



6th Bi-annual Private Sector CEO Retreat:

Transforming Uganda into a Preferred Tourism Destination:

Enhancing public-private sector investment in infrastructure, preserve Flora and Fauna, digitalisation, product diversification, marketing, and tourist safety.



VALUE PROPOSITION

The 6th Bi-annual Retreat hosted by the Presidential CEO Forum in partnership with the Office of the President, Office of the Prime Minister and the Ministry of Finance, Planning and Economic Development offers an unparalleled platform for;



Thought Leadership & knowledge exchange



Showcasing Innovation



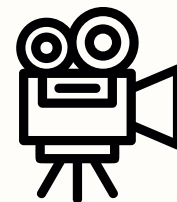
High-level Networking



Policy dialogue & Influence



Investment & Business Opportunities



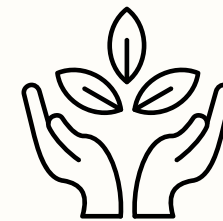
Enhanced Brand Visibility

OBJECTIVES

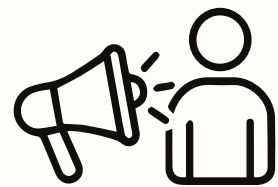
The 6th Bi-annual retreat is strategically curated with a set of primary objectives aimed at Enhancing public-private sector investment in infrastructure, preserve Flora and Fauna, digitalisation, product diversification, marketing, and tourist safety. They are as follows;



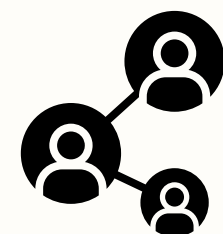
Policy dialogue for government and private sector partnership in Tourism.



Travel initiatives with a positive impact on the environment, local communities & the economy.



Develop marketing strategies for International & local tourists.



Strengthen strategic collaboration networks between tourism stakeholders.



Presidential CEO Forum



TARGET AUDIENCE



Industry Leaders & Tourism Actors

CEOs, executives, and representatives from hospitality & accommodation, aviation & transport, destination management & tourism authorities.



Government & Regulatory Bodies

Policymakers, representatives from ministries of tourism, transport, technology, finance, and environment.

TARGET AUDIENCE



Investors & Financial Institutions

Venture capitalists, private equity firms, banks, development finance institutions, and angel investors.



Academic & Research Institutions

Researchers, academics, and students focused on sustainable tourism and marketing strategy.



Creatives

Musicians, comedians, film makers, studios, actors, Tv personalities, radio personalities, content creators, influencers etc.

TARGET AUDIENCE



Development Partners & NGOs

Representatives from international organizations and non-governmental organizations working on sustainable development and tourism initiatives.



Media Representatives

Local and international journalists, bloggers, and influencers covering tourism, business, environment, and media houses

CENTRAL UG

These site visits across Kampala, Entebbe, and Namugongo aim to give stakeholders firsthand insights into the cultural, creative, and religious assets driving tourism in Central Uganda.

Cultural sites



Creative hubs



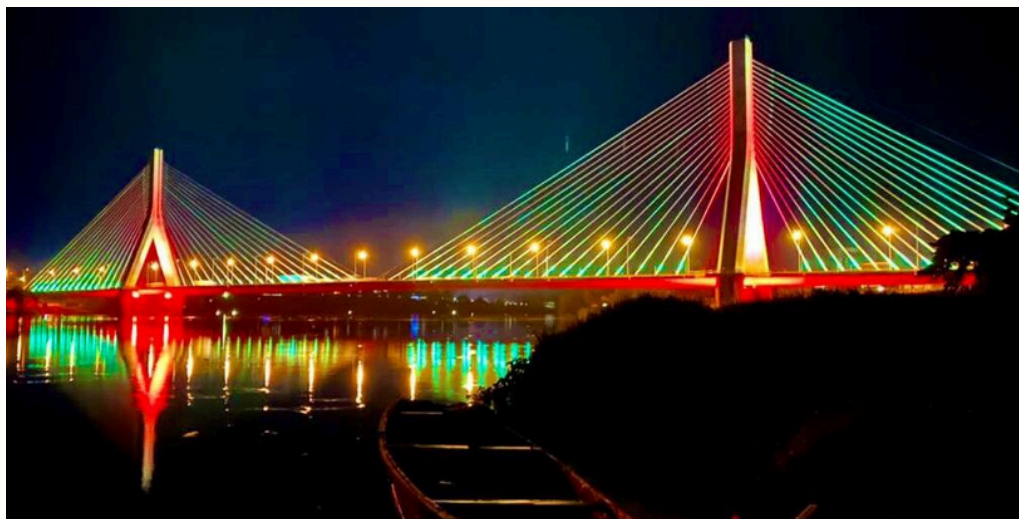
Religious sites



EASTERN UG

These site visits in Jinja and Kapchorwa, are meant to give us an understanding in to adventure, agro and sports tourism.

Adventure-filled activities



Agro tours



Sports facilities



NORTHERN UG

These site visits in the national parks give us insights into how integral wildlife is to Uganda's tourism as well as explore eco-tourism.

Murchison Falls National Park



Kidepo Valley National Park



WESTERN UG

These site visits in the national parks give us insights into how integral wildlife is to Uganda's tourism as well as explore eco-tourism.

Rwenzori Mountain National Park



Lake Mburo National Park



PRE-PLANNED EVENT SCHEDULE

No.	Event	Date
1	Launt event - Media briefing	14th August
2	Creatives enegagement	22nd August
3	Tourism sector players and Dev partners event	29th August
4	High level MDA Breakfast dialogue	4th September
5	6th BAR Main event (3 days)	9th - 11th September



Contact Us



@PCF_Uganda



www.pcf.co.ug



0393 249 530



info@pcf.co.ug



Thank you!
