



6 – 7 March 2023

Kampala – Republic of Uganda

# PARTICIPANT'S GUIDE

## ORGANIZERS



TECHNICAL PARTNER

MEDIA PARTNER

**mazars**

**Financial Afrik**



## INTRODUCTION

The Islamic Centre for Development of Trade (ICDT), the Ministry of Agriculture, Animal Industry and Fisheries of the Republic of Uganda and the Arab Bank for Economic Development in Africa (BADEA), in collaboration with the Uganda Coffee Development Authority (UCDA), are organizing the 1<sup>st</sup> OIC Coffee Meet on 6-7 March 2023 in Kampala, Republic of Uganda.

This meeting aims at promoting trade and investment flows in the coffee industry among OIC Member States, in order to develop sustainable and fair-trade solutions while increasing investment opportunities and in particular between Uganda and OIC Importing Countries.

## THE UGANDA COFFEE SUB SECTOR

Following the implementation by the Ugandan Government of a new national strategy guiding the stakeholders across the coffee value chain, Uganda has reached high production records and export values, both in Robusta and Arabica, rendering its coffee attractive to international markets.

Uganda has taken advantage of its favorable climatic and agro-ecological conditions, suitable to the production of coffee beans. The country's tropical climate, high altitudes and organic yield have contributed to making Uganda a prominent sourcing destination of the global coffee market.

The coffee sub sector is governed by the National Coffee Act 2021, and it seeks to develop a competitive, participatory and sustainable coffee subsector in accordance with the National Coffee Policy 2013. The Act empowers Uganda Coffee Development Authority (UCDA) to regulate, promote and oversee the coffee subsector and to regulate all on-farm and off-farm activities in the coffee value chain.

To transform coffee in Uganda, a Coffee Roadmap was initiated with three components:

Coffee Roadmap: Nine key initiatives to catalyze transformation

	Initiative
Demand & value addition	1 Build structured demand through country-to-country deals, especially with China
	2 Brand Uganda coffee to drive demand and improve value by up to 15%
	3 Support local coffee businesses for value addition, including primary processing and a soluble coffee plant
Production	4 Strengthen farmer organisations and producer co-operatives to enhance commercialization for smallholder farmers and ensure broad access to extension, inputs, finance, and aggregation
	5 Support joint ventures between middle-class owners of underutilized land and investors to develop coffee production
	6 Provide and promote concessions for coffee production on large underutilized tracts of land
Enablers	7 Improve quality of planting material (seeds and seedlings) through strengthened research and multiplication of improved varieties
	8 Improve access to quality inputs by reducing counterfeiting (fertilizer, pesticides, herbicides) from current 40-60%
	9 Develop coffee finance programme with Central Bank and Treasury to provide financing to farmer organizations (including on-lending to smallholders), coffee businesses, and investors

SOURCE: Uganda Coffee Lab, McKinsey analysis

April 2017

The potential impact of the Coffee Roadmap is the following:

Potential impact from the Coffee Roadmap

ESTIMATE

<b>Up to 20m</b>	Bags of coffee production by 2025-2030
<b>3-4x</b>	Yield improvement <b>+ 20%</b> Expansion in production land
<b>\$1.5 -2.2Bn</b>	Export earnings per year
<b>Up to 1.5mm</b>	Households with improved livelihoods
<b>\$1 – 1.5Bn</b>	Financing and investment attracted in the first 3-5 years
<b>15%</b>	Price premium for Ugandan coffee, due to strong branding

SOURCE: Uganda Coffee Lab, McKinsey analysis

April 2017

This roadmap has enabled producers and exporters to benefit from significant government investments encouraging their business development, the preservation of coffee farms, the improvement of crop quality and the optimization of foreign exchange earnings.

## OBJECTIVES OF THE OIC COFFEE MEET



The goal of the OIC Coffee Meet is to gather major stakeholders of the coffee industry in Uganda to discuss trade and investment opportunities with delegates from OIC Member States. Participants include green and roasted coffee producers, equipment manufacturers, international trading and distribution companies and other members of the value chain.

There will be B2B sessions where participants will discover new business partners and investment opportunities. One on one meetings will be arranged between the Ugandan and OIC companies and institutions. There will also be exhibition space for local participants to showcase their organizations and samples of their products.

### World Market

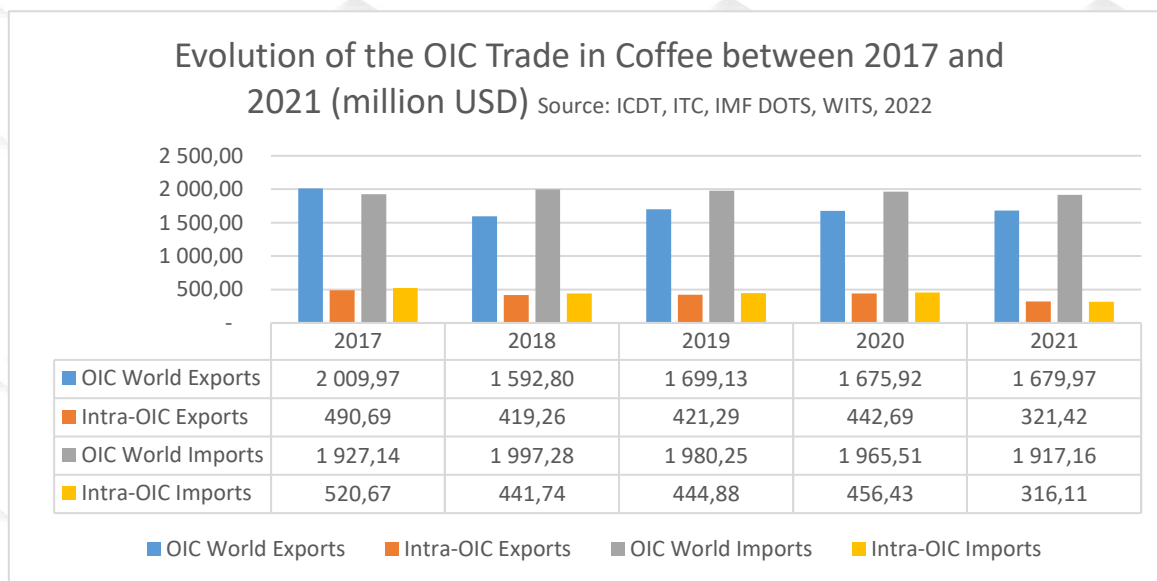
According to the US Department of Agriculture, the world coffee production for 2022/23 is forecast to increase by 7.8 million bags to 175 million bags from the previous year. Global consumption is expected to increase by 1.81 million bags to 167 million with the largest increase in the European Union, United States of America, Japan and Brazil. World exports

are forecast to be higher on gains in Brazil and Indonesia. Ending stocks are expected to be 2.1 million bags higher than last year to 34.7 million bags following last year's sharp drawdown.

World exports in coffee reached in 2021 an amount of USD 36.2 billion i.e. 12% of growth compared to 2017 due mainly to increased production and soaring coffee prices worldwide.

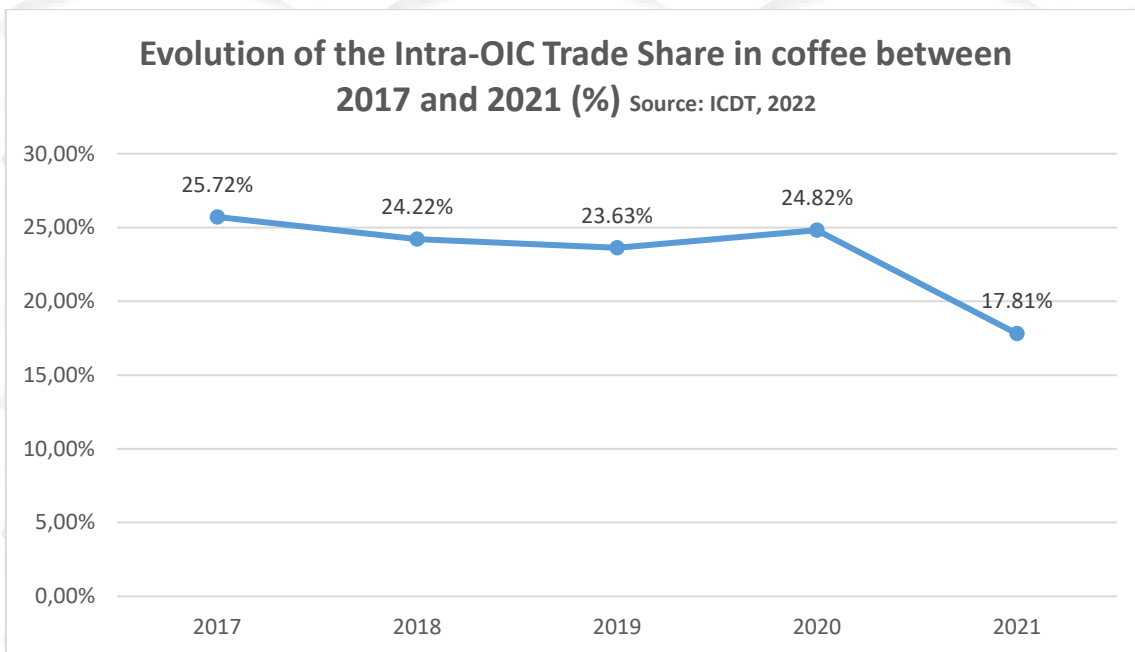
### OIC Market

The coffee industry is one of the most developed sub sectors in OIC countries in Asia, Middle East and in some African countries.



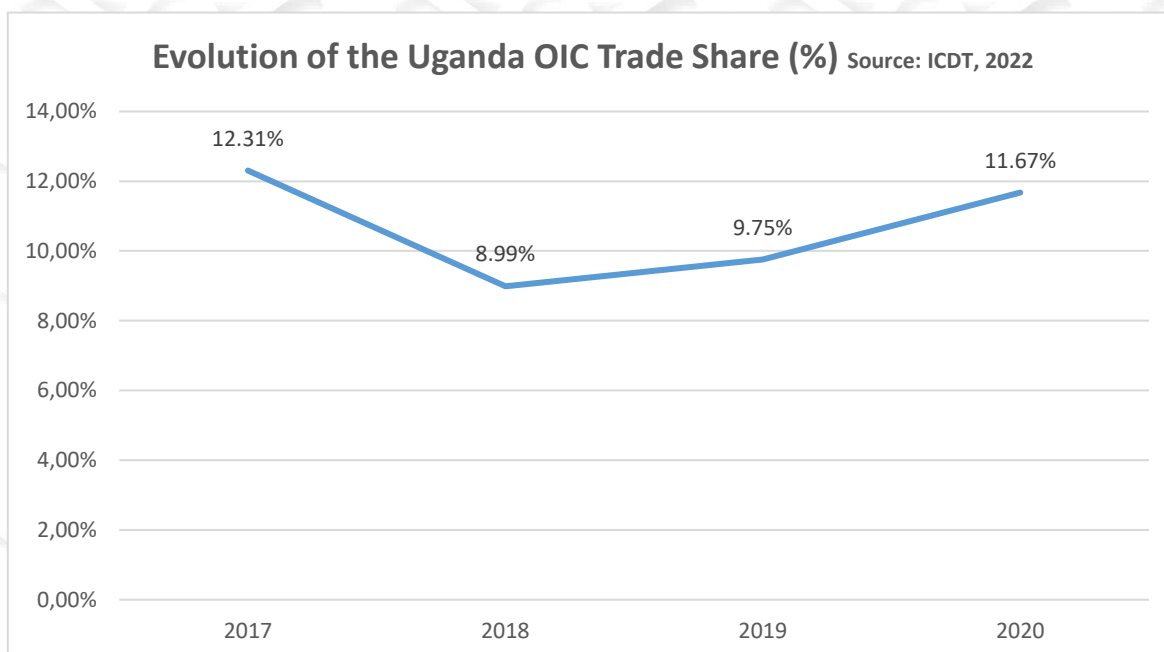
The main coffee importing OIC Countries in 2021 (more than USD 10 million) are the following: Saudi Arabia, Malaysia, Türkiye, Egypt, UAE, Morocco, Jordan, Iran, Tunisia, Algeria, Lebanon, Kuwait, Libya, Syria, Indonesia, Albania, Qatar, Sudan and Kazakhstan.

The intra-OIC Trade share decreased by 31% between 2017 and 2021 due to the COVID-19 pandemic in 2021. This share is about 24% during the last five years.



In Uganda, a total of 6.26 million 60-kilo bags of coffee valued at US\$ 862 million were exported in the Financial Year 2021/2022 compared to 6.1 million 60-kilo bags valued at US\$ 559 million in Financial Year 202/2021.

The growth in exports is attributed to the efforts made by UCDA and the related national coffee strategy. More than 10% of Ugandan Coffee is exported to OIC Countries such as Sudan, Morocco, Algeria, Egypt, UAE, Turkey, KSA, Iran and Albania and totaled more than USD 120 million.



It should be noted that Uganda is currently the eighth largest coffee producer in the world, the second largest producer in Africa and largest African exporter. It is targeting breaking into the top five in the upcoming years.

Coffee is a strategic commodity for Uganda, especially in the context of the African Continental Free Trade Area (AfCFTA) by producing 20 million 60kg bags by 2025.



8<sup>th</sup> largest  
World Coffee  
Producer



2<sup>nd</sup> largest  
African  
Coffee  
Producer



N° 1  
African  
Exporter



1.8 Million Households  
Producing Coffee



15,000  
Organic Producers



9,000  
Metric Tons per year of  
Certified/Sustainable  
Coffee Produced

## GENERAL INFORMATION

Name of the exhibition: OIC Coffee Meet

Host country: Republic of Uganda

Date: 6-7 March 2023

Opening hours: 9:00 a.m. to 6:00 p.m.

Location: Kampala

Venue: Speke Resort Munyonyo

Type: B2B event

Level: International

Guest of Honor: Minister of Agriculture, Animal Industry and Fisheries

Participating countries: 57

Expected number of guests: 300 per day

Side events:

- Training workshop on the development coffee markets
- Forum on trade and funding opportunities
- Three B2B sessions between major stakeholders of the coffee industry
- Mini Exhibition

## FACILITIES GRANTED TO THE PARTICIPANTS OF THE OIC COFFEE MEET

- 2 LCD projector & screens
- Public Address System with 4 table Mic & 2 Wireless
- Mid-morning Tea/ coffee break with assorted bites
- Bottles of mineral water
- Flip charts board with markers
- Writing pad & pen
- WiFi

## VENUE

Located at the hotel's conference center.

SPEKE RESORT MUNYONYO  
Speke Resort and Conference Centre  
Plot 38, Kampala Road, Kampala Uganda  
P.O. Box 3673  
Tel 1: +256 707 711 750  
Tel 2: +256 702 711 142  
Fax: +256 ???  
Email: [info@spekegroup.com](mailto:info@spekegroup.com)  
[spekeresort@spekeresort.com](mailto:spekeresort@spekeresort.com)  
Website: [www.spekeresort.com](http://www.spekeresort.com)

## HOW TO PARTICIPATE?

### PARTICIPANTS

This OIC Coffee Meet is open to the participation of the 57 Member States of the OIC and their economic, public, and private actors, operating in the coffee industry.

States having observer status within the OIC are invited, as well as members of Islamic communities from non-member countries.

### REGISTRATION

ICDT and UCDA will collaborate to extend invitation letters along with registration forms to Ugandan and Foreign participants. Confirmations of registration are due by 20 February 2023. The travel and accommodation costs of foreign importers will be covered by the organization committee.

## CUSTOMS AND ADMINISTRATIVE FORMALITIES

### ENTRY VISA

The foreign participants of the OIC Coffee Meet who have to comply with visa formalities when entering the Republic of Uganda are advised to contact the accredited embassies of Uganda in their respective countries.

For the nationals of the countries where there is no Ugandan diplomatic representation, they are advised to visit the immigration visa application website at: <https://visas.immigration.go.ug/>.

## COVID SANITARY MEASURES TO ACCESS UGANDA

Travelers who are fully vaccinated against COVID-19 must provide a valid certificate of vaccination to enter Uganda. Travelers who are not vaccinated must provide a negative PCR test completed no more than 72 hours before departure to both enter and exit Uganda.

Please note that COVID-19-related entry requirements may change without warning. Further information and updates can be found on the website of Uganda's Ministry of Health.

## PROGRAM

### DAY 1

09 a.m. to 10:00 a.m.	<b>OPENING CEREMONY</b> Opening remarks (UCDA, ICDT, BADEA, OIC General Secretariat, Uganda Government representative to be confirmed)
10.00 a.m. to 11:00 a.m.	<b>TRAINING – Development of coffee markets</b> Presentations of ICDT, UCDA, ITC, UNBS and SMIIC regarding the certification of quality control.
11.00 a.m. to 11:15 a.m.	Coffee break
11:45 a.m. to 12:30 p.m.	<b>TRAINING FORUM – Pitching and wrap-up</b> 3 Ugandan companies, 1 African company, 1 Asian company, 1 Arab company. Each company will have 10 minutes each to present their company, a bankable project, and the need for investment.
01:00 p.m. to 02:30 p.m.	Lunch break
02:30 p.m. to 06:00 p.m.	B2B meetings

### DAY 2

09:00 am. to 10.30 am.	<b>Presentation of International Bank on financing coffee industry in Uganda</b> Representatives of banks will present their solutions to finance coffee industry in Uganda by BADEA, Afreximbank, AfDB, and Uganda Development Bank. Discussion
10:30 a.m. to 11:00 a.m.	Coffee Break
11:00 a.m. to 01:00 p.m.	B2B meetings
01:00 p.m. to 02:30 p.m.	Lunch break
02:30 p.m. to 05:00 p.m.	<b>B2B meetings</b> The B2B meetings during the 2 days will include buyers, sellers, carriers, international trade companies, importers, farmers, marketers, brokers, and any other entity that is part of the coffee value chain. The expected outcome is a positive synergy that will ultimately create value and employment in this important sub sector.
05:00 p.m. to 05:30 p.m.	<b>Closing Ceremony</b> ICDT, BADEA, Government of Uganda representatives





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(UCDA)**

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