

Promoting Agribusiness Investment, Networking and Trade *PAINT*

CONCEPT NOTE

1.0. Introduction

Promoting Agribusiness Investment, Networking and Trade (PAINT) is an initiative aimed at accelerating growth of the agribusiness sector. This initiative is being championed by a partnership consortium of development and business catalyst organisations including; SNV Netherlands Development Organization, AgriProFocus, B-Space and Netherlands Uganda Trade & Investment Platform (NUTIP). The initiative is aimed at catalysing capacity development of agribusinesses to be commercially viable and visible through tailored trainings and coaching, access to markets, financing, knowledge and networking. PAINT involves a series of activities which shall climax with a physical networking event themed "Trade and Investment Matchmaking Event" which will facilitate linkages between investors, agribusinesses and partners. The Trade and Investment matchmaking event will take place **on 5th & 6th October at Sheraton Hotel in Kampala.**

2.0. Rationale

The agriculture sector is the backbone of Uganda's economy, contributing 22% to GDP while 77% of Uganda's population depends on Agriculture and the sector accounts for 48% of total exports. The sector thus well positioned to create employment, wealth creation, and stimulating economic growth. Despite this strategic position a number of challenges still exist including, lack of robust market for both inputs and outputs, loose value chain networks, poor access to relevant information, poor visibility and demonstration of business cases by agribusinesses, thus leading to lack of investments in the sector that is looked upon as high risk by investors and financiers.

Given the importance of the agricultural sector to the Ugandan economy, and the need for individuals, companies and groups to access agribusiness services such as; financial investment, markets, knowledge and technology. TIME will showcase agribusiness cases for trade and investment and create a platform for agribusinesses to interact directly with a range of investors as well as catalyse further engagements between agribusinesses and the financial services sector.

3.0. Objectives

The PAINT program aims at bringing together local, regional and international businesses in the agribusiness sector to build long term sustainable business relationships through the transfer of technology, knowledge as well as accessing business opportunities.

The overall objective is to support the growth of the agribusiness sector through understanding the underlying business needs, capacity gaps and readiness to enter longer term investment and financing partnerships. The current sectors of focus are horticulture, coffee, oilseed, dairy & livestock.

Specific objectives

1. To connect agribusiness to potential investment/financing and BDS opportunities
2. To link agribusiness to potential markets for their products and services
3. To link investors/Service providers to potential profitable business opportunities
4. To facilitate transfer of knowledge and technology among Ugandan agri-businesses

4.0. What do we offer?

Agripreneurs:

1. Secure and explore financing options for business ideas
2. Needs based coaching and mentoring
3. Receive critical feedback on business ideas/cases
4. Networking opportunities
5. Access to new market opportunities for products and Services
6. Learning new agribusiness improvement ideas
7. Access to technology offers and other inputs

Investors:

1. Interact directly with a pipeline of bankable agribusiness cases
2. Secure investment opportunities



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3. Long term network building opportunities with Agripreneurs
4. Selling of products and services
5. Understanding the realities of Agripreneurs
6. Access a catalogue of bankable businesses

Business Development Service providers

1. Access potential business opportunities
2. Access to a network of agribusiness industry players
3. Access to information and a database of industry players

Exhibitors (open to only participants¹):

1. opportunity to trade
2. Networking and visibility
3. Learning new business skills

5.0. Methodology

1. Needs assessment

Based on the recognized challenges faced by the agribusiness sector including lack of proven and visible agribusiness cases, lack of access to affordable investment and trade financing, limited access to profitable market and inability to network, pitch negotiate better business deals.

In order to enable matching of needs, tailored capacity development and mobilization of Agripreneurs, a needs assessment of 100 agribusiness enterprises in the selected value chains of Dairy/Livestock, horticulture, coffee and Oilseed; will be carried out. Profiles of 50 agribusinesses will be selected and will be available for matching prior to and during the event.

2. Profiling of Agripreneurs

A call has been sent out using different media channels to attract suitable applicants for this process. The applicants will then be appraised and the best 50 Agripreneurs will be selected, registered and profiled to present compelling business cases to investment/trade partners. The profiling process is meant to inform the mentoring and coaching process that is meant to work on some of the identified capacity gaps identified in preparation for the matchmaking process. The profiling process will also enable organizers to identify the matching needs of Agripreneurs and identify potential and suitable counterparts to discuss business with and probably enter into longer term partnerships.

3. Registration and profiling of investors

Based on the needs of the Agripreneurs, effort will be put in identifying complementary investment/trade partners. These will be profiled and shared among Agripreneurs to begin the process of matchmaking.

Determining investor profiles is a very important step, as it will allow the PAINT partnership to identify the potential opportunities for this situation. The profiling process looks at 5 key issues, investment/trade goals, Risk tolerance, experience in the sector/country in question, Financial position and horizon of partnership (long term or short term/piloting). This process also informs the PAINT partnerships on the backward and forward linkages they need to facilitate and strongly follow up through the entire program. Most investment/trade partners are open to diverse markets in which they can achieve profitable returns.

4. Mentoring and coaching

The selected Agripreneurs will be taken through mentoring and coaching sessions to prepare them improve their business case, presentation and projection; Mentoring and coaching sessions will be guided by the needs of the Agripreneurs & investment/trade partners which will be identified during the profiling phase. Key skills such as pitching and negotiations skills will be included in the coaching process. Based on the Profiles received, the PAINT partnership will identify suitable business mentors to support in process. The identification will be done through already existing relationships with networks like Bid Network, YUNUS among others. A Pre-event will be organized to establish the preparedness of the Agripreneurs, based on the objective feedback from the mentors. A mock pitch will also be held in order to emphasise the expectations that need to be met during the matchmaking event.

¹ Investees, investors, partners, sponsors, Business Development Service Providers

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After the matchmaking event, the PAINT partners intend to strengthen their relationship with Enterprise Uganda, Private sector Foundation Uganda and YUNUS among others in order to continue the mentorship process for improved and better results for the Agripreneurs.

5. Matchmaking Event

The match-making event will combine a Dialogue session, business case pitching, investment speed-dating, business networking and an exhibition.

- a) Business case pitching: 10 best business cases will be selected to pitch their business ideas to an audience of potential investment/trade partners. This will provide an opportunity to investment/trade partners to already identify business they wish to have audience with. The profiles of all the business cases will be available in a catalogue availed to all participants. The Selected 5 investment/trade partners will also pitch their offers to the audience.

During this process the potential investment/trade partners will fix appointments for private speed dating and matchmaking sessions.

- b) Investment speed-dating: Following business case pitches, investment/trade partners will have one on one private meetings with Agripreneurs according to pre-planned meeting schedules. The venue will also be prepared to facilitate these discussions exhaustively.
- c) Exhibitions: the selected Agripreneurs and other BDS players will be given the opportunity to exhibit their products and services for the duration of the event.
- d) Business to business networking: Opportunities for networking will be created at various intervals throughout the matchmaking event. A special networking activity has been set aside for freelance networking between the Agripreneurs and the Investors/trade partners. Furthermore, there will also be a blend of other invited sectoral players during this session to maximise the networking opportunities.
- e) Dialogue session: As part of the matchmaking event, a dialogue session will included to provide space to further understand investment opportunities and interventions. This session will also be an opportunity to understand the concept of inclusive business a key component in building sustainable social businesses that enhance economic empowerment.

6. Monitoring and evaluation;

The PAINT partnership has a very strong focus on achieving results in the most efficient and effective way possible. Monitoring and evaluation in this program is a key process right from the conceptualisation stage to planning and implementation of the activities. Different approaches will be employed to determine the impact of PAINT in regards to supporting the investment and trade environment in the agribusiness sector in Uganda. This will also provide a good basis for follow up on activities in order to inform better the longer term agenda of PAINT. Specifically the process will give reliable information on the potential partnerships brokered and their respective value.

As part of the follow up activities, organizers will facilitate the process of organising field visits to some of investee businesses for those interested. A refresher follow up process will also be held in order to assess the emerging issues from the event and make it a part of the longer term mentoring process which is meant to support these Agripreneurs further grow their businesses and become change agents through knowledge sharing and learning.

6.0. Desired Outcomes

- a) 50 profiled agribusinesses have improved business performances and competitiveness
- b) 10 businesses matched successfully with investor/trade partners
- c) 50 agribusinesses mentored and coached on taking advantage of the trade and investment opportunities.
- d) A database of 100 agribusiness enterprises developed and categorised based on the products and services offered along the different value chains.
- e) 15 business linkages established during the general business to business networking event.
- f) A better understanding of the trade and investment environment in Uganda and internationally and available/un tapped opportunities
- g) A good understanding of the inclusive business concept in social business development and economic empowerment in agribusiness.
- h) Interesting Ideas to support programme development in line with the aid to trade agenda – focus on agriculture sector.

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7.0. Target Audience

1. Sector value chain actors of horticulture, coffee, oilseed, dairy & livestock such as (producers, processors and agri product traders, technology & input suppliers)
2. Investors: commercial banks, impact, social investors and equity investors, technology, knowledge services and value chain financiers
3. Development partners
4. Government
5. Service providers (BDS, Insurance providers, financial institutions, inputs)

Registration for agripreneurs

A Google document has been created for purposes of online registration of participants

Visit - [here](#)

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Participation fees per category:

1. Agripreneurs;
 - a. Cooperatives ----- \$60
 - b. Companies (SMEs) ----- \$100
2. Service providers and exhibitors ----- \$150
3. Investors ----- \$300