



# UGANDA MANUFACTURERS ASSOCIATION

Lugogo Show Grounds, P.O.Box 6966, Kampala, Tel: +256 414 221 034, +256 414 287 615  
Email: [administration@uma.or.ug](mailto:administration@uma.or.ug), Website: [www.uma.or.ug](http://www.uma.or.ug)

23rd August 2022

Mr. Erhan Gokce  
Chief Commercial Counsellor  
Turkish Embassy in Kampala, Uganda

Dear Sir

**RE: INVITATION TO PARTICIPATE IN THE 28<sup>TH</sup> UGANDA INTERNATIONAL TRADE FAIR 3<sup>RD</sup>  
– 10<sup>TH</sup> OCTOBER 2022**

Reference is made to the above subject.

The Uganda Manufacturers Association is excited to announce the 28th Uganda International Trade Fair (UGITF), the first in two years, following the outbreak of the novel corona virus that dented its occurrence.

The Uganda International Trade Fair is a premier business development event and one of the biggest national calendar events that has grown tremendously over the last 28 years; attracting 1000+ manufacturers, traders, distributors from every business sectors; with an average of 300,000 show visitors. The public awareness of the exhibitors arising out of their participation has resulted in the growth of numerous brands and companies that started off as startups in the trade fair and now enjoy national, regional and international brand recognition.

Themed; *"Business recovery by harnessing local sourcing and deepening value chains integration"* the trade fair shall cast a spotlight on the industrialists, who, even as they profoundly affected by the economic crisis, exhibited a special and essential role in the Covid-19 response and recovery.

Uganda Imports from Turkey was US\$51.14 Million during 2020, according to the United Nations COMTRADE database on international trade, before increasing further to \$71M in 2021 with textiles, and machinery atop of the chat.

In a bid to harness bilateral trade potential between the two countries, Uganda Manufacturers Association cordially invites your embassy to participate in the 28<sup>th</sup> Uganda International Trade Fair scheduled to take place from the 3<sup>rd</sup> to 10<sup>th</sup> October, 2022. The Trade fair is not only a showcasing opportunity but will also enhance visibility of Turkish products to over **300,000** show visitors, and also facilitate **1,000** exhibitors through the B2B meetings that will be held during the 8-days of the event.

#### Exhibition space specifications

UMA Exhibition Hall, Shell scheme on terrazzo floor, includes two chairs, one table one spotlight, and one socket outlet at \$1,180USD VAT Inclusive per 9 square metres.

We look forward to your participation.

Yours faithfully

  
Daniel Birungi  
Executive Director

UMA Regional Office: JINJA : Plot 2-4 Lubas Road, NSSF Building E-mail: [easternregion@uma.or.ug](mailto:easternregion@uma.or.ug)

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 Uganda Manufacturers Association  @newsUMA

14.9.2022 / 5399  
14.09.2022 / 5847

# UGANDA MANUFACTURERS ASSOCIATION



UGANDA  
INTERNATIONAL  
TRADE FAIR

3<sup>rd</sup> - 10<sup>th</sup> October 2022

14.9.2022 / 5393

3970 sayılı kanun gereğince gürvenli elektronik imza ile imzalanmıştır. ID:8453036652022912135718. Bu kod ile <http://dogrulama.tim.org.tr/> adresinden doğrulayabilirsiniz.

The Uganda Manufacturers Association is excited to announce the 28th Uganda International Trade Fair (UGITF), the first in two years, following the outbreak of the Covid-19 pandemic in 2020. The UMA 28th Uganda International Trade Fair is scheduled to take place from Monday 3rd to Monday 10th October, 2022 under the theme, "Business recovery by harnessing local sourcing and deepening value chains integration" here at the UMA Show Grounds.

The Uganda International Trade Fair is one of the biggest national calendar events that has grown tremendously over the last 28 years, attracting local and international manufacturers, traders, distributors from all sectors of the economy; with an average of 300,000 visitors. The public awareness of the exhibitors arising out of their participation has resulted in the growth of numerous brands and companies that started off as startups in the trade fair and now enjoy national, regional and international brand recognition.

Themed; "Business recovery by harnessing local sourcing and deepening value chains integration" shall cast a spotlight on the industrialists, who, even as they were profoundly affected by the economic crisis, exhibited a special and essential role in the Covid-19 response and recovery. This theme doubles as a call to the government and the general public to support the business community as a catalyst for full economic recovery.

We recognize the role of Business to Business and Business to Consumer engagements in product growth and are delighted to invite you to showcase your innovations, products and services at the 28th Uganda International Trade Fair due to take place from the 3rd to 10th October 2022.



**28 YEARS**  
The Uganda International Trade Fair(UGITF)



**1,000+**  
Regional and foreign exhibitors



**300,000+**  
Show guests are expected to attend this year's UGITF.

## BOOK SPACE / SPONSOR

+256 703 552 444 / +256 760 927 722 [tradefair@uma.or.ug](mailto:tradefair@uma.or.ug) [www.tradefair.uma.or.ug](http://www.tradefair.uma.or.ug)

[@UgandaManufacturersAssociation](https://www.facebook.com/UgandaManufacturersAssociation) [@newsUMA](https://twitter.com/newsUMA)

## EXHIBITION SPACE SPECIFICATIONS



UMA Exhibition Hall, Shell scheme on terrazzo floor, includes two chairs, one table, one spotlight, and one socket outlet: a minimum of 9square metres costs **USD 1000** spaces are available in multiples of (9, 18, 27, 36...). Vat excl



OUT DOOR SPACE - bare ground.....**USD 1500** per 30sq.metrs. Available in multiples of 30, 60, 90sqms etc. (min. 30sq mtrs). Vat Excl



Open area space for entertainment/bars/promotion  
150 sq.mtrs..... **USD 2500**  
120sq.mtrs..... **USD 1500**.  
Vat excl.

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# UGANDA INTERNATIONAL TRADE FAIR

**Theme:** Harnessing Economic Recovery Through Local Sourcing and Deepening Value Chain Integration

**3<sup>rd</sup> - 10<sup>th</sup> October 2022**



## SPONSORSHIP PACKAGES

Sponsorship Packages	Platinum \$50,000	Gold \$25,000	Silver \$11,000
1. Sponsors Logo to be featured on the event back drop canvas.	✓	✓	✓
2. Unlimited co-branding on all available media throughout the publicity campaign for the event.	✓	✓	✓
3. Up to 50 complementary access cards	✓	✓	✓
4. Logo placement on the event pocket map	✓	✓	✓
5. Free Exhibition Space. Selection of preferred available exhibition space.	✓	✓	✓
6. Mailers about sponsor to members	✓	✓	
7. Daily activations on the event stage	✓	✓	
8. Branding at the main stage backdrop banner	✓	✓	
9. Exclusive opportunity to present a hamper of your products to key event guests	✓	✓	
10. Naming rights for the main event stage	✓		
11. Branding of one UMA gate for 6 months	✓		
12. Naming rights of one gate during the trade fair	✓		
13. 5-minute key note presentation during the opening ceremony.	✓		
14. Exclusivity of lanyard branding of all event tags	✓		
15. Branding Opportunity at the official opening ceremony	✓		
16. Logo placement on the cover page and any choice of available advertising space inside the event catalogue	✓		
17. Naming rights for the VIP lounge area and complementary access for up to 5 people	✓		
18. Logo placement on Partner banner wall and opportunities to feature in photos taken by attendees	✓		
19. Involvement in all policy discussions with key event guests e.g. the Ministers and Heads of Governments	✓		
20. Branding of Street Lights in the show grounds (placement of extra street poles and lights can be discussed with the sponsor)	✓		

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Advocacy through  
engagement  
with key policy makers

300,000+  
Show Visitors

1,000+  
Exhibitors



33 Countries  
Expected to Participate

Innovations

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