

REPORT ON AFRICA BUSINESS INFORMATION DAY IN KUALA LUMPUR MALAYSIA FEBRUARY 06, 2024

INTRODUCTION

The High Commission of the Republic of Uganda in Malaysia represented by Mr. Kasujja Moses Kalule, Minister Counsellor, and other Mission staff participated in the Africa Business Information Day event in Kuala Lumpur, Malaysia on 06th February 2024 at Concorde Hotel Kuala Lumpur, under the theme “This time for Africa”. The event was jointly organized by the Malaysian Export Academy and the Malaysia Africa Chamber of Commerce and Industry, featuring speakers and representatives from various African countries and Malaysians who are doing business in Africa. There was also a display of the information desks by several African country representatives in Malaysia.

The Africa Business Information Day event attracted many participants from Malaysia and others within the ASEAN region. Several organizations, companies, Businessmen and women, and Embassies in Malaysia participated in the event. They included Malaysia External Trade Development Corporation (MATRADE), EXIM Bank, Anderson Business Consulting Sdn Bhd, Thandinvest, Libyan Malaysian Joint Business Chamber (LMBC), WM Beauty and Health Sdn Bhd, G&P Professionals Group Sdn Bhd, Malaysia Export Academy, Atlantic Group of Companies, Wellspring Synergy Resources, Malaysia Exporters Association (MEXPA) and among others.

Purpose

The Africa Business Information Day event was organized with the major purpose of helping Businessmen in the Asian region to explore the business opportunities in the African continent and be availed of the opportunity to collaborate with Potential partners without necessarily having to travel to Africa.

Networking Tea Sessions with African Businessmen and Officials of the African Embassies based in Malaysia.

Business Matching session with Malaysian companies who could be potential buyers, suppliers, or JV partners and potential of collaboration with Malaysian companies and explore opportunities in the vast African Continent.

Information on Africa Business

The event was opened with a welcome address by Professor Dr. Abdul Kabul Ibrahim, Chairman of the Malaysia Africa Chamber of Commerce, and Industry (MACCI) who introduced the key speakers of the event.

During the opening session of the day’s event, Her Excellency Mrs. Florence Buerki Akonor, High Commissioner of the Republic of Ghana described Africa as a land of opportunities that is dominated by very limited countries in the world and it will be one of the world’s fastest-growing economies in the next quarter century. Many countries are generally missing in action in this vast continent of 1.3 billion people covering 54 countries, which has recently launched

the African Continental Free Trade Area – AfCFTA. Incidentally, it is also the most profitable region in the world, making it a top option for your next business venture.

Mr. Kasujja Moses Kalule, Minister Counsellor and in charge of Commercial Trade, Investment, and Tourism represented Uganda High Commission and during the session presented about the Business opportunities in Uganda mostly in the agriculture sector, Information Communication Technology, Energy, Tourism, Edible oils, Electronics, infrastructure, Pharmaceuticals and Mineral Value addition. He called upon participants at the event to come hurriedly to Uganda and tap into the available opportunities since Uganda has a vast East African Market that has enabled it to become the most vibrant in the region.

Other key speakers included; Mr. Muhamed Hairi Zainal Abidin, Manager of Export Promotion and Market Access Division of MATRADE who presented about Exploring Export Opportunities in Africa, Mr. Azrin Azizuddin, Head, Business Development Unit of Export-Import Bank of Malaysia Berhad (EXIM BANK) who presented about Go Export Financing Programme for Malaysian Companies Venturing into Africa. Ms. Elizabeth Pambuka, Managing Director of Thandinvest presented about the African Business Cultural Perspective and among others.

Below are some of the photos taken during the African Information Business Day event.



Caption: Mr. Kasujja Moses Kalule second from the left on the panelist presenting about opportunities in Uganda.



Caption: David Tusiime, Consular Officer attending to the participant during the Information desk tour



Caption: Mr. Kasujja Moses received a gift from the chief organizer of the event for participation.



Caption: Participants during the Africa Business Information Day event.



Caption: Speakers group photo at the close of the Africa Business Information Day.

The event ended at 6:00 pm and participants at the event were encouraged to explore and take a fast step to venturing and doing business in Africa most especially businessmen and women from South East Asia countries. They sighted Chinese from mainland China who were already reaping a lot from Africa.

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