

# UGANDA TRADE EXPO 2021



## What is Uganda Trade Expo?

Uganda Trade Expo offers its exclusive participants an unmissable chance where new & innovative technologies, solutions, products and services will be brought together from all around the world to an audience of successful entrepreneurs.

Exhibitors benefit from the opportunity to access the East African Market through this event and meet with international investors, domestic players & distributors

6 - 12 OCT 2021 UMA MAIN EXHIBITION HALL, KAMPALA UGANDA



International companies participation

## About Uganda

Endowed with significant natural resources, including ample fertile land, regular rainfall, and mineral deposits, The economy of Uganda has great potential and it appeared poised for rapid economic growth and development.



## Major Exhibitor Categories

- ◆ Automotive
- ◆ Building Materials
- ◆ Food & Beverage Industry
- ◆ IT & Electronics
- ◆ Industrial Machinery
- ◆ Consumer & Household
- ◆ Medical & Healthcare
- ◆ Plastic & Rubber
- ◆ Garments & Textiles
- ◆ Cooperate Gifts & Stationary
- ◆ Opticals
- ◆ Printing & Packaging



## Five reasons to join us!

1

To reach an audience of International Professionals

2

To Strengthen your network & create new partnerships

3

To enhance the image and leadership of your company

4

To promote your latest technologies & services

5

To keep up with your competitors and to stay updated on the market



## Visitors Profile

The show is open to professional and trade visitors from related industries only, The organizer reserves the right to refuse entry to person whose presence, in the reasonable opinion of the organizer, is undesirable.

- Manufacturers
- Distributors
- CEOs & Top Executives
- Purchase Executive
- Government Experts
- Importers & Exporters
- Wholesalers & retailers
- Policy and Decision Makers
- Foreign Companies Seeking Joint Ventures
- Packaging & Processing Professionals
- Local & Foreign Industrialists
- Consul Generals, Foreign Missions & Business Magnates
- Technocrats and Scientists Marketing Chiefs
- Purchase, Production and maintenance Departments from the Private and Public Sector
- Designers, Dealers, Consultants, Engineers, Material Handlers, & Production Managers.
- Top Executives & Professionals from Local Industries

## Promotional Campaigns

Following are some of our marketing strategies:

- ◆ Newspaper Advertisement in English & Local Newspaper
- ◆ Radio Advertisement
- ◆ Banners & Hoarding, Advertisement in Leading Magazines
- ◆ Email & Fax Campaigns, SMS Campaign, Telephone Calls
- ◆ Distribution Boys for Flyer Distribution in the market & industrial areas as per exhibitor product profiles.
- ◆ Television advertisement



## Venue

- ◆ UMA Main Exhibition Hall hosts many events every year.
- ◆ The venue has stepped into the track of internationalization and specialization.
- ◆ The venue is designed to meet the latest market needs.
- ◆ UMA Main Exhibition Hall provides with a full range of services, attains domestic top-class standard and has rich experience in trade.



## Show Schedule

Daily Opening Hours:

- 6 Oct 2021 10:00 - 18:00
- Uptill
- 12 Oct 2021 10:00 - 18:00

