THE ROLE OF A TPO IN A NATIONAL EXPORT STRATEGY – UEPB EXPERIENCES

A Presentation at the WTPO Conference in The Hague, 12th – 14th October 2008

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Uganda Export Promotion Board (UEPB) at a Glance

• Is Uganda’s National Organization for Trade Development and Promotion
• Established in 1996 by parliamentary Statute No.2 of 1996.
• Vision. “To brand Uganda on the world market as a reliable supplier of quality export products.
• Mission. “To facilitate and coordinate all export related activities that lead to export growth on sustainable basis
Functions of UEPB

- To provide trade and market information services
- To develop export products by stimulating quality and quantitative supplies.
- To provide trade promotional services including trade fairs, exhibitions etc
- To build the capacity of exporters and producers through specialized and practical training.
- To formulate and recommend to the government of Uganda, export plans, policies and strategies
Uganda NES - Background

- Medium term export planning framework (2008 - 2012)
- Targets to sustain Uganda’s export growth of 18% or much better surpass it.
- Target of US$ 5 billion per year in revenue from the exports of goods and services.
- More than 16% contribution to GPD.
- A per capita export ratio of US$ 200 by 2012
- NES was concluded in August and launched in October 2007
- Prior to the launch, an excellent and well coordinated work process involving both the Public and Private Sectors
UEPB’s Role
1. Start with and drive a strong and coherent partnership
2. Build a strong national leadership team and let their role be clear and owned

- First Meeting – 2nd October 2006 – Confirm the need and put a NES national team of 50 members together

- Team leadership – UEPB, NPA and PSFU under the stewardship of the Minister of Trade and the State Minister for Planning

- Teams have been worked independently but consulting with Stakeholders in their fields
3. The TPO has to work for and build a wider NES ownership processes

• Consulted with Districts in the first half of January-North, East, Central and West - Generated many inputs on the sectors

  Picture in the West  Picture in the North  Picture in the East

• Consulted with Exporters of the NES Priority Sectors
4. The TPO must be highly consultative at all levels - Critical for the future of the Strategy

- Consulted with Members of Parliament - Generated many inputs from them and they agreed to support the NES effort at the floor of Parliament

Fig1: C/m of Finance Committee in Parliament in a NES session
Fig2: C/m of Public accounts in Parliament in a NES session
Fig3: C/m of Trade Committee in Parliament and Minister of State for Trade in a NES session

- Consulted with the President on 20\textsuperscript{th} March 2007
5. Keeping the highest political leadership interested

Keeping the President fully informed of the process was a key success factor in Uganda.

This is a fundamental role of the TPO.

The President of Uganda launching The Uganda National Export Strategy in 2007.
Conclusions

• Having the Strategy is not the end. The beginning of Implementation for which leadership is vital. This is the role of the TPO. Thanks to ITC that has supported initial implementation planning in Uganda.

• Quick win projects have to be put together. Hardly will there be wholesome resource support to the entire NES immediately after launch.
• A coherent national implementation team is necessary. TPOs have a role in setting this up. (In Uganda 30 institutions have been constituted into a NES implementation Network)
• A coherent NES monitoring and evolution point is critical. (UEPB is playing this role in Uganda.)