

## **UEPB KEY ROLES & RESPONSIBILITIES PRIORITIES FOR FY2021/22**

**PRESENTATION AT HON. MINISTERS' ORIENTATION,  
3 – 4 AUGUST 2021**

By Elly Twineyo Kamugisha  
Executive Director,

**Uganda Export Promotion Board (UEPB)**

4<sup>th</sup> August 2021



## **Structure of the presentation**

- History
- Mandate & Functions
- Our Stakeholders
- 5-Year Achievements
- Future Plans
  - Strategic Plan, Objectives and Interventions
- Challenges & Recommendations
- Conclusion



## History

- UEPB is a semi-autonomous agency, a trade promotion organization (TPO), established by the Uganda Export Promotion Board Act 1996 Cap. 102.
- It is under the supervision of the Ministry of Trade, Industry and Cooperatives (MTIC).
- The Uganda Export Promotion Board Act 1996 Cap. 102, repealed the Uganda Export Promotion Council (UEPC) Act No. 7 of 1983. The 1983 Act had previously repealed the Parliamentary Act 17 of 1969 which established the first Uganda Export Promotion Council.



## UEPB Mandate & Functions

### Objectives of UEPB

- To facilitate the development, promotion and coordination of all export-related activities that lead to export growth on a sustainable basis.

### Functions

- 1) To provide trade and market information services
- 2) To promote the development of export,
- 3) To provide trade promotional services
- 4) To provide customized advisory services in various areas
- 5) To recommend to the Gov't export plans, policies and strategies designed to provide efficient, adequate and coordinated measures for promotion of Uganda exports



## Internal & External Stakeholders

- UEPB Board of Directors
- **MDAs:** MTIC Agencies – UNBS, UWRSA, MTAC, etc.
- Other MDAs: MAAIF, MOFA, UIA, MOWE, MFPED, OWC, NAADS, NAGRIC, UIRI, etc.,)
- **Private sector**
  - producers
  - Exporters
  - UMA, UNFFE, UNCCI, USEA
- **Current Dev't Partners:** ITC, CBI, TPO Canada, AfBD.



### Table 1: Uganda's Trade Performance (US\$ Millions)

	2001	2010	2015	2019	2020	Q1 2021
<b>Merchandise</b>						
Exports	467.24	2,163.97	2,667.19	4,095.65	4,454.00	1,301.53
Imports	975.44	4,375.69	4,955.39	6,850.21	7,103.20	1,822.67
Trade Deficit	(508.20)	(2,211.72)	(2,288.21)	(2,754.57)	(2,649.20)	(521.14)
<b>Services</b>						
Tourism	165.43	783.91	1,036.91	1,384.50	441.05	215.37
Other Services	51.49	520.19	1,024.56	823.29	713.44	173.17
Total Exports	216.92	1,304.10	2,061.46	2,207.79	1,154.48	388.54
Imports	482.58	1,802.66	2,378.31	2,942.54	3,184.21	781.96
Trade Deficit	(265.66)	(498.55)	(316.85)	(734.75)	(2,029.73)	(393.42)
Remittances	348.57	768.00	901.87	1,424.45	1,034.59	260.97



Source: BoU 2021



<b>Table 2: Selected merchandise Exports (US\$ Millions)</b>					
<b>Products</b>	<b>2010</b>	<b>2015</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
<b>Manufacturing</b>					
Base Metals & Products	90.83	120.00	103.09	105.60	53.69
Cement	71.38	80.13	56.99	69.43	35.29
<b>Agro Processing</b>					
Fish & its products	133.82	117.56	176.51	127.63	45.16
Tea	68.26	69.94	77.96	78.67	36.22
Sugar	58.86	66.43	83.39	76.03	51.06
Crude Vegetable Oils	18.40	40.25	63.63	56.35	27.33
<b>Agriculture</b>					
Coffee	284.64	402.63	438.54	515.53	240.97
Cocoa Beans	33.37	55.67	77.55	99.07	53.55
Maize	35.42	90.97	78.07	92.41	33.15
Flowers	46.55	51.44	54.52	54.44	28.00
Fruits & Vegetables	12.12	32.10	36.11	45.23	16.96
Beans	7.96	53.88	35.73	45.01	25.37
<b>Minerals: Gold</b>	30.08	35.75	1,257.82	1,819.27	867.46

Source: BoU 2021

Uganda Export Promotion Board

## **Synopsis of UEPB Key Achievement 2015-20**

- The Export readiness programs enabled UEPB train and support over 500 companies prepare and over 200 start exporting.
- Directly linking 400 producers and farmers to exporters in Central, North, East and South-West
- Capacity building and outreach activities for producer groups and farmers: Over 300 farmers trained in improvement of production and quality for agricultural exports.
- Currently UEPB has a directory of about 300 services exporters is building their capacity.
- Recruitment of new staff: 6 new staff members were recruited in 2018. This improved the service delivery and improved the operations
- Funding improved slightly from 20% to 40% of the strategic plan value. This enabled more resources to be allocated to doing activities.
- Merchandise exports have grown from USD **2.667 billion** 2015 **USD 4.454 billion** 2020.

## Does Gov't want to increase exports 2020-2030

- 1) Establish Border Export Zones/markets:** begin with Mpondwe; Elegu/Bibia; Mutukula; near Arua; others
- 2) Commercial crops:** Cocoa; cashew nuts; coffee; avocado (Hass); Chillies; Apple bananas (EU, UK, Korea, UAE; others
- 3) Manufacturing:** UMA (25% exports); SEZ/EPZs (export 85%) to EAC/COMESA
- 4) Agro-processing:** Dairy/livestock products (DRC; Egypt; UAE; others) ; dried fruits to China; juices to EAC/COMESA; Cocoa (UDC factory in Bundibujjo?), private sector investments
- 5) Financing:** affordable dev't credit



## UEPB Future Plans under NEDS/NDP3/NRM Manifesto

### UEPB Strategic Plan Strategic Objectives

- 1) To support the efforts to increase the value of exports from USD 5.475 billion in FY2019/20 to USD 6,822 billion in FY2024/25.
- 2) To link at least 500 producers/exporters to buyers in priority markets
- 3) To support the development of at least 3 new products / service for export
- 4) To strengthen institutional capacity and increase visibility for better service delivery

### UEPB is under NDP3 five programmes:

- i) Private Sector Development program;
- ii) Manufacturing Program;
- iii) Agro-industrialization;
- iv) Mineral development; and
- v) Tourism



## UEPB Future Plans under NEDS/NDP3/NRM Manifesto

Sectors	Target markets	Strategic Interventions
Manufacturing	<ul style="list-style-type: none"> <li>• EAC/COMESA;</li> <li>• AFTCTA</li> <li>• UAE;</li> <li>• EU;</li> <li>• UK</li> <li>• China</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Development of exports:</b></li> <li>• <b>Export-readiness activities</b></li> <li>• <b>Information dissemination:</b></li> <li>• Digitization of exports markets information</li> <li>• <b>Promotion of exports:</b></li> <li>• Support commercial diplomacy</li> <li>• Establishing commercial presence in target markets</li> <li>• <b>Coordination of all export-related activities:</b></li> <li>• Advising MDAs and private sector on export-friendly policies and strategies</li> </ul>
Agro-processing		
Agriculture		
Minerals		
Services		
See Next Slides		



## Strategic Interventions

Programme	Intervention / Identified areas
<b>Private Sector Dev't program</b>	<ul style="list-style-type: none"> <li>• Increase accessibility to export processing zones</li> </ul>
<b>Manufacturing Program</b>	<ul style="list-style-type: none"> <li>• Expand the range of manufacturing standards and enforce applicable regulations</li> <li>• Establish a sliding scale export financing rate;</li> <li>• Establish a sliding scale export incentive regime;</li> <li>• Establish 4 export logistics centres;</li> <li>• Strengthen information management and negotiation for greater access to targeted markets</li> <li>• Establish Export Credit Guarantee Schemes for SMEs</li> </ul>

## NDP3 Strategic Interventions

### Programme

### Intervention / Identified areas

#### Mineral development

- Engage in bi-lateral and multi-lateral negotiations for increased access to external markets
- Increase accessibility to export processing zone

#### Agro-industrialization

- Strengthen enforcement and adherence to product quality requirements including food safety etc.
- Digitalize acquisition and distribution of agricultural market information
- Strengthen capacities of public institutions in analysis, negotiations and development of international market opportunities particularly for selected commodities
- Facilitate Uganda's diplomatic missions to promote Uganda Products abroad.



## Strategic Interventions

### Programme

### Intervention / Identified areas

#### Tourism

- Upgrade handling and negotiation capacity of frontier services providers and foreign intermediaries
- Establish trade and service facilities, including: insurance, banking, sports and recreation, cultural and craft facilities; and services at the different tourist attraction points and tourist information centres



## UEPB's Issues to address & Recommendations

Issues	Address the issues
<b>Accommodation; and lack of an Export Dev't Centre with a Uganda Exports Exhibition Centre</b> (see NDPII)	<ul style="list-style-type: none"> <li>• Promises from Finance at their New Bldg to house UIA, URSB, etc.</li> <li>• UEPB presence in at least 12 information centres outside Kla</li> <li>• Should establish Export Dev't Centre with a Uganda Exports Exhibition Centre</li> </ul>
<b>HR</b>	<ul style="list-style-type: none"> <li>• Current &amp; future reqmts due to rationalization requires more staff in Kla and in least 12 information centres</li> </ul>
<b>Funding</b>	<ul style="list-style-type: none"> <li>• Directive of HE to Finance for additional UGX. 10 billion per annum effective FY2022/23</li> <li>• MoUs with private sector; MDAs; dev't partners</li> </ul>
<b>Board of Directors</b>	<ul style="list-style-type: none"> <li>• Awaited</li> </ul>
<b>Rationalization:</b> Proposed merger of UEPB with UIA, UFZA, Enterprise Uganda	<ul style="list-style-type: none"> <li>• Awaited; or</li> <li>• Strengthen UEPB to undertake work that was being done by others (e.g., UCDA, DDA, CDO) after rationalization.</li> </ul>

## Conclusion

- Let us focus on market-led production and live in a market-economy; and export more
- All developed countries are exporting;
- All Advanced countries are exporting
- Uganda needs to export goods & services exports
- Focus on manufacturing; agro-processing; agriculture; and services (education; IT/TIEs; others)
- Exports should contribute at least US\$8 billion 2024/25 (i.e, UGX.28 trillion)





**THANK YOU**

