- Style Showcase



Product Displays

Showcases a wide range of Ugandan products and services, including agriculture, handicrafts, textiles, and tourism.



Company Representatives

Engages with potential buyers and investors to discuss partnerships, collaborations, and business opportunities.



Interactive Demonstrations

Provides hands-on experiences and allows attendees to interact with the products and services showcased.

Partner Discussion Area



Networking

Facilitates one-on-one meetings and discussions between Ugandan businesses and potential Malaysian partners.



Partnership Development

Promotes collaboration and joint ventures between Ugandan and Malaysian businesses, fostering mutual growth.

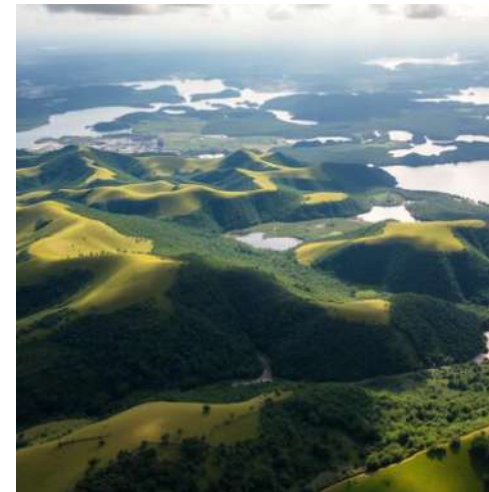
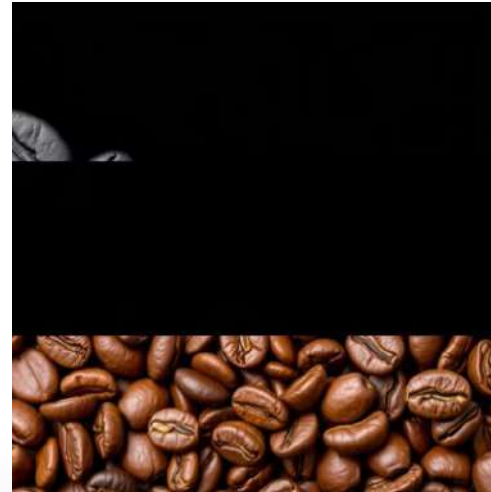


Investment Opportunities

Connects Ugandan businesses with Malaysian investors seeking opportunities to invest in various sectors.



Uganda Products & Services Showcase



Guest of Honor

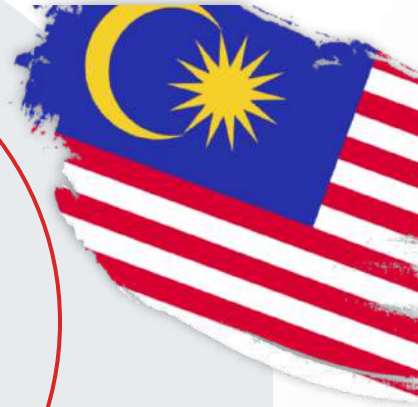




**YAB Dato' Sri Haji Fadillah bin Haji
Yusof**
Prime Minister of Malaysia II



**Dato' Seri Utama Haji Mohamad bin
Haji Hasan**
Minister of Foreign Affairs



**Datuk Seri Utama Tengku Zafrul bin
Tengku Abdul Aziz**
Minister of Investment, Trade and Industry
of Malaysia

Uganda Representative





H.E. Jessica Rose Epel Alupo
Vice President of Uganda




H.E. Henry Oryem Okello
State Minister for Foreign Affairs
(International Affairs)



H.E. Dr. Betty Oyella Bigombe
Uganda High Commissioner
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