

# Promoting Agribusiness Investment, Networking and Trade (PAINT)

5<sup>th</sup> & 6<sup>th</sup> October 2016  
 Sheraton Hotel, Kampala, Uganda

## Concept Note

### 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 consortium of development and business catalyst organisations including; SNV Netherlands Development Organization, AgriProFocus, BSpace and Netherlands Uganda Trade & Investment Platform (NUTIP). The initiative is aimed at catalyzing capacity development of agribusinesses to be commercially viable and visible through tailored trainings and coaching, access to markets, financing, knowledge sharing 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 event will take place on 5<sup>th</sup> & 6<sup>th</sup> October at Sheraton Hotel in Kampala.

### 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 is thus well positioned to create employment, wealth, and stimulate economic growth. Despite this strategic position, a number of challenges still exist including; lack of robust markets for both inputs and outputs, loose value chain networks, poor access to relevant information, poor visibility and demonstration of agribusiness cases. Therefore, this has led to inadequate investments in the sector which continues to be looked upon as highly risky.

PAINT initiative 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 service providers.

### Objectives

PAINT aims to bring together local, regional and international agribusinesses to build long term sustainable business relationships.

The initiative shall support the growth of the agribusiness sector by linking investable and profitable agribusinesses in the sectors of horticulture, coffee, oilseed, dairy & livestock to financing, technology, knowledge and markets.

### Specific objectives

1. To connect prequalified agribusinesses to financing
2. To link buyers to suppliers of inputs (commodities, equipment and services)
3. To link investors to investable businesses and opportunities
4. To facilitate transfer of knowledge and technology among businesses

### What do we offer?

Agripreneurs:

- ✓ Secure and explore financing options for business growth
- ✓ Needs based coaching and mentoring

- ✓ Receive critical feedback on business concepts/cases
- ✓ Networking opportunities
- ✓ Access to new market opportunities for Agri-products
- ✓ Learning new agribusiness ideas
- ✓ Access to technology offers and other inputs

#### Investors:

- ✓ Interact directly with a pipeline of investable agribusiness cases
- ✓ Secure investment opportunities
- ✓ Long term relations with agripreneurs
- ✓ visibility for your products and services
- ✓ Access to a database of investable businesses

#### Agribusiness service providers

- ✓ Access potential business opportunities
- ✓ Access to a network of agribusiness industry players
- ✓ Access to information and a database of industry players

#### Exhibitors (open to only participants<sup>1</sup>):

- ✓ opportunity to trade
- ✓ Networking and visibility
- ✓ Learning new business skills

## Methodology

### 1. Needs assessment

In order to enable matching of needs, tailored capacity development and mobilization of agripreneurs, the PAINT partners will carry out a needs assessment of 100 agribusinesses in the selected value chains. Profiles of 50 agribusinesses will be selected and will be available for matching prior to and during the event.

- ✓ Dairy & Livestock,
- ✓ Oilseeds,
- ✓ Coffee and
- ✓ Horticulture

### 2. Registration and profiling of Agripreneurs

A call will be sent out using different media channels such as newspapers, partner websites and social media to attract suitable applicants. The applicants will then be appraised and the best 50 Agripreneurs will be selected, registered and profiled to present compelling business cases to investors. The profiling process will also enable organizers to identify the matching needs of agripreneurs.

### 3. Registration and profiling of investors

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

### 4. Mentoring and coaching

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 investees which will be identified during the profiling phase. Key skills such as pitching and negotiations skills will be included as one of the key skills to be imparted. A Pre-event workshop will be organized to prepare Agripreneurs to meet investors.

---

<sup>1</sup> Agripreneurs, investors, partners, sponsors, Business Development Service Providers

## 5. Matchmaking Event 5<sup>th</sup> & 6<sup>th</sup> October 2016

The match-making event will combine business case pitching, investment speed-dating, networking, dialogue sessions and an exhibition.

**Business case pitching:** 10 best business cases will be selected to pitch their business ideas to an audience of potential investors. This will provide an opportunity to investors 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. Selected 5 investors will also pitch their offers to the audience.

**Investment speed-dating:** Following business case pitches, investors will have one on one private meetings with agripreneurs according to pre-planned meeting schedules.

**Exhibitions:** Participants will be given a chance to exhibit their products and services for the duration of the event.

**Networking:** Opportunities for networking will be created at various intervals throughout the matchmaking event.

**Dialogue session:** As part of the matchmaking event, a dialogue session will included to provide space to further understand investment opportunities and interventions

## 6. Monitoring and evaluation;

Monitoring and evaluation of activities will be done to determine the impact of PAINT. Follow up of potential matches to determine actual partnerships will also be done. As part of the follow up activities, organizers will facilitate the process of organising field visits to some of investee businesses for those interested

### Desired Outcomes

During the match-making event participants will benefit from:

- ✓ Access to financing opportunities
- ✓ Agribusiness business cases matched with investment opportunities
- ✓ Increased business performances in the long run
- ✓ At least 10 businesses matched successfully
- ✓ 50 businesses mentored and coached
- ✓ A database of a minimum of 50 investable agripreneurs

### Target Audience

- Sector value chain actors in horticulture, coffee, oilseed, dairy & livestock such as producers, processors and agri- product traders, technology & input suppliers
- Investors: , impact social investors and equity investors,
- Development partners
- Government
- Service providers: Business development Services, Insurance providers, financial institutions, inputs technology, knowledge services

### Registration and participation

A google document has been created for purposes of registration of participants; visit; [Application form](#)

### Participation fees per category:

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

**Contact; Sylvia Natukunda  
Mwesigwa  
Business & Partnership Manager  
AgriProFocus Uganda  
Email:  
[snatukunda@agriprofocus.com](mailto:snatukunda@agriprofocus.com)  
Telephone: +256 782551473**