

27TH UGANDA INTERNATIONAL TRADE FAIR (UGITF)

UMA SHOW GROUNDS LUGOGO

REPORT

HIGHLIGHTS

PARTICULARS	ACTUAL UGITF 2019	BUDGETED 2019	ACTUALS 2019
Days	8	9	9
Countries	30	30	28
Companies	1300	1300	1000
Foreign companies	280	300	120
Local companies	1020	1000	880
Show goers	139708	250,000	232,000

REPORT ON THE 27TH UGANDA INTERNATIONAL TRADE FAIR (UGITF) HELD ON TUESDAY 2ND TO WEDNESDAY 10TH OCTOBER, 2019 IN THE UMA SHOW GROUNDS, LUGOGO, KAMPALA

1.0 Introduction

The 27th Uganda International Trade Fair (UGITF) that started on Tuesday 2nd to Friday 5th October, 2019 at the UMA Show Grounds, Lugogo Kampala. We had conducted a total of 25 annual international trade fairs since 1993, with varying themes, this year it adopted the one on "*Enhancing value Addition through Industrialization.*" The theme was intended to draw attention to the role played by value addition in uplifting of the economy towards a more sustainable one in terms of job creation and contribution to GDP.

This year's UGITF was characterized by a number of activities / new innovations which included among others; Special country pavilions, a meet and greet opportunity with the policy leaders, special media partnerships, and Career guidance for school going children, training sessions, Entertainment and raffle draws.

Furthermore, this year's UGITF attracted a number of sponsors, and these include, our platinum sponsor KIRI BOTTLING COMPANY LIMITED the producers of Kiri soda and VIO water, Our Silver sponsors i.e MTN UGANDA the number one telecom company in Uganda and TEMBO STEEL manufacturers of all steel products, UGITF entry cards were sponsored by Picfare industries ltd and Peacock paints who gifted us with paint. Other sponsors gifted us with items that were used during the raffle draws.

As part of the Association's Corporate Social Responsibility (CSR), In collaboration with Uganda Cares provided free voluntary HIV test and counseling to the public. In addition, Makerere Joint Aids Programme (MJAP) provided free safe male circumcision services (SMS) to the willing show goers and exhibitors.

This year we had two major highlights i.e the official opening and closing of the UGITF 2019

The official opening was graced by the H.E. the President Yoweri K. Museveni who was represented Hon. Matia Kasaija, the Minister of Finance and Economic Planning On Thursday 4th October, 2019 at 12:00am. The Minister was welcomed by Hon. Amelia Kyambadde, the Minister of Trade, Industry and Co-operatives, members of

the diplomatic corporations, Government officials, members of the Marketing Subcommittee and other invited guests.

The President through Hon. Matia Kasaija reaffirmed his commitment towards tackling all issues as had been presented by Ms. Barbara Mulwana to which a meeting would be scheduled at State House for further deliberations.

After his address, he awarded trophies to outstanding exhibitors for categories like; overall exhibitor, Best country pavilion, Best foreign exhibitor, innovations, small scale among others.

The closing ceremony was another highlight of this year's UGITF and this was presided over by the Kattikiro of Buganda Owek. Charles Peter Mayiga on 10th October, 2019, in which he commended the effort in creating a platform for industrialists to market their products. He said this as he handed over the grand prize to a one Everest Nuwagaba a matooke vendor at Kalerwe who had the winning ticket Number He also pledged to accord all necessary assistance especially land to accommodate the expansion of the grounds.

2.0 PREPARATIONS AND PUBLICITY

Management and members of the Marketing Sub-Committee (MSBC) in the planning of the action programme ie gunt chart devised a comprehensive publicity of UGITF 2019, that included the use of direct mails, e-mail campaigns, telemarketing, placing UGITF information on websites, electronic and print media. This year's UGITF was advertised extensively across a number of media platforms which include; Bukedde TV, NTV, NBS, KWESE TV, Record TV.

Adverts were aired on the following radios: Capital FM, Beat FM, Simba FM, Radio one and Akaboozi, Pearl FM, Top Radio, CBS 89.2 and 88.8.

In addition, announcements were placed on the peri-urban trading centres, markets and community based radios (Public Address Systems) in Wakiso, Mukono, Mpigi and part of Luwero District.

Social media campaigns were made by the communication team whereby notable influencers were added to the UGITF publicity drive.

Live broadcasts and TV coverage were made on some days of UGITF by NBS TV, and Radio Akaboozi, UBC TV, Record TV, Delta Tv and Bukedde TV. Other publicity tools included road side banners, posters, flyers, press conferences and talk shows on CBS, the link on NTV and Radio Simba.

3.0 OUTCOME

1. PARTICIPANTS

There were 1000 Exhibitors that participated in UGITF 2019 from 28 countries. National pavilions were put up by countries that included; Egypt, Kenya, Thailand, Pakistani, and Italy. Several other exhibiting companies came from South Africa, Rwanda, Ghana, Nigeria, Senegal, India, Taiwan, Ethiopia, Turkey, Lebanon, Japan, Germany, Indonesia, Tanzania Russia, South Korea, Syria, Malaysia, China, United Kingdom, United Arab Emirates, Iran, and Uganda.

There were manufacturers' representatives for the following products that were exhibited in the fair:-

- Nile Fishing Company for YAMAHA motor cycles, motor boat engines and accessories from Japan.

- Spear Motors – Mercedes Benz from Germany.
- City Tyres – for PIRELI Tyres from Italy
- Mobikey- for Mantrucks.

2. JUDGEMENT OF STANDS

Stands judgment were conducted on Wednesday 3rd October, 2019 by a team of 5 judges.

After the assessment of the exhibitions stands/pavilions the winners in the various sectors were declared. Mukwano Industries Ltd emerged the Best Overall Exhibitor and was awarded with the rotating shield and a trophy.

The following were the winners in different categories;

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|---------------------------|---|--------------------------------|
| 1. Best Overall Exhibitor | - | Mukwano Industries Ltd |
| 2. Small Scale | - | Veronique Curios |
| 3. Best Foreign Exhibitor | - | Ratu Afrik Collections (Ghana) |
| 4. Best Country Pavilion | - | Italy |
| 5. Best Woman Exhibitor | - | Mesha Steel Ltd |

Others included

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| 1. Foods and Beverages | - | Hariss International Ltd |
| 2. Plastics, Rubber and Foam | - | Nice House of Plastics Ltd |
| 3. Cosmetics Products | - | MIADI |
| 4. Textiles | - | Southern Range Nyanza |
| 5. Metal Products | - | Kyeyune and Brothers |
| 6. Electrical, Engineering and Electronics- | | Electrical Control and Switch Gear Ltd |
| 7. Regulatory Bodies | - | Uganda Revenue Authority |
| 8. Auto and Auto accessories | - | Spear Motors |
| 9. Non-metallic Products & Constructi | - | Biplous |
| 10. Services | - | Pro BioResearch |
| 11 Livestock and Agriculture | - | Ugachick Poultry Breeders Ltd |
| 11. Fast Moving Consumer Goods | - | Afripads Ltd – (So Sure) |
| 12. Building, Construction and Housing | - | Tembo Steels Ltd |

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|-----|---------------------------|----------------------------|
| 13. | Best Innovative Exhibitor | - Smileplast Ltd |
| 14. | Best Branding, Promotion | - Jude Color Solutions Ltd |

4.0 MAJOR ACTIVITIES

1. Invitation of Participants

Participants invitation were made through the use of direct mails, mails, physical visits and through the distribution of letters and trade fair booklet/brochure to all people who attended the organized social and official functions during theyear.

Over 700 direct mails were sent to the past UGITF participants, Embassies and High Commissions within and outside Uganda, tertiary institutions and colleges, schools, commercial and community based organisations, Non-government organisations (NGOs) and to public and private parastatal bodies in the East African region.

2. Participants registration

The Marketing Department tried as much as possible to register participants in the fair, especially the ones who hired exhibition spaces in the exhibition halls or open area spaces owned by other companies. A fee of US\$ 20 was levied as the registration fee. UGX 8,896,200 was realized from the registration fees.

3. Entrance Arrangements/Gates Management

African Vending Systems (PAY WAY) was contracted to collect gates entrance and car parking fees in this year's UGITF.

On the busy days of the fair especially on 9th October, 2019, AVS deployed more workers who collected money at various places in the football field.

Below are the details;

1. Issuance of exhibitors' cards.

The exercise started 14 days before the opening of the fair. There were hardly no hassle in receiving the exhibitors and residents' cards.

Although the demand for extra exhibitors' cards was high, some control measures to weed out unregistered exhibitors and suspected hawkers was made by the authorizing officer.

Security

The Regional Police Commander Kampala Metropolitan East (RPC KPM/E) co-ordinated the security organisation that worked during the fair. The UPDF personnel worked with the Uganda Police Personnel to provide security within and outside show grounds and the neighboring places. All the people who entered through the official entrance gates were thoroughly checked by the Counter Terrorism Police Personnel who used the walk through, hand held metal detectors and Police dogs.

In addition, UTODA traffic guides, law enforcers, and temporary guards were also deployed during the fair.

1. Parking Facilities

The Kampala Capital City Authority (KCCA) football fields, was the major parking area. Some vehicles were parked at UMA conference hall compound and Abacus Pharma (A) Ltd parking yard. PAWAY was contracted to collect the parking fees. There were no major cases of vandalism of vehicles or theft reported throughout the fair as parking tickets were issued to car owners as they were parking their vehicles.

2. First aid services

ELPA provided first aid services. A standby ambulance was provided throughout the days of the fair. There were several people that received first aid services during the fair. The major cases which included "Kifeesi" victims were all transported to Naguru Hospital with the ambulances accompanied with first aid nurses.

3. Business Trainings and Career Guidance Sessions

Trainings in agriculture, poultry farming, coffee farming, piggery, cattle, and aquaculture among others were conducted in partnership with CBS Pewosa from 2nd to 4th October, 2019.

Career Guidance Sessions: these were conducted from 6th to 10th October in partnership with Makerere Business School (MUBS), Career Chapter Africa and Concern Brothers; topics like mentorship, career choices, entrepreneurship, health, leadership and talent search. At the end of the session, 1919 students benefited.

Lack of full knowledge by teachers /school representative guides about the career guidance program was an impediment and the fact that student's moods were geared for entertainment than being sat down.

5.UGITF 2019 Participant Survey

In comparison with last year, this year's survey showed a slight increase in the number of manufacturers that participated which was 40% from 33% last year. 91% attested that UGITF had given them a platform to market their products and that it was better than the previous one with regard to general organization hence they got value for their money.

At least 81% of the exhibitors participated in the previous fair and only 19% were new exhibitors. This trend can be attributed to the extensive publicity that might have attracted the new ones.

(87%) expressed willingness to participate in the coming trade fair, an improvement of 1% from the previous fair's survey.

End