



Ministry of Trade,  
Industry and Cooperatives

# IMPAC+ve eXPOZE

IMPACTIVE BUBU Expo 2025



**Plot 40 Martyrs Way, Ntinda**  
P.O. Box 11099, Kampala, Uganda  
Tel. +256-702772222 / 0750772222  
E-mail: info@impactassociates.co.ug  
Website: www.impactassociates.co.ug



**BUBU Distributors Ltd**  
P.O. Box 143192, Kampala, Uganda  
Tel: +256 787452220 / +256787452220  
E-mail: paul.nyakaana51@gmail.com  
Website: www.bubudil.com

## Theme

**“Building Uganda’s Future through Quality, Value Addition, Innovation, Finance and Export”**

Exhibitions, Conferences and Awards Dinner Gala

# INTRODUCTION

The **Buy Uganda, Build Uganda “IMPACTIVE BUBU Expo”** is organized by **IMPACTIVE Expoze**, supported by the **Ministry of Trade, Industry and Cooperatives (MTIC)** and other Industry stakeholders which builds on the success of the past **BUBU** Expo's and the **BUBU** Policy in general.

The **IMPACTIVE BUBU Expo** will be Uganda's premier platform showcasing the best of local products and services. It will be held annually.

## OBJECTIVES

1. Provide a platform to market all goods and services made in Uganda.
2. Increase effective participation of Ugandan owned enterprises in the development agenda.
3. Cause a mindset change in Uganda towards locally-made products
4. Enhancing networking and coordination around the Government BUBU policy.
5. Supporting local producers to access cheap and patient capital.
6. Promoting local sports, artists and artisans.
7. Putting the spotlight on the critical elements that drive BUBU e.g.  
Quality, Finance, Value Addition and Export
8. Encouraging and building patriotism in the public.

## PREVIOUS EXPO'S

Year	Chief Guest	Exhibitors	Sponsors	Show Goers	Conference Delegates	BUBU Dinner Delegates
2019	His Excellency the President of Uganda President Museveni	306	45	90,000	500	500
2022	Rt. Hon. Justin Lumumba	350	50	50,000	300	500
<b>2025 TARGET</b>						
2025	His Excellency the President of Uganda	500	100	300,000	500	500

The **IMPACTIVE BUBU Expo 2025** Under the theme **“Building Uganda’s Future through Quality, Value Addition, Innovation, Finance and Export”** will be a 3 day event held on Thursday 24th to Saturday 26th July 2025 at Kololo Independence Grounds. It will focus on **QUALITY, VALUE ADDITION, INNOVATION and EXPORT** because these are important elements in production and services that enable local (BUBU) products compete favorably with foreign products and are critical to the industrial development of Uganda. We want to bring these elements to the front and center of the BUBU discussion. We intend to mobilize stakeholder engagement around the above elements and their importance in the realization of the country's Economic Growth and Development.



Awards Dinner Gala.



Women's Conference

# ABOUT

The 2025 **Impactive Buy Uganda Build Uganda (BUBU) Expo** shall blend cultural sensitivity and relevance to modernization and promote local products and services by showcasing the following:



## Traditional Sectors:

- Agriculture and Food Processing
- Manufacturing and Industry
- Construction industry
- Automobile industry



## Creative Industries:

- Arts and Crafts
- Tourism and Hospitality industry



## Modified Features:

- Business-to-Business (B2B) matchmaking.
- Business conference and Women empowerment seminar.
- Awards ceremony for outstanding Ugandan entrepreneurs.



## Emerging Sectors:

- BPO- IT Enabled Services
- Health and Wellness
- Renewable Energy and Environment



## Education and Skills Development:

- Education Institutions
- Innovation and Entrepreneurship



## Financial Sector

- Commercial Banks, Credit Institutions, Microfinance Institutions, Development Funding Institutions, Insurance
- Companies, Investment Institutions, RuralFinance Institutions, Digital Financial Services,
- Private Equity & Venture Capital - Companies & Other Financial Institutions

## ECONOMIC OUTCOMES OF THE EVENT

### Economic Outcomes

1. Increased exports
2. Promotions and increased sales

### Networking and Partnerships

1. Creating partnerships through networking
2. Deep engagements among manufacturers, investors, financiers, and govt agencies

### Capacity Building and Improvement

1. Mindset change towards BUBU products
2. Improved quality, value addition, and increased exports
3. Valuable feedback from show goers

### Recognition and Motivation

1. Recognition and Awards for outstanding BUBU companies & Exhibitors
2. Motivation for Ugandan manufacturers to improve export capacity



## THE MOBILISATION AND ADVERTISING

- Media:** Adverts and talk shows will run on various media both electronic and print media for Three (3) months.
- Social Media Campaigns;** Influencer partnerships and Hashtag Challenges “My bubudeal” challenge are being planned for the promotional 3 months
- Road drives:** We will conduct road drives throughout the 5 Divisions and Greater Kampala
- School Outreaches:** Schools, Colleges and Institutions of Higher Learning will be invited to participate by appointing BUBU Champions/Ambassadors to, not only mobilize students to attend but also promote BUBU from an early age, to effect mindset change.

TIME	ACTIVITY	GUEST OF HONOUR & PARTICIPANTS	DETAILS
DAY-1 24th JULY THURSDAY			
	Exhibition Promotions & Performances	EXHIBITORS, AND SPONSORS	Showcase and promoting all goods and services made in UG
8:00am – 7:00 pm	Exhibition (Showcase all Products Made in UG)	H.E. THE PRESIDENT OF THE REPUBLIC OF UGANDA	Visiting exhibition stalls Opening Ceremony Speech
10:00 am –12:00pm	Opening Ceremony Speeches	MINISTER OF TRADE INDUSTRY AND COOPERATIVES	Speeches from stakeholders
DAY-2 25th JULY FRIDAY			
7:00am – 7:00pm	Exhibition Promotions & Performances	EXHIBITORS, AND SPONSORS	Showcase and promoting all goods and services made in UG
10:00 am- 4:00pm	BUBU Business Conference: 1st Edition  Theme: Quality, Value Addition, Finance and Export	PACIED UNBS UEPB BOU MIN OF FOREIGN AFFAIRS	Dialogue on: •How to Improve Quality •How to Add Value •Increasing
DAY-3 26th JULY SATURDAY			
7:00am – 7:00pm	Exhibition Promotions & Performances	EXHIBITORS, AND SPONSORS	Showcase and promoting all goods and services made in UG
10:00 am- 4:00pm	BUBU Women's Conference:  Theme. "Unleashing the Economic Power of Women: Quality, Value Addition, and Export Excellence"	HON. SPEAKER OF PARLIAMENT OF UGANDA  MINISTER OF GENDER, LABOUR & SOCIAL DEVELOPMENT	Dialogue on how to leverage on the growing power of women in Business
5:00pm – 11:00pm	Dinner & Awarding BUBU Excellence Award	RT. HON. PRIME MINISTER OF UGANDA	Awarding: Excellence in Quality, Value Addition, Export and Best Exhibitors in different sectors.

## SPONSORSHIP PACKAGES

Features	Platinum 100 Million Shs	Diamond 50 Million Shs	Gold 25 Million Shs	Silver 10 Million Shs	Bronze 5 Million Shs
<b>Sponsor's Status</b>	Co-own the entire 3 days Impactive BUBU Expo	Session Headline Sponsor for One (1) day of the 3 Impactive BUBU Expo days	-	-	-
<b>Advertising Benefits</b>	Prominent - Logo & Mentions in all media promotions	Prominent -Logo & Mentions in 80% of the media promotions	Logo & Mentions in 50% of the media promotions	Logo & Mentions in 30% of the media promotions	Logo & Mentions in 10% of the media promotions
<b>TV &amp; Radio Talk shows Sponsors Ads</b>	Participate & Advertise in all Three (1) planned talk shows	Feature in Two (2) of the Three (3) Talk shows	Feature in One (1) of the Three (3) Talk shows	-	-
<b>Social Media Campaigns</b>	Twelve (12) months social media campaign on all BUBU pages	Eight (8) months social media engagements on all BUBU pages	Six (6) months social media engagements on all BUBU pages	Three (3) months social media engagements on all BUBU pages	One (1) months social media engagements on all BUBU pages
<b>Website Advertising Corporate logo &amp; Profile</b>	Twelve (12) months Corporate logo and Profile ad on the BUBU website	Eight (8) months Corporate logo and Profile ad on the BUBU website	Six (6) months Corporate logo and Profile ad on the BUBU website	Three (3) months Corporate logo and Profile ad on the BUBU website	One (1) month Corporate logo and Profile ad on the BUBU website
<b>Event Recognition (Awards)</b>	Awarded as Platinum Sponsor with a Platinum Gift Pack and Certificate	Awarded as Diamond Sponsor with a Diamond Gift Pack and Certificate	Awarded as a Gold Sponsor with a Gold Gift Pack and Certificate	Awarded as a Silver Sponsor with a Silver Gift Pack and Certificate	Awarded as a Bronze Sponsor with a Bronze Gift Pack and Certificate
<b>Conference Presentations</b>	1 hour presentation at the 2 conferences	30 minutes presentation at the 2 conferences	60 minutes presentation at One 1 conference	30 minutes presentation at One 1 conference	-
<b>Promotions at the Exhibition Centre Stage</b>	Ten (10) Sponsorship promos on Centre Stage for 3 days during exhibitions	Eight (8) Sponsorship promos on Centre Stage for 3 days during exhibitions	Six (6) Sponsorship promos on Centre Stage for 3 days during exhibitions	Three (3) Sponsorship promos on Centre Stage for 3 days during exhibitions	One (1) Sponsorship promo on Centre Stage for 3 days during exhibitions
<b>Delegates Complementary Tickets at the BUBU Awards Dinner</b>	Ten (10) Delegates Complementary Table @ the BUBU Awards Dinner	Five (5) Delegates Complementary Table @ the BUBU Awards Dinner	Three (3) Delegates Complementary Tickets	Two (2) Delegates Complementary Tickets	One (1) Delegate Complementary Ticket
<b>IMPAC+IVE BUBU Expo Magazine Ad Space</b>	Back Cover & One (1) Full Page in the Event Magazine	Centre Spread Page in the Event Magazine	One (1) Full Page in the Event Magazine	Half (1/2) Page in the Event Magazine	Quarter (1/4) Page in the Event Magazine

## EXHIBITION TENT ( Size 5 \* 5m)

- 1) 1,200,000 (One Million Two Hundred Thousand Ushs) – Full Tent
- 2) 600,000 (Six Hundred Thousand Ushs) – Shared Tent Max. 2)
- 3) 300,000 (Three Hundred Thousand Ushs - Max 5)

## BUBU AWARDS GALA DINNER

- 1) Table for ten (10) people - 1,000,000 (One million shs)
- 2) Table for five (5) people - 500,000 (Five hundred thousand shs)
- 3) Individual ticket - 100,000 (One hundred thousand shs)

## Rate Card

Back Cover	4,672,800
Inside Cover	3,894,000
Page 3 (full)	3,352,800
Full Page	2,336,400
Half Page Vertical	1,713,360
Half Page Horizontal	1,401,840
Quarter Page	934,560

## VALUE FOR MONEY

### 1. Shelf Life

Unlike other media, a magazine remains in circulation for much longer (months and even years) in corporate receptions, libraries and resource centers. So it reaches many more readers in the long run.

### 2. Profiles

The **IMPACTIVE BUBU** Expo Magazine has dedicated space to domestic investors and other interested companies to run their profiles in our profiles section. It will have special focus on the **Buy Uganda Build Uganda** policy.

### 3. Website Link

It will be uploaded on the [www.impactivebubuexpo.ug](http://www.impactivebubuexpo.ug) and on the Ministry of Trade, Industry and Cooperatives website [www.mtic.go.ug](http://www.mtic.go.ug) so client adverts and profiles will be viewed by a **GLOBAL BUSINESS & INVESTMENT AUDIENCE**. The public will have access to a free download of the magazine on [www.impactivebubuexpo.ug.com](http://www.impactivebubuexpo.ug.com)

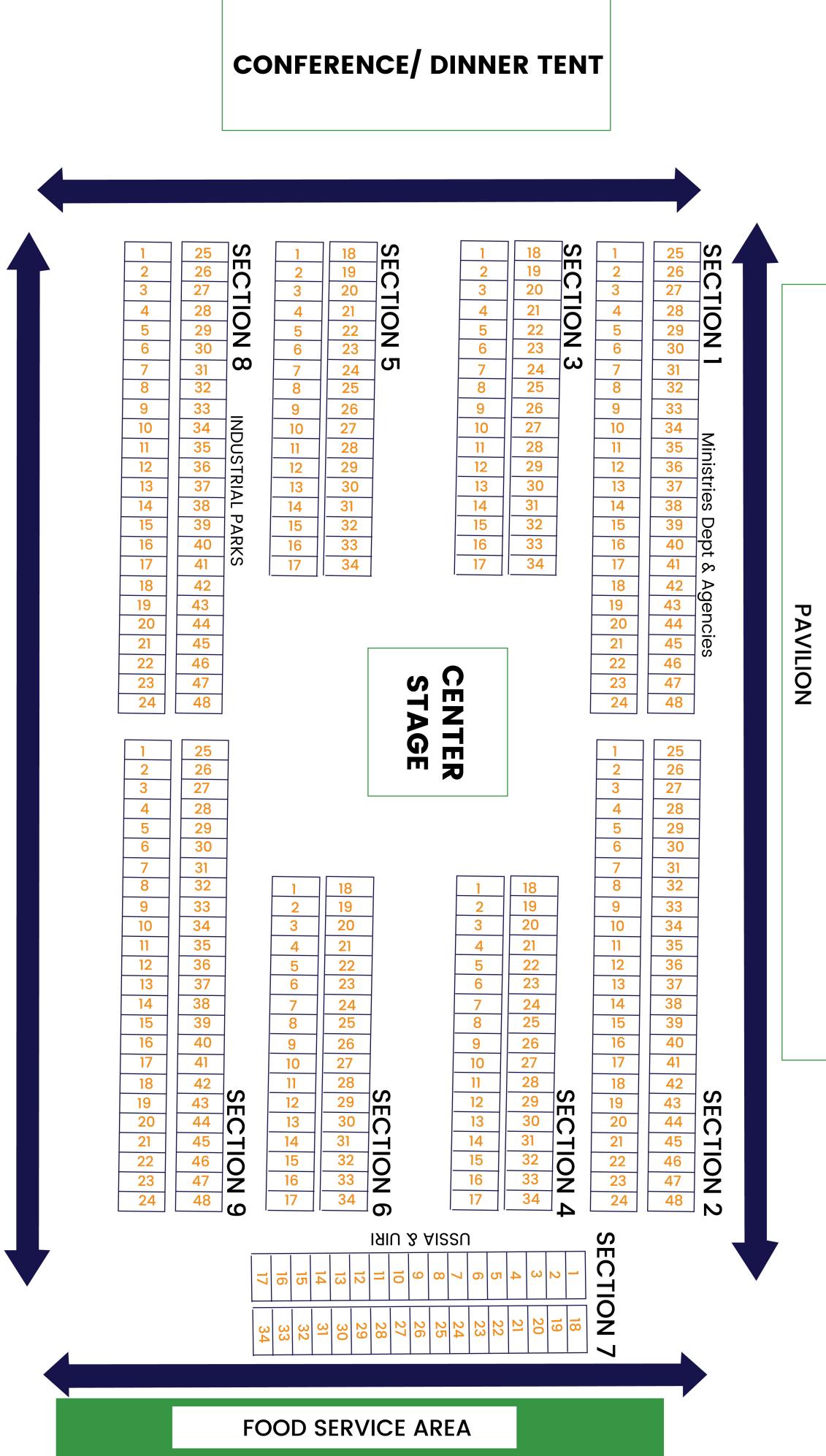
### 4. Reach

A guaranteed distribution of over 5,000 copies through the Ministry of Trade, Industry and Cooperatives MTIC and other Ministries, Departments and Agencies (**MDAs**) of Government and directly through Impactive Digital' distribution channels

### 5. Readership

An advert in the **IMPACTIVE BUBU** Expo Magazine has an assured audience of domestic investors, corporate entities, government policy makers, international organizations, donors, foreign missions and the general public.

# IMPACTIVE BUBU EXPO JULY 2025 KOLOLO INDEPENDENCE GROUNDS FLOOR PLAN





# IMPACTIVE BUBU EXPO

## JULY 2025

[www.impactivebubuexpo.ug](http://www.impactivebubuexpo.ug)

**CONTACT US:**

0787/0753 452220 0789 285882

paul.nyakaana51@gmail.com

james.makula@mtic.go.ug

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