



UGANDA SAUDI ARABIA COFFEE EXPO

معرض القهوة
أوغندا والسعودية

SEPTEMBER 8th, 2024

RIYADH, SAUDI ARABIA

CHIEF GUEST:
RTD. Jessica Rose Epel Alupo

Vice President of The Republic of Uganda

Organizers by

**Nonda
Coffee**
It's Magical



**INJAZ AL-DOULI
(SAUDI ARABIA)**
A member of Ingaz International Group



BACKGROUND AND RATIONALE

Uganda is renowned as one of the world's major coffee producers, contributing significantly to the global coffee market. Despite its high-quality coffee, the presence of Ugandan coffee in Saudi Arabia and other Gulf countries is minimal compared to that of countries like Ethiopia, Ecuador, and various South American nations. This discrepancy indicates a substantial untapped Ugandan coffee market potential in Saudi Arabia and other Gulf countries.

From **2000 to 2020**, Uganda exported **2000 - 4000 tonnes of coffee** annually to Saudi Arabia and the Gulf states, generating approximately \$16 million in revenue on a commercial basis. However, a substantial portion of this coffee reaches the market through informal channels, often carried by individuals in small quantities. This fragmented approach limits the potential market impact and brand recognition of Ugandan coffee.

To address this gap, **INJAZ AL-DOULI** a member of Ingaz International Group from Saudi Arabia and **NONDA COMMODITIES LIMITED** from Uganda have forged a strategic partnership to create a dedicated channel for promoting, marketing, and branding Ugandan coffee. This collaboration aims to position Uganda as a premier specialty coffee producer in Saudi Arabia and the broader Gulf states.

The current coffee value from farm to export is as follows:

 Kibooko 3,000-3,500 UGX	 FAQ 7,000-7,600 UGX	 Arabica Parchment 9,000-10,000 UGX	 DRUGA 8,000-8,700 UGX
---	---	--	---

This partnership has the potential to significantly increase revenue throughout the value chain, enhancing the average price from **2.3 USD** to **12 USD** per unit. This initiative not only boosts the financial prospects of Ugandan coffee producers but also elevates the global profile of Ugandan coffee in specialty markets.

A significant part of this intervention involves a \$50 million investment aimed at:

- Setting up coffee shops in Saudi Arabia exclusively selling and roasting Ugandan coffee.
- Building a coffee processing factory in Kasese, Uganda, with a capacity to process 24000 metric tonnes of Uganda's natural Arabica coffee annually.



Organizers by





The Uganda-Saudi Arabia Coffee Exhibition is designed to serve as a launchpad for these initiatives, providing a comprehensive platform to introduce Ugandan coffee to the Saudi and Gulf markets effectively.

OBJECTIVES

- **Market Expansion:** Introduce and expand the presence of Ugandan coffee in Saudi Arabia and the Gulf countries.
- **Branding and Promotion:** Establish Ugandan coffee as a premium brand in the specialty coffee market.
- **Networking:** Facilitate connections between Ugandan coffee producers and Saudi/Gulf region distributors, retailers, and consumers.
- **Knowledge Exchange:** Share best practices, innovations, and trends in coffee production and marketing between Ugandan and Saudi stakeholders.
- **Sustainable Partnerships:** Foster long-term trade relationships and partnerships between the two countries.
- **Quality and Supply guarantee.**

EVENT ACTIVITIES

- **Exhibition Booths:** Showcase various Ugandan coffee brands, including samples for tasting and purchasing.
- **Workshops and Seminars:** Conduct sessions on topics such as coffee cultivation, brewing techniques, and market trends.
- **B2B Meetings:** Arrange business-to-business meetings to facilitate direct trade discussions and partnerships.
- **Cultural Events:** Highlight Ugandan Tourism and Saudi Arabia culture, including traditional Saudi Arabia performances to enrich the exhibition experience.
- **Product Launches:** Introduce new coffee products and innovative brewing equipment from Uganda.

TARGET AUDIENCE

- Coffee Importers and Distributors
- Retailers and Café Owners
- Coffee Enthusiasts and Consumers
- Trade and Investment Agencies
- Media and Influencers in the Coffee Industry
- Government Representatives and Policymakers



Organizers by



**INJAZ AL-DOULI
(SAUDI ARABIA)**
A member of Ingaz International Group



EXPECTED OUTCOMES

- **Increased Market Presence:** Boost the market share of Ugandan coffee in Saudi Arabia and the Gulf region.
- **Brand Recognition:** Establish a strong brand identity for Ugandan coffee as a premium product.
- **Trade Agreements:** Secure trade deals and partnerships between Ugandan producers and Gulf region businesses.
- **Knowledge and Skills Transfer:** Enhance the skills and knowledge of stakeholders through workshops and seminars.
- **Cultural Exchange:** Promote cultural understanding and appreciation between Uganda and Saudi Arabia.
- **Infrastructure Development:** Establish coffee shops and roasteries in Riyadh and a coffee processing factory in Kasese to support long-term growth and sustainability.

LOGISTICS AND PLANNING

- **Venue:** A centrally located exhibition hall in Riyadh, equipped with facilities for presentations, tastings, and networking.
- **Marketing and Promotion:** Comprehensive marketing campaign targeting key stakeholders in both regions through social media, press releases, and targeted advertisements.
- **Health and Safety:** Ensure compliance with health and safety regulations to provide a secure environment for all participants.

CONCLUSION

The Uganda-Saudi Arabia Coffee Exhibition represents a strategic initiative to harness the untapped potential of Ugandan coffee in the Saudi and Gulf markets. By creating an exclusive channel for promotion and branding, INJAZ AL-DOULI A member of Ingaz International Group and NONDA COMMODITIES LIMITED aim to position Ugandan coffee as a leading single origin specialty product, fostering sustainable trade relationships and enhancing cultural ties between the two regions. This event marks the beginning of a concerted effort to elevate Uganda's coffee industry on the global stage, supported by significant investments in infrastructure and market development.



Organizers by



INJAZ AL-DOULI
(SAUDI ARABIA)
A member of Ingaz International Group



UGANDA SAUDI ARABIA COFFEE EXPO

معرض القهوة
أوغندا والسعودية

SEPTEMBER 8th, 2024

RIYADH, SAUDI ARABIA



For more details call the numbers below or event registration, please visit www.ugandasaudiarabiacoffeexpo.com

INJAZ AL-DOULI (Saudi Arabia)

Email: Sharif@ingaz.sa

Tel: +966 599 120417/+256 705 617 344

NONDA COMMODITIES LIMITED (Uganda)

Email: alivemi2000@gmail.com

Tel: +256 757 639 033