

Uganda Urban



5th-9th SEPT. 2018 - JINJA

**“Becoming investment ready: Unveiling
the business and investment potential of
secondary cities”**



Welcome to JINJA

Welcome to Jinja the host city of the inaugural Uganda Urban Expo under the theme “Becoming investment ready: Unveiling the business and investment potential of secondary cities.”

Jinja established in 1907 is the second largest city and secondary commercial center in Uganda. It is also the source of the mighty River Nile, the longest river in the world and has been dubbed the Adventure Capital of East Africa.

In Collaboration With



We are grateful for the opportunity to host the inaugural Uganda Urban Expo and symposium in our town.

The Uganda Urban Expo will unveil an opportunity to our local companies and institutions to exhibit their hidden business and investment potential. Regional and international companies that have solutions to the ubiquitous challenges in urban areas shall have a very receptive audience to showcase their innovative products and efficient solutions. Innovative solutions and products to be exhibited include; new road construction techniques and resurfacing, renewable energy, waste management, low cost housing and many other innovations to spur urbanization.

The Expo will be graced by the President of Uganda, honorable ministers, Ambassadors, Members of Parliament, governors, mayors, urban managers, Industrialist, international development partners, scholars and researchers among others. The steering committee is committed to pulling off a successful and unforgettable event and experience at the source of the Nile in Jinja.

I am grateful to the implementing partners, sponsors and all stake holders involved in the organization of this event to its successful conclusion.

Thank you. See you in Jinja.

Francis Byabagambi
Town Clerk,
Jinja Event Coordinator

Urbanization is one of the most irresistible phenomenon facing the world today. However, lack of finances, poor planning and policy shortcomings have produced many urban areas with inefficient infrastructure, haphazard developments, poor transport systems and a proliferation of informal settlements.

The focus of most governments in Africa has always been on major capital cities. There has been a deliberate policy to extensively develop the capital cities as the seat of government, industrial hub and central business district.

Unfortunately, the deliberate focus on the major capital cities has been at the expense of the secondary cities yet secondary cities too can undoubtedly play a big role in the socio-economic development of a country. They are teeming with immense business and investment opportunities which are under exploited and if supported, they can play a great role in creating employment, uplifting the living standards of people, taming rural urban migration and creating balanced and equitable development.

The Uganda Urban Expo 2018 will provide a forum for discussion on the recognition and promotion of secondary cities as key players in ensuring livable, equitable, inclusive, secure, sustainable, resilient and smart urban areas. It will also give an opportunity to companies with products offering solutions to the enduring urban challenges to show case their products to a most receptive audience and potential customers.

I am therefore, inviting all of you to participate in the inaugural expo and symposium so that together, we can come up with strategies, ideas and products for the implementation of the SDGs & the new urban agenda and for the cities to play their rightful role in the socio- economic development of our countries.

Majid Batambuze,
Mayor
Jinja Municipality

About the EXPO

The Uganda Urban Expo: *“Becoming investment ready: Unveiling the business and investment potential of secondary cities”* is the first event of this kind spotlighting the investment potential of cities and the role of secondary cities in shaping an effective and responsible business environment that enables firms to grow. The Expo intends to be a platform for bringing together existing and potential urban development partners, the private sector, the academia, Government Institutions, Civil Society and the entire urban fraternity to debate and exchange knowledge, experiences and tools for enhancing role of secondary cities for promoting economic development. The Expo will run on September 5-9, 2018, at the Civil Service College Jinja, with field activities spread throughout the Greater Jinja. The Uganda Urban Expo is organized by the Ministry of Lands, Housing and Urban Development, Jinja Municipal Council in collaboration with the Urban Authorities Association (UAAU), Chamber of Commerce and Industry.

GOAL

The overarching goal of the expo is to promote and emphasize the importance and role of secondary cities in the socio-economic development of a country. We aim to influence policy makers, development partners and other stakeholders to support c with commensurate financial resource devolved fiscal empowerment, infrastructure development and relevant capacity building to help secondary cities become investment ready.



1. Provide a platform for discussion of the process of secondary cities becoming investment-ready and the key system areas where relevant changes need to take place;
2. Promotion of the role of secondary cities in the economic development of countries and their role in fostering equitable economic development;
3. Unveil the investment potential and business opportunities abound in the secondary cities;
4. Provide a platform to local, regional and international companies with innovative, efficient and cost-effective products offering solutions to urban challenges to exhibit and interface with potential municipality customers; and
5. Provide platform for discussion of crosscutting and emerging issues including the Sustainable Development Goals and the migration to cities – their impact on investments in secondary cities.

SECONDARY CITIES IN UGANDA



Expo DESIGN

The 2018 Urban Expo in Jinja will be organized in three main strands;

1. The Indoor Symposium: will run for three days from September 5 to 7, 2018. The symposium will provide practical guidance to cities on how to become Investment ready and how to unlock the various potentials for investment and business promotion. The symposium will among other things discuss challenges and solutions to secondary cities becoming investment ready and how city systems should be improved and upgraded to make this possible.

2. The Exhibition: will run for five days from the 5th-9th September 2018. The exhibition will be organized out door in a tent. Participating cities, counties, municipalities, organizations and companies will each have a booth/stall in the venue grounds to exhibit their works and products and provide information to visitors. 60 booths have been reserved for cities, municipalities and organizations while 100 exhibition booths have been earmarked for private companies to showcase a wide range of innovative urban solutions/products. The products exhibited will be logically linked to the symposium topics to practically illustrate the theme.

3. Field and Site Visits: During the expo, participants will also get the opportunity to visit some of these projects and tourism sites aligned to the theme. Guided tours will be organized on September 7, 2018. However, the evening hours of the Expo can be used to visit certain sites at leisure.

PRELIMINARY PROGRAM

TIME SESSION

DAY ONE

08:00-09:00a.m.	Registration and networking tea
09:00-09:20a.m.	Welcome Remarks
09:20-09:40a.m.	Statement from the Urban Development Partners
09:40-10:00a.m.	Remarks from Ministry of Lands, Housing and Urban Development
10:00-10:20a.m.	Remarks from the United Nations in Uganda
10:20-11:00a.m.	Investment Ready Cities: Taping into business and investment potential of secondary cities for local and national development (Technical lead)
11:00-11:20a.m.	Address by The Speaker of Parliament: Prioritizing Urban Development for National Development: Role of Parliament of Uganda
11:20-1:00p.m.	Official Opening of Uganda Urban Expo and Exhibition by President of Republic of Uganda

1:00-2:00p.m.

LUNCH BREAK

2:00-4:00p.m.

Session I: From Global Agenda to Local Action: SDGs and New Urban Agenda as enablers of business and investment in secondary cities

DAY TWO

08:30-10:30a.m.

Session I: Integrated spatial development planning for structural transformation and investment promotion

Session II: Application of big data and other digital technologies for urban planning.

10:30-11:00a.m.

TEA BREAK

11:00-1:00p.m. **Session I:** Local government reforms to become investment ready: From public spenders to investment mobilizers
Session II: Rural migrants and refugees: A burden or an investment opportunity?

2:00-4:00p.m. **Session I:** Reaching out to capital and debt markets: Do we speak the same language?
Session II: Engaging potential investors locally, nationally and internationally: Approaches and mechanisms that work

DAY THREE

08:30-10:30a.m **Session I:** Unveiling tourism potential in secondary cities.
Session II: Public-private cooperation: With whom, how and for what objective

10:30-11:00am **TEA BREAK**

11:00-1:00p.m. **Session I:** Creating new investment opportunities in secondary cities through green economy
Session II: Creating employment to empower youth, women and disadvantaged groups: How to make bankable projects

1:00-1:15p.m. Remarks from Ministry of Housing, Lands and Urban Development.

1:15-1:30p.m. Summary of deliberation and recommendations and undertakings

1:30-1:40p.m. Signing Ceremony and Group Photo

1:40-2:00p.m. Closing Remarks from Minister of Local Government

2:00-3:00p.m. **LUNCH BREAK**

3:00-5:00p.m. Field and site visits around Greater Jinja

NOTE: Each sessions is 2 hours including a keynote presentation (30 minutes), plenary discussion (30 minutes) followed by Q&A session (60 minutes).

Symposium Participation Fee

Symposium Participation Fee	
Standard participation fee (for three days including all conference materials.)	\$300

Exhibition Fees

S/n	Exhibitor	10' x 10' booth Fees in US \$	10'x20' Fees in US \$	10'x30' Fees in US \$
1	International companies and development partners	1500	2000	3000
2	Local companies and non-governmental organisations	1000	1500	2500
3	Cities and regional counties	1000	1500	2000
4	Uganda Municipalities	300	500	1000

SPONSORSHIP RATES

PLATINUM \$10,000	GOLD \$ 7,500	SILVER \$5,000
<ul style="list-style-type: none"> Recognition as major sponsor of the expo with priority branding Provision of space for exhibition booth in a priority area (if desired) Opportunity for director/manager to be speaker within panel discussion 3 complimentary symposium registrations 3 VIP invitations to networking receptions Full page advertisement in the Expo magazine "The New City" Logo included in all expo material including expo website sponsor (with web link), event banners, brochure and reports. 	<ul style="list-style-type: none"> Recognition as sponsor of the expo with priority branding below platinum sponsor level 2 complimentary symposium registrations 2 VIP invitations to networking receptions Half page advertisement in the Expo magazine "The New City" Logo included in all expo material including website sponsor (without web link), event banners, brochure and reports 	<ul style="list-style-type: none"> Recognition as sponsor with branding below platinum and gold levels. 1 complimentary symposium registration 1 VIP invitation to networking receptions Quarter page advertisement in the Expo magazine "The New City" Logo included in expo material including event banners, brochure and report

Why PARTICIPATE?

- **Marketing:** Improve their visibility through participation in the symposium and the exhibition and attract new customers
- **New entry points and business opportunities:** Urban space is an interesting but challenging market. Participation will help businesses to understand where they are located in that space (particularly in the context of the global and national development agendas), what
- **Business and investment opportunities** are offered by specific localities and sectors and to identify new suitable entry points.

- **Learning:** The Expo will present good practices and working business models tested in other countries, locations and sectors. Business will have an opportunity to share their experiences and learn about new techniques, approaches and technologies that may improve their bottom line.
- **Networking and new partnerships:** The Expo expects a broad range of participants, including governments, businesses, development partners, financial institutions and others from Uganda and as many as 50 other countries. This creates space for vibrant exchanges and new contacts leading to longer-term profitable partnerships.

LOGISTICAL NOTE

ESSENTIAL INFORMATION

MEETING VENUE: Civil Service College Uganda
Address: Plot 40/56, Kisinja Road, Jinja
Tel: +256 434 12 56 00
Website: www.cscuganda.go.ug

ACCOMODATION OPTIONS IN JINJA

Jinja Nile Resort

Address:
Tel: +256 774 676832
Website: www.madahotels.com

Nile Village Hotel

Address: 48/49 Kiira Road, Jinja,
Tel: +256 43 4120879
Website: nilevillagehotel.com

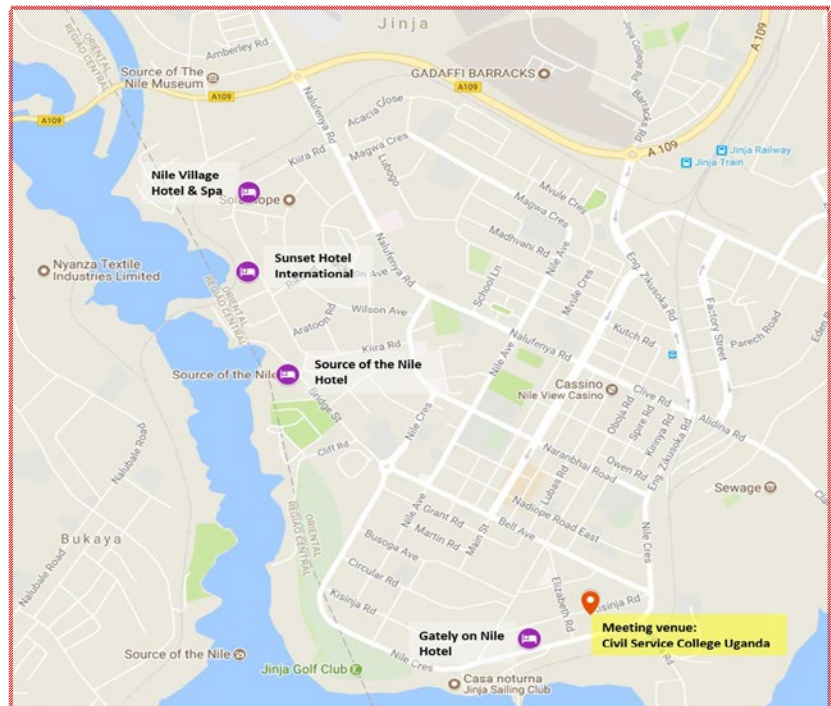
Source of the Nile Hotel

Address Plot 31-37 Bridge Street, Jinja
Tel: +256 434 123034
Website: www.sourceofthenilehotel.com

Victoria Panorama Hotel

Address: Masese Road, Jinja
Tel: +256 434 121114 | +256 752357224
Website: www.victoriapanoramahotel.com

JINJA MAP showing the location of the Expo venue



The Mansion Hotel

Address: Plot 15 Jackson Crescent, Jinja
Tel: +256 773 286445
Website: www.themansionjinja.com

LOCAL LOGISTICAL SUPPORT

If you need any logistical support e.g. (registering for the expo, booking a hotel room, etc.) do not hesitate to contact Jacquie Namuyonga Jacquie.namuyonga@ugandaurbanxepo.org

TRANSPORT FROM ENTEBBE TO JINJA

Travel time from Entebbe International Airport to Jinja (120 km) depends on the time and the traffic flow, and may take 03 to 04 hours.

Most hotels in Jinja offer Airport Shuttle for an additional fee. Please note that it is advisable not to take the road at night. In December the sun will set at 18:40, approximately. If you won't have time to get to Jinja before nightfall, we recommend you spend the night in Entebbe or Kampala.

ACCOMODATION OPTIONS IN KAMPALA

Serena Hotel

Address: Kintu Road, Kampala

Tel: +256 312 309000

Website: www.serenahotels.com

Mestil Hotel

Address: 20 Barracks Drive Nsambya, Kampala

Tel: +256 313 243000

Website: www.mestilhotels.com

Golden Tulip Hotel

Address: 12B Kafu Road, Kampala

Tel: +256 200 506600

Website: www.canan-kampala.goldentulip.com

TRAVEL INFORMATION

EMERGENCY CONTACTS:

Uganda Police Force / Fire Brigade: 999/112

Jacquie Namuyonga Uganda Urban Expo: + 256 782097678

Ronald Lwabayi Uganda Urban Expo: +256 775941432

ELECTRICITY AND WALL SOCKETS:

220V U.K (type G) plugs and sockets.



HEALTH / MEDICAL INFORMATION:

Yellow Fever: Proof of yellow fever vaccine is required to enter Uganda. It is also recommended that a Hepatitis A and B, Cholera, Meningitis, and Typhoid vaccine be administered.

Malaria prevention

Malaria risk is high throughout the year in all areas and including the main towns of Fort Portal, Jinja, Kampala, Kigezi and Mbale. Malaria precautions are essential. Avoid mosquito bites by covering up with clothing such as long sleeves and long trousers especially after sunset, using insect repellents on exposed skin and, when necessary, sleeping under a mosquito net.

Contact Information

For more information or to confirm your attendance please contact

1. Mr. Samuel Mabala on +256 772408744 or samuel.mabala@gmail.com
2. Mr. Ronald Lwabayi on +256 775941432 or ronaldlwabaayi@gmail.com
3. Ms. Jacquie Namuyonga on +256 782097678 or Jacquie.namuyonga@ugandaurbanxepo.org