



## THE PSFU TRADE FACILITATION EXPO, 27<sup>th</sup> -28<sup>th</sup> JULY, 2011 Lugogo Main Exhibition Hall

Theme: "Trade Facilitation in the EAC Common Market: Trends, Challenges and Opportunities".

### Background:

Since 2006, PSFU has organized Trade Facilitation Exhibitions to enable more information exchange between the sellers and users of trade facilitation services. The improvement of the procedures and controls governing the movement of goods across national borders will lead to effectiveness and competitiveness in the EAC Common market. PSFU has further resolved a one-stop-shop that disseminates relevant information on export, import and trade-facilitation opportunities in the global market on an annual basis.

In 2010, the two-day exhibition was attended by over 3000 importers, exporters and members of the business community in Uganda, under the theme: Competing effectively in the EAC Common Market". This Expo brought together embassies, commercial trade facilitating agencies e.g URA, UIA, UNBS, UIRI and UEPB, importers and exporters and the general public.

### 2.0 Objectives:

- i. To engage service providers in Trade Facilitation and create awareness of modern, affordable trade facilitation services to enhance competitiveness.
- ii. Promote Institutional dialogue, collaboration, coordination and networking between public and private sector stakeholders.
- iii. Strengthen trade promotion and advisory services among the private sector players.
- iv. To enable the private sector seek for and get information on trade facilitating support that may exist at the missions and embassies of Uganda's major trade partners

### 3.0 Benefits of the Trade Expo 2010

- i. PSFU partners got more prospective business partners , a worthwhile investment
- ii. The talk shows during the broadcasting of the event boasted their respective products
- iii. Business clinics enabled the business owners to build their capacity
- iv. The exporters and importers were exposed to trade opportunities from the various participating embassies.
- v. Widely linked SME members to providers of trade facilitation services
- vi. More information was disseminated from trade facilitating companies to the private sector

### 4.0 What's New in 2011?

- i. Increased publicity in print media and use of banners.
- ii. Increased involvement of the stakeholder right from the inception.

- iii. Business persons to be linked to new participating embassies.
- iv. Break sessions for the business people to visit the stalls.
- v. A comprehensive magazine covering all the activities done by the main sponsors and exhibitors.
- vi. Broad participation of Business forums and clinics at which companies will talk about and promote their products.
- vii. More sensitization about the progress of the EAC Common Market, the FTA Tripartite and its implications to the private sector.