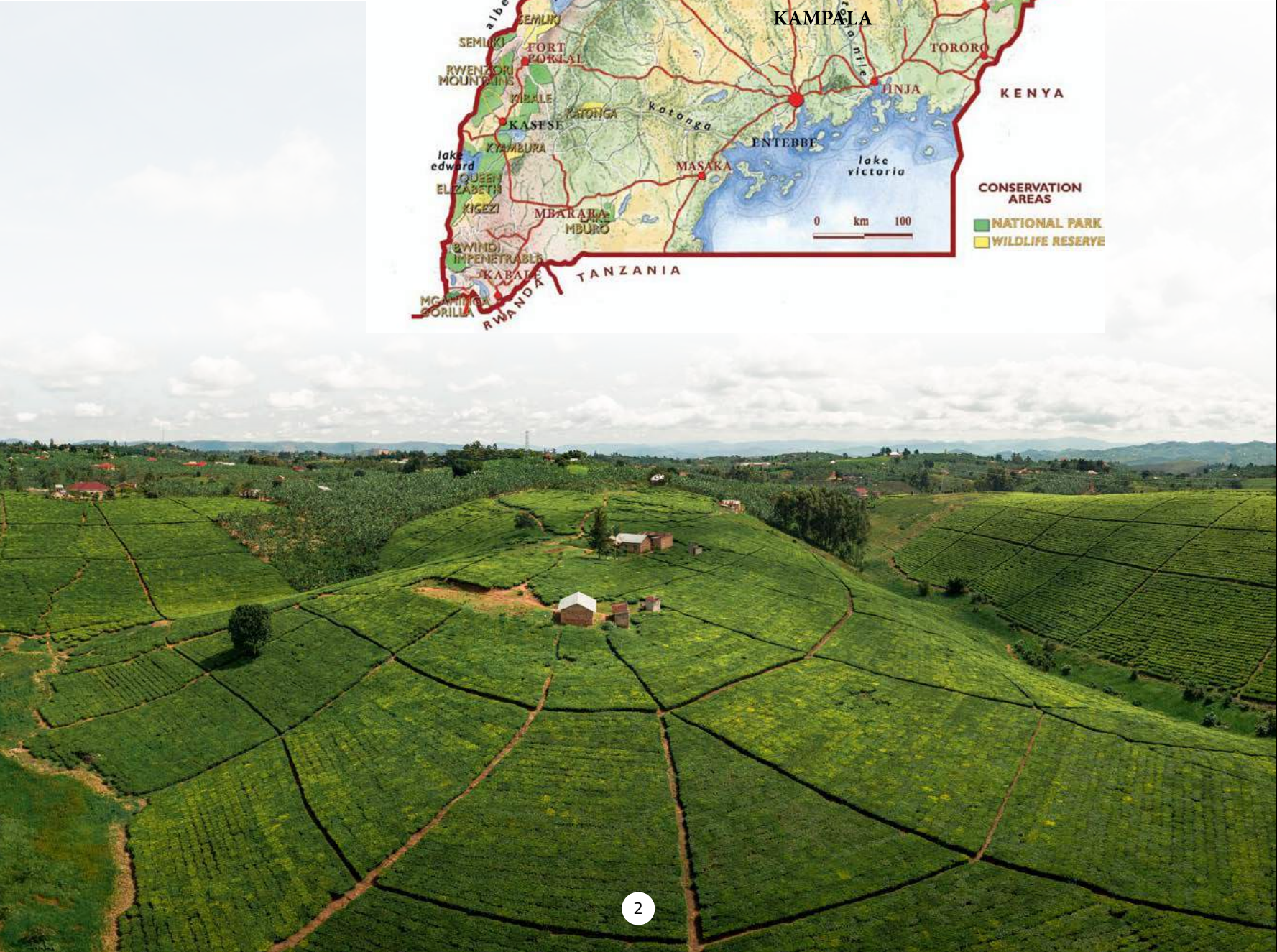
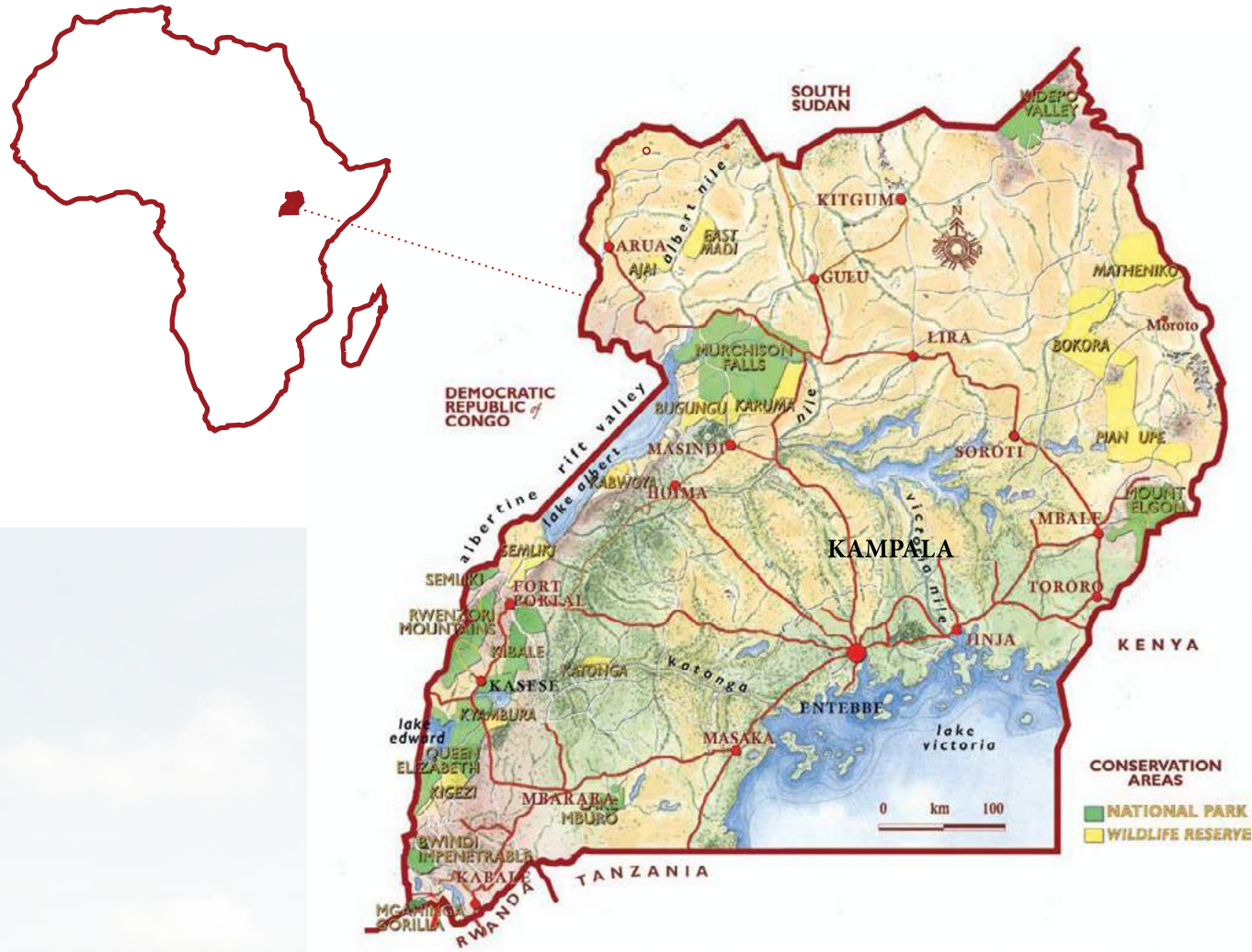


UGANDA
CONVENTION BUREAU

MEETING & INCENTIVE PLANNERS GUIDE **2024**





Jinja Nile Bridge

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Welcome letter from the Minister



Hon. Tom R Butime
Minister of Tourism, Wildlife and Antiquities

It is with great pleasure that I present Uganda Convention Bureau's 2024 Meeting and Incentive Planners Guide that will guide you, the planner, to the rich offering within the business events sector.

Uganda is endowed with beautiful landscapes, rich biodiversity, sparkling freshwater lakes, untamed wildlife in vast national parks and diverse colourful cultures emanating from ancient kingdoms. We have enjoyed many accolades as a tourist destination over the years; for example the Pearl of Africa ranked a top 20 global tourism destination by National Geographic, best tourist destination by Lonely Planet, Kidepo Valley National Park rated as the 3rd best park in Africa by CNN Travel, and Trip Advisor awarded certificates of excellence to seven of our ten national parks.

Tourism, and specifically business events, is one of the world's fastest growing industries with a strong multiplier effect into the economy. In Uganda nature-based leisure tourism has increasingly become a major contributor to economic growth, empowerment and job creation for our people. To support this, the importance of embracing business events has been recognized in the country's Vision 2040 strategy as a key driver in the social and economic transformation of Uganda; you are guaranteed support in hosting your event.

Uganda is safe, warm, naturally hospitable and easily accessible, with a wide-ranging choice of facilities and services that can successfully deliver your every meeting or incentive travel need.

As famously quoted by Sir Winston Churchill - "The Kingdom of Uganda is a fairy tale. The scenery is different, the climate is different and most of all, the people are different from anything elsewhere to be seen in the whole range of Africa ... Uganda is truly the Pearl of Africa".

Come and experience for yourself the richness in the Pearl of Africa for your next meeting or incentive travel programme.

As we say in Luganda – "Tukusanyukidde! We are happy to welcome you!"

Hon. Tom R Butime
Minister of Tourism, Wildlife and Antiquities

About UCB and UACII

UGANDA CONVENTION BUREAU

Uganda has been host to international meetings of small, mid and large capacity since the early 2000's, successfully executed by both Government and private sector, with the highlight being the hosting of the Commonwealth Heads of Government Meeting (CHOGM) (attended by Her Highness Queen Elizabeth II, 36 Heads of State and approximately 3,500 delegates).

In recent years Uganda's ranking in Africa, as reported by the International Congress and Convention Association (ICCA) has consistently been amongst the top 10 African destinations hosting international Association meetings, with a 6th position recorded in 2019.

Recognizing the significant opportunities in the business events sector, Uganda Convention Bureau (UCB) was launched in early 2018 to professionalize the industry in Uganda. UCB has subsequently been established as a division of Uganda Tourism Board, a government agency charged with promoting and regulating both the business and leisure travel industry Uganda.

Uganda Convention Bureau offers impartial advice, guidance and support to international meeting and event planners through every stage of planning. UCB plays an important strategic role in supporting Government goals for the MICE sector, and in partnering with UACII to improve standards in service delivery.

A member of both ICCA and SITE, Uganda Convention Bureau adheres to international best practices for Convention Bureaus providing advisory services, pre-and post-bid support, destination expertise, event planning support and on-site services to clients.

We strive to achieve the highest levels of professionalism in our dealings with partner stakeholders, the broader marketplace and clients.

We invite you to come and experience for yourself the richness in the Pearl of Africa for your next meeting or incentive travel programme.

Contact details: **Ms. Mellon Tukeikiriza**

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<https://ucb.go.ug/>



UACII was launched in Kampala in 2018. This professional association brings together Uganda's private sector to lead, facilitate and develop the destination's business events competitiveness, and raise service standards to international best practice levels. Membership comprises qualified, specialist companies in the business events value chain that include hotels, venues, Professional Conference Organizers, Event and Exhibition Organizers, Destination Management Companies and other service providers.

Dealing with a member of UACII will ensure quality, providing our Clients with greater effectiveness and efficiencies within the sector in terms of well-coordinated and professional service delivery of international meetings and incentive travel programmes in Uganda. Look for the UACII logo when choosing your Uganda MICE service provider and ensure peace of mind in delivering your event.

Meet in the Pearl of Africa



The 'Pearl of Africa', Uganda, is recognized as one of the safest destinations in Africa. Here you'll find the best the continent has to offer, and with fewer visitors than in the longer-established East African destinations.

Uganda's ten national parks contain an extensive variety of habitats, ranging from snow-capped mountain peaks and vast papyrus swamps, to dense tropical forests and open savannah plains. These diverse settings are home to abundant wildlife including over 1,000 species of bird, numerous forest primates, among them chimpanzee and the endangered mountain gorilla,

while the big five and many other game animals are to be found in the savannah parks.

With a tapestry of verdant green landscapes and sparkling lakes, Uganda packs a lot into one small country. It is home to Africa's tallest mountain range (the Rwenzori), the Source of the Nile, the world's longest river, and the continent's largest lake (Lake Victoria). Uganda's most iconic wildlife experience, and one of the world's most remarkable, is undoubtedly tracking endangered mountain gorillas in their misty habitat of Bwindi Impenetrable Forest.



**Magnificence,
for variety of
form and colour,
for profusion of
brilliant life**

**...from end to
end a beautiful
garden."**

Sir Winston Churchill

An endearing feature of Uganda is the friendly and approachable nature of its people. Home to some of the most amazing cultural traditions and histories of our times, bound together by the great human spirit of Ubuntu. Uganda composes a number of ancient kingdoms and chiefdoms that today offer rich cultural experiences in their royal heritage sites, dance, arts, and varied ceremonies of the world's most ethnically diverse population of 56 tribes.

In his book 'My African Journey' Sir Winston Churchill described Uganda's landscapes as "Magnificence, for variety of form and colour, for profusion of brilliant life" and added that it is "from end to end a beautiful garden."

Uganda is the perfect destination for your next business event in East Africa. We have a full range of conference facilities and accommodation to suit your needs; supported by a private sector that is competent and capable with all the equipment and services available that a major conference or a unique incentive travel programme might need.

We look forward to welcoming you to come and experience the Pearls of Uganda for yourself.

"It was a truly amazing experience to host our annual conference in Uganda. Work and cultural experiences were great".

Jessica, Ethical Opportunities - Canada



Kampala – capital city



Kampala is the bustling capital of Uganda and the largest urban center, with a population of over 3 million; the city is built on seven hills close to Lake Victoria. A key advantage of Kampala is that it is a safe city to explore.

Located just 40 kms from Entebbe International Airport, Kampala offers all the amenities of a modern capital city, with a wide choice of accommodation and great international restaurants. The city is witnessing an incredible burst of development, from high-end, big-city style apartments to high-rise offices and revamped roads.

Kampala is recognized as a regional leading center of trade, business, exhibitions, talent, and creativity, with an ever-changing variety of events and a vibrant nightlife and cultural scene.

Kampala has hosted many large high-profile business events, including CHOGM, the African Union Heads of State, the African Water Association, International Federation of Social Workers, and the FIDIC-GAMA Annual conference for African Engineers among others. In 2017 the World Cross Country Championship was hosted in Kampala that saw thousands of athletes from across the world participating. In the same year the ICC Division 3 World Cricket League event was hosted – showcasing the city's extensive event and leisure capabilities.



Kampala Serena Hotel

Kampala Serena Hotel is an inspirational blend of 5-star polish, pan-African panache, social style and business reliability. Located at the very heart of Kampala this luxury business hotel stands amidst an oasis of cool and green – 17 acres of landscaped grounds and water gardens. With 186-rooms, four restaurants and a number of small boardrooms, this world-class hotel is the focal point of international, national, regional business, political and social life.

The adjacent Kampala Serena Conference Centre comprises the Victoria Auditorium with a plenary capacity of 1,500 and 5 other large meeting rooms with capacities from 50 to 300.

www.serenahotels.com/serenakampala

Sheraton Kampala Hotel

Surrounded by 9 acres of well-manicured gardens, Sheraton Kampala Hotel located in the heart of Kampala city features 236 guest rooms and suites that exemplify the beauty of Ugandan hospitality with magnificent views of the city center on one side and the prestigious Kololo and Nakasero hills on the other.

The Hotel offers ten meeting rooms with seating capacities from 5 to 550: a magnificent ballroom, boardrooms, and a rooftop meeting room. Also available is a fully equipped business centre.

www.marriott.com/hotels/travel/ebbsi-sheraton-kampala-hotel/



Speke Resort Convention Centre

Speke Resort lies nestled on the placid wave lapping shores of Lake Victoria in the suburbs of Kampala, a mere 30 minute drive from Entebbe International Airport, spread across 100 acres of prime property. We are the premier conference, events and exhibition venue in Uganda, offering 477 well-appointed guest rooms (including 59 Presidential Suites), 20 indoor meeting venues with over 6,000 m2 of enclosed space, and 5 outdoor venues. The Speke Resort Convention Centre consists of 14 meeting rooms (with a maximum capacity of 3,500 delegates) and 5,800 m2 of flexible meeting and exhibition space.

Having successfully hosted countless international high-profile conferences and guests, including African Union Heads of States with 3,000+ guests, Solidarity Summit chaired by the U.N Secretary General along with several Heads of State, MTN Global Leadership Meeting and CHOGM with over 50 Heads of State, we pride ourselves on meeting and exceeding our guests expectations.

The resort offers international standard facilities and services with a choice of restaurants and bars, an Olympic size swimming pool, a state-of-the-art gymnasium, boat trips on Lake Victoria from the resort's marina and an equestrian centre that caters for all levels of riders.

www.spekeresort.com

4 Points By Sheraton, Kampala

Designed to appeal to both business and leisure travellers, Four Points by Sheraton Kampala, located in tranquil Kololo, 5 minutes walk from the Kampala Golf Club, offers 142 modern and well-appointed guest rooms, including an expansive presidential penthouse suite, 3 large halls, subdivided into 8 committee rooms, meetings and conference rooms ranging from 50-400 in capacity fitted with state of the art A/V equipments & powered with High Speed Internet



<https://www.marriott.com/en-us/hotels/ebbfp-four-points-kampala>

Méstil Hotel

Located in the periphery of Kampala city on Nsambya Hill, Méstil is a 5-star hotel with 98 guest rooms. The nine meeting and function rooms come fitted with high speed internet and a conference system built to accommodate audio and video conferencing to suit your every need; capacities range from 10 to 250.

www.mestilhotels.com



Protea Hotel by Marriott – Kampala Skyz

Located on top of Naguru Hill in Kampala city, this luxury 5-star hotel offers 141 guest rooms, a fine dining restaurant and 4 rooftop bars with panoramic views of Kampala. The hotel's two conference rooms each with a capacity of 120, and 13 ultra-modern boardrooms come with all the latest equipment. Our famous Skyz Deck that can seat 350 people is the perfect venue for your evening function.

<https://www.marriott.com/en-us/hotels/ebbns-protea-hotel-kampala-skyz>

Hotel Golden Tulip Canaan Kampala

Golden Tulip is a contemporary décor 4-star hotel with 122 guest rooms and suites designed with sleek simplicity. Our hotel features six unique meeting and event options with capacities up to 200. All our meeting facilities have inbuilt audio-visual equipment and offer natural lightning for a more relaxed atmosphere. Meeting rooms on the top floor have sweeping views of the city and on a good day you can see all the way to Lake Victoria.

<https://canaan-kampala.goldentulip.com>



Protea Hotel by Marriott - Kampala

Delegates can expect four-star luxury complemented by five-star service at the Protea Hotel Kampala, where the 70 opulent guest rooms and suites create an oasis in the heart of the country's capital. The 6 conference and event facilities have capacities ranging from 20 to 350.

www.marriott.com/hotels/travel/ebbka-protea-hotel-kampala/



Hotel Africana

Offering 254 guest rooms and 15 air-conditioned conference halls, with seating capacities ranging from 15 to 1,500 participants, the hotel is ideal for your meeting, conference, workshop, exhibition and other quality events.

www.hotelaficana.com/

Imperial Royale Hotel

Opened as a 4-star hotel in 2007 in central Kampala, the hotel has 274 guest rooms with some of the largest convention facilities in Uganda. The 21 meeting and function venues have capacities ranging from 20 to 2,000, a health club, Olympic size pool and underground parking for 500 cars.

<https://www.imperialhotels.co.ug/ImperialRoyaleHotel.html>

The nearby Grand Imperial Hotel has 103 guest rooms and five conference rooms with a maximum capacity of 450.

<https://www.imperialhotels.co.ug/GrandImperialHotel.html>



ONOMO Hotel - Kampala

ONOMO Hotel on Nakasero Hill, wraps around a magnificent pool and charms with its contemporary and stylish architecture. With 148 guest rooms (including 34 suites), and additional apartments, the hotel offers afro-fusion cuisine in its SABA Restaurant & Terrace, and 3 meeting venues with a capacity of up to 160 delegates.

<https://www.onomohotels.com/en/hotel/onomo-hotel-kampala/>

Royal Suites Hotel

Royal Suites is an all-suite 4-star hotel located in an upscale neighbourhood in Kampala, a short distance from the Central Business District.

Our facilities include 60 suites, 7 meeting rooms with capacities ranging from 10 to 500, an outdoor swimming pool, health club and spa services. Delegates can unwind with an evening cocktail at one of the hotel bars or lounges on the terrace, or at the poolside in the lush gardens of the hotel.

www.royalsuitesug.com



Entebbe - gateway city

Entebbe is the main point of entry into Uganda for international arrivals, and home of the country's largest commercial and military airport - Entebbe International Airport. The four-lane Entebbe-Kampala Expressway or Highway is the fastest road link between the two cities.

Entebbe is one of the most pleasant towns in Uganda famous for its parks, beaches, islands and the Uganda Wildlife Education Centre (formerly the national zoo). It is the location of the oldest golf course in East Africa – Entebbe Golf Club was established in 1900.

The gateway for international flights into Uganda, Entebbe offers a good choice of large hotels with meeting facilities and guesthouses – catering to both business and leisure visitors.



Photo credit - Uganda Civil Aviation Authority

Lake Victoria Serena Golf Resort & Spa

A world away from the city, the Lake Victoria Serena Golf Resort and Spa offers all the magic of a Mediterranean marina with a world-class 18-hole golf resort just 20 minutes from Kampala and Entebbe. Styled to replicate a pastel-shaded Italian hillside village, Lake Victoria Serena has 122 guest rooms situated amid terraced rose gardens above its own boating marina, where a wide array of water birds gather. The 7 meeting and function rooms have capacities ranging from 10 to 250 delegates.

www.serenahotels.com/serenalakevictoria



Best Western Premier Garden Hotel

Close to Entebbe International Airport along the Entebbe-Kampala Expressway and conveniently located at the Victoria Mall the 5-star Best Western Premier has 51 guest rooms that include access to our award-winning rewards program, Best Western Rewards, and three meeting and function venues with capacities of between 20 and 400. In 2018 we achieved a Certificate of Excellence from TripAdvisor.

bestwesternghe.co.ug



Protea Hotel by Marriott Entebbe

This luxurious 4-star resort hotel, with 86 guest rooms and 4 meeting and function venues with capacities ranging from 18 to 250, is ideally located on the glistening shores of Lake Victoria and a convenient 1km from the Entebbe Airport. Tides Restaurant and Agama Terrace offer exciting menus with superb views over the lake.

www.marriott.com/ebben

Imperial Hotels - Entebbe

- Imperial Golf View Hotel is our newest 4-star hotel in Entebbe, close to the airport and overlooking the 18-hole Entebbe Golf Club. The hotel has 269 guest rooms and seven meeting and function venues with capacities ranging from 10 to 250.
- Imperial Resort Beach Hotel is a 4-star hotel located in Entebbe on 27 acres of landscaped gardens with a 1 km private sand beach on the shores of Lake Victoria. The hotel has 181 guest rooms and nine conference and banqueting venues with capacities ranging from 10 to 2,000 and equipped with high-tech digital sound, lighting and interpretation systems.

www.imperialhotels.co.ug



Lake Victoria Hotel

Lake Victoria is a 4-star old colonial hotel where the Queen of England (Queen Victoria) stayed in 1958 when she visited Uganda. Very close to Entebbe International Airport the hotel has 144 guest rooms and a capacity of between 30 and 80 in two meeting rooms.

www.lvhotel.co.ug





Incentives in the Pearl

Uganda offers spectacular scenery and unique experiences to add to your incentive travel or pre-post tour itinerary. From boat cruises on Lake Victoria, to tracking gorillas, white water rafting in the mighty Nile River; a sundowner game drive with large herds of buffalo, to finding the elusive endangered Shoebill Stork in its papyrus habitat – the Pearl of Africa has it all.

Uganda is the ultimate safari and adventure destination ... without the crowds.

Wildlife experiences

Uganda has 10 national parks and 12 wildlife reserves that between them feature the big five – lion, elephant, rhino, leopard and buffalo. Uniquely, in addition to the big 5, Uganda is home to two of the world's most iconic primates – the gentle endangered mountain gorillas of Bwindi and Mgahinga, and the chimpanzee with the largest population in Kibale National Park.

Uganda is also home to over 10% of the world's and 50% of Africa's birds, with over 1,000 different species including some of the most rare and endemic such as the Shoebill Stork. This makes the country and its national parks a premium and sought after bird watching destination.

In Uganda – you will be spoilt for choice with a string of pearls to add shine to your itinerary!

Each of the parks and reserves are unique in habitat and species. Bwindi Impenetrable Forest, a world heritage site, is mountainous and misty, whilst the rugged wild Kidepo Valley National Park in the northeast (voted 3rd Best Safari Park in Africa by CNN) is so isolated that a safari there becomes a solitary excursion into the wilderness.



Queen Elizabeth National Park is the most popular safari park, famous for its tree-climbing lions and home to an abundance of wildlife. The park was named after a visit by Queen Elizabeth II of England in 1954. Set against the backdrop of the jagged Rwenzori Mountains, the park's magnificent vistas include enormous craters, forested gorges, sprawling savannah plains, swamps, rivers and the Kazinga Channel with its banks lined with hippos, buffalo and elephants offering exceptional boat cruises.

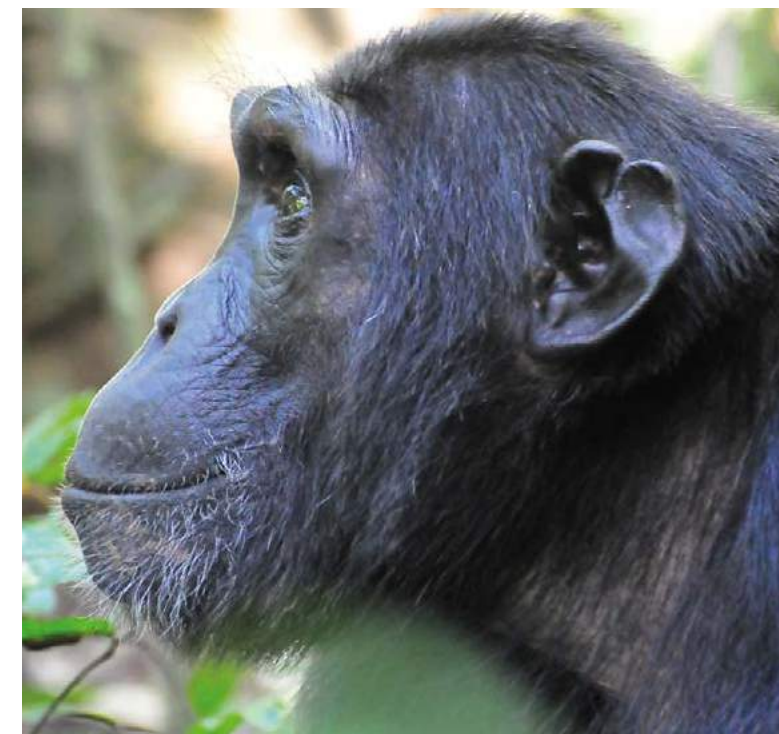
Lake Mburo National Park is a compact gem close enough to Kampala for a short-stay visit to experience the vast herds of buffalo, topi and zebra, together with over 300 species of birds. The park has a varied mosaic of habitats and landscapes: forests, rich acacia tree valleys, savannah grasslands and swamps. Visitors to Lake Mburo enjoy boat cruises, whilst quad biking, mountain biking and horse riding offer a unique safari experience with the ability to explore the park up close and personal. En-route there is a stopover at the Equator Line crossing that passes through Uganda.



Bwindi Impenetrable and Mgahinga Gorilla National Parks - Gorilla Tracking

Uganda's foremost tourist attraction, and indeed one of the world's most remarkable wildlife encounters, is tracking the rare Mountain Gorilla in the remote forests of south-western Uganda. Found exclusively in the forests of Bwindi and Virunga National Parks, over half of the world's mountain gorillas are to be found in Uganda. In Bwindi 19 habituated groups are available for tracking, and with only 8 permits for each group, an exclusive and intimate experience is guaranteed. In Mgahinga on the north-eastern slopes of Virunga Volcanoes –Golden Monkeys can be tracked along with the Mountain Gorillas.

Africa's richest forest, Bwindi Impenetrable Forest, has an impressive list of species with over 350 birds, 51 reptiles, and 120 mammal species including several primates for example: Black and White Colobus, Blue Monkeys and Grey-cheeked Mangabey.



Kibale National Park - Chimpanzee Tracking

Dubbed the "Primate Capital of the World", the park is located in the western part of the country. It is the most magnificent of Uganda's tropical rain forests and one of the most rewarding areas to explore. The forest is home to 13 species of primates including Africa's largest population of Chimpanzees with around 1,500. East Africa's largest population of the threatened Red Colobus, the rare L'Hoest's Monkey, Bushbaby, Potto and the endemic Mangabay, a species of Old World monkey found only in Uganda, are inhabitants of the forest.

Kibale's major attraction is Chimpanzee tracking with a unique experience offered nowhere else in the world – the Chimpanzee Habituation Experience. Visitors accompany researchers to follow the entire day's routine, from denesting in the early morning to nesting again in the evening; a unique opportunity to observe the chimpanzees' daily habits such as feeding, hunting, nursing, resting, patrolling.



Murchison Falls - Uganda’s most famous Pearl

The centrepiece of the country’s largest national park is Murchison Falls where the rushing waters of the Nile River are dramatically forced through a narrow gorge into the Devils Cauldron. After the falls, the mighty cascade is transformed into a broad, placid river that flows across the rift valley floor into Lake Albert, giving visitors remarkable wildlife viewing experiences – elephants, giraffe, buffalo, hippos, Nile crocodiles and aquatic birds (including the rare Shoebill Stork) are permanent residents on the riverbanks. The northern section of the park contains savannah and borassus palms, acacia trees and riverine woodland, whilst the south is dominated by woodland and forest patches.

Notable visitors to the park have included Sir Winston Churchill, Theodore Roosevelt, Ernest Hemingway and several British Royals.



Ziwa Rhino Sanctuary

In 2005 the Rhino Fund Uganda re-introduced Southern White Rhinos into the Ziwa Rhino Sanctuary – en route to Murchison Falls National Park. A guided walk in the 70km2 sanctuary offers a unique opportunity to encounter endangered rhinos in the wild.



Kidepo Valley National Park

Uganda’s most isolated national park lies in the rugged, semi-arid valleys of the north-eastern borders with Sudan and Kenya; it is ranked among Africa’s finest wilderness areas, and the wild frontier region of the Karamojong hunter-gatherer tribe. The park is home to over 80 mammal species (including 28 rare endemic species such as the aardwolf, bat-eared fox, striped hyena and cheetah), over 475 bird species and healthy populations of elephant, zebra, oribi and one of Africa’s largest single herds of buffalo estimated at almost 15,000.

Semuliki National Park

Sprawling across the floor of the Semliki Valley the park is dominated by the eastern most extension of the great Ituri Forest of the Congo Basin – one of Africa’s most ancient and bio-diverse forests to survive the last ice age 12-18,000 years ago.

Home to over 60 mammals, 440 bird, 374 butterfly, 81 moth and 336 tree species the park is best known for the hot springs that bubble up from the depths demonstrating the powerful subterranean forces that have been shaping the Great Rift Valley over the past 14 million years. Primates, birds and sport fishing offer exceptional experiences. The traditional Batwa hunter-gatherer tribe lives on the edge of the forest.





Jinja, Source of the Nile

Jinja is the town at the source of the great White Nile River and home to some of the world's best and wildest white water rafting. The Nile boasts rapids ranging from class 1 to 5, making rafting here an ideal activity for first-time rafters as well as extreme adrenaline junkies.

Once in Jinja there is bungee jumping, horse-riding safaris (along the banks of the Nile, cantering through the plantations and stopping off in the tranquil Mabira Forest), and quad biking, kayaking and canoeing – with a serene sunset boat cruise on the Nile to end a busy day of team building adventure.

Social Responsibility Activities

Add purpose to your meeting or incentive tour in the Pearl of Africa through visiting one of Uganda's most successful conservation initiatives – easily accessible within and from Entebbe.

Ngamba Island Chimpanzee Sanctuary

The Sanctuary was established by the Chimpanzee Trust, a Non-Government Organization on an island in Lake Victoria in 1998 for the care and welfare of entrusted captive chimpanzees whilst conserving as far as possible the ecosystem of the island; its most famous patron is Jane Goodall.

A 45-minute speed boat ride from Entebbe, the Sanctuary has been globally recognized for its successful conservation of chimpanzees and their habitat, as well as for the educational programmes that it delivers to Ugandans about chimpanzees, ecotourism and community participation.

Overnight or volunteer at the home of (about) 45 orphan chimpanzees and experience 'A day in the life of a Chimpanzee Carer' feeding, participating in their health checks and learning the rich stories of these amazing primates. Ngamba Island is also home to an abundance of other wildlife – birds, bats and monitor lizards



Photo credit - Chimpanzee Sanctuary and Wildlife Education Trust



UWEC

The Uganda Wildlife Education Centre, set on 72-acres of land in Entebbe town on the shores of Lake Victoria, is home to over 400 indigenous wild animals, over 500 plant species and over 250 bird species in natural settings that depict three of Uganda's ecosystems – wetland, savannah and forest. It serves as a rehabilitation centre for wildlife, with most of the animals having been rescued from smugglers, poachers or the community. Many are released into the wild after a successful rehabilitation period, whilst others are given a new home for educational purposes or due to loss of habitat in the wild, which reduces their chances of survival.

Experience the 'Behind the Scenes' tour – a fascinating opportunity to observe the animals up close and learn first-hand what goes on behind the scenes in this unique conservation programme.



Photo credit - Uganda Wildlife Education Centre

Uganda's Key Industries

Aligned with Government's National Development Plan III, Uganda's priority development sectors and key industries under the theme 'Sustainable Industrialization for inclusive growth, employment and wealth creation' include for example agro-industrialization, mineral, oil and gas industrialization, science, technology, engineering, innovation and ICT, and tourism.

Agriculture

Coffee

Coffee has been Uganda's top-earning export crop since the 1980's. The Pearl of Africa's competitive advantage is in its ability to produce and export a constant supply of superior quality coffee globally throughout the year, being blessed with two rainy seasons and a wide variety of agro-ecologies.

Boasting high altitudes and a cool equatorial climate that benefits slow ripening, this gives rise to the most fragrant of coffees produced by Africa's smallholder farmers; 80% is of the Robusta varietal. As a coffee enthusiast, savour the deep scent and flavours of one of the world's finest coffees on an authentic coffee plantation tour at the end of your business trip, tracing your favourite coffee bean to its source deep in the Pearl of Africa, from crop to cup.



Tea

Uganda is blessed with a verdant green landscape of tea plantations, contoured up and down the rolling hills from the east to west, south and central parts of the country. Tea is one of Uganda's biggest cash crops providing an income for many, with a climate that produces some of the finest tea in the world. Experience a tea tour - visiting plantations and processing plants, cycling on a tea safari through Mpanga Estate, and tasting the different green, black and oolong teas.



Other important agricultural crops are horticulture, cocoa, maize, cotton, vegetable oil and bananas.

Minerals, Oil and Gas

Uganda is endowed with favourable geologic conditions associated with a diverse mineral resource base; with over 50 different types of minerals it ranks among the countries in Africa with the biggest number. Notably bismuth, columbite-tantalite, copper, iron ore, mica, petroleum, salt, uranium and vermiculite are mined, along with limestone on a large commercial scale, used to make cement.

New geo-data shows that Uganda has large under-exploited mineral deposits of gold, oil and gas, high grade tin, tungsten/wolfram, beryllium, cobalt, kaolin, glass sand, phosphates (agricultural fertiliser) and rare earth elements. There are also significant quantities of clay and gypsum.



Science, technology, engineering, innovation and ICT

From innovations in agriculture and health to humanitarian response and infrastructure, there are lots of exciting things going on in Uganda in terms of its digital transformation. Digital tools for early learning, innovations in health and nutrition, solutions for disaster risk-reducing interventions and unlocking finance and a one-stop shop for farmers and agribusinesses, are just a few of the transformative digital trends and innovations happening in Uganda

Health

Uganda's Ministry of Health aims to establish the highest possible level of health services for its people. This is approached by overseeing health services delivery, promotion, and prevention, curative, palliative and rehabilitative services at all levels.

The Ministry is engaged in the monitoring and provision of clinical support functions, regulatory functions and research activities related to health, working with specialized health service bodies such as: Uganda Blood Transfusion Service, National Medical Stores and National Public Health Laboratories, National Drug Authority, and Uganda National Health Research Organization.

The NDP III key focus areas in the medical sector are cardiovascular services, developing regional oncology centres, health facilities functionality and referral systems, and multi-sectoral community health promotion and prevention



Uganda's Cultural Pearls

Undoubtedly Uganda's most precious pearls are our people. Home to some of the most amazing cultural traditions and histories of our times, our people are bound together by the great human spirit of Ubuntu. Uganda comprises a number of ancient kingdoms and chiefdoms that today offer rich cultural experiences in their royal heritage sites, dance, arts, and varied ceremonies of the world's most ethnically diverse population of 56 tribes.

Uganda's iconic tribes

Batwa

The Batwa are one of the last groups of short-statured people also known as 'pygmy' people, and until Bwindi Rainforest was gazetted as a National Park they lived a hunter gather lifestyle in the forest. As the original dwellers of this ancient jungle, the Batwa were known as the 'Keepers of the Forest'. A visit to the Batwa community of Bwindi is an enriching experience; showcasing their culture, housing, food, way of life, fire making, art and crafts, and through their song and dance, the Batwa will inspire you.



Karamojong

Some of the tallest people in the world, the Karamojong are a proud tribe of fierce warrior semi-nomadic pastoralists found in the north-eastern corner of Uganda bordering southern Sudan and Kenya. Karamoja, near Kidepo Valley National Park, is a must-visit for anyone interested in culture; the Karamojong cultural dynamics are showcased in their village homesteads, way of living, artefacts, dress, dance and a wealth of other unique traditional regalia.

Uganda's ancient kingdoms

Tombs of Buganda Kings at Kasubi

The Kasubi Tombs within Kampala district is the site of the burial grounds of four kings (Kabakas) and other members of the Baganda royal family. It is one of the great cultural sites and remains an important spiritual and political site for the Buganda people, as well as an important example of traditional architecture; it is a major example of an architectural achievement in organic materials, principally wood, thatch, reed, wattle and daub. It was proclaimed a UNESCO World Heritage Site in 2001.



Uganda's unique Ankole

Located on the boundaries of Lake Mburo National Park, the Enyemebwa Cultural Center is the community establishment of the Ankole Cow Conservation Association that is aimed at conserving the unique Ankole long horned cattle and its heritage. The centre began with a community generated idea of gathering beautiful Ankole cows from various cattle breeders so as to form one herd that would be communally owned and conserved for the next generations.

Uganda's faith-based pearls

Uganda martyrs shrine in Namugongo

The Martyrs shrine in Kampala is where 24 Catholic converts were brutally executed following the orders of Kabaka Mwanga II in the year 1886. The Roman Catholic Church, Christians and the Church of Uganda have since developed the shrine, to which over two million visitors from all over the world make an annual pilgrimage on the 3rd June to commemorate and celebrate Martyrs Day - the day the Catholic Church of Rome beatified the martyrs of its faith in 1920 and canonized them in 1964. Three Popes including Pope Francis in 2015 have made this personal pilgrimage.



Photo credit - Uganda Martyrs Shrine Namugongo

Gaddafi Mosque (Uganda National Mosque)

Famously known as 'Gaddafi Mosque' the colourful structure with its magnificent art features was built and designed based on a mix of Arab, European, and African cultures. Built on Old Kampala Hill it can be viewed from all corners of Kampala. The large Mosque hall can accommodate over 35,000 people making it one of the largest mosques in Sub-Saharan Africa.

Bahai temple

The Bahai faith was introduced to Uganda in early 1958. A house of worship completed in 1961 atop Kikaya Hill on the outskirts of central Kampala. Designed by Charles Mason Ramey, the Temple with its characteristics dome is the only one of its kind in Africa. The 50-acre site includes extensive tranquil gardens that attract people from far and wide.

Fact files

- Uganda is a landlocked country that lies across the Equator right in the heart of East Africa
- Uganda is home to the source of the mighty River Nile, the longest river in the world
- The country is bordered by Congo in the west, Kenya in the east, Rwanda in the southwest, Tanzania in the south and Sudan in the north
- Uganda is roughly the size of England
- Agriculture is an important part of the country’s economy employing the majority of Ugandans (almost 1/3rd)
- Mountain gorillas are the major tourism attraction in Uganda; more than half the world’s population lives in Bwindi Impenetrable and Mgahinga Gorilla National Parks.
- Tree climbing lions, a rarity in Africa, have their home in Ishasha Wilderness Plains, Queen Elizabeth National Park
- Uganda has ten beautiful varied National Parks – two of which are UNESCO World Heritage sites – Bwindi Impenetrable Forest and Rwenzori Mountains National Park
- Uganda also has twelve wildlife reserves offering an array of safari experiences
- Uganda has 56 tribes and 9 indigenous communities that were recognized in the constitution amendment of 2005
- Uganda is home to some of the world’s tallest (Karimojong in the northeast) and shortest (Batwa Pygmies in the southwest) people
- Kasubi Tombs is an important cultural royal burial ground and a UNESCO World Heritage site



CAPITAL Kampala



AREA 93,065 km² (land - 76,101 km², water - 16,965 km²)



CLIMATE Tropical with average temperatures of 25oC. There are two wet and two dry seasons annually.



HISTORY Uganda gained independence from Britain in 1962, maintaining its Commonwealth membership.



POPULATION Estimated 45,7 million (2020)



RELIGIONS Christian 84% and Muslim 14%



LANGUAGE English is the official working language



CURRENCY Uganda Shilling (UGX)



EXCHANGE RATE US \$ 1 = UGX 3,800 (average 2022)



BANKING HOURS Mon to Fri 8:30 am to 6:00pm;
Sat 9:00 am to 4:00pm



BUSINESS HOURS Mon to Fri 8:30 am to 5:30pm



ELECTRICITY 240 volts AC50 Hz - square pin plugs



TIME GMT +3



INTERNATIONAL DIALLING CODE +256



VISAS Easily available online - US\$ 50
[http://visaimmigration .go.ug](http://visaimmigration.go.ug)

Journey to and within the Pearl

Air Access to the Pearl of Africa

All international flights land at Entebbe International Airport, which is the main gateway international airport in the country. Kabaale International Airport in Hoima District will open in late 2022.

International airlines to Uganda: Turkish Airlines, Qatar Airways, KLM Royal Dutch Airlines, Emirates Airlines, Brussels Airlines, Fly Dubai, Hahn Air (Germany), APG Airlines (France)

Inter-Africa airlines: Uganda Airlines, Aerolink Uganda, Ethiopian Airlines, RwandAir, Kenya Airways, Airlink (South Africa), Tarco Aviation (Sudan)

Getting around the Pearl

Travelling by air provides our visitors with exceptional views of lakes, rift valley plains, the spectacular Rwenzori snow-capped mountains and vast rainforests.

For tourism purposes, airstrips that have been developed for easy connection to all major destinations within the country include: Apoka (a two-hour direct flight to Kidepo Valley National Park), Pakuba (Murchison Falls National Park), Bugungu, Kasese Airport (for access to Queen Elizabeth and Kibale National Parks), Mweya, Kihhi, Kayonza and Kisoro.

Domestically Eagle Air and Aerolink service these airstrips with regular flights.

For a truly memorable incentive tour ... helicopter charters are available through Kampala Executive Aviation.

Most visitors however tour Uganda by road, experiencing the diverse landscapes en-route. From Kampala there is a good network of highways radiating out to the regions.

The Entebbe-Kampala Expressway has eased access to the capital city from Entebbe International Airport. Taxis are easily found and large buses are available for charter to move delegates around Kampala and Entebbe.

To visit one of Lake Victoria's beautiful islands, there is a regular ferry service connecting Entebbe and the Ssesse Islands. These islands are one of the most visited places in the country by both local and international tourists for relaxation.



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