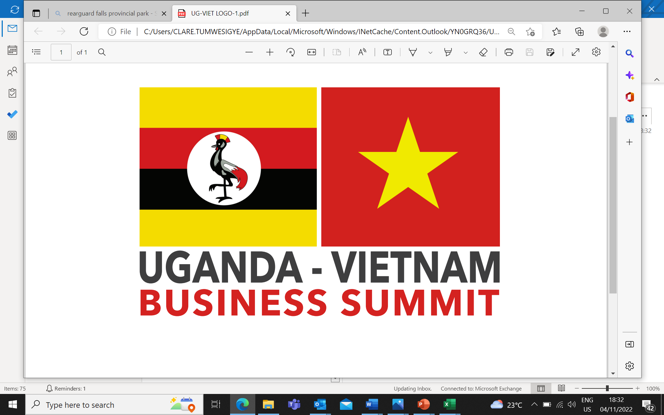
**A CONCEPT NOTE FOR**



**UGANDA - VIETNAM BUSINESS SUMMIT AND TRADE EXHIBITION**

**FROM 23RD - 26TH NOVEMBER 2022**

**IN HANOI, VIETNAM**

***THEME: UNLOCKING INVESTMENT OPPORTUNITIES***

**ORGANISED BY THE PRIVATE SECTOR FOUNDATION UGANDA**

**IN PARTNERSHIP WITH UGANDA INVESTMENT AUTHORITY, THE MINISTRY OF FOREIGN AFFAIRS AND**

**THE HONORARY CONSUL OF THE SOCIALIST REPUBLIC OF VIETNAM IN UGANDA.**

1. **BACKGROUND**

The Government of the Republic of Uganda and the Socialist Republic of Viet Nam have enjoyed almost 50 years of bilateral cooperation. This relationship has been revitalised with the appointment of the first Honorary Consul of Viet Nam in Uganda in 2017. The establishment of the Counsel to Uganda presents a great opportunity to promote trade, investment opportunities and tourism in the country.

According to UN COMTRADE, the total trade between Uganda and Viet Nam was at US$49.2 (imports) and US$9.34 million (exports) in 2022. Uganda’s main exports to Vietnam include edible fruits, nuts, peel of citrus fruit, melons coffee while she imports textiles, electronics, and electrical equipment.

The Business Summit and Exhibition planned to run from 23rd to 26thhNovember will be the first-ever trade event between the two countries. The summit will provide a unique platform for the business community, investors, financial institutions, and the public sector to create closer cooperation in economics, trade, investment, financial banking services and tourism.

The summit will provide a learning space for engagement on how they can diversify in key priority sectors in the agriculture sector.

1. **THE OBJECTIVE OF THE TRADE SUMMIT**

To accelerate Uganda-Viet Nam trade and bilateral relationships to enable close business engagement between the business communities and attract investment into the country.

1. **SPECIFIC OBJECTIVES**

* To provide a platform for networking**,** learning, and sharing trade opportunities with the Social Republic of Vietnam.
* To identify strategies in which Uganda can position her products in the Vietnam market.
* Highlight high-priority sectors for development investment opportunities of mutual benefit for the two countries.
* To attract potential investors and joint partnerships between Uganda’s private sector players and Vietnam.
* To enhance bilateral relations with Vietnam.
* To visit and benchmark key industries for lessons and best practices.

1. **FORMAT AND ORGANISATION**

The Viet Nam Uganda Business Forum will be organized by the Private Sector Foundation (PSFU) Uganda and Uganda Investment Authority in partnership with the Ministry of Trade, Industry and Cooperatives, the Ministry of Foreign Affairs, Equity Bank Uganda, and the Honorary Consul of Vietnam in Uganda in collaboration with the Vietnam Government.

The trade exhibition will run concurrently with the business summit scheduled for **23rd to 26th** November and will provide a platform for the public sector, private sector, and financial institutions to engage and interact with potential investors and partners that will in the long run boost trade between the two countries.

Consultative meetings with curated private sector and government on mutual business opportunities that can be promoted and supported and a tour of industries in sectors of interest will be arranged in the course of the three days.

The Ministry of Foreign Affairs will be engaged to mobilize the key government stakeholders in Vietnam to enable productive engagement with the Ugandan participants.

Participants will include representatives from the Government of Uganda, the private sector, financial institutions, trade associations and targeted key players.

A steering committee comprising the Private sector foundation, the Ministry of Foreign Affairs, Uganda Investment Authority, the Vietnam Counsel in Uganda and other relevant government agencies has been constituted to organize the event.

1. **PARTNER INSTITUTIONS**

* Private Sector Foundation Uganda
* Uganda Investment Authority
* Uganda Export Promotion Board
* Ministry of Trade, Industry and Cooperatives
* Ministry of Foreign Affairs
* Chamber of Commerce
* Vietnam Honorary Consul in Uganda
* Equity Bank

1. **EXPECTED OUTCOME:**

* Increased investment in the Agro-processed and Manufactured sector which will in turn lead to increased exports for especially coffee, cotton, and horticulture (Value and Volume).
* Increase investments in the service sector of finance, ICT and Tourism.
* Awareness of trade opportunities of mutual benefits
* Signed deals and Memorandum understanding

1. **PRE- ACTIVITIES**

Some of the preparatory activities will be carried out to build up buy-in and uptake of this event.

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| **No.** | **Activity** | **Date** |
| 1 | Preparatory Meeting | 1st - 5th November |
| 2. | Mobilisation and Registration | 1st - 20th November |
| 3. | Pre-event Brief/Press Conference | 8th November |
| 4 | Registration, invitation list and letters | 8th- 20th November |
| 5. | Publicity and Promotion Activities/Materials | 7th- 30th November |
| 6. | Bookings and Air tickets | 14th - 19th November |
| 7. | Travel to and from Vietnam | 21st and 26th November |

1. **BUDGET AND SPONSORSHIPS**

The 3-day event will be funded by the public and private sectors. A fundraising/sponsorship drive in Uganda and Vietnam is critical for the key success of the trade summit (see attached sponsorship packages).

1. **DATE AND VENUE**

The proposed venue for the Uganda-Vietnam Business summit will be held at Hilton Opera, Hanoi in Vietnam from the 24th to 26th November 2022.

**10. PROGRAM**

The Programme is attached to the Concept Note.

## 11. CONTACT PERSONS

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