

CONCEPT NOTE

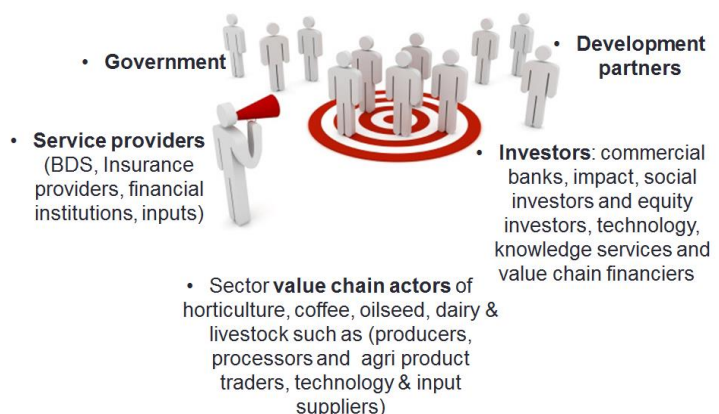
Introduction

Promoting Agribusiness Investment, Networking and Trade (PAINT) is a programme aimed at accelerating growth of the agribusiness sector. The initiative is aimed at catalysing capacity development of agribusinesses to be commercially viable and visible through tailored mentoring and coaching, access to markets, financing, knowledge and technology. Focus is on agriculture because it is the backbone of Uganda's economy, contributing 22% to GDP with 77% of Uganda's population depending on Agriculture and the sector accounts for 48% of total exports. PAINT involves a series of activities which climax with a physical matchmaking event aimed at facilitating linkages between investors, agribusinesses and partners. PAINT started in 2016 and 73% and 50% of agripreneurs and investors respectively indicated that they have already closed a deal successfully.

"Thanks for the event, it was worth our investment! We are at non-disclosure agreement with iungo capital. We are at investment memorandum with pearl capital" Baguma Andrew, Destiny Farm Ltd.

The Trade and Investment matchmaking event for 2017 will take place in **October in Kampala.**

Who can Participate in PAINT



Objectives

The PAINT program aims to bring 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 trade and investment opportunities. Sectors of interest are horticulture, coffee, oilseed, dairy & livestock.

Specific objectives

1. To facilitate agro-enterprises to grow sustainable businesses through linking them to affordable and favourable investment and financing opportunities and supporting them to grow their competitive advantage on local as well as international markets.
2. To facilitate back and forward market linkages for products and services among the entrepreneurs, business development service providers and investors.
3. To facilitate the transfer and access to knowledge and improved technologies
4. To influence the support structure of the agribusiness sector by mapping out trends and needs that guide implementation by the stakeholders

What PAINT offers to participants



AGRIPRENEURS:

Secure and explore financing options for your business ideas

Needs based coaching and mentoring from reputable firms and individuals

Receive critical feedback on business ideas/cases

Networking opportunities with local and international business including an incoming Dutch mission

Access to new market opportunities for your products and services

Learning new agribusiness improvement ideas

Access to technology offers and other inputs



INVESTORS:

Interact directly with a pipeline of bankable agribusiness cases

Secure investment opportunities

Long term network building opportunities with Agripreneurs

Sell your products and services

Understand the realities of Agripreneurs to better shape your market penetration strategies

Access a catalogue of bankable businesses



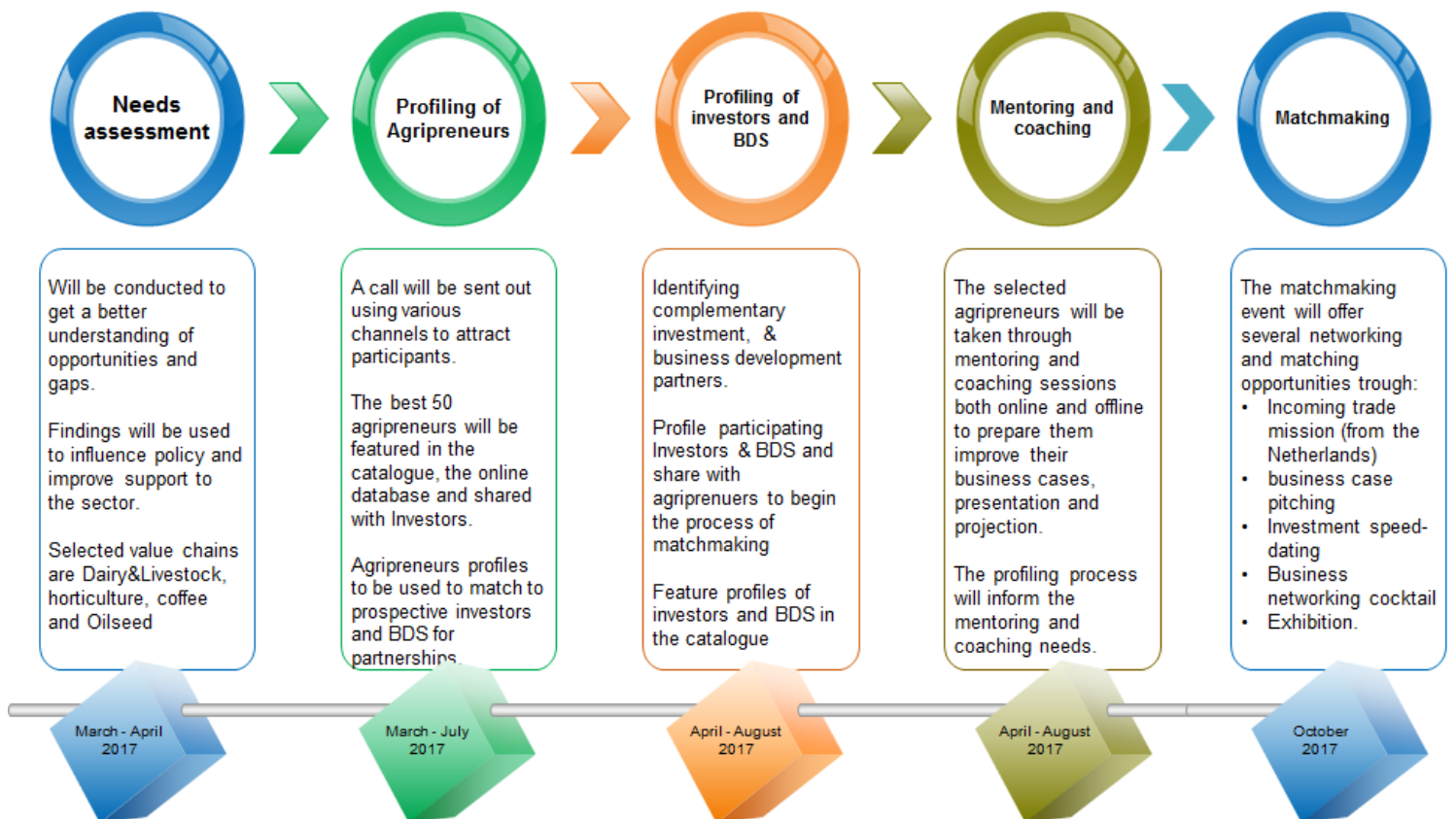
BUSINESS DEVELOPMENT SERVICE PROVIDERS:

Access potential business opportunities

Access to a network of agribusiness industry players

Access to information and a database of industry players

PAINT Packages



Long term desired outcomes

1. 150 agribusinesses mentored and coached towards investment readiness
2. 150 profiled agribusinesses have improved business performances and competitiveness
3. 30 high impact businesses matched successfully with investor and trade partners
4. 15 investors and 15 business service providers are linked to investment ready businesses
5. A database of 400 agribusiness enterprises developed and categorised based on the products and services offered along the different value chains.
6. To positively influence the trade and investment environment in Uganda.
7. To impact 10,000 farmers through PAINT agripreneurs by 2018

8. Promoting inclusive agribusiness concept and social business development.

Participation Fees

Participation fees per category:

Agripreneurs;	\$100
Service providers and exhibitors -----	\$200
Investors -----	\$300

Find more information at: <http://agriprofocus.com/promoting-agribusiness-investm>

Or

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