



THE 6TH  
**UGANDA**  
**CANADA**  
CONVENTION -2023



30TH JUNE TO  
2ND JULY 2023

EVENT  
**PROSPECTUS**  
TRADE, TOURISM & INVESTMENT



[www.ugandacanadaconvention.com](http://www.ugandacanadaconvention.com)





THE 6TH  
**UGANDA CANADA**  
CONVENTION -2023  
*Ottawa*

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## EXPLORE UGANDA & DISCOVER CANADA

**Dear Tourism Industry Professionals,**

We are excited to invite you to the Uganda-Canada Convention, a three-day event showcasing the best of Ugandan and Canadian cultures, taking place from June 30th to July 2nd, 2023 in Ottawa, Canada.

The convention aims to foster closer ties between Uganda and Canada, with a special emphasis on the tourism industry. Our goal is to provide a platform for entrepreneurs and businesspeople to explore potential partnerships and collaborations in the tourism sector.

As part of the convention, attendees will have the opportunity to network with leading tour operators from Uganda, as well as CATO and ACTA members who specialize in African Safaris. The Uganda Tourism Road Show, featuring Uganda's leading tour operators, will be a highlight of the week leading into the convention.

Our theme for the event is "Building Bridges: Connecting Business and Culture," which encapsulates our goal to strengthen the relationship between Uganda and Canada, and to create opportunities for both countries in the tourism industry.

We plan to advertise Uganda as a major tourist destination in East Africa, and we are reaching out to other East African Federation countries to join us in Ottawa. Our research has revealed that South Africa, Namibia, Kenya, Tanzania, and Rwanda are preferred destinations for Canadian travelers, so we are ramping up our tourism campaign to beat the competition.

To facilitate networking, we have identified companies with software to help set up appointments with potential tour operators and travel agencies that specialize in African Safaris. In addition, a media blitz featuring Uganda's mountain gorillas will be featured, and we will be marketing Uganda Tourism's country campaign - "Explore Uganda: The Pearl of Africa."

We urge you not to miss this unique opportunity to connect with the tourism industry in Uganda and Canada and experience the best of both cultures. We hope to see you in Ottawa in 2023.

**Ronnie Mayanja**  
C.E.O



+1 978 235 2459



ronnie.mayanja@gmail.com

EVENT

PROSPECTUS

2023



## EXPLORE UGANDA & DISCOVER CANADA

Uganda and Canada have had diplomatic relations since 1962. Canada has been a significant development partner for Uganda, providing assistance in the areas of health, education, governance, and economic development. Canada also provides support to Ugandan peace-keeping efforts in Somalia and South Sudan.



We have a key role to play to enable investors to have a deeper understanding of the business environment and investment climate prevailing in Uganda.

**H.E Yoweri K Museveni**  
President of Uganda

We want to ensure that Canadians and Canadian businesses have access to these dynamic markets with huge potential for building shared prosperity. After all, working together just makes good sense.

**Rt. Hon Justin Trudeau**  
Prime Minister of Canada



EXPLORE UGANDA &  
DISCOVER CANADA



## BILATERAL RELATIONS



### CANADA-UGANDA RELATIONS



**Prime Minister Trudeau met with Ugandan President Yoweri Museveni on September 20, 2017 in New York, New York, United States of America**

The two leaders discussed Canada-Uganda bilateral relations and other areas of mutual interest, including human rights, the refugee situation in sub-Saharan Africa, and regional security.



EXPLORE UGANDA &  
DISCOVER CANADA



## BILATERAL RELATIONS



### TRADE RELATIONS



On July 18, 2018, Uganda signed a contract for the purchase of four Bombardier commercial aircraft from Bombardier a Canadian Company, which ultimately cost US\$190 million.

In 2021, two-way merchandise trade between Canada and Uganda reached \$51.5 million. This consisted of \$33.6 million in exports from Canada and \$17.9 million in imports from Uganda. Top Canadian exports to Uganda mainly included aircraft and spacecraft parts, textile articles, cereals and electrical machinery. Top Canadian imports from Uganda were primarily coffee and tea, live plant cuttings, edible fruits and nuts as well as fish.

### PRODUCT TRADE AND INVESTMENT (2021)

**Canadian exports to Uganda:** \$ 33,561,537

**Canadian imports from Uganda:** \$ 17,888,259

December 2022

Sources include: Statistics Canada, IMF



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DISCOVER CANADA



## BILATERAL RELATIONS



### BILATERAL PRODUCT TRADE CANADA - UGANDA

Please note that all statistics reflect Canadian dollars, with some figures reflecting the yearly averages for the year. If listed as '0' or absent, the figure is unavailable.

Year	Exports	Imports
2017	\$ 23,724,889	\$ 15,140,890
2018	\$ 24,276,801	\$ 11,551,917
2019	\$ 174,085,163	\$ 20,019,124
2020	\$ 32,476,447	\$ 14,767,785
2021	\$ 33,561,537	\$ 17,888,259

### 21 HS SECTIONS (2021) CANADA - UGANDA

Section	Exports	Imports
01 Animal & Prod.	\$ 47,891	\$ 1,409,779
02 Veg. Prod.	\$ 3,013,284	\$ 15,135,682
03 Fats, Oils & Waxes Prod.	-	\$ 17,550
04 Food Prod.	\$ 5,417	\$ 156,265
05 Mineral Prod.	-	\$ 379,939
06 Chemical Prod.	\$ 3,033,225	\$ 17,024
07 Plastics, Rubber Prod.	\$ 162,649	\$ 23,922
08 Leather, Fur Prod.	\$ 1,816	\$ 503
09 Wood Prod.	\$ 640	\$ 39,819
10 Paper Prod.	\$ 141,307	\$ 25,918
11 Textiles Prod.	\$ 3,193,250	\$ 7,939
12 Dress Access.	-	\$ 58
13 Glass & Stone Prod.	\$ 43,381	\$ 511,322
14 Precious Metals/stones	-	\$ 700
15 Base Metal Prod.	\$ 399,136	\$ 59,604
16 Mach. Mech. Elec. Prod.	\$ 9,506,732	\$ 85,772
17 Vehicles and Equip.	\$ 10,337,094	\$ 3,618
18 Specialized Inst.	\$ 544,708	\$ 9,961
19 Arms & Ammunition	-	\$ 173
20 Misc. Articles	\$ 53,996	\$ 1,181
21 Antiques	-	\$ 55



## THE UGANDA HIGH COMMISSION-OTTAWA



THE UGANDA HIGH  
COMMISSIONER,  
HER EXCELLENCY  
AMBASSADOR,  
JOY RUTH ACHENG

### MANDATE

The Embassy helps the government of Uganda to maintain cordial economic, political, cultural, social and other transnational ties with the government of Canada.

### CONSULAR SERVICES

Consulate services including visa, passport, document legalization, emergency travel document and assistance, and so on are provided by the embassy and/or consulate. Be sure to contact them ahead on how to book an appointment or be properly directed.

Appointment booking can be done via phone call during the official opening hours. The consulate may have dedicated support for Uganda in Canada, or prioritize their appointments

### VISA AND PASSPORT

If you want to know more about the types of Visas for your travel to Uganda or more information, you can get more information Uganda Visa.

### VISA TYPES GRANTED BY UGANDA ARE;

- Uganda Tourist Visa
- Uganda Business Visa
- Uganda Short-term entry visa to attend seminars/conferences, etc.
- Uganda Student Visa
- Uganda Medical Visa
- Uganda Medical Attendant Visa
- Travel Insurance

### UGANDA REPRESENTATION IN CANADA

Uganda is well represented in Canada by Ugandan High Commission in Ottawa and Honorary Consulate of Uganda in Vancouver, Ugandan Honorary Consulate in Montreal, Ugandan Honorary Consulate in Toronto. The Ugandan Embassy is located in the capital city of Canada and may (may not) provide the same services of the Ugandan consulate located in another city. It is crucial to call for direction.

### CANADA REPRESENTATION IN UGANDA

Canada is also well represented in Uganda by Canadian Honorary Consulate in Kampala, . The Canada Embassy is located in the capital city of Uganda and may (may not) provide the same services of the Canadian consulate located in another city. It is crucial to call for direction.

### UGANDA AND CANADA REPRESENTATION IN THE WORLD

Both countries have good bilateral relationships and they are well represented in different countries around the world. Uganda has 67 Embassies and Consulates worldwide while Canada has 232 Embassies and Consulates worldwide.

**Address:** 350 Sparks Street suite 601 Ottawa ON K1R 7S8  
**Email:** Ottawa@mofa.go.ug



**Mark Sutcliffe**  
Mayor | Maire

On behalf of my colleagues on Ottawa City Council, I am delighted to extend a warm welcome to all those participating in the **Uganda Canada Convention 2023**, and **6<sup>th</sup> Annual Uganda Diaspora Business Expo and Cultural Gala**, taking place at the Westin Ottawa, on unceded Algonquin territory, from June 30<sup>th</sup> to July 2<sup>nd</sup>.

This Convention serves as a valuable forum for Ugandan and Canadian businesspeople and government representatives to network and explore trade and investment opportunities, in addition to promoting ties with East Africa with a focus on the coffee, tourism, and oil and gas industries, as well as sports, education, health, and Information and Communications Technology.

As Head of Council, I want also to acknowledge the Co-Chairs, keynote speakers, facilitators, artists, sponsors and exhibitors for dedicating efforts, talents, expertise and resources to the successful organization of this international summit and festival.

Allow me to offer my best wishes to the participants for a productive and rewarding experience, as well as a most enjoyable stay in Ottawa.

Sincerely,

**Office of the Mayor  
City of Ottawa**

110 Laurier Avenue West  
Ottawa, Ontario K1P 1J1  
Tel.: 613-580-2496  
Fax: 613-580-2509  
Email: [Mark.Sutcliffe@ottawa.ca](mailto:Mark.Sutcliffe@ottawa.ca)

**Bureau du maire  
Ville d'Ottawa**

110, avenue Laurier Ouest  
Ottawa (Ontario) K1P 1J1  
Tél. : 613-580-2496  
Téléc. : 613-580-2509  
Courriel : [Mark.Sutcliffe@ottawa.ca](mailto:Mark.Sutcliffe@ottawa.ca)

Je suis ravi de souhaiter une cordiale bienvenue, au nom de mes collègues du Conseil municipal d'Ottawa, à tous les participants de l'**Uganda Canada Convention de 2023** et de la **6<sup>e</sup> édition annuelle de l'exposition commerciale et du gala culturel de la diaspora ougandaise**, qui auront lieu du 30 juin au 2 juillet à l'hôtel Westin Ottawa, sur un territoire algonquin non cédé.

Ce congrès est une occasion privilégiée pour les gens d'affaires et les représentants des gouvernements de l'Ouganda et du Canada de faire du réseautage et de rechercher des possibilités d'affaires et d'investissement, en plus de renforcer les liens avec l'Afrique de l'Est, plus particulièrement en ce qui concerne les industries du café, du tourisme, du pétrole et du gaz naturel, ainsi que les domaines du sport, de l'éducation, de la santé et des technologies de l'information et des communications.

En tant que chef du Conseil, je tiens également à saluer les coprésidents, les orateurs principaux, les animateurs, les artistes, les commanditaires et les exposants, qui ont consacré efforts, talents, savoir-faire et ressources afin d'assurer la réussite de ce congrès et festival international.

Permettez-moi de souhaiter aux participants une expérience fructueuse et enrichissante et aux visiteurs un séjour des plus agréables à Ottawa.

Cordialement,

Mark Sutcliffe, Mayor/Maire



# WHY OTTAWA

Ottawa is Canada's capital, in the east of southern Ontario, near the city of Montréal and the U.S. border. Sitting on the Ottawa River, it has at its centre Parliament Hill, with grand Victorian architecture and museums such as the National Gallery of Canada, with noted collections of indigenous and other Canadian art. The park-lined Rideau Canal is filled with boats in summer and ice-skaters in winter.

Ottawa is an ideal location for the Uganda-Canada Convention due to its accessibility, government presence, cultural diversity, business-friendly environment and tourist attractions.

## ACCESSIBILITY:

Ottawa is easily accessible by air, with direct flights from major Canadian and international cities. This makes it convenient for attendees from both Uganda and Canada to travel to the event.

## GOVERNMENT PRESENCE:

Ottawa is home to the Canadian government, which makes it an ideal location for an event that aims to foster closer ties between the two countries. The event will have access to government officials and leaders that can help to create opportunities for both countries.

## BUSINESS-FRIENDLY:

Ottawa is a hub for business and technology, with a strong presence of companies in the fields of telecommunications, engineering and software development. This makes it an ideal location for a business event, with a potential of making connections and finding potential partners in the country.

## CULTURAL DIVERSITY:

Ottawa is a diverse city, with a large population of African immigrants. This makes it a great location for an event that aims to celebrate the cultures of Uganda and Canada, as the city already has a strong connection to Africa.

## TOURISTIC CITY:

Ottawa is a great tourist destination, many visitors come to the city to explore its rich history, culture and natural beauty. The event can be an opportunity to showcase Ugandan culture and tourism to the delegates and visitors.



The Republic of Uganda

## OFFICE OF THE PRESIDENT

### MINISTRY OF KAMPALA CAPITAL CITY AND METROPOLITAN AFFAIRS

PARLIAMENT BUILDING P.O. BOX 7168 KAMPALA, TELEPHONE: 0414-344968, 0414-343913, 0414-230455,  
0414-254881/6. Website: [www.officeofthepresident.go.ug](http://www.officeofthepresident.go.ug), [www.kcca.go.ug](http://www.kcca.go.ug)



ADM 171/01

8<sup>th</sup> February 2023

The Event co-ordinator

6<sup>th</sup> annual Uganda- Canada business Expo  
Ottawa  
CANADA

Dear Mr. Ronnie Mayanja

#### RE: ACCEPTANCE OF INVITATION

This is to acknowledge receipt of your invitation to the convention and to confirm that I will attend the event, and do a presentation as per your request.

In the meantime, I am organising to come over, leading a big delegation of technocrats and the business community who are quite keen on attending the event.

We promise to keep you posted concerning the arrangements of our travel from this end and should you have any information you may need from us, do not hesitate to get in touch with my office.

*Kabanda*

Hon. Minsa Kabanda

Minister for Kampala Capital City and Metropolitan Affairs.

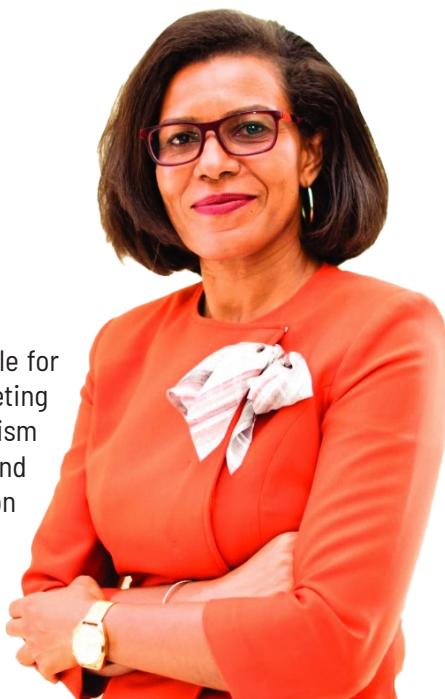


## THE UGANDAN TOURISM INDUSTRY



The Uganda Tourism Board (UTB) is a government agency responsible for promoting and developing tourism in Uganda. Its duties include marketing Uganda as a tourist destination, developing and maintaining tourism infrastructure, and working with private sector partners to promote and grow the tourism industry. Additionally, UTB also provides information and assistance to tourists visiting Uganda.

**Dr. Lilly Ajarova**  
C.E.O Uganda Tourism Board



EXPLORE  
**UGANDA**  
THE PEARL OF AFRICA



[www.exploreuganda.com](http://www.exploreuganda.com)

The Pearl is blessed with an undeniable natural beauty. In the west, the Rwenzori peaks reach towards the sky, the perfect challenge for bold explorers - Across the nation, parks are home to some of the world's most exotic animals: Silver-backs, lions and countless others, ooh... Uganda is home to Africa's big 5.

Winding roads lead to places of grand beauty and unique cultures for those who dare to explore. There's a story at every turn, especially from our people, who are renowned for their warmth and charm.



[www.utb.go.ug](http://www.utb.go.ug)



EXPLORE  
**UGANDA**  
THE PEARL OF AFRICA



The King of Tooro, Omukama Oyo Nyimba Kabamba Iguru Rukidi IV, has summited Mountain Rwenzori in a 10-day Royal Expedition to Margherita Peak, The highest point in Uganda on the 7th of Aug 2022



Uganda Wildlife Authority, (UWA) manages 10 National Parks; 12 Wildlife reserves; 5 Community Wildlife Management Areas; and 13 Wildlife Sanctuaries. The ten National Parks include Queen Elizabeth, Lake Mburo, Murchison Falls, Kidepo Valley, Kibale, Mount Elgon, Rwenzori Mountains, Semuliki, Mgahinga Gorilla, and Bwindi Impenetrable National Parks. These parks display the best in East Africa. Their Rift Valley landscapes and tropical forests make dramatic backdrops to an extensive variety of flora and fauna.

Explore the wild Kidepo Valley; spot Queen Elizabeth's tree-climbing lions; trek up the Virunga Volcanoes; summit the snow-capped Rwenzori Mountains; take on Bwindi's "impenetrable forest"; learn ancient tribal traditions and crafts - or just relax at your lodge surrounded by the wonderful sights and sounds of Africa's most hospitable destination.



[www.ugandawildlife.org](http://www.ugandawildlife.org)

[www.utb.go.ug](http://www.utb.go.ug)



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## CONNECTING UGANDA AND OTTAWA TOURISM INDUSTRY



The Uganda Canada Convention & Business Expo - 2023 Edition offers a unique opportunity for tour operators from Uganda and Ottawa to connect and form new partnerships. Uganda is a country full of natural beauty, culture, and adventure and Ottawa is a vibrant city full of attractions and activities. By coming together at the conference, tour operators will be able to explore the potential of mutually beneficial collaborations.

Ugandan tour operators will have the chance to connect with Ottawa tour operators and other potential partners in the tourism chain such as travel agents, accommodation providers, and entertainment venues. This will provide them with the opportunity to strengthen existing relationships and create new ones. Furthermore, they can gain insights into the Canadian tourism market and use this knowledge to develop their own strategies and initiatives.

Ottawa tour operators will be able to explore the unique offerings of Uganda. This will enable them to expand their portfolio and offer more exciting packages to their customers. By forming partnerships with Ugandan tour operators, they will be able to provide customers with access to exclusive experiences and activities. This could also lead to the development of new tourism products, such as safaris and cultural tours.



# EXPLORE UGANDA THE PEARL OF AFRICA



**Winston Churchill-1907 in Uganda  
Hiking from Jinja to Murchison Falls**

Winston Churchill experienced Uganda as few Tourist do

**The Slogan – the Pearl of Africa – was made famous by Winston Churchill in his 1908 Book entitled “My African Journey” about his trip to Uganda in 1907. Sir Winston Churchill was quite enthused about what he found in Uganda.**

## WHY UGANDA WAS VOTED THE MOST HOSPITABLE NATION IN AFRICA

Uganda scored the highest ratings for friendliness on February 16, 2017. 'General friendliness' received the highest possible grade from 57% of expats in Uganda, according to the InterNations research, compared to a global average of 26%. Additionally, not a single responder gave this factor a low rating, which is mostly attributable to the Culture and the People.



[www.exploreuganda.com](http://www.exploreuganda.com)

[www.utb.go.ug](http://www.utb.go.ug)



Our main role is to uphold the good reputation of Uganda as a tourist destination by ensuring that the Uganda Tour Operators maintain the highest standards of service and value.

AUTO Members offer a range of services, which can be broadly divided into the following categories Special interest safaris, Air safaris, Incentive travel group safaris, Custom safaris for individual travellers and Camping safaris (luxury & budget).



[www.ugandatouroperators.org](http://www.ugandatouroperators.org)



#### BUGANDA HERITAGE & TOURISM BOARD

Buganda Heritage and Tourism Board is a Kingdom organization mandated to "Protect, Preserve and Promote Buganda's cultural heritage and tourism while conserving the culture. Buganda is a Bantu Kingdom within Uganda and is the largest of the Traditional Kingdoms in present day East Africa, consisting of Uganda's central region including Kampala and Entebbe which is the gateway to the pearl of Africa.

#### Bulange Parliament



Bulange is the first modern parliament in East Africa and it serves as the main administrative seat in Buganda it is where the Lukiiko (Buganda Parliament) sits. It houses the offices of the Kabaka, Nnaabagereka(Queen), the Katikkiro(Prime Minister) and offices of other high-ranking officials in the Kingdom.

**Albert Kasozi -  
Executive Director**



#### The Mmengo Palace



This is the main building in the palace which was built in 1922 and is the modern palace in Uganda. This Palace was established by King Daudi Chwa II and got the idea after visiting King George the 5th in Buckingham Palace. However, in 1966, Tweakobe, was attacked and destroyed by Idd Amin Dada (army commander) on the orders of Dr. Milton Obote (Prime Minister). Later in 1997, the house was restored and renovated.

In the foreground of the palace is a well-tended compound with a smaller replica of the Entawetwa Roundabout as well as a German light field gun abandoned by soldiers after it was deemed non-functional.

#### Kasubi Tombs



This is a UNESCO World Heritage Site which established by the late (King) Kabaka Suuna II in 1852, it was reoccupied again in 1882 when the late King Mutesesa I relocated to Nabulagala Hill and renamed it Kasubi after his birthplace. He constructed a large mausoleum called Muzibuzaalampanga which literally means (King is born by a King). Mutesesa I died in 1884 and he was the first Kabaka to be buried with his jawbone intact in a casket that was made by the missionary called Alexander Mackay.

#### Kabaka's Lake



Kabaka's Lake is a man-made lake and is believed to be one of the largest of its kind in Africa. The construction of the lake started in 1885 on the orders of King Mwanga II. This lake was supposed to be a starting point connecting to Lake Victoria through a man-made channel, however the channel was never dug as the King faced rebellion and conflict from some of the foremen. Many water sport actives were done this lake which included; canoe riding, spot finishing and swimming which was of interest to the King.



THE WESTIN OTTAWA  
11 Colonel By Drive  
Ottawa, ON K1N 9H4  
Canada

[www.ugandacanadaconvention.com](http://www.ugandacanadaconvention.com)

Ottawa  
30TH JUNE TO 2ND JULY 2023  
CANADA DAY WEEKEND

BUSINESS BREAKFAST • INVESTMENT SUMMIT • BOAT CRUISE • MUSICAL -CULTURAL FESTIVAL • FASHION, GALA DINNER

### The Association of Uganda Tour Operators - Participants

NO.	NAME	EMAIL ID
1	Alpha Adventure Safaris	info@alphatoursafaris.com
2	Kampala Executive Aviation	mnalubega@flykea.com
3	Nkuringo Safaris	lydia@nkuringowalkingsafaris.com
4	Exclusive African Safaris	alex@exclusiveafricansafaris.com
5	Escape Tours & Safaris	safari@escapeuganda.com
6	Let's Go Travel	anjelica@letsgosafari-ug.com
7	AA Safaris and Tours Ltd	info@gorillas-safaris.com
8	countrysightstours	info@countrysightstours.com
9	Mr Fleet Senry Concept	mrfleetssenryconcepts@gmail.com
10	kabiza wilderness safaris limited	kabizawildernesssafaris@kabiza.com
11	Sites Travel	jemima@sitestravel-ug.com
12	Gorilla Walking Safaris Ltd.	reservations@gorillawalkingsafaris.com
13	ALL IN AFRICA SAFARIS LIMITED	info@allinafricasafaris.com
14	Home To Africa Tours and Travel	elias@hometoafrica.com
15	Universal Travels (u) Ltd	univtravelsuganda@gmail.com
16	AjunaTours and Travel	ajunatruckers2005@gmail.com
17	uganda consult	ugconsultltd@gmail.com
18	Buganda Tourism Board	info@bhtb.com
19	Baboon Adventure Safaris	info@visitugandagorillas.com
20	Global Travel Operators.	globaltraveloperators@gmail.com
21	East African Safari	alphabetarentals@gmail.com



# RATE CARD

## PLATINUM SPONSOR -USD \$20,000

- Two Registrations to the convention
- 10-minute speaker opportunity
- Naming rights sponsorship(ownership of the event)
- Branding Opportunities- Distribution of corporate gifts and promotional materials in all guest packs - Display of company logo on Event publicity material including Website Appearance of company name, logo and advert on Screen during the event
- 3m x 2m Display area
- Media Profile: prominent acknowledgement in the pre- and post-event media blitz
- Recognition throughout the Event as the Official Sponsor
- Website presence for 6 months
- Road show engagements (Ottawa, Toronto, Edmonton)

## GOLD SPONSOR-USD \$15,000

- Privilege of sponsoring Welcome Cocktail-Emcee mentions.
- Branding Opportunities- Display of company logo on Event publicity materialAppearance of company name, logo and advert on Screen during the event
- 3m x 2m Display area
- Media Profile: prominent acknowledgement in the pre-event media blitz
- One guest invitation to convention
- 10-minute speaker opportunity

## BRONZE SPONSOR -USD \$10,000

- One invitation to convention
- Mention in media and newsletters
- Five- minute speaker opportunity
- Branding Opportunities- Branding in the Cocktail area and within the main Hall - Display of company logo on Event publicity material
- Media Profile: prominent acknowledgement in the pre-event media blitz

## TABLE -USD \$2,000

- Vendor space-For Marketing Product

## EVENT BOOKLET

- Full Page A4 size Ad-USD \$1,000

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## TOUR OPERATORS - USD \$5,000

- 1 invitations to the convention
- Official Meetings/engagements with potential partners
- 3x2 Booth
- Logo TV advert, event website  
Magazine half page

## CUSTOM BOOTH - USD \$10,000



Email: ugcanaianconvention@gmail.com  
Phone: +1416.946.1921 | +1978.235.2459  
Website: www.ugandacanadaconvention.com

## OUR TEAM & PARTNERS

### INQUIRIES

#### UGANDA



**SHADRACK OLINGA**  
Uganda Diaspora Network  
Country Manager-Uganda  
+256 700 769 683



**RONNIE MAYANJA**  
CEO & Event Organizer  
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#### CANADA



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Uganda Canada Convention  
Digital Manager  
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**BETTINA TUMUHISE**  
Uganda Canada Convention  
Community Liaison  
+1 647 550 4810



**Dr. Maggie Kigozi**  
Uganda Diaspora  
Network  
Patron



**Justus Mirembe**  
Uganda Canada  
Convention  
Co - Chair



**Jeff Kizito**  
Uganda Canada  
Convention  
Co - Chair



**Buyungo Bedford**  
Uganda Diaspora  
Network  
R&D Director



**Uganda High Commission**  
- Ottawa



**Suzan Namulindwa**  
C.E.O African  
Trade Desk



**David Kajoba**  
Chair-Uganda Association  
of Ottawa



## NOTABLE ORGANISATIONS EXPECTED TO ATTEND





OTTAWA TOURISM



## WELCOME TO OTTAWA!

On behalf of Ottawa Tourism, we extend to you a warm welcome to our beautiful city. Ottawa is incredibly proud to host the **Uganda Canada Convention** and **6<sup>th</sup> Annual Uganda Diaspora Business Expo and Cultural Gala**.

Nestled at the junction of three rivers and the UNESCO World Heritage Site, the Rideau Canal, Ottawa is considered one of the world's most beautiful capitals. The city features a thriving cultural scene, a wealth of historic landmarks, wide-open green spaces and parks, and delivers a truly unique Canadian experience. Our national museums devoted to science, technology, aerospace, and more, offer creative, ground breaking, and state-of-the-art exhibitions, as well as modern convention venues, offering a unique and inspiring meeting experience to its delegates. Bordering the province of Quebec, Ottawa offers a dynamic cultural milieu in which both French and English cultures and languages are treasured. Add all of that to its clean, green, and natural setting, and you've got a capital that attracts millions of visitors every year.

When your business is done, we encourage you to explore some of the many attractions of the area. A pedestrian-friendly downtown core that is home to many remarkable hotels allows for delegates to attend an event and to then take in the city's many sights with ease. From beautiful museums, to outdoor adventure in any season, to award-winning restaurants and high-end shopping, you can be sure that there is plenty for everyone to see and do.

To find out what's on while you're here visit [www.ottawatourism.ca](http://www.ottawatourism.ca) and be sure to share your experiences with us on social media using the hashtag **#MyOttawa**. We hope that your time in Ottawa is productive and fulfilling.

Enjoy your visit to Ottawa and we sincerely hope we have the pleasure of welcoming you back soon!

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Michael Crockatt".

Michael Crockatt  
President & CEO

150 Elgin Street—Suite 1405  
Ottawa, Ontario, Canada K2P 1L4

150, rue Elgin - Bureau 1405  
Ottawa (Ontario) Canada K2P 1L4

+1 833 864 7839  
[ottawatourism.ca](http://ottawatourism.ca)  
[tourismeottawa.ca](http://tourismeottawa.ca)

VisitOttawa

@OttawaTourism

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Association of Canadian Travel Agencies  
Association canadienne des agences de voyages

ACTA is the Association of Canadian Travel Agencies, a national member-based trade association that represents the retail travel sector of Canada's tourism industry. Over 12,000 Travel Agents across the country work in our member agencies representing more than 80% of the travel business booked through a Travel Agency in Canada.

Canada's retail travel sector plays an important role in our economy and the lives of the travelling public. ACTA's membership continues to grow and the leadership we provide our Members keeps pace with ever-changing requirements for travel professionals and travelers alike. In today's complex and rapidly changing retail travel environment we are there for our members.

We are an industry-led, non-profit organization that advocates on behalf of members with governments, regulatory agencies, and travel suppliers in the best interests of the retail travel sector and consumers who benefit from the professional services provided by our Members.

Our purpose since our founding more than 40 years ago, is to ensure Canadian consumers have professional, meaningful, and ethical travel counselling services by providing effective leadership in matters that impact retail travel industry members and their clients.

## MANDATE, MISSION, VISION

### **ACTA Mandate**

To ensure consumers have professional and meaningful travel counselling by providing effective leadership in a number of key strategic areas on behalf of the retail travel industry members.

**Advocate** - in the best interests of the retail travel industry to government, suppliers and other organizations through one strong voice.

**Educate and Elevate** - industry standards and professionalism through certification, accreditation and other learning opportunities.

**Promote** - the value of the retail travel industry to the travelling public and actively position the travel agent as the authority in travel.

**Connect** - our members with the information, contacts and programs they need to be more effective.

### **ACTA Mission**

To foster the success and prosperity of our travel agency members.

### **ACTA Vision**

A healthy and vibrant retail travel industry where the travel agent is recognized as an expert resource.

[www.cato.ca](http://www.cato.ca)

EVENT  
**PROSPECTUS**



Canadian Association of Tour Operators

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We represent the interests and advocate on behalf of Canadian Tour operators!

The Canadian Association of Tour Operators (CATO) is a non-profit organization, consisting of highly respected tour operators from across Canada as well as supporting members.

CATO's primary role is to inform government and other stakeholders of issues important to its members as well as advocate on their behalf.

## What CATO stands For and how you can be helped

CATO is driven by a passionate group of volunteers who donate their time and ideas to advocate for an industry that is diverse, complex and has a foothold in virtually every community across Canada.

CATO's members include organizations offering tour programs and travel packages originating from Canada to international destinations as well as inbound to Canada, intra-Canada and trans-border.

[www.cato.ca](http://www.cato.ca)

CATO WILL BE IN ATTENDANCE AT THE UGANDA CANADA CONVENTION TAKING PLACE IN JUNE AND JULY 2023.

