



31st UGANDA INTERNATIONAL TRADEFAIR

Theme:

“Sustainable Industrialization for Inclusive Growth, Employment & Wealth Creation”



02 TO 12
OCTOBER
2025



**UMA Show
Grounds
Lugogo**



BRIGHT EXHIBITIONS

The 31st edition of the Uganda International Trade Fair, is scheduled to take place from Thursday **2nd to Sunday 12th October 2025** at the Uganda Manufacturers Association (UMA) Show Grounds, Lugogo, Kampala. UGITF is a multi-sectoral event that will run under the theme "Sustainable Industrialization for Inclusive Growth, Employment and Wealth Creation"

Over the last 30 years, UGITF has grown significantly from less than **50 exhibitors** in the early 1990s to over **1000 exhibitors** in 2024. Over the same period of time, the number of show-goers has more than doubled to over **250,000 show-goers** in 2024.

Why Exhibit



- Showcase and market your products



- Interact with both prospective and existing customers to enhance brand reputation



- Develop business linkages
- Generate revenue through direct sales and leads

Why Sponsor



- Increased Brand Visibility
- Engagements with government and key policy makers



- Generate leads with potential business opportunities



- Pre event marketing and promotions

Trade Fair Highlights



- Over 1,000 exhibitor from 30+ Countries.
- 11 days of exhibitions, forums and product launches



- Business matchmaking and knowledge exchange



- Promotions and entertainment.



- Health Camp

Showcases the strength of the local health sector, and provides valuable healthcare services to showgoers.



- Industrial Education Pavilion

Exhibitors will showcase practical stem innovations so that visitors gain a hands-on exposure to informal and non-informal skills.



- Industrial Masterclasses

Participants will gain expert guidance on scaling businesses, navigating industry challenges, fostering innovation and seizing markets.



- Agriculture pavilion

This platform will bring together 200+ Industrialists who are the consumers of Agricultural products as raw materials and facilitate trainings in modern Agriculture practices



Exhibition Space Specifications

Covered area with built stands (**minimum 3 x 3 = 9 sq.meters**) Available in multiples of 9, 18, 27, 36 square meters etc. **USD 1000 VAT EXCL**

Open area (bare ground) Self-built pavilions Available in **sq.meters** at **USD 50 VAT EXCL. per Sq.meter**

Sponsorship Packages For 31st Uganda International Trade Fair (UGITF)

General Sponsorship Packages	Platinum 150M	Gold 80M	Silver 40M
1. Sponsors Logo to be featured on the event back drop canvas.	✓	✓	✓
2. Unlimited co-branding on all available media throughout the publicity campaign for the event.	✓	✓	✓
3. Up to 100 complementary cards for Platinum, 50 for Gold and 25 for Silver	✓	✓	✓
4. Logo placement on the event maps	✓	✓	✓
5. Free outdoor and indoor Exhibition Space. Selection of preferred available exhibition space.	✓	✓	✓
6. Mailers about sponsor to members	✓	✓	
7. Daily activations on the event stage	✓	✓	
8. Branding at the main stage backdrop banner	✓	✓	
9. Branding Opportunity at the official opening ceremony	✓	✓	
10. Exclusive opportunity to present a hamper of your products to key event guests	✓	✓	
11. Naming rights for the main event stage	✓	✓	
12. Branding of one UMA gate for One Year	✓	✓	
13. Naming rights of one gate during the trade fair	✓	✓	
14. Key note presentation during the opening ceremony.	✓	✓	
15. Exclusivity of lanyard branding of all event tags	✓		
16. Logo placement on the cover page and any choice of available advertising space inside the event catalogue	✓		
17. Naming rights for the VIP lounge area and complementary access for up to 5 people	✓		
18. Logo placement on the event sponsor wall and opportunities to feature in photos taken by attendees	✓		
19. Involvement in all policy discussions with key event guests e.g. the Ministers and Heads of Governments	✓		
20. Additional Branding opportunity during the UMA Networking events, Policy dialogues, regional engagements	✓		