



GOVERNMENT OF UGANDA



EUROPEAN UNION



HOW EUROPEAN INVESTMENT CONTRIBUTES TO INDUSTRIALISATION AND DEVELOPMENT IN UGANDA

FOREWORD



H.E. ATTILIO PACIFICI
AMBASSADOR OF THE EUROPEAN UNION TO UGANDA

Africa and Europe are natural partners linked by a common history and geography. Our relationship spans centuries and is one of mutual partnership today.

For a long time, Europe and Uganda have collaborated in development cooperation and trade. Over time, this has expanded to encompass areas such as security and the rule of law. We continue to work together to address our collective global challenges: in truth, our continents need each other.

Africa is the fastest growing continent and, to create enough jobs, it needs further regional integration and private sector involvement. The Africa-Europe Alliance supports the shift from traditional aid towards more trade and investment. We believe that the private sector holds the largest potential for generating jobs and growth and it is therefore essential to boost responsible private investments — both domestic and foreign.

In Uganda, to uplift private sector development, the EU and Private Sector Foundation Uganda have organized the first ever Uganda-Europe Business Forum. The event presents opportunities to Ugandan and European private companies for investments, trade, green deals and access to finance. It also aims to trigger strategic partnerships between Ugandan and European investors. What is good for Uganda is good for Europe and vice versa.

I am very pleased to introduce this brochure on European investments and trade in Uganda, to participants in the Uganda-Europe Business Forum and beyond. You will find a complete update of the economic exchanges, trade relations and impact of European investments in Uganda as well as challenges, opportunities and future potential of doing business in Uganda.

I hope that Uganda and Europe will intensify our complementary efforts and continue to work together for an accelerated and sustainable development.

EU-UGANDA ECONOMIC OVERVIEW

EUROPEAN UNION

447M 
 €15 Trillion in GDP
 €33,557 per capita



EAST AFRICA COMMUNITY

177M 
 €179 Billion in GDP
 €903 per capita



UGANDA

43M 
 €26 Million in GDP
 €609 per capita



Trade

Trade in Goods



 From Uganda to the EU
 From the EU to Uganda

Trade in Services

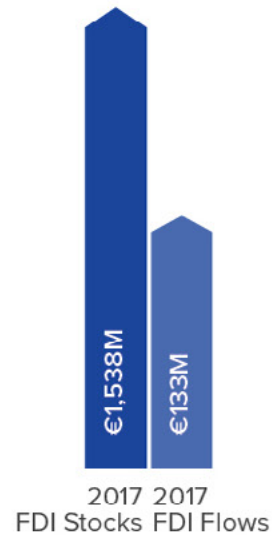
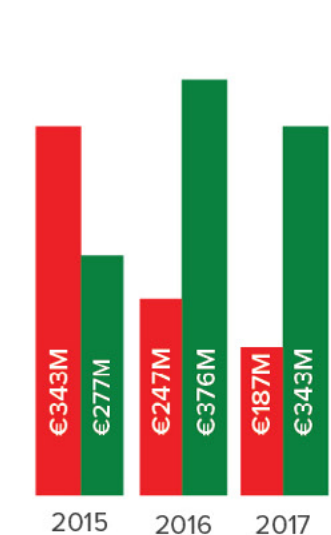
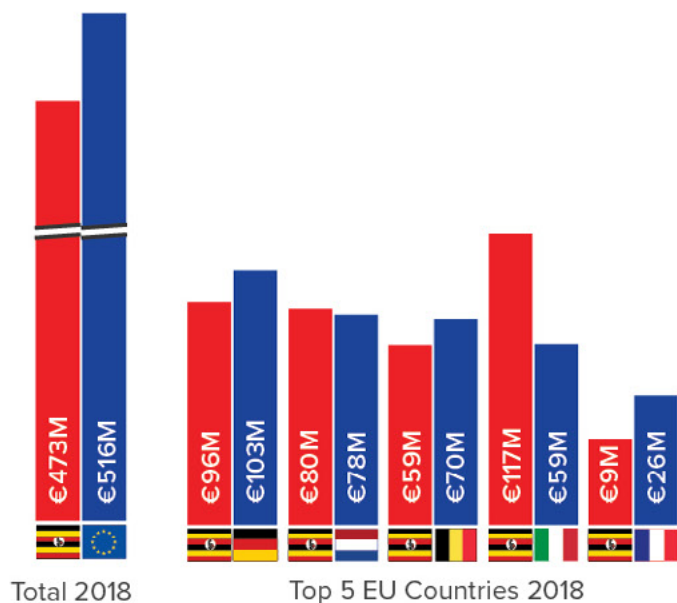


From the EU to Uganda
 Debit (Imports)
 Credit (Exports)

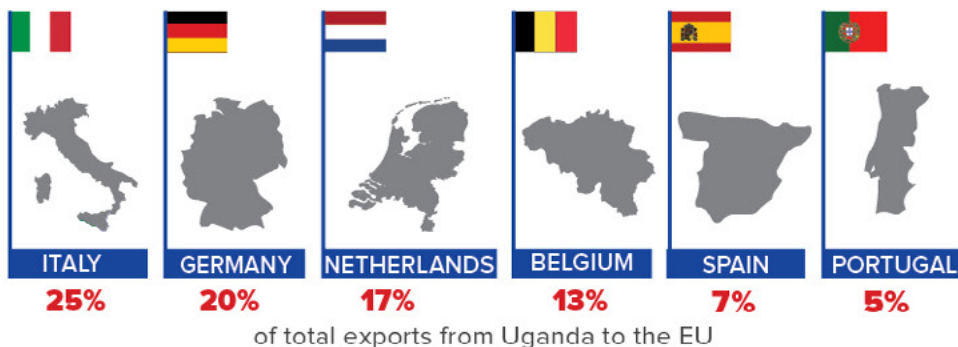
Investment



From the EU to Uganda

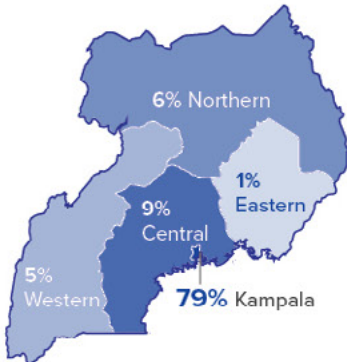


Main Consumers of Ugandan Products



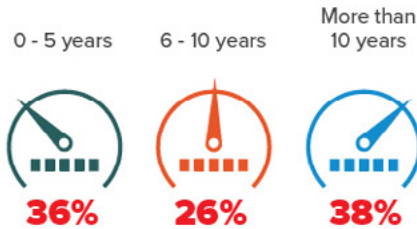
EU INVESTMENT IN UGANDA

Location

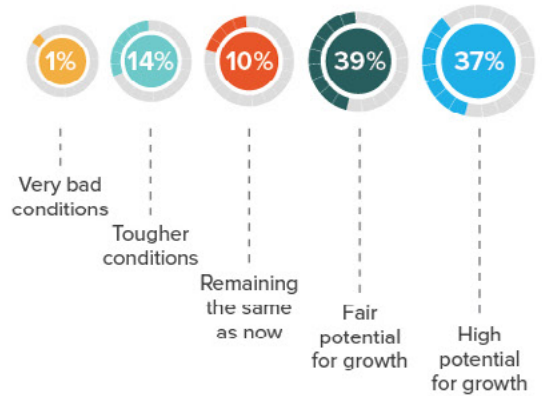


Age

Established in Uganda for



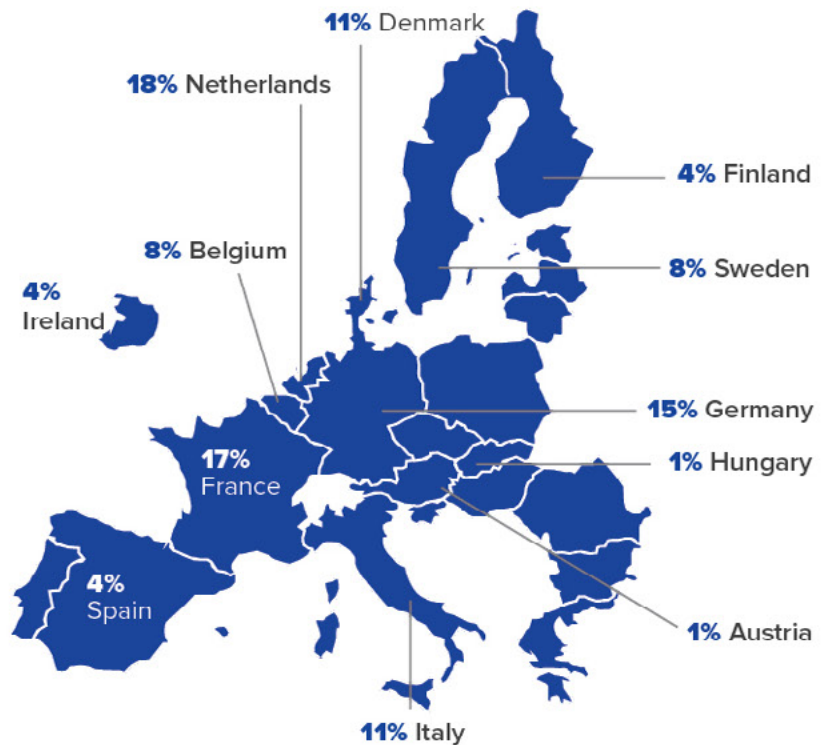
Market Outlook



Sectors of Activity

15%	Energy
10%	Computer
8%	Tourism
8%	Construction
8%	Processed Food
7%	Fresh Food & Raw Agro Products
5%	Architectural & Engineering
5%	Financial
4%	Health & Social
4%	Education
3%	Transport
3%	Environmental
3%	Miscellaneous Manufacturing
3%	Communication & Telecommunications
2%	Distribution
2%	Non-Electric Machinery
2%	Transport Equipment
2%	Wood, Wood Products & Paper
1%	Advertising
1%	Chemicals
1%	Computers & Consumer Electronics
1%	Electronic Components
1%	Metal & Basic Manufacturing
1%	Clothing

Nationality



EU Firms in Uganda



Ugandan Firms exporting to the EU



EU INVESTMENT PER SECTOR

Agro & Agro Processing



FIRMS CONSULTED

15



ANNUAL TURNOVER

€70M



INVESTMENT

€63M

Placed

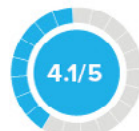
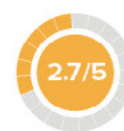
€203M

Forecasted in the next 5 years

MARKET PERCEPTION

Current

In 5 years



Fair potential for growth

KEY SECTORS

49% Fresh Food & Raw Agro-Based Products

51% Processed Food & Agro-Based Products



EMPLOYMENT

7,225

Jobs



78

Annual Environmental Actions



4

Annual Social Actions



183

Annual Trainings & R&D Actions

Manufacturing



FIRMS CONSULTED

18



ANNUAL TURNOVER

€101M



INVESTMENT

€104M

Placed

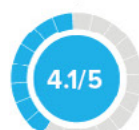
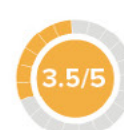
€21M

Forecasted in the next 5 years

MARKET PERCEPTION

Current

In 5 years



Fair potential for growth

KEY SECTORS

23% Miscellaneous Manufacturing

15% Non-Electric Machinery

15% Transport Equipment

15% Wood, Wood Products & Paper



EMPLOYMENT

3,500

Jobs



32

Annual Environmental Actions



1,445

Annual Social Actions



67

Annual Trainings & R&D Actions

Services



FIRMS CONSULTED

74



ANNUAL TURNOVER

€485M



INVESTMENT

€306M

Placed

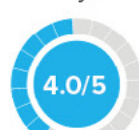
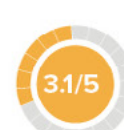
€422M

Forecasted in the next 5 years

MARKET PERCEPTION

Current

In 5 years



Fair potential for growth

KEY SECTORS

23% Energy Services

15% Computer Services

13% Tourism Services

11% Construction Services

8% Architectural & Engineering Services

8% Financial Services

6% Health & Social Services



EMPLOYMENT

21,799

Jobs



241

Annual Environmental Actions



352

Annual Social Actions



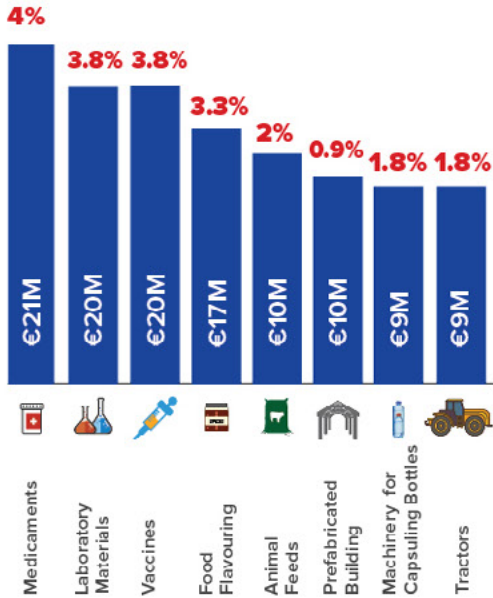
565

Annual Trainings & R&D Actions

EU-UGANDA TRADE OPPORTUNITIES



Current exports from the EU to Uganda



€516M
EXPORTS

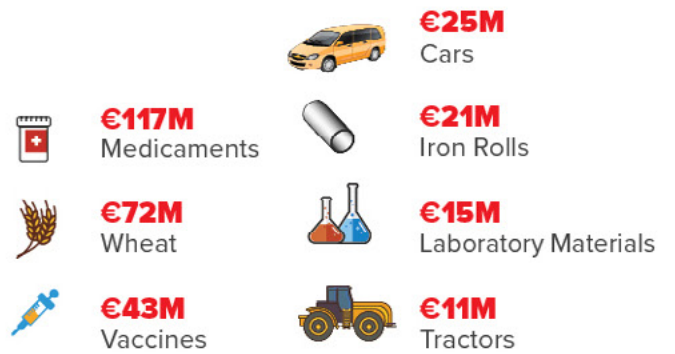
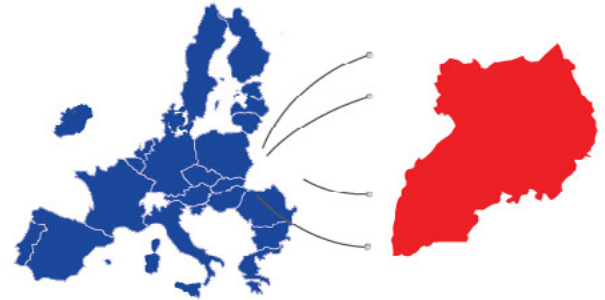
From the EU to Uganda



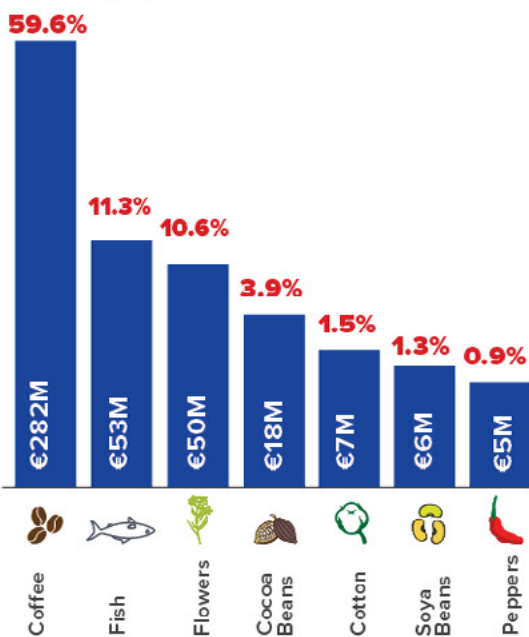
2008- 2018
Trade Increase



Untapped potential to increase the exports from the EU to Uganda



Current exports from Uganda to the EU



€473M
EXPORTS

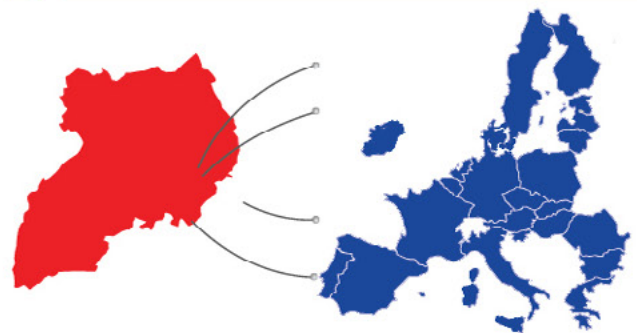
From Uganda to the EU



2008 - 2018
Trade Increase



Untapped potential to increase the exports from Uganda to the EU



PROPOSED SOLUTIONS BY THE PRIVATE SECTOR TO INCREASE INVESTMENT



EU INVESTMENT IN GREENING UGANDA

EU Green Deal in Uganda



EU Investment in Uganda's Environmental & Social Development

Protecting land and biodiversity corridors

Monitoring, through portals, the condition of forests and conservation areas

Developing sustainable tourism

Supporting the recycling of waste paper and plastic bottles

Promoting organic consumption in schools & clinics

Setting up separation and heat composting for transforming garbage into biofertilizer

Reducing CO2 emissions through the use of solar power

Donating & planting trees

Using recyclable water bottles

Promoting nature preservation in schools

Promoting no till / minimum till farming

Reducing the amount of secondary packaging of our goods

Promoting community awareness about Shea tree conservation

Implementing the use of renewable energy and proper waste management

Teaching the youth environmentally friendly and sustainable practices



Annual Environmental Actions implemented by EU investors

- 40%** Saving energy & water practices
- 20%** Recycling & waste management practices in production chain
- 17%** Planting trees
- 13%** Promoting environmental practices in production chain
- 8%** Using green packaging
- 2%** Protecting land & biodiversity



Annual Social Actions implemented by EU investors

- 31%** Supporting clinics & health campaigns
- 23%** Supporting schools
- 19%** Organising social activities for employees & families
- 15%** Supporting rural communities
- 8%** Supporting refugees
- 6%** Promoting fair trade
- 6%** Providing loans



Annual Trainings & R&D Actions implemented by EU investors

- 38%** On the job trainings
- 26%** Paying trainship & links to universities
- 22%** Transferring of technology
- 13%** Paying trainings abroad & international work exchange

EU INVESTMENT PER COUNTRY

NETHERLANDS



22 Firms Consulted



7 Average years of operation in Uganda



EXPORTS FROM NETHERLANDS TO UGANDA

Insecticides **15%**
Vaccines **8%**
Polyacetals **7%**



UNTAPPED POTENTIAL

Medicaments **€9M**
Tractors **€6M**
Trucks **€4M**



EMPLOYMENT

6,568
Jobs



EXPORTS FROM UGANDA TO NETHERLANDS

Flower Cuttings **34%**
Flowers **20%**
Frozen Fish Fillets **17%**



UNTAPPED POTENTIAL

Cocoa Beans **€26M**
Coffee **€14M**
Frozen Fish Fillets **€1M**



INVESTMENT

€82M Placed
€172M Forecasted in the next 5 years



Annual Environmental Actions **78**



Annual Social Actions **84**

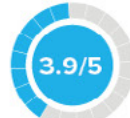


Annual Trainings & R&D Actions **160**

MARKET PERCEPTION

Current

In 5 years



Fair potential for growth

KEY SECTORS

- Energy Services
- IT Services
- Fresh Food & Agro-Based Products
- Tourism Services

FRANCE



19 Firms Consulted



10 Average years of operation in Uganda



EXPORTS FROM FRANCE TO UGANDA

Medicaments **51%**
Telephones **3%**
Vaccines **3%**



UNTAPPED POTENTIAL

Wheat **€10M**
Insecticides **€4M**
Trucks **€3M**



EMPLOYMENT

11,002
Jobs



EXPORTS FROM UGANDA TO FRANCE

Coffee **57%**
Frozen Fish Fillets **7%**
Vanilla **5%**



UNTAPPED POTENTIAL

Coffee **€2M**
Frozen Fish Fillets **€1M**
Fresh Fish Cuts **€1M**



INVESTMENT

€121M Placed
€108M Forecasted in the next 5 years



Annual Environmental Actions **102**



Annual Social Actions **126**

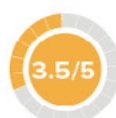


Annual Trainings & R&D Actions **99**

MARKET PERCEPTION

Current

In 5 years



Fair potential for growth

KEY SECTORS

- Energy Services
- IT Services

EU INVESTMENT PER COUNTRY

GERMANY


 **17** Firms Consulted

EXPORTS FROM GERMANY TO UGANDA

Wheat **12%**
Laboratory Reagents **9%**
Office Machines **3%**

EXPORTS FROM UGANDA TO GERMANY

Coffee **81%**
Oil Seeds **3%**
Vanilla **2%**

 Annual Environmental Actions **25**

 Annual Social Actions **54**

 Annual Trainings & R&D Actions **95**

UNTAPPED POTENTIAL


Medicaments **€23M**
Cars **€10M**
Vaccines **€10M**

UNTAPPED POTENTIAL

Coffee **€13M**
Cocoa Beans **€9M**
Frozen Fish Fillets **€4M**

MARKET PERCEPTION



 **11** Average years of operation in Uganda

 **EMPLOYMENT**
5,780
Jobs

 **INVESTMENT**
€41M **€15M**
Placed Forecasted in the next 5 years

KEY SECTORS

-  Tourism Services
-  Fresh Food & Agro-Based Products

ITALY

 **13** Firms Consulted

EXPORTS FROM ITALY TO UGANDA

Prefabricated Buildings **15%**
Bulldozers **9%**
Grain Processors **6%**

EXPORTS FROM UGANDA TO ITALY

Coffee **72%**
Cow Leather **10%**
Cocoa Beans **5%**

 Annual Environmental Actions **23**

 Annual Social Actions **16**

 Annual Trainings & R&D Actions **100**

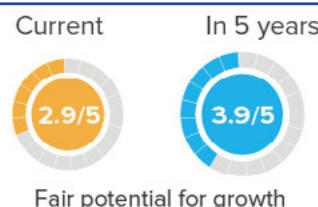
UNTAPPED POTENTIAL


Medicaments **€14M**
Ceramic Painting **€3M**
Vaccines **€2M**

UNTAPPED POTENTIAL

Cow Leather **€53M**
Goat Leather **€31M**
Cured Fish **€5M**

MARKET PERCEPTION





 **9** Average years of operation in Uganda

 **EMPLOYMENT**
2,012
Jobs

 **INVESTMENT**
€24M **€45M**
Placed Forecasted in the next 5 years

KEY SECTORS

-  Construction Services
-  Miscellaneous Manufacturing

EU INVESTMENT PER COUNTRY

SWEDEN



10 Firms Consulted



EXPORTS FROM SWEDEN TO UGANDA

Telephones	18%
Cardboards	13%
TV Transmission	12%

EXPORTS FROM UGANDA TO SWEDEN

Coffee	88%
Electrical Transformers	4%
Vegetables	3%



Annual Environmental Actions **10**



Annual Social Actions **0**



Annual Trainings & R&D Actions **21**



UNTAPPED POTENTIAL

Medicaments	€3M
Newsprint Paper	€2M
Trucks	€2M

Coffee	€3M
Palm Oil	€228K
Frozen Fish Fillets	€144K

MARKET PERCEPTION

Current In 5 years



Fair potential for growth



13 Average years of operation in Uganda



3,649 Jobs

EMPLOYMENT

€66M Placed

€100M Forecasted

INVESTMENT

KEY SECTORS

- Financial Services
- Energy Services
- Architectural & Engineering Services
- Health & Social Services

DENMARK



10 Firms Consulted



EXPORTS FROM DENMARK TO UGANDA

Vaccines	40%
Office Machine Parts	10%
Enzymes	7%

EXPORTS FROM UGANDA TO DENMARK

Coffee	47%
Tobacco	12%
Vanilla	8%



Annual Environmental Actions **19**



Annual Social Actions **8**



Annual Trainings & R&D Actions **55**



UNTAPPED POTENTIAL

Medicaments	€5M
Wheat	€1M
Enzymes	€1M

Coffee	€449K
Flowers	€181K
Frozen Fish Fillets	€167K

MARKET PERCEPTION

Current In 5 years



Fair potential for growth



20 Average years of operation in Uganda



EMPLOYMENT

1,625 Jobs

€15M Placed

€14M Forecasted

INVESTMENT

KEY SECTORS

- Environmental Services
- Architectural & Engineering Services

BELGIUM



9 Firms Consulted



EXPORTS FROM BELGIUM TO UGANDA

Vaccines	24%
Insecticides	6%
Pharmaceutical Goods	6%

EXPORTS FROM UGANDA TO BELGIUM

Coffee	50%
Frozen Fish Fillets	14%
Gold	13%



Annual Environmental Actions **8**



Annual Social Actions **29**



Annual Trainings & R&D Actions **42**



UNTAPPED POTENTIAL

Medicaments	€14M
Polyethers	€2M
Cars	€2M

Cocoa Beans	€12M
Cured Fish	€1M
Coffee	€600K

MARKET PERCEPTION

Current In 5 years



Fair potential for growth



12 Average years of operation in Uganda



3,651 Jobs

EMPLOYMENT

€61M Placed

€73M Forecasted

INVESTMENT

KEY SECTORS

- Tourism Services
- Health & Social Services



GOVERNMENT OF UGANDA



EUROPEAN UNION



The European Union (EU) is an economic and political partnership between 27 European countries. It plays an important role in international affairs through diplomacy, trade, development aid and working with global organisations. Abroad, the EU is represented through more than 140 diplomatic representations, known also as EU Delegations, which have a similar function to those of an embassy.

The EU Delegation to Uganda is supporting Uganda's priority needs which include the need to foster sustainable development by sound governance and macro-economic policies, improved connectivity of national and regional transport infrastructure and strengthening of agriculture and livelihoods.

DELEGATION OF THE EUROPEAN UNION TO UGANDA

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