

# EAST AFRICA E-COMMERCE FORUM 2024

## Theme:

'Galvanizing the transition to the digital economy - Harnessing Opportunities in E-Commerce for Inclusive Growth.'

✓ Friday. 27th Sept, 2024

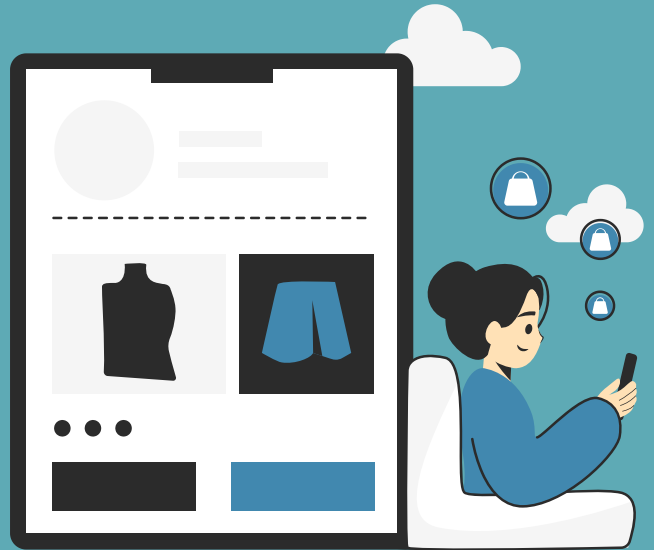
🕒 8.00 AM - 2.00 PM

📍 Uganda Industrial Research Institute (UIRI) Nakawa

Registration;

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# The Digital Economy and E-Commerce in Uganda and East Africa

## Uganda's E-commerce Landscape:

1. Internet Penetration: Uganda has witnessed significant growth in internet penetration, driven by mobile connectivity. As more Ugandans gain access to the internet, e-commerce opportunities expand.
2. Mobile Device Usage: Mobile phones serve as the primary gateway to online activities, including shopping. The proliferation of affordable smartphones has fueled e-commerce adoption.
3. Tech-Savvy Population: Uganda's youth population, with its tech-savviness, is actively participating in digital platforms, creating a conducive environment for e-commerce growth.

## East Africa's E-Commerce Trends

1. Intra-African Trade: Despite immense potential, intra-African trade remains relatively low. Only 17% of African trade occurs within the continent, compared to 59% in Asia and 69% in Europe. The implementation of the African Continental Free Trade Agreement (AfCFTA) aims to boost intra-Africa trade by up to 52%.
2. Cross-Border E-commerce: The rise of cross-border e-commerce platforms facilitates trade between East African countries. Initiatives like the AfCFTA encourage online sales and digital commerce across borders<sup>5</sup>.

3. . Challenges and Opportunities: While challenges such as non-tariff barriers persist, there are immense opportunities for e-commerce growth. Innovations, policy advocacy, and investment can drive the digital economy forward<sup>4</sup>.

## More trends and insights:

- Intra-African Trade: Currently at 17%, but poised for growth with AfCFTA implementation<sup>2</sup>.
- Mobile Penetration in Uganda: Over 50% of Ugandans have access to mobile phones, making it a critical channel for e-commerce.
- E-commerce Platforms: Local and regional e-commerce platforms are emerging, connecting buyers and sellers across East Africa.
- Digital Literacy: Efforts to enhance digital literacy are crucial for widespread e-commerce adoption.

As Uganda and East Africa embrace the digital frontier, collaboration, innovation, and supportive policies will shape the future of e-commerce in the region.

## The East Africa E-Commerce Forum

### Event Overview:

The First East Africa E-commerce Forum is a groundbreaking event that brings together visionaries, entrepreneurs, and industry leaders to explore the vast potential of e-commerce and digital technologies. Set against the backdrop of the digital economy, this forum aims to catalyze growth, foster collaboration, and empower businesses across the region. The event will take place on 27th September 2024 at Makerere UniPod, specifically at the Yusuf Lule Auditorium.

# THEME: Galvanizing the Transition to the Digital Economy

Our theme celebrates the spirit of innovation, resilience, and adaptability. It invites participants to envision a future where e-commerce transcends boundaries, transforms industries, and creates new pathways for economic prosperity.

## Key Objectives:

1. Digital Entrepreneurship and Startups:
  - Spotlight success stories of e-commerce startups and disruptors.
  - Explore strategies for nurturing and scaling digital ventures.
2. Technological Advancements:
  - Dive into emerging technologies such as blockchain, AI, and IoT.
  - Discuss their impact on e-commerce and business models.
3. Customer-Centric Strategies:
  - Delve into personalized experiences, customer journey mapping, and retention tactics.
  - Understand how data-driven insights drive growth.
4. Cross-Sector Collaboration:
  - Bridge gaps between e-commerce, finance, logistics, and retail.
  - Encourage partnerships for seamless integration.
5. Policy and Regulation:
  - Engage policymakers to create an enabling environment for digital commerce.
  - Address challenges related to taxation, cybersecurity, and consumer rights.



## Program Highlights:

1. Keynote Addresses:
  - Inspirational talks by industry leaders on navigating the digital landscape.
2. Interactive Workshops:
  - Hands-on sessions covering topics like digital marketing, UX design, and supply chain optimization.
3. E-commerce Showcase:
  - Exhibitions featuring innovative products, platforms, and solutions.
4. Panel Debates:
  - Panels on topics such as "Building Trust in Online Transactions" and "E-commerce Logistics."
5. Networking Galore:
  - Connect with fellow entrepreneurs, investors, and thought leaders.

## Expected Outcomes:

1. Collaborative Initiatives:
  - Forge partnerships that drive cross-sector collaboration.
  - Explore joint ventures and investment opportunities.
2. Launch of the East Africa Digital City.
3. Policy Advocacy:
  - Develop actionable recommendations for policymakers.
  - Advocate for e-commerce-friendly regulations.
4. Skills Enhancement:
  - Equip participants with practical skills for the digital age.