RODGER SSEBUTINDE
Founder of East African e-Commerce Forum, Founder of East African Digital City, Executive Director @NafasiTech Afrique, Digital Marketing Consultant
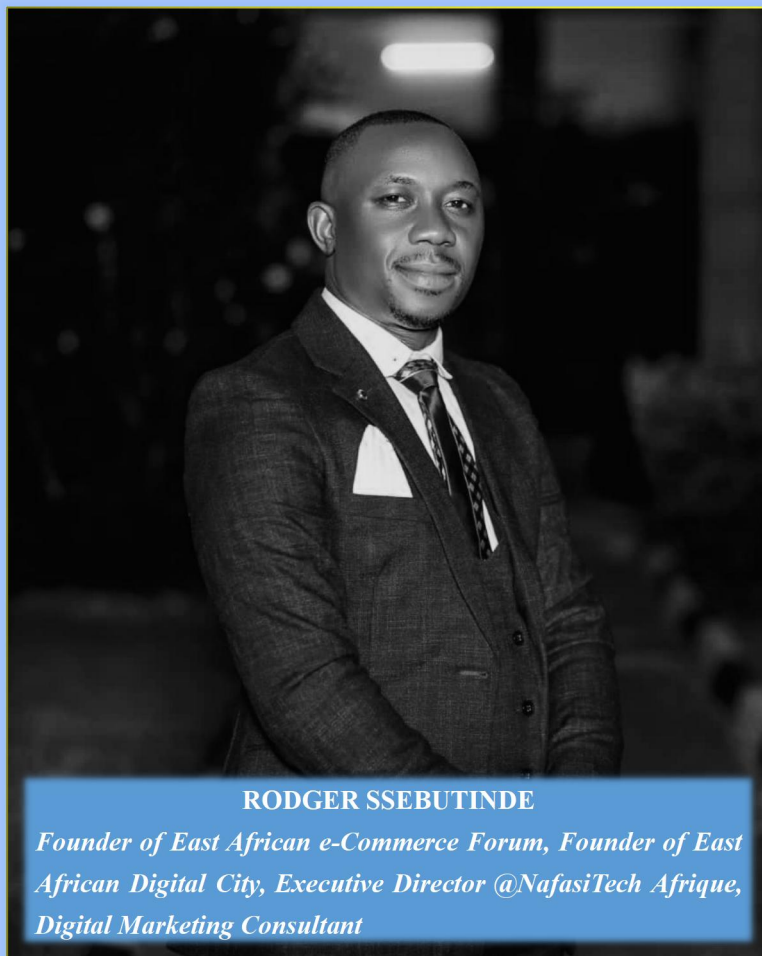
Foreword:

(In) the dynamic landscape of East Africa, Innovation and Technology have emerged as critical drivers of progress, reshaping the way we live, work, and connect in the digital age. The 1st Annual East African e-Commerce Forum heralds a new chapter in our collective journey towards harnessing the power of e-commerce to drive economic growth, empower entrepreneurs, and enhance the digital experience for all.

East Africa cannot afford to think small. At the current, incremental pace of economic and social advancement, too many of today's youth will continue to be denied the opportunity to live up to their potential. The rise of digital technologies offers a chance to Economic Growth, Innovation, *Job Creation*, and access to services which would have been unimaginable only a decade ago. The burgeoning tech start-up clusters in Nairobi, Dar, Kampala, and Kigali provide inspiration for what the future could hold.

As we convene for this landmark event, it is essential to reflect upon the transformative digital projects that have paved the way for this momentous occasion. Over the years, East Africa has witnessed a remarkable evolution in digital innovation, with groundbreaking projects serving as beacons of inspiration for the region and beyond.

From the **Establishment Of M-Pesa In Kenya In 2007**, which revolutionized mobile payments and financial inclusion, to the *launch of Jumia in 2012, the first African tech startup to be listed on the New York Stock Exchange*, the region has consistently pushed the boundaries of what is possible in the digital realm. The successful roll-out of the **East African Community e-Health Network in 2016** further underscored the region's commitment to leveraging technology for the betterment of healthcare services.

In 2018, the **East African Blockchain Conference** showcased the potential of blockchain technology to revolutionize sectors such as finance, supply chain management, and governance. Similarly, the **East African Digital Summit in 2020** brought together thought leaders and innovators to explore the emerging trends shaping the digital future of the region.

As we embark on the *1st Annual East African e-Commerce Forum*, we stand on the shoulders of these pioneering initiatives, drawing inspiration from the trailblazers who have championed Innovation and Technology in East Africa. This forum serves as a platform for stakeholders across the region to engage in dialogue, share insights, and forge partnerships that will propel e-Commerce to new heights and unlock its full potential as a driver of inclusive growth and prosperity.

Yours sincerely,

Rodger Ssebutinde.
Chairperson, Organizing Committee.

EVENT OVERVIEW

The 1st Annual East African e-Commerce Forum was a one-day event held on 27th September 2024 under the Theme: **"Harnessing Opportunities In e-Commerce For Inclusive Growth"** at the Uganda Industrial Research Institute (UIRI) in Nakawa Division. The Forum was organized by **NAFASI TECH AFRIQUE CO. LTD (NTA)** in collaboration with the Africa Centre For Economic Dialogue (AfCED), aiming to promote dialogue on the growth and potential of e-commerce within the rapidly expanding market of the East African region.

The main objective of the forum was to create a platform for stakeholders to interact, share knowledge and experiences, and identify opportunities for growth and development in the e-commerce industry. The forum aimed to explore various facets of e-commerce, including e-commerce legislation, mobile payments, cross-border transactions, logistics, and delivery.

The event was a collaboration between NTA, Uganda Industrial Research Institute, African Center For Economic Dialogue and other key players in the e-commerce industry. It was sponsored by various organizations, including the East African Community, the Ministry Of Trade, Industries & Cooperatives, Unicaf, Innovation Village, Mutindo and others

OBJECTIVES OF THE FORUM

1. Promote Growth: Foster discussions and strategies to stimulate the growth of e-commerce in the East African region, including exploring opportunities for small and medium-sized enterprises (SMEs) to thrive in the digital marketplace.

2. Enhance Digital Inclusion: Address challenges related to digital access, literacy, and infrastructure, aiming to reduce the digital divide within East Africa and ensure that a larger segment of the population can participate in e-commerce activities.

3. Encourage Innovation: Showcase innovative technologies and solutions that can revolutionize the e-commerce landscape in East Africa, encouraging collaboration and partnerships to drive innovation and competitiveness in the sector.

4. Facilitate Policy Development: Provide a platform for policymakers, industry experts, and stakeholders to discuss and develop policies that support the growth of e-commerce, address regulatory challenges, and promote a conducive environment for businesses operating in the digital space.

5. Promote Regional Integration: Explore opportunities for cross-border e-commerce within the East African region, promoting harmonization of regulations, standards, and frameworks to facilitate seamless online trade and enhance economic cooperation among member states.

DIGITAL MARKETING TRAINING

PRE-ACTIVITIES:

The recently concluded **8-week Digital Marketing Training for Makerere University students and staff was held from 27th July to 27th September at Mak UniPod**. The training was conducted every Saturday for 2 hours from 3 pm to 5 pm as a pre-activity for the 1st East African e-Commerce Forum. The training aimed to equip the participants with essential digital marketing skills and knowledge that would enable them to create and implement effective digital marketing strategies.

VALUE AND SIGNIFICANCE OF THE TRAINING

The training was significant in providing participants with an in-depth understanding of digital marketing and its various components. Participants were able to learn practical skills that they can apply in their personal and professional lives, such as search engine optimization, social media marketing, email marketing, and content creation. This training provided a platform for participants to develop their digital marketing skills and execute digital marketing campaigns effectively.

Topics Covered During the 8-Weeks Training
The 8-week digital marketing training offered by NTA covered the following topics:

Week One: Introduction to Digital Marketing
• What is digital marketing?
• Different types of digital marketing techniques
• Importance of digital marketing for businesses

Week Two: Search Engine Optimization (SEO)
• Importance of SEO
• Keyword research and analysis
• On-page and off-page optimization
• Measuring and analyzing SEO performance

Week Three: Social Media Marketing
• Understanding social media platforms
• Creating an effective social media strategy
• Creating content for social media
• Paid advertising on social media

Week Four: Email Marketing
• Building an email list
• Creating effective email campaigns
• Automation and personalization
• Measuring and analyzing email campaign performance

Week Five: Content Marketing
• Importance of content marketing
• Different types of content
• Content creation and curation
• Creating a content marketing strategy

Week Six: Display Advertising
• Different types of display advertising
• Display advertising networks
• Targeting and remarketing
• Measuring and analyzing display advertising performance

Week Seven: Mobile Marketing
• Importance of mobile marketing
• Creating mobile-friendly websites
• SMS marketing
• Mobile advertising

Week Eight: Analytics
• Measuring and analyzing digital marketing performance
• Understanding Google Analytics
• Creating and tracking KPI's
• Dashboard creation and reporting

FUTURE RECOMMENDATIONS

Based On The Success Of The Digital Marketing Training for Makerere University students and staff, we recommend that the program continue in the future. We recommend that future training should be conducted for a more extended period to cover more in-depth topics. Additionally, we suggest workshops and webinars that provide hands-on experience with different tools and platforms used in digital marketing. We also recommend collaboration with other digital marketing experts and thought leaders in the industry to bring a fresh perspective to future training.

CONCLUSION
In conclusion, the Digital Marketing Training for Makerere University students and staff was successful in providing participants with the necessary skills and knowledge to implement effective digital marketing campaigns. The training was comprehensive and covered all the essential components of digital marketing, including SEO, social media marketing, email marketing, content marketing, display advertising, mobile marketing, and analytics. We hope that the knowledge gained from this program will help participants succeed in their future endeavors, whether personal or professional.

Pics: Digital Marketing Training Sessions at Mak UniPod

Event Day

Friday   27ᵗʰ September 2024

Apostle Peter opening up the days activities with a word of Prayer as the first item on the Agenda.

Arrival of Guests, Participants

Opening Remarks from Mr. Rodger Ssebutinde the Chairman of the Organizing Committee

"Hon. Gen. Wilson Mbadi Mbasu, Esteemed Guests, Distinguished Speakers, Esteemed Delegates, Ladies, And Gentlemen, Good Morning!!!

On behalf of the organizing committee, it is my distinct pleasure and honor to welcome you all to the inaugural East African e-Commerce Forum. Today marks a significant milestone in the realm of e-commerce in our region as we gather here to delve into the latest trends, innovations, and opportunities in the digital marketplace.

The East African e-Commerce Forum is a platform designed to spark insightful conversations, foster collaboration, and drive the growth of e-commerce across our vibrant and dynamic region. With the rapid advancements in technology, changing consumer behaviors, and evolving market dynamics, it is essential for us to adapt and embrace the digital transformation that is reshaping the way we buy, sell, and interact in the digital age.

Throughout today's program, we have lined up a diverse range of speakers, industry experts, and thought leaders who will share their expertise, insights, and experiences in navigating the

e-commerce landscape. From e-commerce platforms and payment solutions to digital marketing strategies and logistics challenges, we aim to address key issues, unveil best practices, and explore innovative approaches to accelerate the growth of online businesses in East Africa.

As we embark on this journey of discovery and collaboration, I encourage each one of you to actively engage, exchange ideas, and leverage this platform as an opportunity to learn, network, and forge valuable partnerships. The success of this forum lies in the collective wisdom, knowledge-sharing, and collaborative efforts of all participants present today.

I extend my gratitude to our sponsors, partners, and supporters for their unwavering commitment and contribution to making this event a reality. Your support has been instrumental in shaping the East African E-Commerce Forum into a premier gathering for e-commerce enthusiasts, entrepreneurs, and stakeholders in our region.

In closing, I urge you to make the most of this forum, seize the opportunities that lie ahead, and embark on a journey of innovation, growth, and transformation in the digital realm. Together, let us chart a course towards a more vibrant, inclusive, and thriving e-commerce ecosystem in East Africa.

Thank you, and I wish you a productive and enriching experience at the East African e-Commerce Forum.

Let the discussions begin!

Exhibition Stall Tour

Upon his arrival, the Guest of Honor, Hon. Mbadi was received by a team led by Mr. Rodger Ssebutinde the Chairman organising Committee and right away participated in an engaging tour of various exhibition stalls showcased at the event. This interactive segment allowed exhibitors-ranging from tech startups to established businesses—to present their products and services. Hon. Mbadi engaged with exhibitors discussing their innovations, challenges, and contributions to the digital ecosystem in East Africa.

THE GUEST OF HONOR

The Forum featured a **KEYNOTE ADDRESS BY HON. GEN. WILSON MBASU MBADI(**Wilson Mbasu Mbadi is a senior military officer in the Uganda People's Defence Forces (UPDF) and the Minister of State for trade, industry and cooperatives. He served as the Chief of Defense Forces, the highest position in Uganda's military, from June 2021 until March 2024, having replaced General David Muhoozi, who was appointed State Minister of Internal Affairs. Previously, from January 2017 until June 2021, at the rank of Lieutenant General, he served as the *Deputy Chief of Defense Forces*, replacing Lieutenant General Charles Angina, who became Deputy Commander of *Operation Wealth Creation*. Immediately prior to that, from May 2013 until January 2017, he served as the Joint Chief of Staff of the UPDF, where he was replaced by Major General Joseph Musanyufu.**)**, representing the Vice President of THE REPUBLIC OF Uganda **H.E MAJ(RTD) JESSICA ROSE EPEL ALUPO (MP)**. During the address, he unveiled the East African Digital City prototype-*(A Virtue city designed to promote and market only purely manufactured east African products/goods and services and champion regional business integration)*, emphasizing its significance as a transformational initiative aimed at driving technological innovation and attracting investment in the digital economy. The Digital City is expected to enhance infrastructure, improve connectivity, and support entrepreneurship in the region.

SPEECH BY

H. E. MAJ (RTD) JESSICA ALUPO R. E. (MP)

VICE PRESIDENT OF THE REPUBLIC OF UGANDA

AT

THE ANNUAL EAST AFRICA E-COMMERCE FORUM

AT UGANDA INDUSTRIAL RESEARCH INSTITUTE

27TH SEPTEMBER 2024

➢ *Delivered By:* **HON. GEN. WILSON MBASU MBADI**

Honourable Guests,

Esteemed Speakers,

I am honoured to be the Chief Guest on behalf of the Vice President of Uganda who I am representing on this ceremony of the 1st Edition of the Annual East Africa E-Commerce Forum, taking place here in Kampala, Uganda.

Today, we gather to discuss a crucial aspect of our region's future: the transition to a digital economy, by harnessing opportunities in E-commerce for Inclusive Growth.

The government of Uganda recognizes the potential of digital innovation and E-commerce to drive inclusive growth, generate decent jobs, and bridge the digital divide. We have therefore dedicated resources to creating an enabling environment for digital innovation and e-commerce growth.

To achieve this, there are several initiatives including policy initiatives, infrastructure development, and support for digital literacy programs that the government has spearheaded.

The Government of Uganda has implemented several initiatives to foster digital growth. Among the Initiatives implemented are;

1. **The Enactment Of The Broadband Policy (2018)**: This aims to ensure connectivity for all and ensure broadband access nationwide. Since the enactment of the National Broadband Policy in Uganda in 2018, several initiatives have been undertaken to implement its objectives like the extension of the National Backbone Infrastructure (NBI) to the undeserved communities to ensure connectivity. Connection of all government agencies, districts and the borders of Southern Sudan (Elegu) and Kenya (Malaba and Busia) to the National Backbone infrastructure is one of the steps to ensure connectivity for all.

2. **The Enactment Of The National Payment Systems Act (2020) And Regulations**: This act is for regulation of payment systems; to provide for the safety and efficiency of payment systems; to regulate payment service providers; to regulate issuance of electronic money; and empower the Central bank to carry out its regulatory role. This is key in ensuring compliance, promoting stability and trust hence supporting e-commerce.

3. **The Enactment Of The e-Transactions Act (2011):** This acts provides for the use, security, facilitation and regulation of electronic communications and transactions

4. **The Enactment Of The Electronic Signatures Act, 2011 & Electronic Signatures Regulations** 2013 - **SI 43 of 2013**. This Act makes provision for regulation of the use of electronic Signatures. E-signature adoption makes adoption of online services seamless.

5. **Strengthening Of The National Computer Emergency Response Team (CERT)** to handle cyber security incidents and threats to ensure the security of e-commerce transactions.

6. **Supporting Innovations That Facilitate e-Commerce Under The National ICT Initiatives Support Program (Niisp)**. Government has set up of innovation hubs like the National ICT Innovation Hub in Nakawa to foster incubation and support Digital Skills Training. Uganda holds an Innovation Week where it recognizes and rewards outstanding innovators and entrepreneurs in the ICT sector.

7. **The Enacting Of The Data Protection And Privacy Act 2019** and Regulations to protect the privacy of individuals and personal data by regulating the collection and processing of personal information. This makes digital transactions safe and regulated.

8. **The Development And Implementation Of The EAC e-Commerce Strategy As a Member Of The EAC**. This strategy aims to facilitate regional trade, improved digital infrastructure, and enhanced consumer protection making it easier for businesses to participate in e-commerce.

9. **Digitization Of Public Services Under e-Government**. E-services such as Electronic Government Procurement (e-GP) for electronic procurement and disposal, Electronic single window system which used for issuing electronic permits such as Timber permits and Tobacco permits among others, The Uganda Trade Information Portal accessible on https://ugandatrades.go.ug/ provide step by step procedures for import, export and transit, making it easy for digital trade to thrive among others are key drivers for the business community to embrace online transactions and e-commerce in particular.

10. **Under The EAC Secretariat, The EAC Electronic Tariff (E-Tariff)** software was launched recently in May 2024 which is a significant advancement in the digital transformation of trade within the EAC. It will streamline tariff trade information, enhance efficiency and promote transparency across the region.

11. **Embracing The Digital Trade Protocol Under The AfCFTA**. This is largely intended to promote e-commerce in Uganda. It has enabled Uganda to increase its trade volumes and revenue through digital channels. The protocol has also facilitated the country's access to new markets and customers across the continent, promoting economic growth and integration

12. **Development Of The 4th Industrial Revolution Strategy**. This is intended to embrace advanced and emerging technologies such as Artificial Intelligence, Machine learning, Blockchain, Cloud computing, and Virtual Reality among others which will boost the adoption of e-commerce in the country.

13. There are *ongoing initiatives to develop an e-commerce policy for Uganda; championed by the Ministry of Trade, Industry and Cooperatives and the Ministry of ICT and National Guidance*. This will establish clear regulations, protect consumers, and safeguard data, building trust in online transactions. The policy will facilitate access to financing, skills development, and infrastructure growth, promoting e-commerce businesses.

14. The **Scrapping Of The Over-The-Top Tax (OTT)** which was an added cost of doing business through social media was also intended to promote e-Commerce over social media platforms.

15. The **Establishment Of The National e-Commerce Committee** tasked with spearheading e-commerce development in Uganda. The Committee is currently at the forefront of negotiations at the AfCFTA and the EAC on digital trade among others. The committee also led to the development and implementation of the EAC e-commerce Strategy.

I commend NAFASI TECH AFRIQUE CO. LTD (organizers), Uganda Industrial Research Institute**(Host)**, Africa Centre for Economic Dialogue, and Makerere University Pod (UniPod), for bringing us together to share knowledge, experiences, and best practices. As we move forward, let us remember that the digital economy is not just about technology but people. It's about creating opportunities for all, especially Uganda's youth, women, and marginalized communities.

Let us continue to work together to harness the opportunities in the Digital economy, and e-commerce and create a brighter future for East Africa, Africa and the rest of the world at large.

Today, I am honored to unveil the East African Digital City initiative. It is a landmark initiative that will play a vital role in our digital transformation journey. The Digital City will serve as a hub for innovation, technology, and entrepreneurship, driving the growth of e-commerce and digital services across East Africa. It will provide a platform for businesses to collaborate, innovate, and scale up, thereby enhancing our region's competitiveness in the global digital economy.

Ladies and Gentlemen, I now officially unveil the East Africa Digital City initiative. I Thank You

For God And My Country

Catering Services

To ensure a positive experience for attendees, a heavy breakfast was served at the beginning of the event, offering a variety of local and international dishes. Additionally, refreshments, including coffee, tea, and snacks, were provided throughout the day, creating an inviting atmosphere for networking and engagement.

UNVEILING OF THE EAST AFRICAN DIGITAL CITY INITIATIVE-PROTOTYPE

Overview Of The East African Digital City
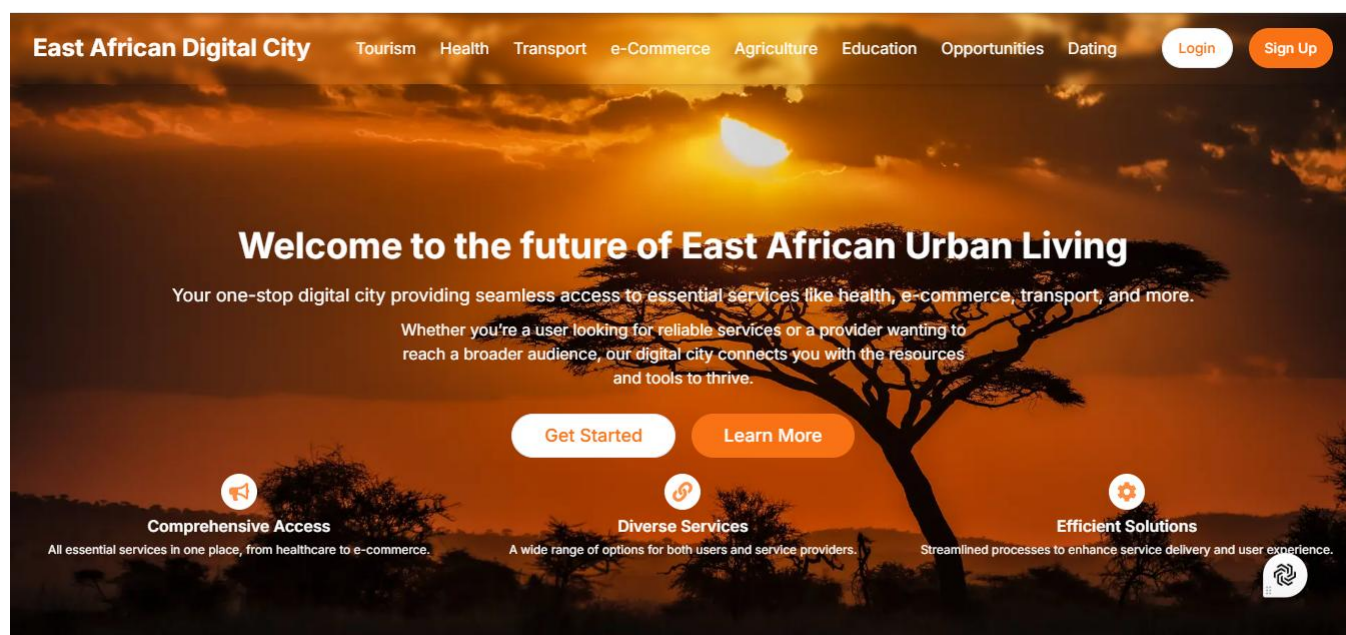
The East African Digital City is a virtual city/one-stop center that aims to incorporate all services both in the private and public sectors to urbanize and ease access to goods and services in East Africa. This initiative aims to leverage on modern technology to create a centralized digital platform where individuals, businesses, and governments can access various services and interact with each other seamlessly.

The East African Digital City is envisioned as a modern-day metropolis that will bring together all the critical stakeholders in East Africa, including service providers, investors, innovators, entrepreneurs, and customers. The city will provide a conducive environment for businesses and governments to connect, collaborate, and transact.

The East African Digital City will be powered by advanced technologies such as artificial intelligence (AI), machine learning, big data, and the internet of things (IoT). The virtual city will be designed to offer a seamless user experience, with easy-to-use interfaces and streamlined processes.

THE KEY OBJECTIVES OF THE EAST AFRICAN DIGITAL CITY:

• **Creating An Urbanized Digital Platform** to ease access to goods and services

• **Providing a centralized Location** for businesses to connect, collaborate, and transact

• Encouraging innovation and entrepreneurship

• Improving efficiency in service delivery

• Providing an avenue for governments to interact with their citizens

The East African Digital City will offer a wide range of services, including e-commerce, e-government, e-learning, e-health, e-transport, e-energy, and e-payment. The virtual city will also provide an ecosystem for innovators and entrepreneurs to showcase their solutions, access funding, and collaborate with other stakeholders.

In conclusion, the East African Digital City is an innovative solution that seeks to modernize and urbanize service delivery in East Africa. This one-stop center will bring together various stakeholders and provide a seamless user experience. As East Africa continues to grow and develop, the East African Digital City will play a critical role in transforming the region's economy and improving the lives of its citizens.

East African Education Services

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Discover and apply for scholarships to support your education

Easy Application Process
Streamlined application process for schools and scholarships

*Opening Remarks from the Team Lead at the **unveiling of the East African Digital City***

Greetings, tech-savvy enthusiasts, digital nomads, and future residents of the East African Digital City! Welcome to this momentous occasion where we unveil the virtual doors to a realm where wires are woven with dreams, and broadband signals carry the hopes of a connected tomorrow.

As the team leader of this futuristic endeavor, I am both thrilled and slightly nervous to stand before you today. Thrilled because we are about to embark on a journey that will redefine the digital landscape of East Africa, and nervous because my WiFi signal chose today of all days to play hide-and-seek with me. But fear not, for we are in the hands of tech wizards and coding magicians who will ensure a glitch-free unveiling (fingers crossed)!

Picture this: a city where the streets are lined with pixels, the neon lights flicker in hexadecimal code, and the currency of choice is Bit-coin (or maybe wholesome memes - we're flexible like that). The East African Digital City is not just a place on the map; it's a state of mind, a cyberpunk paradise where innovation, creativity, and 404 errors collide in a symphony of digital awesomeness.

So, as we embark on this virtual odyssey, let us remember that behind every line of code, every server rack humming softly in the background, there lies a team of dedicated individuals who have poured their heart, soul, and occasional late-night pizza into making this dream a reality. And if all else fails, we'll just blame it on the ghosts in the machine - they make for great scapegoats.

In the spirit of embracing the unknown, forging new pathways, and maybe throwing in a few cheeky easter eggs along the way, I invite you to join us in celebrating the birth of the East African Digital City. Let's raise a toast (virtual or otherwise) to the future of tech innovation, digital connectivity, and the occasional cat video that brightens our day.

Thank you for being a part of this groundbreaking moment, and remember: in the East African Digital City, the only limit is your bandwidth (and maybe the occasional power outage, but we're working on it). Let's dive headfirst into the binary abyss and create a digital utopia unlike any other!

Now, without further ado, let the pixels align, the servers hum, and may the WiFi signal be ever in your favor. Welcome to a new era - welcome to the East African Digital City!

CERTIFICATE AWARDS

Certificates of attendance were awarded to all participants and exhibitors at the conclusion of the forum, presided over by the **Deputy Ambassador of Pakistan His Excellency Abdul** who also delivered a speech on trade opportunities between East Africa and Pakistan. This initiative recognized the contributions and engagement of attendees in the discussions surrounding the digital economy and e-commerce. The certificates aimed to motivate ongoing participation in initiatives fostering digital transformation in the region.

Media Presence and Press Interviews

The event garnered significant media coverage, with numerous outlets reporting on the proceedings. Press interviews were held with key speakers, including Hon. Mbadi, allowing for in-depth discussions on the impact of the East African Digital City and the importance of enhancing the e-commerce sector. The media presence amplified awareness about the event and its objectives, reaching a broader audience.

UGANDA INDUSTRIAL RESEARCH INSTITUTE **The Uganda Industrial Research Institute (UIRI) is a government parastatal formerly under the auspices of the Ministry of Trade, Industry and Cooperatives (MTIC) and currently under the Ministry of Science and Technology.**

Sight Visit to UIRI's State-of-the-Art Facility

UIRI's core activities focus on establishing platforms for value addition; product development; process design; sourcing technologies; fabrication of machinery; managing processing plants; provision of SME outreach services; and business incubation. These activities are supported by an engineering services unit as well as chemistry and microbiology analytical laboratories.

Participants had the opportunity to tour UIRI's advanced research and production facilities. The guided visit showcased UIRI's technological capabilities and support for innovation and entrepreneurship in Uganda. Through demonstrations and explanations of ongoing projects, attendees were able to appreciate the infrastructure critical for fostering a viable e-commerce environment.

Throughout the event, extensive networking opportunities were provided. Participants included entrepreneurs, investors, policy

Networking Opportunities

makers, and industry experts, fostering an environment conducive to collaboration and partnership. Attendees exchanged ideas, shared experiences, and initiated discussions aimed at addressing challenges within the e-commerce landscape.

Special Attendance

: We were also honored to have amongest us the presence of Mama Jackline Mbabazi who was part of our highly interactive audience.

Above: *The team of University Tech Experts developing the East African Digital City*

Conclusion

The 1st Annual East African e-Commerce Forum proved to be a pivotal event, bringing together key stakeholders in the Digital Economy. The Unveiling of the East African Digital City demonstrated a commitment to advancing technology and innovation, contributing to sustainable economic growth.

RECOMMENDATIONS FOR FUTURE INITIATIVES

1. *Ongoing Training Programs*: Establish regular digital marketing workshops and training sessions to continue upskilling students and professionals in e-commerce and digital strategy. SCC is willing and ready to offer experienced trainers to conduct these digital marketing workshops

2. *Announcing the date for the 2nd Annual East African e-Commerce Forum*: the second season of the forum is set to happen on 21st May 2025(proposed date), before the announcing of the date the organising committee requests to meet the relevant authorities that is The Vice President, Min. Of East African Community Affairs, Ministry of Trade, Min of ICT & NG, PSFU, Hon. Evelyn Anite(Min For Privatisation & Investment), East African Ambassadors, The French Chamber Of Commerce, Prof.Dr. Lawrence Muganga (V.C Victoria University), Mr. C.K Japheth (Innovation Village) and Uganda's private sector such as the Inn to make an extensive presentation on the East African Digital City.

3. *Inter-Sector Collaboration*: Promote partnerships between academia, government, and the private sector to foster a comprehensive support system for e-commerce development.

4. *Enhanced Media Engagement*: Create more opportunities for media collaboration to highlight success stories and innovations within the e-commerce sector on a continual basis.

4. *Broaden Participation*: Encourage participation from diverse sectors, including rural entrepreneurs, to share unique insights and experiences that can enrich the overall dialogue.

N.B
This detailed report encapsulates the key highlights of the forum and serves as a framework for future interactions aimed at fostering growth in the e-commerce sector in East Africa.