

Business event "JUMBO - Japan & Uganda Multi Business Opportunity -"



Speech by Minister of State
(Guest of Honor)



Secretary of state visiting the booth

On Wednesday, March 11th, our embassy hosted a business event called "JUMBO - Japan & Uganda Multi Business Opportunity -" at the local Japanese restaurant, Yamasen. The event aimed to support Japanese companies in establishing new businesses in Uganda and further expanding their existing businesses. A total of 14 Japanese companies set up exhibition booths to promote their products and services, and 11 companies also gave presentations. In addition, a free space was set up within the venue to provide networking opportunities that could lead to business negotiations. We invited Minister of State for Industry, David Bahati as the guest of honor, and after his opening remarks, he enthusiastically toured each exhibition booth and actively responded to media interviews. On behalf of the Ugandan government, I believe he took the lead in advocating for the deepening of business relations between Japan and Uganda.



Presentation



View of the exhibition booth
from a distance

Despite the unfortunate rainy weather on the day, which forced us to set up tents in a large, uncovered garden to set up our booths, we were blessed with nearly 100 invited guests from the local government, international organizations, NGOs, and private companies, making the event a much greater success than we had anticipated. At the exhibition booths, we often saw visitors stopping for extended periods to engage in enthusiastic conversations with exhibitors, and after the presentations, it was impressive to see the presenters carefully explaining things in response to the audience's active questions.

If the event offered a glimpse into the possibility of concrete business negotiations and even transactions, we, as the organizers, would be extremely pleased. Many participating companies commented that it was a very valuable opportunity for promotion to government agencies and international organizations, rather than the usual B2B targeting, and for networking with those organizations. We will continue to fulfill the role that the embassy can play in its official capacity.

Finally, I would like to take this opportunity to express my gratitude to Cots Cots Ltd. for providing the venue, refreshments, and drinks, as well as for their cooperation in planning, organizing, and running the event on the day. Also, due to the sudden deterioration of the situation in the Middle East just before the event, we are very sorry that the Japanese companies that had planned to participate from Japan and the Middle East were unable to attend this time, but we hope to see you again on another occasion.

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