



Solutions. Value Addition. Sustainability

Trade Mission to Istanbul Turkey Report

FY 2022

Agritrade Uganda

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Beauty Eurasia Expo 2022

AGRITRADE Uganda and its members in the beauty sector participated at beauty Eurasia Expo organized by Hyve Group that took place at the IFM Istanbul Expo Center in the city of Istanbul in Turkey's largest gathering of beauty professionals. Hundreds of exhibitors from all around the World met at the most important B2B cosmetic show of the region. Thousands of qualified visitors attended to see the newest products. From manufacturers to distributors, importers to retail buyers, more than 20,000 industry professionals from 100 countries including huge regions of Eurasia hosting 374 exhibitors and around 12,000 visitors, it is the essential exhibition for the cosmetics industry in Turkey



Some of our team



A photo of some of our teammates having B2B meetings with professionals from other countries



Mr. Grant having a meeting with Mr. Dudoka of Luvea

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“One Stop Center of all Food, Beverages, fruits and Vegetables Dealers, Growers, processors, Exporters, Importers, Financers, Packaging, Branding and Agro machineries with the latest innovations of technology for quality and Quantity efficiency”.

Our Vision

To make Ugandan Agri-Products a Global Choice

Introduction

Uganda is indeed the Pearl of Africa, everyone that has visited agrees with this statement. With one of the youngest population of 78% being below 35years of age. The need to see Our motherland the Pearl of Africa and her Children grow economically through our natural resources like the most fertile land and favorable climate world over gave birth to what we call Agri-trade Uganda.

This is a short of Agriculture and Trade. All we ever wanted and still pursue is to make the Ugandan Agri Products a global Choice. Yes, it is possible, AND where there is a will, there is a way.

We are an active member based National Trade Promotion Organization that brings together farmers, processors, Manufacturers, Service Providers, Dealers and all related value chain enterprises involved in the main agriculture subsectors of Crop, Animal, Poultry, fisheries forestry and horticulture with the core intent of improving and advancing the sector in the areas of value addition, market development, good agricultural practices through education and research, technology, policy, food safety and capacity development to ensure sustainability as we walk towards achieving our vision.

To Develop, Unite and Promote Uganda’s Agricultural Industry in the global market with due regard to food safety, Good Agricultural Practices, Climate smart and resilient agriculture, Gender Inclusion of Women and Youth and Food Security and National Nutrition.

From left to right Sssebude Edrisa Procurement Manager for West Record (U) Ltd, Ddiba Paul from Kawumu Farmers & Property Developments Ltd, Nanyenje Barbrah Managing Director For JKCC General Supplies Limited, Chiwera Veronica CEO for Tendoz chiwera Pharma, Najuuko Lukia Sales Manager for Coffee World Ltd, Zawedde Doreen , Katongole John from John VK General Traders, Chiwera Grant CEO Agritrade outside the IFM Istanbul Expo Center



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Objectives of the Company



Mr. Chiwera with Sleepy sales manager after their interaction. We had an interest to import these diapers for both children and adults which were extremely nice but unfortunately they already got someone who would import to Uganda and he asked us to liaise with them which we shall do once we notice that they have started advertising in the market



The Picture above shows our members having B2B interactions with various exhibitors and different points and levels.

Our team had a main aim of learning how to better their products, packaging, technology used and also the various ways to improve their market, some of them even got a chance to have meetings with a company name Alfuntop where I agreed, made a deposit and purchased a baking machine.

1. To act as the mouth-piece for agri-trade Industry (Farmers, Processors, Manufacturers, Service Providers, Dealers and all related value chain enterprises) in Uganda.
2. To provide a platform for the industry to discuss and deliberate on all issues & affairs affecting the general interests of agriculture and trade sector.
3. To provide a platform for the industry to discuss and deliberate on all issues & affairs affecting the general interests of agriculture and trade sector.
4. To promote innovations and adoption of successful farming and agri-trade models on larger scale and facilitate visits of trade and official delegations between Uganda and other countries.
5. To continuously interact and work with Government and other stakeholders in resolving the various challenges that arise from time to time in the agri-trade sector.
6. To be the global platform for partnerships in food and agriculture to promote trade, investments and technologies and startup ventures.
7. To organize and conduct capacity building programs such as seminars/workshops/trainings, technical consultations etc., on subjects related to agricultural, food and trade industry for the benefit of our members.
8. To set up exhibitions, trade shows, buyer-seller meetings, catalogue shows etc., for the benefit of members and Uganda at large.
9. To publish newsletters, magazines, papers, books, studies etc., from time to time in the service of members and the industry.
10. To promote responsible practices in agri-trade and environmental stewardship.



Objectives of the Trip



Having a B2B meeting with Miss Hafida Ozgan the manager from Halk Beauty products



In a pictorial summary above are the various interactions I had with various partners while at the convention. The convention widened my understanding of the beauty industry market as well as our exposure in the development of part of the agricultural sector in Turkey and the world at large

1. The need for the visiting delegates from Uganda with in the beauty sector to explore the available opportunities and knowledge to bring back home that can also be implemented in the agricultural sector.
2. To find branding and packaging companies.
3. To increase sales leads at International market for our beauty raw materials from the agricultural sector.
4. Access to International Funders in the beauty expo that can fund projects in agricultural sector mostly extraction and exportation of raw materials used in making the beauty products.
5. To identify the latest technology and artificial intelligence being adapted in the beauty industry that can be used in the Agricultural sector.
6. To expand the delegates' brand reach and enhance consumer familiarity with their message and products or services.
7. To be able to attend educational events to increase industry knowledge, and/or offer educational workshops about their own brand.
8. Access networking opportunities with fellow industry professionals at all levels that can help delegates grow their brand for both agricultural and beauty products.
9. To create engaging behind-the-scenes content to share on their own social media.

About the Exhibition

- ◆ Beauty Eurasia was held from June 15th – 17th, 2022 at Istanbul Expo Center. The event brought together exhibitors from many countries, as well as professional visitors. Beauty Eurasia 2022 hosted most of prominent hair and beauty brands, local and international, registering a remarkable increase in the number of foreign visitors by 50% compared to last year.

They represented a great chance to source new business for professional visitors and exhibitors coming from various countries including the USA, Germany, Bulgaria, the UAE, China, France, the UK, Italy, Russia, Ukraine, South Africa, Uganda and India. In addition, visitors experienced a number of demos such as make-up techniques, permanent nail polish applications, hair shows and designs.

- ◆ Our beauty professionals were able to look and test new products and brandings giving them the confidence that meets the trends and also stocking the right brands. Our beauty experts were able to source and experience the latest beauty products, treatments, innovations and equipment. Beauty specialists had the opportunity to exhibit their products on the show floor, network with the industry's decision makers, and further their professional careers by participating in the given lectures, and hands-on learning opportunities.
- ◆ They were also able to see and use the new technology adapted into the industry giving them a glimpse of how to make over their business and it's easier than before to choose the right products for the client's skin because of the two emerging technologies in the beauty industry- artificial intelligence and virtual reality. The global beauty and cosmetic market have become highly competitive as new brands are launching every now and then. Thus, many cosmetic and beauty brands are going the extra mile to be on the top. To beat the growing competition, these brands are using the most updated beauty technology trends.
- ◆ Istanbul is formerly known as Constantinople, is the largest city in Turkey, serving as the country's economic, cultural and historic hub. The city straddles the Bosphorus strait, lying in both Europe and Asia, and has a population of over 15 million residents, comprising 19% of the population of Turkey. Istanbul is the most populous European city and the world's 15th-largest city.

Today, Istanbul is a thriving center of international market due to the time to time expos for the different products from all the various sectors of production in the economy from food and confectionery, fashion and beauty, furniture, agriculture and machinery name it.

The Istanbul's area's many educational institutions make it a world leader providing higher levels of education, including law, medicine, engineering and business, and the city is considered to be a global pioneer in innovation and entrepreneurship, with nearly 400 startups.

- ◆ Istanbul's economic base also includes finance, professional and business services, biotechnology, information technology and government activities. Households in the city claim the highest average rate of philanthropy in the country; businesses and institutions rank among the top in the country for environmental sustainability and investment.

Achievements

International Opportunities to grow the Ugandan Beauty Sector

Through Agritrade leadership together with the organizers, our members carried out B2B Meeting in different pavilions and discussions are still underway for possible business deals. You could say it was a lake of opportunities for the members, that some need to travel back to follow up and possibly close these prospects while others have closed some business already since then.

International market for raw materials for beauty projects

During the expo we were able to meet with some companies that were interested in what we do and they plan to purchase agricultural raw materials such as shea butter used in production of some beauty products from our member companies to increase on our market internationally. With contacts exchanged, one of our members is following up to conceal the deal.

Newly improved and advanced technology

At the expo, the Agritrade members came face to face with modern technology and machinery that is being used in the beauty sector. It was an opportunity for them to see the new machines needed to advance their level of agricultural and beauty production. While we visited the honey company after the exhibition our colleague Paul Ddibba checked new machines in the honey farming and production process that amazed him and he also purchased some of the tools needed.

Cooperate Branding and packaging companies

Much as we have tried to develop as a country, our branding and packaging has always been lacking. At the expo, Agritrade members had an opportunity to witness world class branding and packaging which was a good challenge for them and a moment of evaluation and learning for them to improve the branding of the agricultural produce such as honey, coffee, ginger and also for the beauty products.

Business exposure to our members

Apart from beauty we also had to look for other opportunities. After the expo, we had a chance to meet Altuntop a baking company that we had interest in. We immediately had a meeting in another city Malatya where we agreed to get some equipment and an Agritrade member company names Tendoz Chiwera Pharma that has another business entity known as TECS Cakes Restaurant made a deposit for a baking machine.



Mr. John on the left is also planning to start up a confectionery business & was checking the baking equipment



A meeting with Mr. Salwan Naji the CEO of Altuntop in the city of Malatya



The picture above shows interactions with the other exhibitors and their products together with the AGRITRADE/Group Team leader. Grateful for his leadership while on this trip. Agritrade is very professional in their way of operation, they promise and deliver

Ugandan Government

A set of key findings emerged from the substantive analysis and stakeholder consultations that underpinned this study, which is a part of a larger process to foster a dialogue around issues in the enabling environment for business in Uganda.

Each of the recommendations below seeks to address a critical knowledge or implementation gap in the legal and regulatory system. While the recommendations include a discussion of regulatory options and good regulatory practices, further study on global best practices and their possible application in Uganda and a more in-depth systems audit to identify overlapping and conflicting laws and regulations in the cosmetics sector would benefit both regulators and private sector stakeholders.

It is important for the government to give more exposure to the Ugandan beauty industry and support the manufacturers until they are able to achieve international standards. The Ugandan beauty industry can be widened through research and policies given to those that are involved and also those interested from a beginning to an advanced level through various exhibitions and trade shows within the country such as Tubaayo.

On events like this, leading manufacturer should be given opportunities for exposure to learn and experience what and how the world out there operates in relation to the beauty world.

The government should understand the latest market trends and future growth opportunities for the agriculture industry as well as the Beauty and Personal Care industry in Uganda with research from Euro Monitor International's team of in-country analysts – experts by industry and geographic specialization.

Key trends are clearly and succinctly summarized alongside the most current research data available. Understand and assess competitive threats and plan corporate strategy with our qualitative analysis, insight and confident growth projections.

The Government of Uganda clearly recognizes the important role that laws and regulations play in economic development and has been considering ways in which to improve its business enabling environment. The current legal and regulatory system for the beauty industry, an emerging growth sector that shares significant regulatory overlap with other key sectors (including medicines and agriculture), can be illustrative in identifying broader opportunities and challenges.

- ◆ The industry, like many sectors, experiences a disproportionately high concentration of regulatory oversight prior to market entry.
- ◆ Private sector stakeholders may lack knowledge of precise regulatory requirements or how measures will be implemented in practice.
- ◆ Overlapping mandates exist among regulatory authorities, as the preceding chapter illustrated, sometimes with differing public policy goals such as increased manufacturing, environmental sustainability, and consumer health and safety, resulting in a system that can be complex for cosmetics companies to navigate.
- ◆ The Beauty sector is highly dependent on agriculture for its source of raw materials. With that in mind, both sectors should be given attention and chance to grow coherently as they feed into each other. This calls for assigning the right qualified experts to help grow the sector.

Overall, regulatory objectives must be carefully balanced in order to avoid a situation in which the enabling environment discourages market development and creates barriers to entry for local and international companies alike. In such a case, it is often SMEs and women entrepreneurs who most heavily impacted, undercutting both market potential and broader economic development considerations.

The research will help those in the beauty and personal care world to make informed, intelligent decisions; to recognize and profit from opportunity, or to offer resilience amidst market uncertainty.

To Uganda processors and manufacturers

The cosmetics industry in Uganda grew by 50% from 2015 to 2018 to reach \$45 million. Its growth trajectory is set to continue with a forecast compound annual growth rate of 4.7% between 2019 and 2021, according to market data. Despite recent growth, Uganda's market value is relatively small when compared to its regional peers, with Kenya's sector estimated at \$90 million and Tanzania's at \$60 million. In 2015, the cumulative market size of Kenya, Uganda and Tanzania's cosmetics markets was \$152 million, with Uganda comprising 20% of the figure. By 2018 the country's proportion of the regional total had grown by three percentage points to 23%. It is a fact that Uganda's beauty and personal care products are not known in key purchasing countries like in Turkey. So through various cooperatives, there should be a deliberate effort to take Uganda's beauty and personal care products to the international supermarket.

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Low production

Beauty and Agriculture in Uganda are hampered by low incomes and poor rural distribution. However, rising incomes in urban areas and widening distribution were encouraging sales of certain categories with growing sophistication characterizing urban dwellers in response to the grooming and Westernization trends. However, the onset of COVID-19 had an impact on most categories in 2020, with normalization now occurring in 2022 in line with the economy reopening.

Empowering Sector Players

Based on the Revenue in the Beauty & Personal Care market which amounts to US\$2.27bn in 2022. The market is expected to grow annually by 6.81% (CAGR 2022-2026). The market's largest segment is the segment Personal Care with a market volume of US\$1.09bn in 2022. This information can be correctly used to empower the sector players with a confidence in the growth of the sector.

To processors or manufacturers

Manufacturers ought to get training on how to assume as many roles and responsibilities as possible in the agricultural and beauty industry in order to increase their incomes from the value addition hence helping them improve the quality to international standards. Finally, empowering smallholder manufacturer to access markets through platforms like Agritrade

Attendant Testimonial



Mrs. Veronica trying out one of the gowns that she purchased for her beauty world to be purchased by her clients.

Tendoz Chiwera Pharma

On behalf of **Tendoz Chiwera Pharma**, I attended the above beauty Eurasia expo which was in Istanbul at IFM Istanbul Expo Center in Turkey. I was able to meet different beauty and agricultural manufacturers.

Turkey has manufacturers that were producing organic skin care lines with no side effects and some members identified what they can sell in Uganda to replace the counterfeit that we have in the country and our members also identified a number of things that we can use back at home. I also met manufacturers dealing in fragrance and perfumes which were very nice that if imported would make good sales.

I also purchased some toiletries that were of high quality and would have good market at Tendoz Chiwera Pharma that also has a sanitary and toiletries section. The only challenge I faced was that the volumes to be imported were the big volumes that need a lot of money of over 100,000 USD that Tendoz is still trying to find a way of how to complete the deal.

Tendoz Chiwera Pharma also has another business entity Trina and Ella Beauty world. In connection to this I went ahead to look for some wedding gowns for my clients and some beauty products (make up) from the expo that my clients would use but they were costly to import.

Other member companies have accepted to do business and start importing the different machinery and some products from the companies at the expo which will help them greatly in simplifying their work and in the long run we are expecting to make exports with them through the wide range of connections grown it was such a great opportunity through Agritrade Uganda because we had tried on our own as a company to access the international market but it was difficult but through Agritrade Uganda's Partnerships and networking that our company was accepted to attend this event hence as a result from the convention our company shall produce and meet the standards of international competitors hence increasing our market.

We are so grateful for the exposure we got that opened our mindset towards specialty.

By Veronica Chiwera
 Chief Executive Officer
Tendoz Chiwera Pharma
 Located at Bweyogerere along Jinja Road

Agritrade Uganda



Mr. Paul Ddibba who owns a bee farm purchased this garment. Behind and besides him you can see the various types of honey.

Kawumu Farmers & Property Developments Ltd

We extended our stay so that we can expand in more opportunities in the agricultural sector and we visited a honey company where one of our members Ddiba Paul from Kawumu Farmers & Property Developments Ltd wanted to establish a bee farm. Here we were able to learn of the 50 different types of honey of high quality of which in Uganda we know a few types and he was also able to purchase the protective garments used in bee keeping practices.

Top Management



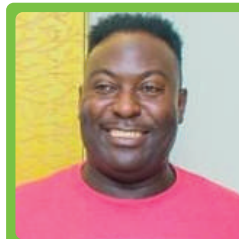
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