



# NATIONAL E-MOBILITY EXPO 2025

Powering Innovation, Accelerating Industrialization  
And Shaping Africa's Green Future

18TH-19TH  
SEPTEMBER

Be part of Uganda's  
e-mobility revolution



# VIDEO HIGHLIGHT



# VALUE PROPOSITION

The National E-Mobility Expo 2025 hosted by Kiira Motors Corporation in Partnership with the STI Secretariat Office of the President, Presidential CEO forum and GCIC, offers an unparalleled platform for:



**Thought Leadership & Knowledge Exchange**



**High-Level Networking**



**Investment & Business Opportunities**



**Showcasing Innovation**



**Policy Dialogue & Influence**



**Enhanced Brand Visibility**



# OBJECTIVES

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The National E-Mobility Expo 2025 is meticulously designed with a set of primary objectives aimed at accelerating Uganda's transition to a green, energy-efficient mobility ecosystem and consolidating our position as a regional leader in Mobility, Energy and Technology for sustainable development, with the following objectives;



**Showcase Ugandan Innovation and Capability**



**Catalyse Investment and Strategic Partnerships**



**Advance Policy and Regulatory Frameworks**



**Promote Public Awareness and Adoption**



**Empower Local Talent and Entrepreneurship**



**Foster Regional Collaboration**



# TARGET AUDIENCE



## Industry Leaders & Innovators

CEOs, executives, and representatives from automotive manufacturers, battery producers, charging infrastructure providers, energy companies, technology developers, parts and materials' suppliers and fleet operators.



## Government & Regulatory Bodies

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



## 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 transportation, renewable energy, and automotive engineering.

# TARGET AUDIENCE



## Media Representatives

Local and international journalists, bloggers, and influencers covering technology, business, environment, Media Houses and Institutions and Mobility Ecosystem.



## Development Partners & NGOs

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



## E-Mobility Enthusiasts & Early Adopters

Individuals with a keen interest in electric vehicles and sustainable transportation.



## Logistics and Transportation Companies

Businesses looking to transition their fleets to electric.

# SPONSOR PACKAGES

## Platinum (UGX 50M)

- ✓ Recognition as the official expo sponsor.
- ✓ Prime logo placement & mentions in all media promotions.
- ✓ Participate & advertise in all planned radio and tv adverts and talk shows.
- ✓ Custom 5-minute video advert strategically played during the expo.
- ✓ 20 exclusive invitations for staff for exhibition, branding, marketing & stakeholder engagement.
- ✓ 4 full-page ads in the first 10 pages of the official Expo booklet.
- ✓ Twelve (12) months corporate logo & profile ad, feature story on the E-Mobility Expo website.

## Diamond (UGX 30M)

- ✓ Recognition as the official expo sponsor.
- ✓ Prime logo placement & mentions in 80% of all media promotions.
- ✓ Participate & advertise in 50% of planned radio and tv adverts and talk shows.
- ✓ 3-minute video strategically played during the expo.
- ✓ 15 exclusive invitations for staff for exhibition, branding, marketing & stakeholder engagement.
- ✓ 3 full-page ads in the first 20 pages of the official Expo booklet.
- ✓ Eight (8) months corporate logo & profile ad, feature story on the E-Mobility Expo website.

## Gold (UGX 20M)

- ✓ Featured sponsor
- ✓ Logo placement & mentions in 50% of media promotions.
- ✓ Participate & advertise in 30% of planned radio and tv adverts and talk shows
- ✓ 2-minute video strategically played during the expo.
- ✓ 10 exclusive invitations for staff for exhibition, branding, marketing & stakeholder engagement.
- ✓ 2 full-page ads in the centre of the official Expo booklet.
- ✓ Six (6) months corporate logo & profile ad, feature story on the E-Mobility Expo website.

# SPONSOR PACKAGES

## Silver (UGX 10M)

- ✓ Standard sponsor
- ✓ Logo placement & mentions in 30% of media promotions.
- ✓ 5 exclusive invitations for staff for exhibition, branding, marketing & stakeholder engagement.
- ✓ 1 full-page ads in the last 5 pages of the official Expo booklet.
- ✓ Three (3) months corporate logo & profile ad, feature story on the E-Mobility Expo website.

## Bronze (UGX 5M)

- ✓ Supporting Sponsor
- ✓ Logo placement & mentions in 10% of media promotions.
- ✓ 2 exclusive invitations for staff for exhibition, branding, marketing & stakeholder engagement.
- ✓ Logo placement on the last page of the official Expo booklet.
- ✓ One (1) month corporate logo & profile ad, feature story on the E- Mobility Expo website.



# CONTACT US

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# THANK YOU

