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CAF and Uganda Tourism Board conclude partnership agreement to showcase *'The Pearl of Africa'* during TotalEnergies CAF AFCON PAMOJA 2027

The Confédération Africaine de Football ("CAF") and the Uganda Tourism Board ("UTB") have concluded an agreement that will see Uganda promoted as a leading African tourism destination during the TotalEnergies CAF Africa Cup of Nations ("AFCON") Kenya, Tanzania and Uganda (PAMOJA) 2027.

The TotalEnergies CAF AFCON PAMOJA 2027 will be co-hosted by Kenya, Tanzania and Uganda from 19 June to 17 July, 2027, providing a unique opportunity to showcase the region's tourism offering to supporters, participating teams, officials, international media and other visitors.

Through the agreement, Uganda Tourism has secured the "Official Destination Sponsor rights that will provide a major international platform to showcase Uganda's diverse tourism attractions, cultural heritage and hospitality to millions of football supporters across Africa and around the world.

The partnership was launched in Kampala, Uganda where CAF General Secretary, Samson Adamu was joined by Uganda Tourism Board CEO, Juliana Kagwa, Honourable Minister Peter Ogwang, Minister of State, Education and Sports, Honourable Minister Tom Butime, Minister of Tourism, Wildlife and Antiquities as well as the Chief Guest, Right Honourable Thomas Tayebwa, Deputy Speaker of the Parliament of Uganda.

CAF General Secretary, Samson Adamu said: "On behalf of the CAF President Dr Patrice Motsepe and our CAF Executive Committee, I would like to welcome Uganda Tourism Board to the CAF family. Through this partnership, Uganda Tourism Board will be able to leverage on the global popularity of football to position Uganda not only as a Host Nation but as a tourism destination. The AFCON 2027 will give East Africa a unique opportunity to market itself to the over 3 billion people globally who will be watching the AFCON. CAF is working closely with Uganda together with Kenya and Tanzania to build strong ties with the business community ahead of the TotalEnergies CAF Africa Cup of Nations PAMOJA 2027."

The partnership will position "Explore Uganda – The Pearl of Africa" at the heart of the tournament's global promotional activities, using broadcast, digital and in-stadium platforms to build awareness of Uganda as an attractive destination for international visitors.

It forms part of a broader strategy to leverage the power and global appeal of African Football to stimulate tourism, encourage investment and create long-term economic opportunities for Uganda and the wider East African region.

"The TotalEnergies CAF AFCON PAMOJA 2027 is the biggest tourism marketing opportunity Uganda has had in a generation," said Juliana Kagwa, Chief Executive Officer, Uganda Tourism Board. "By signing this agreement with CAF, the Uganda Tourism Board secures a platform to showcase Uganda to Africa and the world. Football will bring the visitors, and for many, the tournament will be an opportunity to discover Uganda beyond the stadium, explore our wildlife, culture, food and people, stay longer and return for more. Uganda is HERE FOR IT, and we welcome the fans, the teams and the world."

For more information on the TotalEnergies CAF AFCON PAMOJA 2027, visit www.cafonline.com.

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