them into finished products.

them.
He noted that Africa's Gross

According to recent International Monetary Fund

regional peace.

have enough milk. Today, milk production has greatly

Ambassador to the US, among others.

Uganda deepens trade ties as local brands penetrate EU market

By Michael Odeng

Uganda's Embassy in Copenhagen, Denmark, has highlighted growing trade and investment gains in the Nordic and Baltic regions, including the penetration of Ugandan coffee brands into Danish supermarkets, as President Yoweri Museveni begins his seventh term in office.

The five Nordic countries are Denmark, Finland, Iceland, Norway and Sweden, while the three Baltic states are Estonia, Latvia and Lithuania.

In a congratulatory message following Museveni's re-election, Uganda's Ambassador to Denmark, Margaret Otteskov, said Uganda's foreign missions are aligning their work with the Government's economic transformation agenda and the tenfold growth strategy aimed at expanding the economy from $50b to $500b by 2040.

"Under Museveni's stewardship, Uganda has continued to make steady progress towards the realisation of Vision 2040, transforming Uganda into a modern, industrialised and middle-income economy," she noted.

Otteskov said the embassy in Copenhagen has intensified efforts to position Uganda as a competitive trade and investment destination in the Nordic and Baltic markets through partnerships in agriculture, tourism, manufacturing, oil and gas, innovation and education.

Among the major milestones, she said it successfully secured shelf space for two Ugandan coffee brands in Danish supermarkets as finished products, boosting Uganda's export visibility and value-added products in Europe.

The embassy noted that Uganda's manufacturing and industrialisation drive continues to strengthen value addition and export growth, with the mission marketing Uganda's products and investment opportunities across Denmark, Sweden, Norway, Finland, Iceland and the Baltic states.

AGRICULTURE SECTOR

In the agriculture sector, Otteskov said it co-ordinated partnerships with Danish agricultural companies that enabled more than 210 Ugandan students to undertake internships on Danish farms, equipping them with modern farming skills and exposure expected to strengthen Uganda's agricultural value chains.

TOURISM

On tourism, the embassy said Uganda's "Pearl of Africa" brand continues to gain traction in the Nordic market through partnerships with destination marketing companies and participation in tourism exhibitions and symposiums.

AIR SERVICE PACT

The mission cited the signing of bilateral air service agreements with Scandinavian countries and Latvia, saying the arrangements would give Uganda Airlines leverage to expand cargo and passenger connectivity between Uganda and Europe.



OIL AND GAS SECTOR

In the oil and gas sector, the embassy said discussions had commenced with Norway on benchmarking Uganda's future petroleum revenue management systems against the Norwegian Sovereign Wealth Fund model.

SCIENCE, TECHNOLOGY AND INNOVATION

The embassy further highlighted co-operation in science, technology and innovation, including engagements between Swedish company Truxor and Kampala Capital City Authority on sustainable waste management solutions.

The mission also pointed to ongoing co-operation between Uganda and Baltic countries in digital governance reforms aimed at improving efficiency, transparency and public service delivery.

In education, the embassy said partnerships had been initiated between Ugandan institutions and Nordic technical and vocational training institutes to support skills development.

Otteskov said the embassy has also used diaspora activities, including the annual Euro-Cranes football tournament, to mobilise Ugandans abroad for development programmes, consular services and talent promotion.

According to the embassy, the initiative has helped 10 young Ugandan footballers secure professional contracts with Danish clubs while also supporting dual citizenship registration, passport renewals and national identity card services for Ugandans living abroad.

In December 2025, Uganda's under-17 stars James Bogere and Hamuza Ssengooba joined the Danish Superliga leaders, Aarhus Gymnastikforening. The duo graduated from El Cambio Soccer Academy in Masaka.

The embassy said the initiatives reflect Uganda's broader foreign policy objective of using diplomacy to drive trade, investment and socio-economic transformation under Vision 2040.

"These efforts reflect our continued commitment towards advancing Uganda's foreign policy objectives. We remain steadfast in implementing the mission's strategic plan, which is aligned towards achieving the tenfold strategy in our area of accreditation," Otteskov said.

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