

VOTE: 530 Uganda Consulate in China, Guangzhou

I. VOTE MISSION STATEMENT

To Promote and Protect Ugandas Interests in the four Provinces of jurisdiction in Southern China

II. STRATEGIC OBJECTIVE

To promote economic and commercial diplomacy through inter-aria lobby for inward investment to Uganda promotion of Ugandas tourism industry and attracting outbound Chinese tourists; promoting Ugandas exports to Southern China and attraction and promotion of transfer of appropriate technologies to Uganda

To provide diplomatic protocol and consular services

To promote Ugandas image in China through public diplomacy

To strengthen the institutional capacity of the Consulate

To Mobilize the Diaspora for national development

III. MAJOR ACHIEVEMENTS IN 2025/26

Facilitated one (01) trade and business delegation to Uganda i.e. Globelink Investment Group to advance discussions on strategic investment cooperation in key priority areas including clean energy development, medical and pharmaceutical manufacturing, mining and minerals processing which align closely with the NDP IV and the countries industrialisation Agenda. Highlevel meetings with H.E the President Ministry of Health and Ministry of Energy were held with potential investment proposals now underway.

02 tourism events organized. These were

The Uganda Tourism and Coffee Tasting Session in Guangzhou which was attended by 50 Stakeholders in the tourism and coffee sector.

The Annual Silverback tourism promotion event held in Guangzhou attracting over 300 guests (including a representative from UWA tour operators, media influencers, investors and diaspora). During the event a presentation on Gorilla trekking was made by UWA and a Uganda tourism promotion video 'Back to the Source of the Nile' showcasing key attraction sites and experiences in Uganda was premiered. A group of 21 Chinese who attended the event will be visited Uganda in February 2026 to explore trade tourism and investment opportunities.

Participated in two (02) major tourism exhibitions namely

i) China International Tourism Industry Expo (CITIE) (Guangzhou) in which the Uganda pavilion delivered strong visibility, received the Best Organiser Award (2nd consecutive year). Engagements between Uganda Tourism Board and Chinese tour operators specializing in the African market were held. Ugandas participation in the Event was livestreamed on the official Consulate Wechat channel with a Q and A and visa guidance sessions, travel questions or inquiries. Distributed branded materials such as brochures, shirts and bags.

ii) Shenzhen International Tourism Expo (SITE). Engaged 10 outbound tour operators, captured key contacts for follow up and gathered market feedback on preferences and barriers to travel to Uganda. Potential partners engaged included Shenzhen International Tourism Company Ltd, Shenzhen New Springs Travel Limited, Shenzhen Golden Crown International Travel Co. Ltd, Shenzhen Hongkong Macao International Travel Service and Shenzhen International Travel Service Co. Ltd. Increased outbound tourist inflows from China to Uganda i.e. 15887 tourist visas already issued between July to December 2025 (USD 793250 in revenue) compared to 11883 visas issued for same period (USD 594150 in revenue) in 2024, highlighting an increase of 33 percent in Chinese tourist inflows.

05 professional live streams were hosted on the Consulate Wechat channel during the CITIE Expo, CIFIT Expo, ASEAN Expo, Xiamen International Coffee Fair and the China International Import Expo. Each live stream targeted followers interested in Uganda Coffee investment and tourism with approximately 1000 new WeChat channel followers per session.

A Uganda Tourism Trade and Investment Mission was undertaken by the Consulate in collaboration with a delegation from United Nations Development Programme (UNDP) Uganda to leverage Chinas zero tariff commitments and growing consumer markets to increase Ugandas exports, particularly value added products and integrate Ugandan enterprises into Chinese and Global value chains. As part of the Mission the UNDP delegation

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particularly value added products and integrate Ugandan enterprises into Chinese and Global value chains. As part of the mission the UNDA delegation participated in the China Import and Export Trade Fair in Guangzhou (Canton Fair) and the 8th China International Import Expo in Shanghai.

Organised 03 coffee promotion events as follows.

Participated in the 10th Lujiazui Coffee Festival (Shanghai) where events Uganda was featured as a key partner country including a Uganda coffee presentation and partner engagement.

Supported the launch of the ORUMA Uganda coffee brand in Shanghai. the company has established a farm in Mbale Uganda and is advancing plans for a processing plant.

Increased consumption of Uganda Coffee beyond the initial Guangdong province channel In July to November 2024 imports were recorded only in Guangdong at 99.6 tonnes (USD 0.45 million) by July to November 2025 imports have increased to 739.2 tonnes (USD 3.53 million) and extended to additional importer locations in Fujian Hainan and Guangxi provinces.

Undertook a company visit to Cotti coffee House a Chinese global retail coffee company with over 7500 coffee shops in 28 countries. An MOU between MAAIF and Cotti Coffee on Coffee Value Chain development in Uganda was signed linking Ugandan farmers and processors directly to the Chinese retail market. As of December 2026 Cotti Coffee has invested over USD 5 million setting up a factory in Wakiso district partnering with local farmers to boost coffee production and exports to Chinas growing coffee market.

01 lead institution engaged for research and innovation partnership. engagement with Tsinghua Shenzhen International Graduate School (Tsinghua SIGS) resulted in a draft MoU with Makerere University covering joint research

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IV. MEDIUM TERM BUDGET ALLOCATIONS

Table 4.1: Overview of Vote Expenditure (Ushs Billion)

	2025/26		2026/27	MTEF Budget Projections			
	Approved Budget	Spent by End Dec	Budget Estimates	2027/28	2028/29	2029/30	2030/31
Recurrent	Wage	0.419	0.210	0.419	0.419	0.419	0.419
	Non-Wage	5.931	2.965	6.131	6.131	6.131	3.681
Devt.	GoU	0.000	0.000	3.399	3.399	3.399	0.000
	Ext Fin.	0.000	0.000	0.000	0.000	0.000	0.000
GoU Total	6.350	3.175	9.949	9.949	9.949	7.499	6.550
Total GoU+Ext Fin (MTEF)	6.350	3.175	9.949	9.949	9.949	7.499	6.550
Arrears	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Total Budget	6.350	3.175	9.949	9.949	9.949	7.499	6.550
Total Vote Budget Excluding Arrears	6.350	3.175	9.949	9.949	9.949	7.499	6.550

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Table 4.2: Budget Allocation by Department for Recurrent and Development (Ushs Billion)

<i>Billion Uganda Shillings</i>	Draft Budget Estimates FY 2026/27	
	Recurrent	Development
Programme:01 Agro-Industrialization	1.320	0.000
Vote Function:01 Overseas Mission Services	1.320	0.000
001 Consulate in Guangzhou, China	1.320	0.000
Programme:05 Tourism Development	0.800	0.000
Vote Function:01 Overseas Mission Services	0.800	0.000
001 Consulate in Guangzhou, China	0.800	0.000
Programme:13 Innovation, Technology Development and Transfer	0.080	0.000
Vote Function:01 Overseas Mission Services	0.080	0.000
001 Consulate in Guangzhou, China	0.080	0.000
Programme:16 Governance and Security	4.100	3.399
Vote Function:01 Overseas Mission Services	4.100	3.399
001 Consulate in Guangzhou, China	4.100	3.399
Programme:21 Sustainable Extractives Industry Development	0.250	0.000
Vote Function:01 Overseas Mission Services	0.250	0.000
001 Consulate in Guangzhou, China	0.250	0.000
Total for the Vote	6.550	3.399

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V. PERFORMANCE INDICATORS AND PLANNED OUTPUTS

Table 5.1: Performance Indicators

Programme: 01 Agro-Industrialization

Vote Function: 01 Overseas Mission Services

Department: 001 Consulate in Guangzhou, China

Key Service Area: 000093 Economic and Commercial Diplomacy

PIAP Output: Markets for priority agricultural products developed and maintained

Programme Intervention: 014111 Promote market penetration for agro-based products

Indicator Name	Indicator Measure	Base Year	Base Level	Performance Targets	
				2026/27	
No of diplomatic engagements conducted	Number	2023/24	4		4
Number of Agro-based value SMES supported to participate in international trade events	Number	2023/24	5		20

Programme: 05 Tourism Development

Vote Function: 01 Overseas Mission Services

Department: 001 Consulate in Guangzhou, China

Key Service Area: 000093 Economic and Commercial Diplomacy

PIAP Output: Destination Uganda promoted in key source markets

Programme Intervention: 051111 Market and promote Uganda's tourist attractions in domestic and key source markets (America, Europe, Africa, China, Japan and Asia)

Indicator Name	Indicator Measure	Base Year	Base Level	Performance Targets	
				2026/27	
No of international expos attended	Number	2023/24	6		4
Number of digital marketing campaigns undertaken in the source markets	Number	2023/24	1		2
Number of Pearl of Africa Tourism Expos (POATE) events held	Number	2023/24	1		1

Programme: 13 Innovation, Technology Development and Transfer

Vote Function: 01 Overseas Mission Services

Department: 001 Consulate in Guangzhou, China

Key Service Area: 000093 Economic and Commercial Diplomacy

PIAP Output: JVS, Partnership Agreements & Offtake Agreements

Programme Intervention: 133133 Enhance international cooperation for technology development and market creation

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Vote Function: 01 Overseas Mission Services

Department: 001 Consulate in Guangzhou, China

Key Service Area: 000093 Economic and Commercial Diplomacy

PIAP Output: JVS, Partnership Agreements & Offtake Agreements

Indicator Name	Indicator Measure	Base Year	Base Level	Performance Targets
				2026/27
Number of JVs, Partnership Agreements & Offtake Agreements Signed	Number	2023/24	11	1

Programme: 16 Governance and Security

Vote Function: 01 Overseas Mission Services

Department: 001 Consulate in Guangzhou, China

Key Service Area: 000013 HIV/AIDS Mainstreaming

PIAP Output: Management and Administrative Services coordinated

Programme Intervention: 169111 Strengthen programme institutions for effective and efficient service delivery

Indicator Name	Indicator Measure	Base Year	Base Level	Performance Targets
				2026/27
No. of staff trained	Number	2023/24	41	5
Number of functions organised	Number	2023/24	3	1
Number of HIV/AIDS mainstreaming interventions undertaken	Number	2023/24	4	2

Key Service Area: 000014 Administrative and Support Services

PIAP Output: Management and Administrative Services coordinated

Programme Intervention: 169111 Strengthen programme institutions for effective and efficient service delivery

Indicator Name	Indicator Measure	Base Year	Base Level	Performance Targets
				2026/27
% of staff appraised on performance	Percentage	2023/24	1%	100%
No. of performance reports submitted	Number	2023/24	4	4
No. of staff trained	Number	2023/24	41	5
Number of financial reports produced and submitted	Number	2023/24	4	3
Number of functions organised	Number	2023/24	3	1
Number of HIV/AIDS mainstreaming interventions undertaken	Number	2023/24	4	1
Number of Monitoring and evaluation reports produced	Number	2023/24	4	2

VOTE: 530 Uganda Consulate in China, Guangzhou**Vote Function: 01 Overseas Mission Services****Department: 001 Consulate in Guangzhou, China****Key Service Area: 000014 Administrative and Support Services****PIAP Output: Management and Administrative Services coordinated**

Indicator Name	Indicator Measure	Base Year	Base Level	Performance Targets
				2026/27
Value of utilities, rents, repairs, maintenances and subscriptions paid.	Value	2023/24	6	100%

Key Service Area: 460056 Consulars services**PIAP Output: Management and Administrative Services coordinated****Programme Intervention: 169111 Strengthen programme institutions for effective and efficient service delivery**

Indicator Name	Indicator Measure	Base Year	Base Level	Performance Targets
				2026/27
Proportion of clients queries resolved	Percentage	2023/24	90%	70%

Project: 2007 Institutional Development of Mission in Uganda Consulate in Guangzhou, China**Key Service Area: 000003 Facilities and Equipment Management****PIAP Output: Institutions Retooled****Programme Intervention: 169111 Strengthen programme institutions for effective and efficient service delivery**

Indicator Name	Indicator Measure	Base Year	Base Level	Performance Targets
				2026/27
% of planned retooling outputs achieved	Percentage	2023/24	1%	100%
% of retooling budget implemented	Percentage	2023/24	1%	100%

Programme: 21 Sustainable Extractives Industry Development**Vote Function: 01 Overseas Mission Services****Department: 001 Consulate in Guangzhou, China****Key Service Area: 000093 Economic and Commercial Diplomacy****PIAP Output: Collaborations and partnerships established****Programme Intervention: 215117 Foster and leverage local, regional and international partnerships**

Indicator Name	Indicator Measure	Base Year	Base Level	Performance Targets
				2026/27
Number of cooperation agreements signed.	Number	2023/24	2	1

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VI. VOTE NARRATIVE

Vote Challenges

Vote Challenges

Limited responsiveness by MDAs and private sector players to available opportunities with particular regard to trade and tourism promotion opportunities such as fairs and exhibitions. Response to invitations in trade and investment fairs by relevant MDAs and the private sector has been low. Uganda is usually the sole African exhibitor at most expos we have attended. As a result, many Chinese looking for opportunities in Africa approach the booth for information on available opportunities. It would therefore be desirable that the private sector and the responsible MDAs are available to provide firsthand information so that trade investment deals are concluded within the shortest possible time.

Limited number of developed tourism products for marketing as well as low interest in the Chinese market by Ugandan tour and travel agencies. The Uganda Consulate in Guangzhou has always extended invitations to Uganda tour and travel associations to encourage the private sector to participate in various tourism expos in China. However the response has been low and yet for the few private sector companies that have taken the initiative to participate in expos in China the response from the Chinese has been overwhelming. Many at times get Chinese tour groups visiting Uganda through companies within the first few months of engagement.

Delayed commencement of a direct flight between Entebbe and Guangzhou by Uganda Airlines. There are numerous trade and commercial connections and opportunities to be reaped from the commencement of this flight for example affordable flight costs to and from Uganda for Chinese tourists and potential investors and timely transportation of Ugandan Agricultural products like Coffee Beef fruits and vegetables among others which are on a very high demand in the Chinese market.

Inadequate volume quality and range of products to market including lack of detailed export product profiles or information. As a result the Consulate has focused majorly on coffee promotion.

Staff remuneration. China is classified as a Group B Mission and yet the cost of living in China is very high. For example the average minimum annual tuition in most private schools in China is about 17000 dollars and yet access to public schools is restricted to Chinese citizens. This affects the morale of staff to effectively perform their duties. In the short term the Mission proposes reclassification of Missions in China from Group B to Group A. In the long term, revision of Foreign Service Allowance is necessary.

Plans to improve Vote Performance

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Quality of presentation. Expos are a major marketing tool used by most of the major companies in China. Companies invest a lot of money in booth hire, construction and decoration. This is mainly to create confidence among their potential clients in the brand they are marketing. There is therefore need for sufficient funding to this area to upgrade and maintain Ugandas quality of participation in expos around China. For example, during the Canton Fair many visitors more so Africans were very astonished by Ugandas presence and quality of presentation at such a major expo. From such presentations many visitors are drawn to the booth eager to learn about Uganda and the process of travelling to Uganda.

Sustain tourism promotion at key tourist sites in China. They offer opportunity to reach a wider audience of potential tourists.

Consistency. Uganda is usually the sole African exhibitor at most of the major expos attended. Also, from the engagements held so far with the Commerce Bureau in the different provinces and cities, Uganda seems to be the pioneer African country of country to city tourism, trade and investment conferences/events in these cities. As a result, our promotion events attract many enterprises that wish to invest in Africa. Therefore, with consistent funding for ECD activities in China, there is an opportunity for Uganda to stand out as a favorable tourism and investment destination in Africa.

Goodwill of the Chinese government and the private sector to assist the Missions to implement ECD. From the tourism, trade and investment conferences and events held so far, the Missions have received the full support of the relevant Chinese government departments. This demonstrates that with additional funding the Mission can undertake more trade, tourism and investment promotion events in the various provinces and cities in China with potential.

Significance of having a cultural dance performance at promotion events especially events on tourism promotion. These tend to excite the visitors and attract the attention of visitors eager to learn about Uganda and its culture. On many occasions, these performances have resulted into more invitations to promotional events.

Online marketing. The Mission has observed that live broadcasts of Mission activities attract a wider audience. For example, during an activity like the Coffee investment and tourism Familiarization tour, with live broadcast followers back in China are able to have a virtual experience of visiting Uganda which can generate more curiosity and increase their desire to physically visit Uganda. However, they are costly to organize especially if the Mission uses a professional host or influencers for the broadcast and an additional staff to respond to inquiries during the live broadcast. Therefore, there is need for additional funding to this activity to be able to make use of this modern online marketing trend.

Need to allocate additional funding to promotional materials and souvenirs to cater for the high numbers of visitors at promotion events.

Need to hold sensitization meetings in Uganda for the private sector about the various opportunities in China and how they can take advantage of them. For example, some Ugandans business people are not aware that a WeChat account is a must have if one is to engage and keep in touch with potential business partners.

There is need to nominate a China desk officer in each of the relevant MDAs to ease followup on the outcomes of ECD activities

VII. Off Budget Support and NTR Projections

Table 7.1: Off Budget Support by Project and Department

N/A

VOTE: 530 Uganda Consulate in China, Guangzhou**Table 7.2: NTR Projections(Uganda Shillings Billions)**

Revenue Code	Revenue Name	FY2025/26	Projection FY2026/27
142206	Other migration permits (excluding passport and visa fees)	0.003	0.003
144149	Miscellaneous receipts/income	0.003	0.007
Total		0.006	0.010

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VIII. PERSONNEL INFORMATION

Table 8.1: Staff Establishment Analysis

N / A

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Table 8.2: Staff Recruitment Plan

N / A