

The ATIS Ag-TECH Symposium and B2B Linkage Event 2021

21st April, 2021

Hotel Africana, Kampala

“IT and ITES facilitating trade in Agricultural products”

Partners;

International Trade Centre (ITC)

The ICT Association of Uganda

Ministry of ICT & National Guidance

Ministry of Trade, Industry and Cooperatives

National Information Technology Authority of Uganda (NITA-U)

Uganda Export Promotions Board (UEPB)

Abstract

The Agricultural sector is the backbone of Uganda's economy with over 60% of the population engaged in agricultural production, value addition, and trade. Production is still heavily dependent on traditional methods with limited use or application of market intelligence for production let alone dependence on natural rain patterns.

Many producers do not document their costs of production and hence have poor knowledge of the profitability of their businesses, furthermore, they do not implement best practices do not have access to information to ensure improved production. It is not uncommon to read in the media that qualities and quantities of agricultural goods produced fluctuate a lot, let alone the fact that good post-harvest handling is still a new concept and is seldom being adopted among the producers.

We further note that value addition comes with lots of constraints amidst competition with buyers who do not care so much about the quality or state of the produce, producers are trying to associate and ensure improved bargaining power too. It is therefore critical that cost-saving practices are put in place and a level of control so as to ensure better money for value. The Government of Uganda has continued to research improved ways of production and quality control and is making good strides in ensuring improved quality and standards. The government and private sector working together are improving warehousing capacity, processing, and movement as well and work together to obtain better prices for Ugandan goods.

The idea of looking at agriculture with the lenses of the market needs to be even more deeply interrogated and supported by tools that can increase access to and management of information as well as e-commerce and logistics for the sector. In this way producers, value addition firms, traders, and buyers may have a more integrated relationship across the entire value chain eventually earner better income.

For many years, IT firms have made innovations for Agriculture, and yet access to the innovations and knowledge of these innovations is limited. ATIS together with its partner the International Trade Centre (ITC) through the NTFIV Uganda project is organizing an Ag-TECH event to throw more light on the subject with a view to growing collaboration in increasing access to and management of information as well as e-commerce and logistics tools for a more efficient and profitable trade.

In addition, the prevalence of the COVID 19 pandemic has introduced a new challenge, a recent rapid survey of businesses by the Economic Policy Research Centre (EPRC) revealed that, lockdown measures have reduced business activity by more than 50%. In terms of sectors, businesses in agriculture have experienced the largest challenges to access both inputs and markets for outputs due to control measures such as transport restrictions, quarantine, social distancing, as stipulated by the Standard Operating Procedure (SOP). Agribusinesses can no longer afford to ignore the need to innovate.

THERE ARE several national innovations for Agriculture, and yet access to the innovations and knowledge of these innovations is limited due to lack of awareness of locally developed innovations. To address the information gap and leverage the government's strategy to increase cross sectors trading under BUBU, ATIS together with its partner the **International Trade Centre (ITC) through the NTFIV Uganda** project is organizing an Ag-TECH event to explore opportunities for collaboration in increasing access to management information, and markets through e-commerce and logistics tools for a more efficient and profitable trade.

AGENDA

Time	Activity
08:30am	<p>Arrival and Registration</p> <p>Welcome remarks by moderator: John Ndabarasa International Trade Centre (ITC), NTFIV Project</p>
09.00am	<p>Opening Address</p> <p><i>Speaker:</i> Patrick Kagenda, Chairman, Alliance for Trade in Information-Technology and Services (ATIS).</p> <p><i>Speaker:</i> Dr. Elly Twineyo Kamugisha Executive Director, Uganda Export Promotion Board (UEPB)</p>
09.15am	<p>Official Address-Guest of Honor</p> <p><i>Speaker:</i> Hon. Amelia Kyambadde Minister, Ministry of Trade, Industry and Cooperatives</p> <p><i>“Unveiling the Branding of Uganda and it’s potential in export of IT & ITES Services to Africa and Europe”</i></p>
09:45am	<p><i>Session Chair/Moderator:</i> Chairman, Alliance for Trade in Information-Technology and Services (ATIS)</p> <p><i>Key note speaker:</i> Milou Van Bruggen International Consultant, International Trade Centre (ITC)</p> <p><i>“Leveraging Uganda’s competitive advantage in the continent to promote export of IT and ITES to Africa”</i></p>
10.15am	<p>Panel Discussion;</p> <p><i>Session Chair/Moderator:</i> International Trade Centre (ITC)</p> <p><i>Speakers:</i> Progamme Manager, PSFU Chairman, ATIS Chairperson, ICT Association of Uganda Director SME, UIA Director Marketing, UEPB</p>



10:45am	<p>Press Briefing on Uganda's Export Development Agenda including;</p> <ul style="list-style-type: none"> ▪ Unveiling Uganda Value Proposition to Africa ▪ Unveiling Uganda Value Proposition to Europe
10:45am	TEA BREAK
11.30am	<p>Panel Discussion; <i>Session Chair/Moderator:</i> National Information Technology Authority of Uganda (NITA-U)</p> <p><i>Speakers:</i> Representative: Uganda Coffee Development Authority Representative: Uganda Cocoa Development Association Representative: Uganda National Young Farmers Association Chief Executive Officer, 3D Tracking Chief Executive Officer, Akello Banker</p>
12:00pm	<p>Panel Discussion; <i>Session Chair/Moderator</i> Uganda Export Promotion Board</p> <p><i>Speakers;</i> Uganda Development Bank DFCU Bank Housing Finance Bank NCBA Uganda CBI, Finance for ICT Consultant</p>
12:30pm	LUNCH
Afternoon	B2B Linkages
Evening	ICTAU LAN