

National Day of Uganda

PUBLICITY

THE JAPAN NEWS
BY THE YOMIURI SHIMBUN

The Pearl of Africa shines in Asia

Why Uganda is Japan's next great investment frontier

By Tophace Kaahwa

Ambassador of the Republic of Uganda

As we celebrate our 64th Independence Anniversary, we present to you a country that is rapidly emerging as a premier destination for Japanese investment and strategic partnerships. Located at the geographical heart of the African continent, this vibrant nation offers an unmatched combination of political stability, a highly dynamic workforce and untapped potential across multiple sectors. As Japan seeks to diversify its global supply chains and expand its footprint in high-growth markets, Uganda presents a compelling, low-risk and high-reward opportunity for forward-thinking Japanese corporations.



Tophace Kaahwa

A gateway to a massive regional market

While Uganda boasts a robust domestic market, its true value lies in its role as a strategic gateway to the broader African continent. Uganda is a founding member of the East African Community (EAC), a regional bloc encompassing over 300 million consumers. Furthermore, Uganda is a signatory to the African Continental Free Trade Area (AfCFTA), which connects investors directly to a single market of 1.3 billion people. By establishing a manufacturing or logistics hub in Uganda, Japanese companies can seamlessly export goods tariff-free across the entire continent, bypassing traditional logistical bottlenecks.

The power of Africa's youngest demographic

For Japanese enterprises facing domestic demographic contraction, Uganda offers the ultimate structural antidote: a young, ambitious and English-speaking population. Over 70% of Uganda's population is under the age of 30. The government has made significant investments in technical and vocational education, creating a vast pool of tech-savvy, easily trainable workers. This demographic dividend provides Japanese investors with the reliable, cost-effective talent pool necessary to power manufacturing, assembly lines and digital services for decades to come.



Namanve Industrial Park

Courtesy of Ugandan Embassy

Prime sectors for Japanese expertise

Uganda's economic landscape aligns perfectly with Japan's industrial strengths, offering lucrative opportunities in several key sectors:

- **Agribusiness and agro-processing:** Uganda possesses some of the most fertile agricultural land in Africa, with two annual rainy seasons. However, much of its produce is exported raw. Japanese expertise in advanced food processing, cold-chain logistics and packaging can unlock immense value, transforming Uganda into a food basket for both Africa and the Middle East.

- **Infrastructure and clean energy:** To sustain its rapid urbanization, Uganda is heavily investing in roads, standard-gauge railways and green energy. With vast potential in hydroelectricity, solar power and geothermal energy, Uganda is the ideal testing ground for Japanese clean-tech innovations and high-quality infrastructure development.

- **Manufacturing and e-mobility:** The Ugandan government is aggressively promoting import substitu-

tion. Significant incentives are available for companies establishing domestic assembly plants for electronics, automotive parts and consumer goods. Notably, Uganda is leading the East African region in the transition to electric mobility, a sector where Japanese automakers can pioneer eco-friendly transport solutions.

- **Mineral wealth and the green transition:** Uganda is richly endowed with critical minerals essential for the global green transition, including copper, cobalt, graphite and rare earth elements. Japanese mining and refining firms have a golden opportunity to secure reliable supply chains for these vital components through sustainable, transparent mining partnerships.

A secure, investor-friendly environment

Under the stewardship of the Uganda Investment Authority (UIA), the government has systematically dismantled bureaucratic red tape to create a seamless environment for foreign capital. Uganda allows 100% foreign ownership of businesses and guarantees the free repatriation of profits.

Investors operating within Uganda's industrial parks enjoy comprehensive fiscal incentives, including 10-year tax holidays, duty-free importation of plant and machinery and stamp duty exemptions. Most importantly, Uganda boasts a track record of macroeconomic stability, consistent GDP growth and a peaceful environment that safeguards foreign assets.

Building on a foundation of mutual respect

The bilateral relationship between Japan and Uganda is built on decades of mutual respect, reinforced by Japan's impactful development assistance through JICA and the Tokyo International Conference on African Development (TICAD) framework. However, the future of this relationship lies in private sector-driven commercial partnerships.

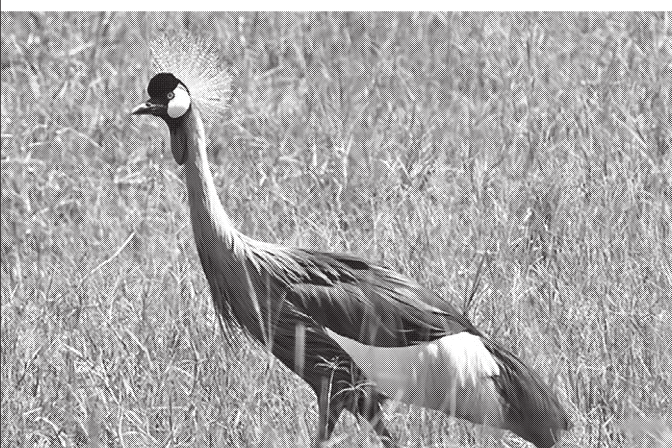
Uganda is no longer just a recipient of aid; it is a dynamic commercial partner ready for equity investments, joint ventures and technology transfers. Japanese companies that enter the Ugandan market today will not only secure a first-mover advantage but will also play a transformative role in shaping the economic future of East Africa.

Seize the pearl

As the global economy recalibrates, the smart capital is moving toward regions with intrinsic growth drivers: youth, resources and market access. Uganda checks every box. The Uganda Investment Authority extends a warm invitation to Japanese executives, trade delegations and entrepreneurs to visit Kampala, experience our world-class hospitality and witness firsthand the wealth of opportunities awaiting them. Invest in Uganda today and anchor your business in the future of African growth.

CONGRATULATIONS

to the People of the Republic of Uganda
on the 64th Anniversary of Their Independence



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Izumisano City and Gulu City in the Republic of Uganda signed a Friendship City Agreement on the 18th of July, 2017 for friendship and mutual development and have since carried out a variety of exchange activities.



IZUMISANO CITY, JAPAN

<https://www.city.izumisano.lg.jp>

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their Independence Day



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