



Solutions. Value Addition. Sustainability

Trade Mission to F Istanbul Report

FY 2022

Agritrade Uganda

Call or Whatsapp
+256 392 134 343

✉ info@agritradeug.org

🌐 www.agritradeug.org

📍 P.O. Box 108428 Kampala,
Plot 1643, Nfinda Kigowa,
Nfinda Nakawa Division

📘 agritradeuganda

🐦 @agritradeuganda



F Istanbul Exhibition 2022

Agritrade Uganda and its members took the bold step to further venture into the deep waters by exhibiting at F Istanbul Food and Beverages Expo organized by Federal Fuar ve Kongre Yonetimi Ltd that took place in Istanbul, Turkish Republic. The event featured more than 100 companies from different countries all showcasing their specialty in the Food and Beverages Sector. The three-day event saw approximately 5000 attendees coming into to check out the different Exhibitors. Much as AGRITRADE has been to Turkey a number of times, this time around, we went as exhibitors having learned a number of lessons in the previous events.



Mr. Jeremiah Mwanja (Director Membership) &



Our stall at the Expo



Activities within our stall at the expo

Content

- Introduction..... 1
- Objectives of the company..... 2
- Objectives of the trip..... 3
- About the Exhibition..... 3
- Achievements..... 4
- Recommendations..... 5
- Top Management..... 5
- Company Information..... 5

Agritrade Uganda

Call or Whatsapp
+256 392 134 343

✉ info@agritradeug.org

🌐 www.agritradeug.org

📍 P.O. Box 108428 Kampala,
Plot 1643, Nfinda Kigowa,
Nfinda Nakawa Division

📘 agritradeuganda

🐦 @agritradeuganda

“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.



Agritrade members visited by Mr Cem Gonullu - World Food Istanbul representative at the show.

Agritrade Uganda

Call or Whatsapp
+256 392 134 343

info@agritradeug.org

www.agritradeug.org

P.O. Box 108428 Kampala,
Plot 1643, Ntinda Kigowa,
Ntinda Nakawa Division

agritradeuganda

@agritradeuganda

Objectives of the Company

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.



Mr. Jeremiah Mwanja - Director Membership at the expo



Agritrade staff displaying coffee products.



Miss Peace Kahunde - Director Trade Development Agritrade Explaining to the customer during the expo



Visitors at our stall.

Objectives of the Trip



Miss Peace Kahunde -
Director Trade Development
Agritrade Explaining to the
customer during the expo

1. Having previously been to turkey, we had accumulated a number of lessons and identified what could easily find market in this audience. Agritrade decided to take the bold step to test the waters of what it feels like to exhibit in the Turkish Republic.
2. Access to International market for Produce especially coffee and our indigenous ginger.
3. Access to International Funders for agri products projects at any stage of their value chain.
4. To identify the latest technology in the food and beverages sector especially in the area of packaging which is a big problem to many Africa exporters/producers.
5. Identifying cooperate Branding and packaging companies with the newest model.
6. To give business exposure to our members as it is a Ugandan adage that "He or she that has not moved thinks their mother is the best cook".
7. Identify possible investment and partnership opportunities as we move towards achieving our vision of making Ugandan Produce a global choice.

About the Exhibition

F Istanbul is the most comprehensive event in Turkey covering the entire industry: Food, Beverages

Details about the Food & Beverage Exhibition

F Istanbul is a comprehensive food, beverages, confectionery, nuts and dried fruit, snacks, food processing, packaging and shop design and franchise exhibition yet the show was divided into thematic halls (2-8).

Hall 2 and 4 hosted staple food and beverage companies, Hall 8 was separate for confectionery, nuts and dried fruit, and snacks exhibition.

Halls 6 and 7 was dedicated to food processing, ingredients and packaging providers and Hall 5 was separate for shop design and franchising exhibition.

Why Did Agritrade and her members find it important Attend?

F Istanbul is the most comprehensive event in Turkey covering entire industry: Food, Beverages, Processing, Ingredients, and Packaging.

F Istanbul is a unique event that is always serving new manufacturers and traders.

F Istanbul enables its exhibitors' early access to verified buyers before the exhibition dates, enabling them to make export negotiations during the event, which is only open to the buyers.

Turkey is one of the most important food-producing and exporting countries in the center of a population of 2 billion and, F Istanbul addresses the entire region.

Achievements

Showcasing the Ugandan Coffee and indigenous Ginger on the international platform.

AgriTrade members were able to exhibit on our stall their coffee beans and ginger which was quite an experience especially considering how many people came by to inquire of what we had. This was an opportunity for the visitors to distinguish our home grown ginger and coffee from other grounded coffee, I best say that AGRITRADE took the visitors on a trip to Uganda to as far as Butambala in the explanation the uniqueness and difference our ginger has as compared to what you find out there.

International market for our produce especially coffee beans, roasted and grounded coffee & Ginger

Through AgriTrade leadership together with the organizers, our members carried out B2B Meeting at our stall and shared contacts of which a follow up is under way to have some businesses closed as soon as all legalities are met. In different pavilions and discussions are still under way for possible business deals

Encounter with international packaging companies

It is common to have African produce poorly priced even when it meets all the requirements. In this expo, we had engagements with some companies specializing in packaging and we have recommended some with samples to our members as a way of adding value on their products.

Agricultural machinery for Drying Fruits

It is common knowledge here in Uganda to find a lot of wasted fruits especially in the harvest season. This has given AGRITRADE sleepless nights and it is a project we are working on behind closed doors to set up a dry plant for all kinds of fruits. It is something we are passionate about and in this expo we came face to face with those dealing in the same. In a meeting we had with them, we were introduced to one of the factories and assured us of the availability of market globally for dried fruits that meet all requirements. We have embarked on looking for funding to set up the entire factory line. Notwithstanding that at the expo, the AgriTrade members came face to face with modern technology and machinery that is recent in the sector. It is an opportunity to vet what they need against what they have installed back home. With contacts exchanged

Cooperate Branding and packaging companies

Much as we have exceptional produce 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.

Business exposure to our members

Farming in Africa is considered backward and not really a classy profession for one to pursue. At the expo, this was a platform for exposure for the AGRITRADE members and hence a change in mindset to the right mind set



Exhibition activities

Ugandan Government

It is important for the government to give more exposure to the Ugandan agricultural products and support the farmers through going back into the old system of cooperatives which were more organized since there is power in numbers. Any Ugandan Governing body of the Agricultural products should not have a political affiliation but be in the interest of the people especially nationals. On events like this, leading farmers should be given opportunities for exposure to learn and experience what and how the world out there operates in relation to the agro products entire value chain.

Also the government should in this agro products talk focus on facilitating increase in quality, quantity production, productivity, and consumption working with stakeholders who include; Farmers, nursery operators, processors, exporters and agricultural products traders by:

- ◆ Provision of clean planting materials
- ◆ Farmer, processor and Trainings
- ◆ Market research and Information dissemination to stakeholders
- ◆ Quality improvement and enforcement
- ◆ Support to agricultural research
- ◆ Promote domestic consumption of agricultural products

Stakeholders

Much as stakeholder are involved, but they should be involved in decision making especially on the fate of the agricultural industry. It should not be entirely left to government to take decision on where this sector heads. There is need to have the right qualified people at the hem of this game all the way from the top to the bottom.

Uganda Farmers

It is a fact that most Uganda's agricultural products are not known in key consuming countries like the Turkey. Our products are just used as industry alternative, but it is time to change this trend and have it on the shelves in Turkey. Despite Uganda being one of the leading exporters of fresh products in Africa, its brand as a country is not seen anywhere on the global supermarket shelves even when our products are regarded as the best quality.

So through farmers' cooperatives, there should be a deliberate effort to take Uganda's agricultural products to the international supermarket and stores.

Farmers should be encouraged from experience that we actually have the best fruits the grounds/soil can offer but what is lacking are the systems to align the industry for proper operations.

◆ Empowering farmers;

Through social enterprises like Agritrade Uganda among others that supports and empowers smallholder farmers who are not in position to individually participate directly in the market place.

There should be a deliberate journey to establish the necessary operational and traceability systems, so as to improve the quality of not only coffee but all product for export to meet the required standards in the international market.

◆ High quality Harvests

Through organizations like Agritrade, that work closely with farmers to ensure they harvest good quality produce fully matured to guarantee high quality international standards.

As a nation, we need a well-packaged approach for farmers to be able to increase Food, Fruits, vegetables and beverages yields amid climate change.

The intervention should not only be on seedlings as the Government is doing now; we have to address challenges constraining the agri products wholesomely across the entire value chain. You cannot stimulate agri products production by simply supplying seedlings alone.

◆ Government effort

Though the Government has made efforts to work with the private sector and the farmers' in as far as providing seedlings especially in the agricultural sector, there is not much impact reflected in the volumes. There is need for intervention in the sub-sectors to enhance quality, access to improved seeds and agro inputs and markets among others.

Farmers ought to be also trained on how to assume as many roles and responsibilities as possible in the agriculture value chain in order to increase their incomes from the value added hence helping them improve the quality to international standards.

Finally, empowering smallholder farmers to access markets through platforms like Agritrade and other promotional bodies.

Agritrade Uganda

Call or Whatsapp
+256 392 134 343

✉ info@agritradeug.org

🌐 www.agritradeug.org

📍 P.O. Box 108428 Kampala,
Plot 1643, Ntinda Kigowa,
Ntinda Nakawa Division

📘 agritradeuganda

🐦 @agritradeuganda

Exporters

Uganda agri-product exporters through associations for better coordination with Uganda's Head of missions can strategize on how to penetrate the different markets globally because it is clear that the agricultural product opportunities are available among other things.

Through marketing and promoting Uganda agri-products internationally, they will get the attention of very serious companies that want to do joint ventures with Ugandan companies to get our products in the market.

The exporters ought to be urged to build their capacity to provide quality agri-products, which will guarantee the market. The exporters need to do due diligence to understand the needs of the buyers in order to mobilize the kind of produce required. In addition, they need to work together as no single exporter would be able to satisfy the market.

The exporters must ensure they meet the market quality requirements, they must be consistent with supply, they must be trusted and operate on pure acceptable business principles.

Our Prospective



Top Management



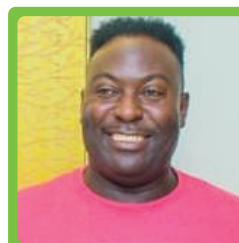
Grant Chiwera
 Chief Executive Officer
 Tel +256 772 121 098
 +256 752 068 813
 gchiwera@agritradeug.org



Jeremiah Mwanja
 Director Membership
 Tel +256 756 718 488
 +256 783 329 087
 jmwanja@agritradeug.org



Peace Kahunde
 Director Trade Development
 Tel +256 788 760 782
 +256 758 843 341
 pkahunde@agritradeug.org



Bradshaw Byakuleka
 Director International Trade
 Tel +256 702 978 982
 +49 1578 4378 855
 bbyakuleka@agritradeug.org

Agritrade Uganda

Call or Whatsapp
 +256 392 134 343

✉ info@agritradeug.org

🌐 www.agritradeug.org

📍 P.O. Box 108428 Kampala,
 Plot 1643, Nfinda Kigowa,
 Nfinda Nakawa Division

📘 agritradeuganda

🐦 @agritradeuganda