

OCTOBER 2022



# BUBU Expo

## Special Magazine

### 2022



MINISTRY OF TRADE, INDUSTRY  
AND COOPERATIVES

UGANDA  
INVESTMENT  
REVIEW



# Changing Mindsets

The Role of Women  
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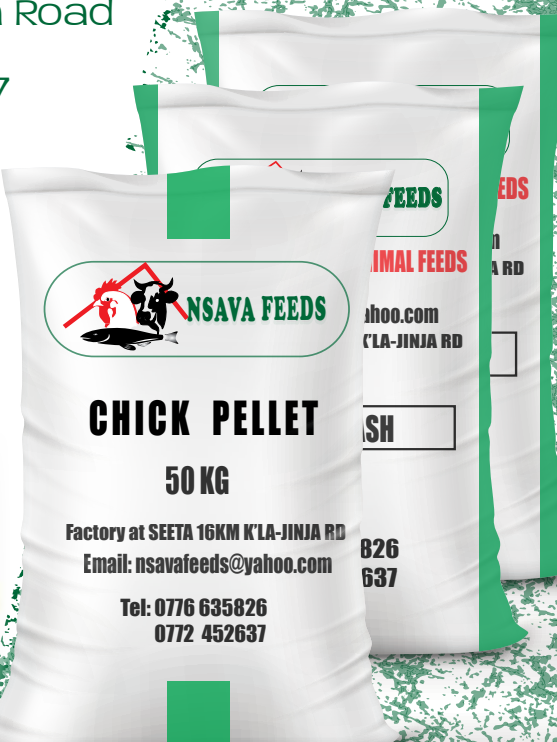
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Stainless Steel  
Railings



Glass Canopy and  
Skylights



Frameless Glass  
Doors

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increased investments as manifested by the establishment of more industries manufacturing cement, salt, sanitizers, masks, tiles, phones among others, and there has been an increase in shelf space for local products in supermarkets. Due to reduced cost of certification, compulsory standards certification requirement and the opportunities in public procurement, the quality of local products has improved by 70%.

Our commitment is to reduce power tariffs to at least five (5) US cents. In addition, Government will undertake the transmission of power from the generation sources to Industrial parks as a strategy to further lower the cost of power.

Similarly, Government will further develop infrastructure; roads, railways, and ICT to improve the doing business environment and reduce production costs. Its important to note that the country has 5,550Km of paved roads and established Uganda Airlines to ease transportation of local products to foreign markets.

To minimize the high costs of doing business, Government has capitalized Uganda Development Bank (UDB) and Uganda Development Corporation (UDC) with over 700Billion to facilitate affordable capital acquisition for industrial development.

The BUBU policy communication plan requires Government to organize Expos as one way of creating positive mindsets towards quality Ugandan products, hence the BUBU Expo 2022 which was held under the theme “Changing Mindsets, Building Awareness about BUBU Brands”.

I urge our local manufacturers to soldier on by increasing or sustaining production of quality items, diversifying products through improved technology and research, exploring production fragmentation, or creating production networks through partnerships with manufacturers in other countries as a way of market penetration and technology transfer but to also enhance local value chain participation by increasing sourcing of local raw materials.

My Ministry is cognizant of the challenges facing local producers and is in the final stages of developing a comprehensive framework of interventions to address them. This framework will be launched at the next BUBU Expo in 2023.

I wish to appreciate the Ministry of Trade, Industry and Cooperatives, Investment Review Publications Ltd, and other partners for supporting the compilation of this edition of the BUBU Expo Magazine.

For God and My Country, UGANDA

**Hon. Harriet Ntabazi**

**Minister of Trade, Industry and Co-operatives (Trade)**

This year's theme of “Changing Mindsets and Building Awareness about BUBU brands” comes at a time when import substitution and export promotion are high on the Government Development Agenda - a critical pivot for Uganda's structural and socio-economic transformation.

As we may have it, the Government is committed to the implementation of the Buy Uganda Build Uganda (BUBU) Policy, a strategy structured to substitute imports.

This is a route underscored by both the African Union Agenda 2063 and the 2030 Agenda for Sustainable Development – with a focus on SDG 9; which particularly stresses building resilient infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation.

The manufacturing sector in Uganda has attracted thousands of players ranging from small to large enterprises who are contributing 8.3 percent of the GDP, 19 percent of the total exports to the global market and 14 percent of the tax revenue collected. This indeed is a strong vote of confidence for Uganda as a good investment destination. With this, the industrial sector's ten-year goal is to double the Manufacturing Value Added (MVA) from 8.3% to 16.0%. Without a doubt, the Private Sector remains the primary driver of investments and employment creation in Uganda.

The government has embarked on addressing challenges faced in public procurements, private sector production, and consumption of local products.

These undertakings are coupled with a strategic increase in the capacity of the private sector to supply huge infrastructural projects such as dam construction, and the erection of railway lines and highway roads.

Also, to note is that Uganda's population growth, life expectancy, and urbanization are on the rise. This means that there will be a fast-growing consumer market with long-term demand for manufactured products. Along with that are the market opportunities in the EAC, COMESA, and AfCFTA economic blocks.

BUBU Policy and Strategy thereby strives to promote value-addition initiatives in sectors where the country has resource endowment and comparative advantage. This approach is in tandem with Uganda's Vision 2040, the National Development Plan III and NRM manifesto.

Inevitably, this has made conceivable - the objectives of the BUBU Policy - one of the most uniquely executed policies and strategies in Uganda, as Government procurements of local products soared to 40%, and 60% of shelf space in supermarkets. In addition to that, the strict abidance of the PPDA Amendment Act saw 60% of local resources and raw materials utilized in production.

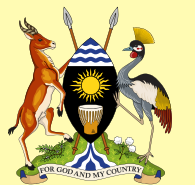
With this, the 2022 issue of BUBU EXPO special Magazine is dedicated to Ugandans, the curious revolutionaries who think differently and have evolved mindsets. We have made a bolder, braver step to celebrate them and give these important, varied new voices a place to chart the future of economics.

I am incredibly proud of what BUBU EXPO has created and curated with unique collaborations, and this issue is one of the highlights of the progress thus far. We have shone the spotlight on inspiring people whom I hope will provoke stimulating debates on transforming Uganda's economy through mindset change.

So now, it's over to you Uganda, let's create wealth.

**Delilah Aisu**

**Editor**



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## BUBU EXPO STAKEHOLDERS

The mandate of the Ministry of Trade, Industry and Cooperatives is: “To formulate, review and support policies, strategies, plans and programs that promote and ensure expansion and diversification of trade, cooperatives, environmentally sustainable industrialization, appropriate technology development and transfer to generate wealth for poverty eradication and benefit the country socially and economically.”

Investment Review Publications Ltd is a media and communications firm that was founded in 2013 to enhance communication around investment in Uganda targeted at SMEs (Small and Medium size Enterprises) and other domestic and foreign investors.



Uganda Investment Authority (UIA) set up under the Investment Code 1991 is a statutory agency mandated to initiate and support measures that enhance investment in Uganda and advise Government on appropriate policies conducive for investment promotion and growth. The changing investment environment and Government priorities have necessitated the modification of UIA's mandate.

Private Sector Foundation Uganda (PSFU) is Uganda's apex body for the private sector. It is made up of over 200 business associations, corporate bodies and the major public sector agencies that support private sector growth.

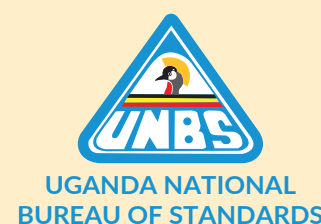
Since its founding in 1995, PSFU has served as a focal point for private sector advocacy as well as capacity building and continues to sustain a positive policy dialogue with Government on behalf of the private sector.



Uganda Revenue Authority assesses, collects and accounts for Central Government Tax Revenue (includes Non-Tax Revenues) and provides advice to government on matters of policy relating to all revenue sources.

The Uganda National Bureau of Standards (UNBS) is a statutory body under the Ministry of Trade, Industry and Co-operatives established by the UNBS Act Cap 327.

The Mandate of UNBS is to formulation and promotion of the use of standards, enforce standards in protection of public health and safety and the environment, ensuring fairness in trade and precision in industry and strengthening the economy of Uganda by assuring the quality of locally manufactured products.



## BUBU EXPO STAKEHOLDERS



The Public Procurement and Disposal of Public Assets Act 1 of 2003 set up the Public Procurement and Disposal of Public Assets Authority (PPDA) as the principal regulatory body for public procurement and disposal of public assets in Uganda. The amendments to the PPDA law have introduced several changes prominent of which is the strengthening and enhancement of the role of PPDA in the execution of its regulatory mandate.

UIRI was formally established by an Act of Parliament in 2002 to be the model institution and regional center of excellence, for incubation of industry and pioneering industrial Research and Development activities that could elevate the level of technology in Uganda and the region.



The Uganda Registration Services Bureau is an autonomous statutory body established by Chapter 210 Laws of Uganda in 1998 to provide Accessible, Reliable & Innovative Registration Services for a Formalized Economy.

Uganda Manufacturers Association is a premium business association representing the industrial sector of Uganda's economy with membership of over 700 corporate, large, medium and small firms from the private and public sectors.



The Uganda Small Scale Industries Association (USSIA) is a not-for-profit business association of Micro, Small and Medium Industries (MSMIs) with a strong membership base of about 5000 registered Micro, Small and Medium Industries. USSIA is driven to support and equip small and medium sized enterprises especially the small scale industries sector of Uganda for success and economic growth.

Established by the UDC Act Chapter 326 of 1952, Laws of Uganda, the mission of Uganda Development Corporation is to make long-term investments in strategic sectors of the economy in order to stimulate industrial and economic development and thus spur private sector growth.



The mandate of the Ministry of Defence is to defend and protect the sovereignty and territorial integrity of Uganda, ensuring non-violability of peoples and individual rights, the rule of law and good governance. Cooperate with civilian authorities in emergence situations and in cases of natural disasters. Foster harmony and understanding between Defence forces and civilians. Engage in productive activities for Natural Development.



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2016	22.7	7.6	4.60
2017	20.8	4.5	2.26
2018	24.5	6.6	3.55
2019	25.8	10.2	0.86
2020	24.3	18.8	7.88
2021	28.2		2.33

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**SCAN ME**



# Import Substitution and Export Promotion is High on the Government Development Agenda

*Her Excellency the Vice President of Uganda Maj (RTD) Jessica Alupo in a speech read for her by The Rt. Hon. Third Deputy Prime Minister Justine Kasule Lumumba made the following remarks at the opening of the BUBU EXPO 2022*



**H**on. Minister of Trade, Industry and Cooperatives (Trade), Hon. Members of Parliament, Permanent Secretary, Ministry of Trade, Industry and Cooperatives, Government officials present, Members of the Private Sector, Members of the Media Fraternity, Exhibitors, Distinguished Guests, Ladies and Gentlemen

I wish to take this opportunity on behalf of Government to welcome you all to the 2nd Buy Uganda Build Uganda Expo. I wish take this moment to thank H.E the President of Uganda for having guided and graced the promotion of locally made products when he officially launched the 1st Buy Uganda Build Uganda Expo in 2019.

I wish to extend my sincere gratitude to the Ministry of Trade, Industry and Cooperatives and other partners for organizing this year's Expo that is aimed at showcasing locally manufactured goods and services.

I also thank the private sector for actively participating in this Expo and as you are aware, the Private Sector remains the primary driver of investments and employment creation in the Country.

This year's theme of "Changing Mindset and Building Awareness about BUBU brands" is very appropriate at the time when import substitution and Export promotion is high on Government development Agenda which is critical for Uganda's structural and socio-economic transformation.

The Government is committed to the implementation of the Buy Uganda Build Uganda (BUBU) Policy in order

to grow local manufacturing as opposed to the importation of foreign products. The importance of promoting local industries in economic transformation is underscored by both the African Union Agenda 2063- The Africa we want-and the 2030 Agenda for Sustainable Development. Sustainable Development Goal (SDG) 9; which particularly focuses on building resilient infrastructure, promoting inclusive and sustainable industrialization and fostering innovation.

In line with above, the manufacturing sector in Uganda has attracted over 7700 players ranging from small to large enterprises. The sector consumes about 67 percent of all the power generated, contributes 8.3 percent of the GDP, 19 percent of the total exports to the global market and 14 percent of the tax revenue collected. This indeed, is a strong vote of confidence for Uganda as a good investment destination. The goal for the industrial sector in the next ten years is to double the manufacturing value added (MVA) from 8.3% to 16.0%.

Also to note is that Uganda's population growth, life expectancy and urbanization are on the rise. This means that there will continue to be, a fast-growing consumer market with long-term demand for manufactured products. There are also market opportunities in the EAC, CO MESA and AfCTA economic blocks available for supply with quality products. I know most exhibitors present here have the capacity to supply these markets if the non-tariff barriers are removed and properly guided by Government institutions.

Furthermore, Government has put in place an Import Substitution Action Plan, supported by Buy Uganda Build Uganda (BUBU) policy, Public Procurement and Disposal of Assets (PPDA) law and local content law to guide its implementation. These interventions have led to a

significant increase in the consumption of locally manufactured products and services. I take this opportunity to demonstrate commitment and enhance synergies of the relevant stakeholders to ensure successful implementation of the above Policies, Strategies and laws aimed at promoting consumption of locally manufactured products.

Ladies and Gentlemen, since 1989, the National Resistance Movement (NRM)

***In line with above, the manufacturing sector in Uganda has attracted over 7700 players ranging from small to large enterprises. The sector consumes about 67 percent of all the power generated, contributes 8.3 percent of the GDP, 19 percent of the total exports to the global market and 14 percent of the tax revenue collected.***

has been pursuing strategic measures to promote local manufacturing in the Country. These include:

1. Government has capitalized Uganda Development Bank (UDB) to a tune of Ush 1,045 billion in FY 2020/2021 to provide affordable and long-term capital

to agriculture, agro-processing and other manufacturers.

2. Extended the road network to cover most parts of the country;

3. Increased the total paved roads as a percentage of total national roads from 8% (1,000km) in 1986 to 21.1 % (5,500km) in 2019;

4. Constructed Power Plants including the new ones – Isimba and Karuma Power Plants - to increase electricity generation. The Electricity generation as of June 2021 stood at 1,268 Megawatts and the transmission lines covered 2,989 km;

5. Reduced the cost electricity for manufacturing to from the current USD 8.7 cents to USD 5 cents.

Ever since the government approved the BUBU policy, many of our local manufacturers in the Iron and Steel sector, cement, furniture, textiles, pharmaceutical products have benefited from government infrastructure projects amounting to over 20 billion Uganda shillings.

As I conclude; I pledge Government support to the private sector in ensuring a conducive business environment through accelerated sustainable economic transformation with an increased developmental role of the State and reduced the cost of production.

I also call upon all Ugandans to embrace and buy our locally made products.

I now take the honour to officially open the BUBU EXPO 2022.

I thank you.

FOR GOD AND MY COUNTRY

H.E THE VICE PRESIDENT OF THE REPUBLIC OF UGANDA



# Government Intent on Enhancing Local Manufacturers and Service



*Hon Francis Mwebesa, Minister of Trade, Industry and Cooperatives*

**H**.E the Vice President of the Republic of Uganda, Your Excellences, the Ambassadors, The Managing Director Tembo Steels (U) Ltd, Government officials present, Members of the Private Sector, Members of the Media Fraternity, Exhibitors, Distinguished Guests, Ladies and Gentlemen. It's a great honor to be here today to officiate at the opening of the

2nd BUBU Expo which is aimed at showcasing and branding Ugandan local products with the view to increase

domestic consumption. The Exhibition will be comprised of conferences, exhibitions and Awards dinner.

This year's theme of "Changing Mindset and Building Awareness about BUBU brands" is in line with Government Strategy to promote the consumption of locally manufactured products to enhance the domestic market share of local manufacturers and service providers.

One of the key impediments to the consumption of local products is the negative mindset of prospective

domestic consumers. In order to address this challenge, the BUBU campaign has a detailed communication plan of activities which are outlined in the BUBU Implementation Strategy aimed at creating a positive mindset towards Ugandan products. The Strategy provides for Government support to the private sector in the development and marketing of Ugandan brands through exhibitions, trade fairs and supporting private sector initiatives while creating awareness and cultivating supportive measures in local sourcing of procurements in Uganda.

Government underscores the need to support production, purchase, supply and consumption of local goods and services to fast track the realization of the objectives of the), NRM Manifesto, Vision 2040, National Development Plan III (NDPIII - whose theme is to ensure sustainable industrialization for inclusive growth, employment and sustainable wealth creation.

Uganda has an extensive Micro, Small and Medium Enterprise (MSME) sub-sector which accounts for approximately 90% of the private sector. One of the key interventions in BUBU Policy and Strategy is support to value addition initiatives in sectors where the country has resource endowment and comparative advantage. This approach is in tandem with Uganda's Vision 2040, the National Development Plan III and NRM manifesto.

Furthermore as you may be aware, H.E the President gave a directive that Government institutions such as Uganda Police, armed forces, hospitals, Prisons, Government aided

# The Domestic Market Share of Providers.

schools, among others should procure uniforms, furniture, footwear and scholastics/ office sectors to promote local production and consumption.

In line with above, allow me to brief you about a few achievements of the BUBU campaign since it was launched five years ago:

1. Government has more than tripled procurement of uniforms and clothing materials from local manufacturers from UGX 2.6bn (2017/18) to UGX 8bn (2018 / 19);

2. Contracts to local road construction companies especially by Uganda National Roads Authority between 2017 and 2019 averaged 26% of UNRA's annual budget. Kampala Capital City Authority awarded 52% of its roads construction budget to local providers in the financial year 2018 / 19;

3. Government through National Medical Stores has increased its purchase of medicines and medical supplies from local pharmaceutical companies from 156 billion Uganda Shillings to 165 billion Uganda Shillings between 2017 and 2019;

4. Supply of transformers, transformer wiring and repairs, and electrical switch gears totaling to 1.1 billion Uganda Shillings was awarded to Local Providers in 2017/18 by Uganda Electricity Distribution Company Limited. In the same year, Uganda Electricity Transmission Company Limited awarded local providers contracts totaling to 11.6 billion Uganda Shillings to supply generators, energy meters and wood poles.

5. There has been increased investments

as manifested by the establishment of more industries manufacturing cement, salt, sanitizers, masks, tiles, phones among others;

6. Shelf space for local products in supermarkets has increased to around 60 %;

Ladies and Gentlemen, Government is aware of some of the challenges you are facing in the manufacturing and service sectors and is committed to addressing them. Allow me to highlight some of the interventions the Government is undertaking to address such challenges;

i. Energy; Government is committed to reducing power tariffs to at least 5 US cents for manufacturers as a strategy to lower the cost of production. Creating a stable, reliable and affordable electricity is key for industrial development.

ii. Development of infrastructure; roads, railways (Standard Gauge Railway), and ICT to improve the doing business environment and reduce costs. Inadequate infrastructure is a key concern to unlocking the potential of the private sector players in economic and industrial development.

iii. Buy Uganda and Build Uganda (BUBU) Policy 2014. The Policy supports the consumption of locally produced goods and services and provides for an affirmative action to be taken under Government Procurement. One of the key Policy that the Ministry deemed necessary to enhance value addition, local production and promote investment is the BUBU policy.

iv. Regional Trade Policy and Regulations. The trade policy agenda of the EAC aims at turning the partner states into a single investment

and trade area in order to increase the volume of trade among them with the rest of the world. The ultimate goal is to promote rapid economic growth and development, generate employment and uplift the standards of living of the East African people; by transforming partner states into one large and more viable investment hub and trading market. I note that your products is have already penetrated EAC markets.

I believe that at the end of the Conferences and Exhibitions, a better mindset will be created towards Ugandan products, networks will be established between the public and private sector, Government efforts to promote industrialization will be known, motivation will be created amongst local producers to become more competitive and there will be increased support towards the BUBU campaign.

As I conclude, I want to thank the organizers of this exhibition for the commendable work done and the exhibitors for turning in up in big numbers. Special thanks go to our platinum sponsor of the Expo, Tembo steel (U) Ltd.

Finally, I would like to thank all other private sector partners and Investment Review Publications for working with my Ministry in organizing this Expo.

Thank you for listening to me.

I now have the honour and privilege to invite Her Excellency the Vice President to address the congregation and declare this exhibition officially open.



# Aim at Creating a Positive Mindset



Hon. Justine Kasule Lumumba, Minister Office of the Prime Minister, Your Excellences, the Ambassadors, Government officials present, Members of the Private Sector, Members of the Media Fraternity, Exhibitors, Distinguished Guests, Ladies and Gentlemen

It's a great honor to be here today to officiate at the opening of the 2nd BUBU Expo which is aimed at showcasing and building viable business networks.

Buy Uganda Build Uganda (BUBU) is an affirmative action to local manufacturers and service providers to increase the consumption of their products. The multiplier effects of the policy relate to enhanced value addition, local production and promoting investments.

From an East African Community Perspective the trade policy agenda aims at turning the partner states into a single investment and trade area in order to increase the volume of trade among them with the rest of the world. This is only possible if the individual countries of the EAC build the capacities of local enterprises to compete favorably with international companies especially multi-national companies. Policies like BUBU are important to build competitiveness of companies to be able to trade domestically, regionally and internationally. The negative mindset towards local products is a big limitation to this agenda. Fighting it requires consistent intensive and extensive and multipronged communication campaigns. Organizing Expos is one way of achieving positive mindsets towards local products. The BUBU policy communication plan requires Government to organize Expos as one way of creating positive mindsets towards quality Ugandan products, hence the BUBU Expo 2022. The theme for this year's Expo is "Changing

# Towards Ugandan Products



*Hon. Amelia Kyambadde, Hon. Justine Lumumba and Hon. Ntabazi*

Mindset, Building Awareness About BUBU Brands". The reason for the theme is to emphasize that the key impediments to the consumption of local products is the negative mindset of prospective domestic consumers. In order to address this challenge, the BUBU campaign has a detailed communication plan of activities which are aimed at creating a positive mindset towards Ugandan products. The plan provides for Government support to the private sector in the development and marketing of Ugandan brands through exhibitions, trade fairs and supporting the private sector in public procurements in Uganda.

Every exhibitor in BUBU Expos as long as he /she is a manufacturer is certified. This because the BUBU campaign does not compromise on quality as doing so can be detrimental to human, animal and plant health.

Government underscores the need to support production, purchase, supply

and consumption of local goods and services to fast track the realization of the objectives of the, NRM Manifesto, Vision 2040, National Development Plan III (NDP III - whose theme is "to ensure sustainable industrialization for inclusive growth, employment and sustainable wealth creation". The BUBU Policy supports the industrialization agenda through its strategic activities on promoting the consumption of products from local manufacturers.

As a Ministry, the BUBU policy focuses on a few products for which we are sure of quality and sustainable supply. These include: furniture, cement, iron and steel products, pharmaceutical products, footwear, textiles, foods and beverages and construction materials (paint).

Uganda has an extensive Micro, Small and Medium Enterprise (MSME) sub-sector which accounts for approximately 90% of the private sector. One of the key interventions in BUBU Policy

and Strategy is support to value addition initiatives in sectors where the country has resource endowment and comparative advantage. This approach is in tandem with Uganda's Vision 2040, the National Development Plan III and NRM manifesto.

My Ministry has undertaken a number of activities to support the growth of SMEs in the areas of improving quality, business development, value addition and marketing. The activities include;

1. Organized the participation of MSMEs in regional and international trade fairs and exhibitions;
2. Trained MSMEs in business development services to support enterprise growth and sustainability.
3. Supported 1000 MSMEs in product and process certification to improve products quality;
4. Trained them in modern climate smart technology to improve





*A section of participants with the Chief Guest Hon. Justine Lumumba at the BUBU EXPO 2022. Kololo Independence Grounds*

production;

5. We have also given machines to producer groups; among others.

From the BUBU Policy perspective, we have implemented a number of activities, key of which include:

i. Profiled companies in the priority sectors;

ii. Co-ordinated capacity building trainings with PPDA on procurement processes;

iii. Organized Expos like the BUBU Expo 2022 to showcase local products;

iv. Inspecting and persuading supermarket chains to provide shelf-space for local products;

v. Publishing the BUBU Magazine annually;

vi. Identifying informal SMEs for business registration;

vii. Identifying land to set up BUBU Centres as production and marketing centres for SMEs;

viii. Developed the BUBU Logo as a way of branding quality local products

ix .Developed the Local Content Bill to give BUBU force or law

Furthermore, as you may be aware, H.E the President gave a directive that Government institutions such as Uganda Police, armed forces, hospitals, Prisons, Government aided schools, among others should procure uniforms, furniture, footwear and scholastics items, etc. locally to promote local production and consumption.

The achievements of BUBU have further been strengthened through the implementation of the Reservation Schemes Guidelines which ringfences certain procurements for the locals.

In line with the above, allow me to brief you about a few achievements of the BUBU

campaign since it was launched five years ago:

1. Government has more than tripled its purchase of uniforms and clothing materials from local manufacturers since 2017, the year when the BUBU policy was launched.

2. UNRA has increased its contracts to local road construction companies from 12% (UGX. 270Billion) to 39% (UGX. 897Billion) in 2020/2021.

3. National Medical Stores has increased

its purchase of medicines and medical supplies from local pharmaceutical companies by 56% for instance in financial year of 2018 -2019 National Medical Stores brought medicines worth UGX.165 billion.

4. Government has increased its procurement of local transformers. For instance, transformer wiring and repairs, and electrical switch gears totaling to 1.1 billion Uganda Shillings was awarded to Local Providers in 2017/18 by Uganda Electricity Distribution Company Limited. In addition, the same year, Uganda Electricity Transmission company awarded local providers contracts totalling to 11.6 billion Uganda shillings to supply generators, energy meters and wood poles.

5. There has been increased investments as manifested by the establishment of more industries manufacturing cement, salt, sanitizers, masks, tiles phones among others.

6. Shelf space for local products in supermarkets has increased to about 52%

7. BUBU has led to diversification in some factories for instance NYTIL now produces personal protective e.g.,

masks and Rwenzori Bottling company produces sanitizers.

8. BUBU has also led to increase in employment. For instance, before BUBU NYTIL used to employ 900 people which later increased to 3,050 people.

9. The storage space and time of delivery of National Medical Stores has improved because the medicines are procured from within the country.

10. The quality of local products has improved from less than 45% to 70% due to reduced cost of certification, compulsory standards certification requirement and the opportunities in the public procurement.

Government is aware of some of the challenges you are facing in the manufacturing and service sectors and is committed to addressing them. Allow me to highlight some of the interventions the Government is undertaking to address such challenges;

**1. Energy;** Government is committed to reducing power tariffs to at least 5 US cents. In addition, Government will undertake the transmission of power from the generation sources to Industrial parks as a strategy to further lower the cost of power. As a strategy to

lower the cost of production. Creating a stable, reliable and affordable electricity is key for industrial development.

**2. Development of infrastructure;** roads, railways, and ICT to improve the doing business environment and reduce costs. For instance, the country has 5,550Km of paved roads and established Uganda Airlines to ease transportation of local products to foreign markets.

**3. Government is aware of the high-cost of capital.** In this regard, Government has capitalized UDB and UDC with over 700Billion to facilitate affordable capital acquisition for industrial development.

I believe that at the end of the conferences and exhibitions a better 'mind set' will be created towards Ugandan products, networks will be established between the public and private sector, Government efforts to promote industrialization will be known, motivation will be created amongst local producers to become more competitive and there will be increased support towards the BUBU campaign.

As I conclude, fellow Ugandans BUBU is about supporting each other's business to transform our lives for the better and to lay affirm foundation for prosperous

future generations. Whenever you buy a Ugandan product 67% of the money remains here to create more jobs, improve the quality of our products and capacity to supply, and to enhance our purchasing power. This is a reflection that we are obliged to buy whatever is locally produced but of quality. Our country should not be a supermarket of imported products when we have similar quality products here.

I want to thank the organizers of this exhibition for the commendable work done and the exhibitors for turning up in big numbers. Special thanks go to our platinum sponsors of the Expo, Tembo steel (U) Ltd and Rene Industries.

Finally, I would like to thank all other private sector partners and Investment Review Publications for working with my Ministry in organizing this Expo.

Thank you for listening to me.

I now have the honor and privilege to invite Her Excellency the Vice President to address the audience.

FOR GOD AND MY COUNTRY



# The BUBU EXPO is Back After the COVID-19 Hiatus



I would like to take this opportunity to welcome H.E the Vice President, distinguished guests and all participants to the official opening of the Buy Uganda Build Uganda (BUBU) Expo 2022.

The Ministry held the first successful BUBU Expo in 2019 which was officiated by His Excellency, the President of Uganda at Kololo Ceremonial Grounds. However, due to the outbreak of the COVID Pandemic, we could only manage to organize a virtual e-BUBU Expo last year due to the requirement to comply with the COVID-19 Standard Operating Procedures to safeguard people from being infected with the COVID.

The BUBU Expo 2022 will be comprised of conferences, exhibitions and Awards dinner. The topics to be discussed during the conference will cover different fields such as women in business, the regulators conference, finance, standards, among others.

## The objectives of this year's BUBU Expo are:

1. To showcase quality Ugandan products so as to effect positive mindset change towards BUBU brands;
2. To inform the nation about the progress of the BUBU campaign implementation and achievements;
3. Create market opportunities and sales for BUBU brands;
4. To get feedback on progress of BUBU implementation from local manufacturers and service providers, Government and consumers; and
5. Finally, to make recommendations to enhance BUBU implementation.

Furthermore, The BUBU Conferences and Exhibitions will be crowned with publishing of a special BUBU Expo magazine. The Magazine



*PS Ms. Geraldine Ssali giving her remarks*

will feature all the participating BUBU companies, MDAs and media houses. The organizers will circulate five thousand (5000) copies free to the stakeholders and general public.

Government has embarked on addressing challenges faced in public procurements, private sector production and consumption of local products. In this regard, Government is undertaking the following interventions:-

1. Increasing the capacity of the domestic private Sector to supply huge infrastructural projects such as the construction of dams, railway lines and highway roads to reduce the pressure on Government to procure international companies at the detriment of local suppliers.
2. Increasing awareness of the procurement procedures by the business community.
3. Enhancing the capacity of local

companies to produce and supply products that meet the requisite quality and standards.

4. Formalizing the MSMEs and increase their capacities tap from government procurement.

5. The revised the PPDA Reservation Schemes which came into effect on 1st March 2017 provides for the following;

- a) Preferential thresholds for national providers in public procurements.
- b) Reservation of at least 30% of the value of works through subcontracting to local companies.
- c) Reservation for procurement of uniforms and related clothing materials.
- d) Reservation for procurement of low voltage cables and conductors.
- e) Reservation for procurement of

selected medicines.

As I conclude, I would like to thank all other private sector partners and Investment Review Publications for working with my Ministry in organizing this Expo. Special thanks go to all sponsors most especially Tembo Steel (U) Ltd our platinum sponsor for this years' BUBU EXPO.

Lastly, I want to thank Her Excellency the Vice President, Ministers and all other invited guests for gracing this function.

Once again, I welcome you all to this year's BUBU EXPO. Thank you.

For God And My Country,

**THE PERMANENT SECRETARY  
MINISTRY OF TRADE,  
INDUSTRY AND  
COOPERATIVES**



# The Impact Of Local Content Policies on the Economy, Competitiveness



Uganda's economy is dominated by agriculture, industry and the services sector. In view of the fact that the Agricultural sector is subsistence in nature and only employs over 65% of the country's population; Government has deliberate strategies to commercialize the sector.

The economy of Uganda has been growing steadily since

1986 and the status quo is:

- GDP Annual Growth Rate is 5.2%
- Unemployment Rate - 2.44% per annum.
- Inflation Rate - 4.9% per annum.

MSMEs in Uganda.

- Are Concentrated in urban settings;
- Main categories: Wholesale, retail, manufacturing, MVs, accommodation and food service activities.
- Currently there are 7800 industries in Uganda.
- Agri-business.

In order to market goods and services; a number of economies have adopted the Local Content Policy. For example; China, Russia, Indonesia, South Africa, USA, Kenya.

The BUBU Policy gives prominence to locally - produced goods and services.

**What is the impact of Local Content Policies (BUBU) on the economy and industrial competitiveness?**

- Domestic competition.
- Expansion of industries eg. Cement; 1 to 5 factories; Sugar, 1 to 10 factories.
- Quality and standards improved.
- Improving linkages between exporters and local industries.
- Linkages of agencies.
- Local content in supermarkets.

- Service industry - Engineering Education, health, ICT.

The Doing Business Environment.

All businesses must be formalized through agencies. a) URSB - Registration.

b) KCCA, UIA for licensing.

c) MOTIC - Local Government Authority.

d) UNBS, NDA - Standards and Quality Certification. e) UIA - Registration and incentives.

f) PPDA - Contracts, services,

procurements.

g) UDB, Microfinance Support Centre - Accessible and affordable credit.

**Appeal to agencies**

1. Costs of your services to be reasonable and affordable.
2. Accessibility.
3. Capital costs for startups.
4. SMEs programmes by MOTIC, MAAIF, MOFPED to avail affordable technological base.
5. Ministry of Science and Technology

and Ministry of

ICT to support innovation startups.

6. Incentives for local manufacturers.

7. Implementation of incentives by UIA Opportunities Under BUBU.

1. Consumption trends reflect huge expenditure on imported products.

2. Population growth 3.6% is a market.

3. Local Investors to participate in the services industry e.g construction of projects. 4. The Oil and Gas Industry will benefit all local MSMEs.







#### Regulatory framework that would support the local investors.

1. BUBU Policy and strategy.
2. PPDA Amendment Act, 2013.
3. NDP III
4. National Trade Policy, 2007.
5. National Standards and Quality Policy.
6. National Sugar Policy.
7. National Industrial Policy, 2008.
8. National Textile Policy.
9. Development Strategic and Investment Plan (DSIP), 2010 - 2015.
10. PPDA Act.

#### Have we attained the objectives of the BUBU Policy?

- a) Government procurements of local products soared to 40% e.g uniforms, construction materials, medicine, plastic and the service industry. construction of hydro dams, ICT etc. This has exceeded 20% of Government procurement.
- b) 60% of shelf space in supermarkets, local produce as compared to the target of 50%.
- c) There is synergy; all MDAs strictly abide by the PPDA Amendment Act.
- d) 60% Local resources and raw materials


utilized in production e.g sorghum for beer; clinker for cement, maize for maize flour, timber for furniture; shea for soap and oils has exceeded the target of 50%.

#### Conclusion

BUBU is a platform that would enable products and services to leap to EAC and AfCFTA as quality and well branded items.

This is yet another BUBU Expo since the Policy was implemented. This has been one of the most uniquely executed policy and strategy in Uganda.


I thank MTIC and all other organizers for this event.




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# Well Accredited Standards For Manufacturers

*Uganda Development Corporation is a corporate entity whose strategic and sustainable investments promote national industrial and economic development in Uganda.*

Re-established in 2016, the Uganda Development Corporation (UDC) is a wholly-owned Government investment institution. UDC is the investment arm of government that is mandated to promote and facilitate industrial and economic development in Uganda. UDC is guided by a 10 year strategic plan (2019/20-2029/30) with three (3) priority sectors; Agro-manufacturing, Mineral beneficiation/value addition, Services and infrastructure development. Its mission is to establish sustainable investments in areas strategic to Uganda's social and economic transformation, and prosperity of Uganda.

BUBU is among the best policies to happen to Uganda's economy especially for the private sector, and in support of this, UDC partners with the private sector through investing in projects that the private sector does not find readily attractive due to high initial capital requirements, resource constraints or initial low returns. Our intervention is not to compete with the private sector; but to support it. UDC provides expertise in management, governance and technology enhancement to the point where the private sector buys us

out and the funds are invested in another venture. Partnerships between the public and private sector lay a firm foundation of the produce.

Uganda over the years has shifted from industrial recovery to growth, and this is a collective effort of both the public and private sector because



*Dr. Patrick Birungi – Executive Director UDC*

strategies like BUBU support domestic competitiveness within manufacturers. This competitiveness leads to good quality products and services, it improves branding and standards of these products and services. As a result, agencies like UNBS, among others should become more effective to fulfill this by striving

for standardization of products made in Uganda. There should be emphasis of Ugandanization of products and not importing. In fact, the ban on the export of raw materials is boosting the manufacturing process. We must work together to promote local industries to achieve the Uganda we want and Africa at large.

There should be a discussion to implement standards with the manufacturers to avoid being told that we have poor standards and work towards having well accredited standards internationally. This is ideal because we can also export our products globally and are accepted on international markets. As UDC, all we need is capitalization so that we support our local manufacturers with necessary resources to produce high quality products worth the market both locally and internationally. Through the intervention of UDC, manufacturers are supported in terms of adequate financing.

Some of the interventions/projects we develop are almost from the start and others, are met half way. Eighty percent (80%) of UDC's efforts are in agro-processing where the absorption of our young youthful labour force is able to



*Rt. Hon Justine Lumunba, Hon Amelia Kymabadde and Hon Harriet Ntabazi visiting the Skynet stall at the BUBU Expo 2022.*

take center stage, we add value on fruits, sugar, tea, cassava, cotton and coffee. For example with Soroti Fruit factory, this project produces Teso Juice (Teju) which is now a household brand found in all supermarkets and retail shops in Uganda. Ugandans are now consuming good quality drinks at a low price other than the expensive imported ones. This goes to all other projects UDC invests in, the raw materials are from within which increases markets so that farmers are not stranded because those in the manufacturing sector do not have market.

## UDC's Progress

We are currently supporting tea production in the Southern and mid-west part of the country where our aim is to make sure we get tea processing into the export market because 98% of the production is for the export market. Our portfolio registers four (4) tea industries and two more are in progress in the tea subsector.

A processing facility of fruit in the Eastern part of the country has been opened up and we plan to build further

food processing facilities for mangoes, watermelons, pineapples and oranges, as

*There should be a discussion to implement standards with the manufacturers to avoid being told that we have poor standards.*



*Hon. David Bahati and Hon Harriet Ntabazi, Ministers of State for Trade Industry and Cooperatives*

well as cocoa, coffee and cassava.

With Uganda's importation bill US\$ 20 million of starch, UDC aims at adding value to the cassava grown in the country to produce quality starch that is needed as a source of raw material in our industries.

UDC also provides sustainable and strategic investments in infrastructure, financing, minerals beneficiation and services. With plans to establish a cement processing plant in Moroto and glass processing in Masaka.

In providing a strategic bridge for private sector development, UDC is unlocking Uganda's thriving industrial and manufacturing sectors, and steering Uganda's trajectory forward to its destiny as a middle income economy.





# UNBS Eases Implementation of Quality Standards

**A**rising from the increasing demand for safe and quality products in both the local, regional and international markets, coupled with the devastating effects of COVID 19 on businesses, Uganda National Bureau of Standards (UNBS) has unveiled a number of packages and complementary services to support the Private Sector and Enterprises involved in the production, manufacturing and distribution of various products to comply with the required safety and quality for their products at subsidized costs so that they will be able to quickly recover and sell to the various markets.

## 1. Reduction of Certification Fees provision of Pre-Market & Batch Certification as an interim measure before completing the certification process.

Starting 1st July 2021, Uganda National Bureau of Standards (UNBS) phased out some of the charges which were previously being levied on enterprises seeking certification of their products and these include Initial Audit Fees of Shs 250,000/= and Surveillance Audit Fees of Shs 250,000/=. This implies that UNBS conducts the certification and surveillance audits on Enterprises seeking to acquire the Quality Mark

(Q-Mark) free of charge.

Micro and Small Enterprises will now pay net certification fees of Shs 500,000 down from shs 850,000 while Medium and Large Enterprises will pay Shs 1,000,000 down from shs 1,300,000 for the issuance of annual certification permit for the use UNBS Quality Mark (Q-Mark). The new fees structure implies a reduction in certification fees by Shs 350,000 for Micro and Small Enterprises and Shs 300,000 for Medium and Large enterprises. However, Enterprises will continue to separately pay for laboratory testing fees depending on the number of parameters to be analysed for their

## FEATURE STORY

individual products.

Enterprises involved in the manufacturing of bottled water, alcoholic beverages (excluding wine) and carbonated and non-carbonated soft drinks will remain in the category paying certification fees of Shs1,000,000 per brand regardless of their size because of the additional regulatory input required to monitor their safety and quality before being put on the market.

The new Certification Fees structure have been highly subsidized and only consider recoverable costs in terms of man-hour input for both onsite and offsite certification processes as well as administrative overheads.

## 2. Pre-Market Approval Scheme

This is an interim measure to allow enterprise to put their products on the market before completing the certification process. This will help them test the market and get feedback from their consumers to improve the product. It is also meant them to avail them ample time to put in place the required infrastructure to effectively implement quality standards in a sustainable manner.

Micro-Small Enterprises (MSMEs) will pay testing fees their products and Shs 250,000, while the Medium and Large Enterprises will pay testing fees and Shs 500,000 for the Authorisation Letter under this scheme valid for six (6) months. During this period the enterprise is expected to have formalized the certification process to acquire a UNBS Quality Mark (Q-Mark).

## 3. Batch Approval Scheme

Under this scheme, enterprises are able to apply for certification of a specific lot or batch of products regardless of their certification status. This situation arise where enterprises get tenders to supply items which the buyers or certain markets require to meet minimum safety and quality standards. This scheme gives opportunity for enterprises to compete for bids before acquiring the UNBS

Q-Mark for their products.

Enterprises will pay testing fees and Shs 500,000 for the Batch Certificate (Certificate of Conformity). This has also been reduced from shs 600,000/= previously being charged under this scheme.

## 4. Exemption of Raw Materials and Inputs imported for Value Addition

All imported raw materials and inputs used by companies and enterprises for value addition of UNBS certified products are exempted from inspection because quality assurance is done on their certified products. This eliminates disruptions in the production cycle arising from delays in clearance and delivery of these imported inputs.



*David Livingstone Ebiru, UNBS Executive Director*

## 5. Provision of free standards to MSME Groups or Manufactures of COVID 19 PPEs.

The Bureau is providing free standards to MSMEs which belong to particular groups or Associations in order to save cost of individual enterprises buying their own standards.

Furthermore, the Bureau in a bid to complement Government's efforts towards fighting COVID 19 Pandemic is offering free standards to manufacturers of COVID 19 related PPEs such as non-medical masks, sanitizers, liquid hand wash, and protective clothing (surgical and patient gowns).

This Uganda Standard specifies performance requirements for surgical drapes, gowns and clean air suits.

The standards would have cost manufacturers a minimum of shs 300,000, which is now saved because the standards are free of charge.

There are also other International Standards available free of charge from UNBS international partners on their websites such as;

- The International Organization for Standardization (ISO) is providing free online browsing of several ISO Standards on protective gloves, Anaesthetic and respiratory equipment, Lung ventilators, Protective clothing, Emergency management, etc. These can be accessed at <https://www.iso.org/covid19>

- The American Society for testing and materials (ASTM), is providing no-cost public access to important ASTM standards used in the production and testing of personal protective equipment, These can be accessed at <https://www.astm.org/READINGLIBRARY/>

The above free standards can be accessed by sending a request via email to UNBS Mr. George Opiyo [george.opiyo@unbs.go.ug](mailto:george.opiyo@unbs.go.ug) or Mr. Maurice Musuga [maurice.musuga@unbs.go.ug](mailto:maurice.musuga@unbs.go.ug)

## 6. Decentralization of UNBS Services to Regional Offices of Mbale, Gulu and Mbarara

The Bureau has embarked on decentralizing its services to other parts of the country and has so far established its branch offices in Mbale to cater for the Greater Easter Region, Gulu to cater for the Greater Northern and Mbarara to cater to the Greater Western Region.

Decentralization to Eastern Uganda is aimed at supporting the cereals, fruits and vegetables value chain in the region, in addition to other agricultural and value added products, while establishing UNBS offices in Northern Uganda will support the vegetable oil products in the region, in addition to other agricultural





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The free standards include;

**US 2552:2020, Non-medical masks— Specification**

This Uganda Standard specifies the requirements, and methods of sampling and test for the non-medical face masks intended to reduce the risk of general transmission of the infectious agent. It covers non-medical face masks and other face covers made of textiles intended for single use (disposable) or for multiple use that may be washed, disinfected and reused. It does not cover respiratory protective devices such as medical face masks, filtering face masks and breathing apparatus.

**US EAS 789: 2013, Instant hand sanitizers — Specification**

This Uganda Standard specifies the requirements and methods of test for alcohol based instant hand sanitizers. The standard does not cover non-alcohol based hand sanitizers.

**US 1625:2015, Anti-bacterial and Anti-viral instant hand sanitizers— Specification**

This Uganda Standard specifies the requirements, sampling and test methods for acid based instant sanitizers.

**US 1693:2017, Disinfectants/sanitizers — Specification**

This Uganda Standard specifies requirements, sampling and test methods for disinfectants/sanitizers

intended for general use on inanimate surfaces including food contact and non-food contact surfaces. This standard is applicable to disinfectants/sanitizers represented for use on non-critical medical devices, environmental surfaces and other inanimate objects. This standard does not apply to disinfectants/sanitizers containing iodophor(s) and aldehydes as active ingredients.

**US 1709:2017, Disinfectants/sanitizers based on iodophors — Specification**

This Uganda Standard specifies requirements, sampling and test methods for disinfectants/sanitizers that contain iodophor(s) as active ingredient(s) and intended for use on inanimate surfaces.

**US 1710:2017, Disinfectants/sanitizers based on glutaraldehyde for general use — Specification**

This Uganda Standard specifies requirements, sampling and test methods for two types of disinfectants/sanitizers based on glutaraldehyde and intended for general use on inanimate surfaces.

**US EAS 812-1:2015, Liquid hand wash — Specification — Part 1: Synthetic and combined (soap and synthetic) hand wash**

This Uganda Standard specifies the requirements and methods of test for synthetic and combined (soap and synthetic) hand wash. This standard

does not apply to soap-based hand wash.

**US 966-1:2011, Medical devices — Surgical gowns, drapes and clean air suits, — Part 1: General requirements**

This Uganda Standard specifies information to be supplied to users and third party verifiers, in addition to the usual labelling of medical devices (ISO 15223), concerning manufacturing and processing requirements. This standard gives general guidance on the characteristics of single-use and reusable surgical gowns, surgical drapes and clean air suits used as medical devices for patients, clinical staff and equipment. This standard does not include requirements for incision drapes.

**US 966-2:2011, Medical devices — Surgical gowns, drapes and clean air suits, — Part 2: Test methods**

This Uganda Standard specifies test methods for evaluating characteristics of surgical gowns, drapes and clean air suits.

**US 966-3:2011, Medical devices — Surgical gowns, drapes and clean air suits, — Part 3: Performance requirements and performance levels**

This Uganda Standard specifies performance requirements for surgical drapes, gowns and clean air suits.

The standards would have cost manufacturers a minimum of shs 300,000, which is now saved because the standards are free of charge.

and other value added products and the one in Western Uganda will support the dairy products in the region, in addition to other agricultural and value added products.

The Bureau is also planning to decentralize its offices to the Albertine Region to support enterprises involved in the Oil and Gas Value Chain.

**7. Harmonization of Commonly Applied Regional, Continental and International Standards to increase Market Access.**

A standard is a document that contains rules, guidelines or characteristics of given product. Standards are important because they guide the user on the required and appropriate designs of products, services and systems, which

in turn improves product, service and systems' quality, leading to efficiency as business costs are reduced, profits are increased, driving growth of the business sector and economy at large.

In order to facilitate access of Ugandan products to regional, continental and international markets, the Bureau has adopted and harmonized a number of standards, including 505 standards



with the East African Member States (EAC), 2,355 standards harmonised with the International Organisation for Standardisation (ISO), 267 harmonised with the International Electro technical Commission (IEC), 143 harmonised with Food Code - Codex Alimentarius (CODEX), 7 standards harmonized with African Organisation for Standardization (ARSO), 3 standards harmonized with International Organization of Legal Metrology (OIML) and 2 standards harmonised with the European Norm/ European Standards (EU).

The harmonization of standards with regional, continental and international partner states implies that once UNBS has certified Uganda products against these Standards, they should freely access these markets without being subjected to further quality checks. Harmonization of standards is therefore meant to facilitate global trade.

**8. Maintenance of Internationally Accredited Laboratories to provide Testing capacity local products, imports and exports.**

The Bureau has recently completed the construction and commissioning of

its modern Food Safety Laboratories (Chemistry and Microbiology) at its Headquarters in Bweyogerere Business and Industrial Park. These Laboratories are internationally accredited, which implies that results of product samples analysed by UNBS Laboratories are internationally recognized and this promotes access of Ugandan Certified products to regional and international markets. The Bureau also operates the Materials Engineering and Electrical Engineering Laboratories.

Both chemical and microbiology laboratories test various foods and non-food products including milk, beef, fish, honey, fruits, vegetables, carbonated and non-carbonated soft drinks, alcoholic beverages, water and cosmetics, paints, textiles, leather, sanitizers, disinfectants, face masks, surgical gowns, clean air suits, toilet paper, diapers, sanitary towels and other products.

The chemistry laboratory test for contaminants in food and feed. Tests are often required for pesticide residues, residues of veterinary drugs, mycotoxins such as aflatoxins, heavy metals e.g. lead, mercury, arsenic and cadmium that

are toxic and not desirable in food or feed. In addition, we conduct tests for chemical composition of products that determine their quality, performance and authenticity.

Our microbiology laboratory specialises in test against pathogenic organisms that may occur in food, feed and other products. This helps assure that products are produced in clean environment and do not present safety concerns to consumers. These tests include Total Plate Count, Total Coliforms, Escherichia coli, Yeast and Moulds, Vibrio cholerae, Enterobacteriaceae, Salmonella, Pseudomonas aeruginosa, Streptococcus faecalis, Listeria monocytogenes, Candida albicans, sulphite reducing anaerobes and clostridium perfringens. We also perform general tests e.g. microbial cleanliness, anti-bacterial activity and bactericidal efficacy.

Our engineering laboratories test materials and electronic and electrical products. The electrical engineering laboratory tests put emphasis on the safety and performance of accessories, batteries, power cables, appliances, electronic and solar products. In addition,



we test for performance of materials for construction, production and home use. Many products such as building blocks, tiles, roofing materials and paints should meet standards to ensure the use does not endanger consumers.

Our laboratories support other laboratories in the country through our Inter laboratory Comparison Scheme (ILC) and proficiency testing services for East African Community. In the ILC scheme we share samples with other laboratories and compare results. This helps build capacity and confidence in private and public laboratories to support industry. In this scheme, products tested include potable water, milk, soft drinks, fruit juices, cosmetics, coffee, cement and iron bars.

The public is welcome to visit our facilities in Bweyogerere Industrial Park.

Send your requests for testing of your products to [samplerception@unbs.go.ug](mailto:samplerception@unbs.go.ug)

#### 9. Simplification of Technical Standards into easy-to-use Guidelines Translated to Local Languages

The Bureau has intensified standards awareness campaigns among Micro, Small and Medium Enterprises (MSMEs) and is simplifying standards into easy-to-use guidelines and translating them to local languages in order to ease implementation of quality standards by MSME whose staff have not gone far with their education.

The Bureau provided 24,000 individual booklets of illustrated guidelines to the Directorate of Fisheries, covering best practices for the handling and processing of Mukene (Silver fish), Smoked Fish, Fresh Fish, Nile Tilapia and Fish Maws. The guidelines were translated to Luganda, Leb- Lango and Swahili.

UNBS simplified and translated key hygiene and labelling standards; US 28 EAS 39:2002: Code of practice for hygiene in the food and drink manufacturing industry and US EAS

38:2014: Labelling of pre-packaged foods - General requirements. Of the 14,000 brochures of simplified standards guidelines printed by UNBS, 7000 are in the English language and 7,000 in the Luganda language. The guidelines handed over to Uganda Small Scale Industries Association (USSIA) for distribution to MSMEs in various regions of the country in a bid to create awareness on Standards.

The Bureau has also simplified key standards and guideline documents in selected value chains; Pineapples, Rice, Soybean, Sheanut, and Avocados. These were translated to Luganda, Lango, Lumasaaba, Ateso, Acholi and Runyoro-Rutooro. Over 600 farmers in the districts of Kabarole, Hoima, Ibanda, Kasese, Kayunga, Kiboga, Ouke, Lira, Soroti, Agago, Sironko/Mbale, Bugiri, and Amuru benefitted from the standards trainings conducted between September and December 2019.

The second phase of translation of the simplified guidelines will cover more languages like Lugwere, Lukonzo, Kumam for rice guidelines and Lusoga, Lukonzo, Kumam, Lugwere, Runyankole for soybeans.

The Bureau provided 72,000 brochures of simplified standards guidelines printed by to Uganda National Farmers Federation (UNFFE) for distribution to farmers in various regions of the country in a bid to create awareness on Standards.

#### 10. Establishment of MSME Division to provide Tailor Made Assistance to MSMEs

Having acknowledged the challenges which the Micro-Small enterprises are facing in the country such as limited access to financing, lack of skilled manpower, limited knowledge about standards and poor quality infrastructure, the Bureau has established a fully-fledged Division in its Certification Department to specifically handle MSMEs issues and support them in the implementation of quality standards. The support includes

providing training and advisory services.

Over 2000 MSMEs have so registered with UNBS and about 800 of them trained in Good Manufacturing Practices (GMP) and Good Hygiene Practices (GHP)

The Bureau's staff continue to provide technical guidance and support to MSMEs both on-site and off-site. Of the over 3,500 certified products, about 1200 belong to MSMEs.

The UNBS MSMEs' Desk can be accessed through email [ronald.ahimbisibwe@unbs.go.ug](mailto:ronald.ahimbisibwe@unbs.go.ug).

#### 11. Collaboration with Private Sector Associations to Promote Quality Culture

The Bureau is currently on a campaign to promote voluntary compliance and self-regulation among companies and enterprises involved in the production, manufacturing, processing and distribution of various products regulated by the mandatory standards to ensure their safety, quality and performance. In this regard, the Bureau is closely collaborating with the Private Sector Foundation Uganda (PSFU), Uganda Small Scale Industry Association (USSIA), the Uganda Manufacturers Association (UMA), The Uganda National Apiculture Development Organisation (TUNADO), Uganda Women Entrepreneurs Association Limited (UWEAL), the Mastercard Foundation and other sector associations such as the Steel sector, Water sector, Alcohol sector, Mattress sector, Super Market Operators, among others. With increased voluntary compliance, the complaints about the Bureau being high-handed in enforcing quality standards will be eliminated

UNBS is therefore encouraging MSMEs to join associations to benefit from UNBS sector specific support and interventions.

#### 12. Automation of UNBS Services to Remote and Online Access

In a bid to simplify the processes and increase efficiency in service delivery, the Bureau has automated most of its core services to enable stakeholders access the required services remotely and online wherever they are at their convenience;

• Registration for Certification can be done via [www.cims.unbs.go.ug](http://www.cims.unbs.go.ug) and Inquiries sent to [certification@unbs.go.ug](mailto:certification@unbs.go.ug)

• To buy standards, go to the UNBS Webstore <https://webstore.unbs.go.ug/> or send Email to [maurice.musuga@unbs.go.ug](mailto:maurice.musuga@unbs.go.ug) or [george.opiyo@unbs.go.ug](mailto:george.opiyo@unbs.go.ug)

To Request for standards development, go to the standards tab on the UNBS website, Obtain, fill and email the "Request\_for\_standard\_development\_form" to [andrew.othieno@unbs.go.ug](mailto:andrew.othieno@unbs.go.ug)

• For Submission of products samples for testing or requests to obtain Test Results or Request to retrieve retained samples email; [samplerception@unbs.go.ug](mailto:samplerception@unbs.go.ug)

• For Imports Clearance:

Pre-Export Verification of Conformity (PVOC) related issues emailed to [pvocunbs@unbs.go.ug](mailto:pvocunbs@unbs.go.ug)

Requests for Release of Entries at Customs Bonded Warehouses email [release-requests@unbs.go.ug](mailto:release-requests@unbs.go.ug)

Requests for release of Single Customs Territory (SCT) Entries email [sct@unbs.go.ug](mailto:sct@unbs.go.ug)

• To obtain quotation for Calibration of Equipment use <https://nml.unbs.go.ug>

• For Complaints and any other related information, send to [support@unbs.go.ug](mailto:support@unbs.go.ug),

• For General Inquiries use the UNBS Website: [www.unbs.go.ug](http://www.unbs.go.ug) Email: [info@unbs.go.ug](mailto:info@unbs.go.ug) Toll Free Number: 0800133133 Whatsapp Number : 0713 227580 Twitter handle: @UNBSug

• For Appeals against Actions taken by UNBS send request to [ed@unbs.go.ug](mailto:ed@unbs.go.ug)

• The UNBS services can also be accessed using the UNBS App that can be downloaded from Google Play.

#### About UNBS

The Uganda National Bureau of Standards (UNBS) is a Government Agency responsible for Developing, Promoting and Enforcing of National Standards in order to Protect Public Health and Safety, and the Environment against harmful and sub-standard products.

**For more information, please contact:**  
**Uganda National Bureau of Standards,**  
**Plot 2 – 12, Bypass Link, Bweyogerere Industrial & Business Park,**  
**P.O Box 6329 Kampala, Uganda.**  
**Telephone: 256 417 333250**  
**Toll Free Line: 0800133133**  
**E-mail: [info@unbs.go.ug](mailto:info@unbs.go.ug) /[ed@unbs.go.ug](mailto:ed@unbs.go.ug)**  
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# Lets Make Your Brand Supreme

Supreme Marka is a combination of two words - 'Supreme' which means 'extraordinary' and 'Marka' which means 'Brand'. Together they talk about how we can make your brand extraordinary.

We intend to help companies to elevate their brand in the most unique way that gets them a NAME in the industry. Whether it is a startup or a known brand looking for that change, our team of experts is more than happy to elevate and execute.

## HOW?

We go beyond just printing. We showcase your brand and its story through our friendly customer services, prompt responses combined with proven methods, and innovative techniques that help us to be the market leaders.

Supreme Flexibond (U) Ltd is a Ugandan majority-owned company that was registered in 2012 in Uganda. It has been manufacturing high-quality self-adhesive tapes and has recently widened its operations under its umbrella with large format printing, offset printing, Signages, Fabrication, and Promotional items for example; digital/3D molding, LED, and Diaries/notebooks.

Today we are a company with a decade-long experience in

fulfilling the demands of many brands and helping them become visible to their target audience.

This is backed up by a number of clients that we have worked with such as Vivo energy, Rubis, Total Energies, Harris (Riham), Airtel Uganda, Uganda Breweries Limited, and Centenary bank, MTN, Pepsi, Safe Boda just to name a few. Not only so but we also take pride in helping multiple small businesses with their branding and image.

One thing at Supreme Marka is, "let us exceed customers' expectations!" - Kishor Dattani.

We take each company's branding personally as if it were our own. We understand how crucial it is for a brand to be relatable to its target audience.

And therefore, we ensure we provide advanced, technical, and proven solutions to all challenges that our clients face.

That is Supreme Marka, here to make your brand Supreme in every way.



Geraldine Ssali - Permanent Secretary in the Uganda Ministry of Trade, Industry and Cooperatives



Hon. Mwebesa Francis - Current State Minister in the Uganda Ministry of Trade, Industry and Cooperatives and Hon. David Bahati - State Minister for Finance and Planning



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www.eamedicalvitals.com



# Tembo Steels

*Tembo Steels Ltd is a basic/core steel manufacturing company that started its operations in Uganda in 2001 and has grown to be the most diversified and integrated steel plant in Africa, with 2 plants; Lugazi and Iganga.*



Tembo operates along all the 7-Phases of the value chain (Zero to Hundred percent) of iron and steel manufacturing. Tembo uses virgin Iron Ore from Kabale and coal (a reductant) to produce sponge iron, this indigenous raw material along with scrap is used to produce fully Finished Products for the East African Market. Tembo's BUBU 100% value added products covers 70% of all commercial steel used globally, namely:

1. Hot rolled sheet for making Hollow Sections (Only facility in the EA region till date)
2. 5.5 mm wire rod; the Only facility in the EA region till date
3. TMT Bars (Equipped with Tungsten Carbide Rolling); the Only facility in the EA region
4. Sections (Structural Steel) – Unique facility in Africa comprising of 18 horizontal vertical continuous stands with fully automated process

up to automatic cooling bed for producing light sections.

Tembo Steel is equipped with the largest capacity of crude steel/liquid steel and hot rolling in the East African (EA) region covering all four verticals of steel. It is among the top 5 taxpayer in the core sector industry from basic zero

***The Products of Tembo Steels are 100% Made in Uganda are representing the largest product portfolio in Africa.***

to hundred percent. This makes Tembo Steels (U) Ltd a truly BUBU Champion. Additionally, Tembo is also the number one power consumer of the country as of date. We adhere to the policy of zero distribution outlets for enhancing

the indigenous trading/ marketing network of the country. We engage with over 1,000 raw material/consumable procurement vendors thus supporting the local ecosystem by procuring locally.

We contribute immensely in educating and providing technical skills to the local community. The total ecosystem of Tembo Steels is no less than 3,000 people associated directly and over 10,000 indirectly. We do heavy machinery manufacturing in house, hence training the people to educate heavy equipment manufacturing thus forming the base for industrial revolution.

We have also received 4 consecutive people choice awards for the best metallic product for delivering the right product at reasonable costs. As the saying goes, the people of Uganda Chose us and we choose their needs.

Our Philosophy is ZERO TO HUNDRED PERCENT Value added products made in Uganda, to make Uganda self-sufficient in steel. Our

## The products are:

1. Sponge Iron (DRI)
2. Hollow Sections 0.8, 1, 1.2, 1.5 & 2 mm (Round, Square, Rectangle, D Sections, Elliptical Sections and Pot Sections)
3. Angles from 20mm up to 65mm \* thickness of 2mm, 3mm, 4mm, 6mm
4. Z Angles 20\*3, 25\*3
5. T Sections 20\*3, 25\*3
6. Flat Bars 20 up to 80 mm \* thickness of 2mm, 3mm, 4mm, 6mm
7. C Channels
8. Open Profiles
9. TMT Rebars from 6mm to 40mm-Grade 500, 550 & 600 Super Ductile Material, Strongest grade available in the market.
10. Wire Rods 4.5, 5, 5.5, 6, 6.5, 7, 7.5, 8, 10, 12mm
11. Wire Rod Products – Nails, BRC, Weld Mesh, Straight Wire, Annealed Wire, Cold Rib, Welding Rods
12. Square Bar- 6, 8, 10, 12, 16, 20mm
13. Round Bars- 6, 8, 10, 12, 16, 20, 25, 30mm
14. Hot Rolled Strips 0.7, 0.8, 0.9, 1, 1.2, 1.5, 2mm and onwards
15. Billets- 70\*70, 80\*80, 90\*90, 100\*100, 110\*110, 110\*90, 100\*75, 100\*65.
16. Oxygen Gas/Liquid Oxygen
17. Nitrogen Gas/ Liquid Nitrogen
18. Acetylene Gas
19. Louvers
20. Polished Nails
21. Half door frames
22. Bottle Sections

Mission is to Become the top Product, Technology and Service Provider in Steel, while our Vision is to Become the leader of Iron & Steel Technology. Lastly, Our Goals is to be the driver of Green, Ethical, Innovative Industries.

## Tembo Steels Highlights:

### Worldwide

1. First company in the world to produce low carbon steel from Cast Iron.
2. 1st Company in the world to produce



*Chief Guest Hon. Justine Lumumba visits the Tembo Steels Ltd Stand*

.8mm hot rolled sheets from continuous mill.

### Continental

1. First bullet caster in Africa
2. Largest, diversified product portfolio in commercial steel covering up to 75% of steel produced globally through integrated process in Africa

### Regional

1. A 300 TPD sponge iron plant
2. First & only operational 10 Stand Block Mill for producing 5mm wire rod.
3. First & only operational 18 stand Horizontal Vertical Section Mill through direct rolling

### Country

1. First company to produce TMT in Uganda
2. First company to produce 6mm TMT through integrated process

### Capacity Wise

1. Largest Capacity of Wire Rod in East Africa till date
2. Largest Production capacity of light and medium sections in East Africa
3. Highest Production of O2 & N2 Gases in East Africa.
4. Only company to have capacity of

producing various grade of stainless steel.

5. Only company to have capacity of producing welding rod through integrated process.

The Products of TSUL that are BUBU 100% Made in Uganda are representing the largest product portfolio in Africa. This makes Tembo Steels the most diversified, integrated company in Africa covering Zero to Hundred Percent Value Addition from backward to forward integration. With the diversity of the products, Tembo Steels PROBABLY COULD have the MOST diversified product basket in the world.

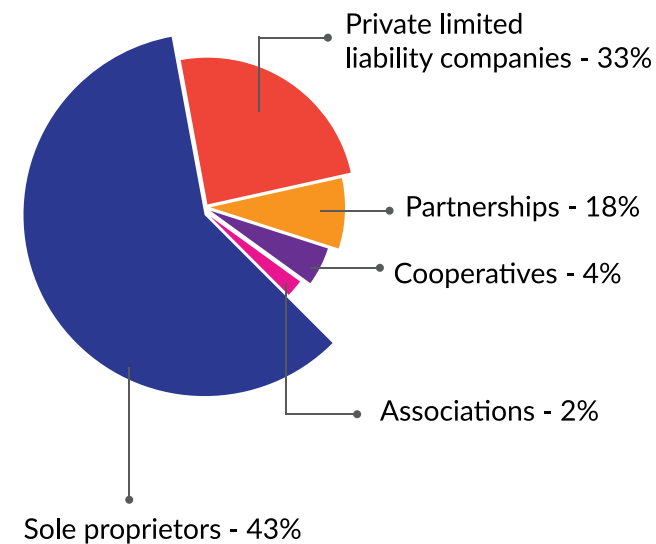
Tembo Steel recognizes that a foundation built on integrity and service is the key to developing a strong and mutually beneficial relationships.

At Tembo Steels, we are dedicated to providing our customers the highest level of service at the most competitive pricing. Outstanding service, performance, trust and open communication, is our commitment to developing long term relationships in all facets of our business

Powerful results start when we listen to our customers, leverage our collective strengths and deliver unparalleled value. Tembo Steels customers can count on us to deliver, every ton of the way.



## Ownership Of Enterprises



SMEs employ an average of five people

SMEs employ about 2.5 million people (90% of total non-farm workers)

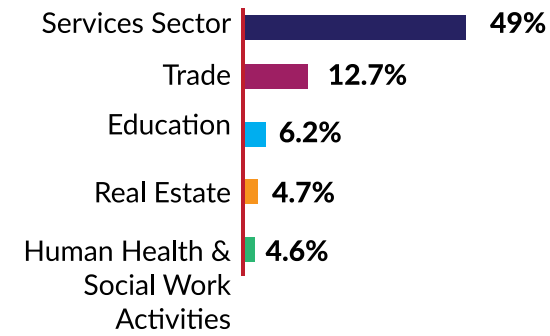
**Manufacturing & Construction** sub-sectors are the main drivers of industry, contributing 9.6% and 7.5% to GDP respectively.

**90%** Of Uganda's manufacturing sub-sector is dominated by a large number of small scale producers with low value addition.

**39%** Of manufacturing activities are in agro-processing basic consumer goods.

**39** Number of ginneries with an installed ginning capacity of 1 million bales. Uganda produces an average of 130,000 bales equivalent to 24,050 tonnes of cotton per year.

## Sectors' Contribution To GDP



Micro, Small and Medium Enterprises (MSMEs) comprise about 1.1 million entities



Informal sector creates 19 out of 20 non-agriculture jobs; young people occupy 94.7% of those jobs.

**24** Number of steel industries with an installed capacity of 1.7 million tonnes (doubled from 866,000 tonnes per annum in last two years).

**5** Number of cement factories in Uganda producing about 4.43 million metric tonnes per year (doubled from 2 million MT in last 5 years)

**8.2** Knitting capacity in tonnes per day in Uganda. Weaving capacity stands at 80,000 meters per day.



**2.9%**

Annual growth rate of the agricultural sector which remains the backbone of Ugandan livelihoods

**50%**

Of total value addition is accounted for by value addition concentrated on food crops.

Cash crops only account for 10% of total value addition (yet they are the main forex source)



**40%**

Shelf space for local products in supermarkets



**Ugx 450<sub>Bn</sub>**

The worth of contracts awarded by UNRA worth to local companies (125) in 2018

**13%**

Uganda's tax-to-GDP ratio. Kenya stands at 22%.



**23%**

Of loans are issued to the construction & building sector & to households in form of personal loans (15%)

**61.3%**

Of the credit to the agricultural sector goes into agro-processing & marketing



**904**

Number of SMEs supported in product certification in 2 years by UNBS.



**Ugx 156<sub>Bn</sub>**

Medicines procured by NMS from local companies in 2018

**12-15%**

Standing of Uganda's savings ratio which is lower than the average of 23.6% for low income countries.



Uganda is the second-largest FDI recipient in the EAC region, behind Tanzania

Mining & quarrying received the largest proportion of Foreign Direct Investments (FDI) inflows.

**24.7%**

Commercial bank lending rate in 2016 in Uganda. Highest in comparison to other EAC member States.

Credit to the private sector stands at about

**15%** of GDP

**80%**

Total private sector contribution to GDP



Uganda

The World Bank Ease of Doing Business (EDB) report 2016 ranked Uganda at 122<sup>nd</sup> out of 189 countries, an improvement by 13 positions.



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# BUBU Expo 2022 Pictorial



1. Chief Guest 3rd Deputy PM Hon. Justine Kasule Lumumba at the opening of BUBU EXPO 2022, Kololo Independence Grounds  
 2. A cross section of Sponsors and Exhibitors attend the official opening day 3. Waiting to receive the Chief Guest.  
 4. Receiving the Chief Guest

6. Official Opening 7. Traditional dancers entertain participants  
 8. The PS Gerladine Ssali 9. PRO Irene Kiiza 10. Hon. Justine Kasule Lumumba





11. Chief Guest and Hon. Ministers tour the Exhibitors. 12. Hon. Lydia Wanyoto 13. Mr. Manish Kalla Tembo Steels 14. Mr. Rajan Supreme Marka

15. Hon. Lumumba and dignitaries visit, Blow Plast, Mayondo Furniture and others 16. Minister Francis Mwebesa with Ministers of State Hon. Babati and Hon. Ntabazi





15



19



17



20



17. Stakeholder engagement moderated by Mildred Tubaise NBS TV. 18. Hon. Dr. Monica Musenero Minister of Science and Tech. 19. Deputy ED UNBS Ms Patricia Bageine Ejalu 20. Ms. Larwoko Winnie UIA etc

Hon. Dr. Monica Musenero poses with some stakeholders from the private sector and Government





21. Hon Francis Mwebesa visits the Roofings Group stand 22. Hon. Dr. Musenero at the Tembo Steels stand 23. Hon. Dr. Musenero at the Uganda Automobile Group stand. 24. Hon Francis Mwebesa visits the Tembo Steels stand

PRO Irene Kiiza talking with Hon. David Bahati Minister of State, Hon Bahati and Hon Ntabazi visit Natures Fusion, Hon Francis Mwebesa, Ministers of State and Commissioners on the final day of the BUBU EXPO 2022, Senior Trade Officer James Makula participating in the Stakeholder engagements





*A cross section of some members of the organizing committee Mayondo Furniture, Steel & Tube and another receive their awards at the BUBU EXPO 2022 from Hon. Harriet Ntabazi Minister of State for Trade*

*URSB, Steel and Tube and BUBU EXPO 2022 organizers Investment Review Publications Ltd receive awards from Hon. Harriet Ntabazi Minister of State for Trade*





La Marc coffee, Investment Review Publications (Event Organisers), Tembo Steels, Steel and Tube, BUBU Distributors and Roofings Group receive their awards from Hon. Minister

Hon. Ntabazi assisted by Commissioners Joshua Mutambi and another, present awards to URSB, Mayondo Furniture, Rene Industries, Steel & Tube  
Hon. Minister Ntabazi receives President Museveni's award  
A group photo with BUBU EXPO 2022 awardees. This was the climax of the BUBU EXPO 2022 event at Kololo Independence Grounds



# ZHONGYI RICE

## Zhongs Industries Limited – Lukaaya Rice Farm

Zhongs Industries Limited (ZIL) with its Head Office on Plot 5 Nyondo Close, Bugolobi, Kampala is a Private Limited Company incorporated in 2013 with Rice Farming as one of the major business activities. At its establishment, ZIL secured shareholding portfolio of UGX 7,640,000,000 which has since grown over the years to UGX 72,984,118,711.

The 6,000-acre paddy rice farm, with a processing factory, is located in Bukula Sub-county in Lukaya, Kalungu District in Central Uganda, about 100 kilometres west of the capital Kampala. The rice farm which started in 2015 on 500 acres specializes in a high-breed, disease-resistant, fast-maturing (maximum of four months) Chinese rice variety that currently yields between 6,000 to 7,000 tons (3 tonnes of rice per acre), four times more than other local varieties. Total investment is currently standing at UGX 50 billion. Uganda's annual rice production averages 240,000 to 250,000 metric tonnes, leaving a deficit of 100,000 tonnes. Rice produced by the company is organic with ascertainable level of healthiness, purity and taste.

ZIL investment teams led by a distinguished Managing Director, Mr Zhong Shuang Quan has extensive experience with expertise honed at rice growing. Due to rampant unemployment among the youth, Zhongs Industries Ltd has opted for Labour Intensive as opposed to largely mechanised production system to enable young people to have jobs and also acquire knowledge, skills and right mindsets which they can deploy later and elsewhere. The workers learn-by-doing how to operate machines like tractors, pumps, combine harvesters, drones, as well as the rice mill. ZIL plans on the development of a comprehensive knowledge and skills transfer arrangement for the farm to cater for the future needs of the workers, out growers, communities and educational institutions. The farm is now increasingly being used by schools for field work, especially for students of geography and agriculture.

Uganda's competitive advantage lies in agro-industrialisation, on account of its conducive climate and fertile soils which has enabled ZIL to engaged in rice production throughout the year. ZIL have taken advantage of the good climate in Uganda to promote agriculture and industrialization. Rice has been instrumental in Asia's economic development by ensuring food security and healthier and longer lives and Uganda can as well pick a leaf from it.

By investing in large scale rice farming ZIL has contributed to the economic growth of Uganda by producing quality and healthier rice, reducing import bill, paying taxes, creating employment for the people, and giving back to society. ZIL is also a contributor to the ongoing development of a dynamic private sector – an important component of the country's economic diversification plans of Build Uganda, Buy Uganda (BUBU). ZIL's creative engagement, market insight, local presence and agility, are qualities that set us apart. Our corporate culture, based on shared values of integrity and ethical business conduct, underpin ZIL's reputation around the country acting with uncompromising honesty and integrity in everything we do whilst sustaining superior quality, value and service.

Zhong Shuang Quan  
Managing Director



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At Orion, our mantra is that we are selling "more than just a piece of metal" and view our product as a reliable low loss transformer operating on the grid and with after-sale care services. We constructed our plant and service center in Uganda specifically so we could be closer to our customers and be able to offer a differentiated level of service.

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**La' Marc**  
Cherishing value addition

## Touch a million with every sip

La' Marc coffee is a premium Ugandan coffee brand established in 2016 to give coffee lovers a lifetime experience of a smooth and satisfying coffee taste, through the different products such Prime Gold, Crown Pride and Pearl Choice developed with high level of attention by use of the best roasters in the land to target different customer preferences.



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### La' Marc Coffee Shop

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# Who is Aroma?

*Aroma is a Ugandan Afro beat artist fairly new on the scene. She is responsible for such hits like Nkulinda, Mereyo, Oliwa, Tokisussa, Yoola with B2C, Silina Mulala. and others. She spoke to BUBU EXPO magazine special 2022 as part of our overall focus on BUBU Music which is one sector we consider to have embraced the BUBU policy that seeks to promote the consumption of Ugandan goods and services.*

## Who is Aroma?

Aroma is a musician, a girl born and raised by a single mother in Kawempe. My birth name is Kyava eri Mukama Bridget Aroma. I am from a family of three.

## When did you pick interest in music?

I have always done music right from my childhood. When I was little I used to sing at church and a little in school. I hated the way they would treat us in school, you know, they

us to sing. It was like we had to sing by force at school. At church, I used to love singing so much and I used to rap. I recorded my very first song in primary 7 and that was a gospel song. I was taken to the studio by my mother.

By the time I got into form two since I was inspired by many people who were trending at the time like Sheeba, I started changing my mind. In form four I did two demos of secular music that I never got to release. So three years ago I decided to take my music seriously as something I should do for the rest of my life. I settled down and started doing serious music.

## Talk to us about your music journey. Where have you been musically?

Every journey has its own challenges but at the end of the day if you see results you are happy and become content at heart. So I love where I am. I am at a point where I get to release music every three months and people get to listen to it and it gets to be played on radios and TVs and on the ground. So I am happy. I am still working hard and am still hustling but am not struggling.

## What challenges have you faced as a musician?

I have always felt like I do great work and a lot of artists in Uganda do, not only me. But only very few like 2-5% get to make it to the mainstream onto the radios and TVs. Lots of

artists do not get that chance. That's the challenge I am facing. You can release a nice song and everyone who listens to it feels it's a beautiful song but it does not get to where you expected. There is something about promotion that is quite challenging. You can do a very expensive video or audio but then you get very little of the song being played. I am still figuring out the logic behind that but one of the things I have come to realise is that maybe it costs a lot of money to promote music than I expected. My biggest challenge is promotion.

There are other challenges like being touched the way you do not want when on stage, people think they know who you are when they do not. You can hear something about yourself which you have never heard of, and you are left wondering, is this me? Did I do that? And people insist that you did whatever it is they have labelled you with. But I think that comes with the territory of being famous and that's okay.

## Have you encountered resistance to your music by the local uganda audience or fan base?

I would say no. I have always been welcomed and loved I would say. Even when I had no hit, I would go on stage and people would give me attention, look at me perform, do my thing and leave. There is no resistance, people want to see me, they want to see me perform and sing and that is a miracle which I thank God for. But you cannot blame the fans, if they do not know your song do not expect them to sing along. You have to promote your music and they learn it that's when they will give you that kind of love. Right now am very appreciative, I get the love. You know when the announcer says 'Aroma next on stage', i get to feel the love. Then when am on stage they get to sing along, they get to jump and request songs.

## Do you have an international audience or fanbase?

Am working on it. I have not been out

of Uganda so I cannot measure myself on that scale but I have got phone calls for performances in different areas like Dubai, Juba so I think I am building the international audience. When the promoters for Dubai called, we only failed to conclude the deal because of money.

## What do you think of the music industry in uganda?

I do not even know what to think. We have no copyright laws, people sell our music, in which we invest millions, at 200 ugshs at the music library. The music industry itself has a long way to go but it has to start with us the artists. In Tanzania for instance, an artist like Diamond Platinumz has about three artists he works with continually. Here in Uganda it does not last. An artist brings an artist but it does not last. We still harbour a bit of hatred for each other, competition with each other which is not healthy. People can smile in front of cameras together but

there is no real love. I do not see artists promoting other artists. I do not see artists offering to push other artists' songs on social media at least. As for me, I have one friend whose music I push on my social media spaces, and he does the same for me. I just wish all artists would do something to show love and support for each other.

## How do you view the future

## of the industry?

I think the industry is going to have so many young talents in the future because these days we get to have a new artist every month who is good and very competitive. I think that is good and is going to keep the industry fresh. In the past, we used to have one artist for ten years straight, these days things are changing. I hope we can get our copyright laws in place and start applying them and I hope we artists can start supporting each other. The young generation has a bright future in the industry.

*Compiled by Agaba Julius Alfred*



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# Mindset Change is a Huge Matter

*The music and entertainment industry in Uganda is supported by Ugandans and their success is there for all to see. Every month a new star comes onto the scene. Imagine if this support or this mindset for what is Ugandan, could be replicated in textiles and apparel, leather, electronics, packaging etc*



While listening to a talk show on a local radio station some years back, a caller dialed into the station which was hosting a Government official talking about the Buy Uganda Build Uganda (BUBU) policy. The discussion was around the need to get Ugandans to support their own locally manufactured goods or services.

This seemingly very knowledgeable caller asked the guest in the studio how the Ugandans would support goods Made in Uganda with their poor quality. The guest who I will call Sarah, for our purposes here, asked him what substandard Ugandan made good he had bought lately. The caller was like, well I have heard people saying things. He continued, 'you can buy a shoe today and tomorrow the sole falls off'. So Sarah brilliantly asked him, "have

you ever bought such a shoe? Mr caller says, 'no but I hear'. Then Sarah asked him, 'who told you? Give me the name of the person who bought shoes and the sole fell off the next day'. You could have heard a pin drop. 'Okay, she continued, where did he buy the shoes? Still nothing. So where did this caller get this story? Probably he also heard it somewhere and the person he heard it from also heard it somewhere. Maybe somewhere along the way, someone fabricated the story. But why? No reason. This is how mindsets form and are then reinforced until they become the accepted norm.

Mindset by definition means a mental attitude or inclination. A set of established attitudes held by someone. This is huge. This goes right into issues to do with upbringing, education, social beliefs, and strongholds some of which have been held for generations and passed on. I am

no psychologist by the way, but I believe these long-held attitudes are responsible for such thinking like for instance, that people who live abroad are superior to those who live in Uganda in some way. That those who wear imported apparel are better than those who wear locally tailored attire. Recently, the President advised Ugandans who are finding the cost of bread too high to go back to eating our cassava for breakfast. People's eyes and veins popped out. Notwithstanding the health benefits therein. It's the same mindset of looking down upon what is ours that sent us into an uproar. It's so bad, we are at a point where being called local in Uganda is an 'abuse'.

This is huge. Look at our music industry for instance. These predominantly youthful people in the music industry have made it big. The music industry in Uganda has been wholly embraced by the

Ugandan public. Shows of local musicians like Sheeba, Chameleone, Bebe Cool are complete sellouts. Even for the newer ones like John Blaq, Fik Fameica or Zex Bilangilangi. Our musicians are celebrity stuff in Uganda and even beyond like Eddy Kenzo. Some FM radio stations only play local Ugandan music and have huge audiences. Musicians and others in entertainment are some of the richest people in the country. They have gotten so much success many have even gone into politics and are succeeding there also.

The music and entertainment industry in Uganda is supported by Ugandans and their success is there for all to see. Every month a new star comes onto the scene. Imagine if this support or this mindset for what is Ugandan, could be replicated in textiles and apparel, leather, electronics, packaging etc

Local musician Chameleon likes to boast that he is the one who kicked out Congolese music from Uganda. That's interesting. We should get Ugandan apparel designers talking the same about kicking out Gucci, DKNY, Valentino, Pierre Cardin et al.

I am not advocating for import substitution but rather rooting for export promotion. Export promotion cannot be achieved if the local market does not embrace locally made goods and services. Before a product is accepted in foreign markets it needs to have a base in the local market. It's the story of multinational products and services. They all have a home market that provides some form of rear base.

How did it happen in the music industry? And why can we not replicate it in other sectors? The answer lies partly in quality. The productions we see in the music industry are on an international level. There are some music videos I have watched that would very well pass off as productions right out of Hollywood or Nollywood. The music and entertainment industry has not benefitted from any Government policy interventions. On

the contrary a lot of the demands they have made on Government to protect them from piracy, taxation etc have largely been ignored. So maybe the absence of Government interventions is a plus. Who knows?

What is clear is that people will settle for nothing less than quality, period. The music and entertainment industry has demonstrated that.

There are some sectors like milk and dairy products, iron and steel, coffee, tea, beer and liquor, cosmetics and toiletries and packaging that are beginning to get embraced by the Ugandan consumer. Quality is still the major factor behind the acceptability of some of these products.

Promotion is another factor. The music and entertainment industry by its very nature espouses promotion because it engages masses of people through live audiences, television, radio and the new kid on the block, social media.

Government can deliberately give a hand up to different sectors of the economy with promotion. It is already doing a commendable job on quality through the Uganda National Bureau of Standards (UNBS). The UNBS is trying to reduce the space for substandard goods and counterfeits. This has somewhat convinced

some people that quality is being taken seriously and hence mindsets are beginning to change but more still must be done.

Government should also prominently support Ugandan investors with promotion both locally and internationally. The Dubai Expo and others are a good thing but locally almost nothing is going on. There are some private sector-led activities like the UMA International Trade Fair and the Buy Uganda Build Uganda (BUBU) EXPO which could go so much further in promoting Ugandan brands and changing the mindsets of the Ugandan public if they were fully backed by the Government. This can be huge.

*Agaba Julius Alfred*

*The writer is a Director of Investment Review Publications Ltd. The official organizers of the annual Buy Uganda Build Uganda (BUBU) EXPO*



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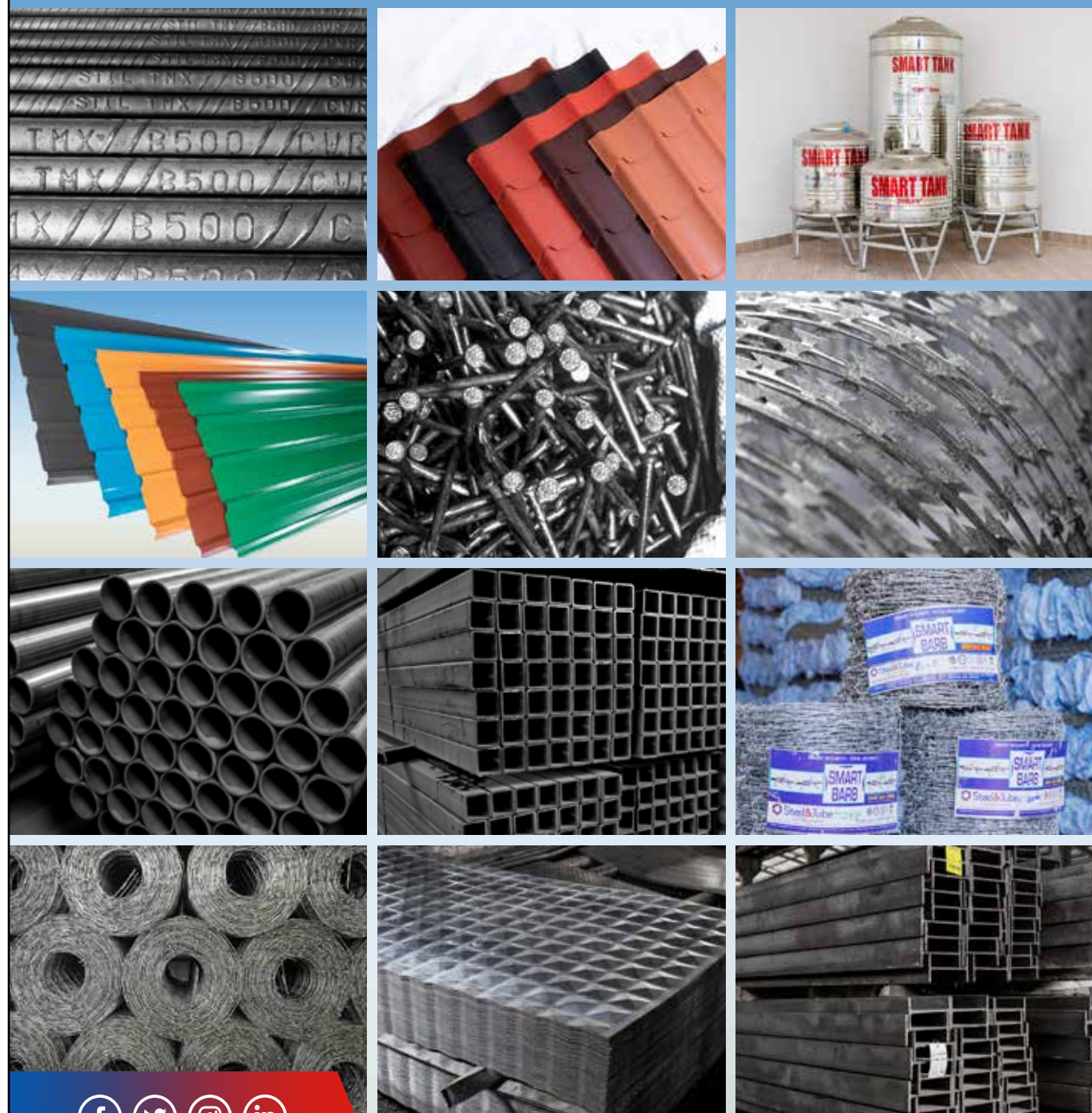


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# The Role of Women Entrepreneurs



Across the globe, countries are seeking to accelerate economic growth by leveraging their dynamic and large populations to achieve a demographic dividend. Yet, one challenge remains - employment prospects are not expanding fast enough to deliver adequate jobs.

Nonetheless, in Uganda, we are privileged to have a strong culture of entrepreneurship, including among women, and one of only seven countries worldwide that has achieved gender parity in terms of the number of women driven to pursue entrepreneurial activities.

In recognition of the linkages between economic growth and gender issues as critical aspects for achieving the Millennium Development Goals, entrepreneurship can be used as a vehicle for Uganda to better leverage

its productive potential, support job creation, and maintain economic stability. With this in mind, the strengthening of the performance of enterprises to

*A recent World Bank report, profiting from parity, shows that women entrepreneurs continue to earn lower profits than men (34 % less on average)*

serve as engines of job creation, inclusive growth, and poverty reduction is a critical policy priority for Uganda. A particular focus on supporting women-owned

enterprises is crucial as recently, the Fourth Edition of the Mastercard Index of Women Entrepreneurs ranked Uganda at (38.2 percent) of total female business owners - an indication that nearly four in every 10 business owners in Uganda are women, who make up 52.5% of the labour force.

Similarly, the Uganda Investment Authority indicates that women's share of microenterprises is considerably larger than their share of small and medium enterprises. MSMEs contribute approximately 30% of Uganda's Gross Domestic Product (GDP) and employ more than 2.5 million people.

Although women entrepreneurs own at least 31 percent of all registered Small and Medium Enterprises (SMEs) in Uganda (SMEs make up at least 70 percent of the economy, contributing 20 percent of GDP), a recent World Bank

# in Strengthening Uganda's Economy

report, profiting from parity, shows that women entrepreneurs continue to earn lower profits than men (34 % less on average).

This stark gender gap in earnings is caused not by differences in the innate abilities of men and women entrepreneurs but rather by the gender-specific constraints that women face in starting, sustaining, and growing their enterprises, including contextual factors such as legal discrimination; restrictive gender norms; endowments such as education and skills; confidence and risk preferences; access to finance, assets, networks, and information; including household constraints.

These numbers, therefore, disclose an accustomed story of deficiency in as much as access to finance for women entrepreneurs. It is therefore a compelling opportunity for Ugandan banks to

expand their SME lending portfolios while becoming innovative leaders in critical private sector development.

Presently, a large number of unskilled people, particularly women and youth are engaged in the distribution of goods and services for local supply chains. The emergence of large market chains brings a great opportunity to the benefit of producers, suppliers, and consumers - thereby increasing food security and alleviating rural poverty. Unfortunately, most of the bulk sold in is imported, even though suppliers of local produce have shown the ability to supply market chains, they are limited in realizing market demands and standard requirements.

To unlock the potential of women entrepreneurs in Uganda, a comprehensive package is needed to address key barriers. This may stretch

as far as supporting a multi-sectoral program of customized services that empower women entrepreneurs and transition their enterprises from micro to small and, from small to medium and large.

In light of this, the Government of Uganda has launched an ambitious development agenda in its third National Development Plan (NDP III) aimed at increasing household incomes by more than 50 percent (over baseline levels in 2017/2018) and improving the quality of life of Ugandans through sustainable industrialization for inclusive growth, employment, and sustainable wealth creation by 2024/25.

Therefore, promising policy interventions accelerating Uganda's progress toward its development objectives will require efforts to strategically target and lift the constraints facing women entrepreneurs

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to enhance their productivity and earnings and to close the gaps in business performance. In this regard, to address the drivers of the gender gaps, the government is implementing policies and programs focused on enhancing women's entrepreneurial skills to spur innovation; improving women's use of and control over capital; addressing sectoral gender segregation; and supporting the livelihoods of the smallest scale, the poorest, and the most vulnerable entrepreneurs.

Bundled social protection programs—such as cash grants, life skills and entrepreneurial training, and savings groups are utilized to address a range of constraints faced particularly by women entrepreneurs operating small-scale enterprises.

Advanced digital systems such as mobile money and digital banking are further ensuring that women receive cash transfers quickly and securely, safeguarding the benefits of these interventions for women.

To this day, the Government of Uganda has set up initiatives such as The Uganda Women Entrepreneurship Programme (UWEP), which is aimed at improving access to financial services for women and equipping them with skills for enterprise growth, value addition and marketing of their products and services.

A gender-sensitive legal and regulatory system that advances women's economic empowerment, regulatory and legal environment continues to support women to gain access and be able to claim the same economic rights as men.

There are also provisions for larger loans for women entrepreneurs, as loan products less reliant on collateral continue to make it possible for women entrepreneurs to borrow more, leverage more growth opportunities and improve enterprise performance. Women entrepreneurs who cannot afford to borrow large sums of money have been provided with the option to access the loan through a group structure.

For extremely poor female entrepreneurs,

bundled economic inclusion interventions, which pair cash grants with complementary interventions have proven effective at developing sustainable livelihoods. An important feature of these programs is that they can tackle the multiple constraints often faced by the most vulnerable women. The women are also bound to experience improved social and financial support, higher trust, and greater capacity for collective action.

Products, such as mobile money, continue to offer an alternative, enabling quick and secure cash transfers, improving women's control over their incomes, and helping them weather income shocks.

Over the years, Uganda has realized projects like Generating Growth Opportunities for Women Uganda which represents the largest and most comprehensive effort to support women's economic empowerment in the country under the leadership of the Ministry of Gender, Labour, and Social Development in conjunction with the Private Sector Foundation in Uganda. It is expected

that projects such as these will create a solid platform for dialogue, exchange of experiences and action towards women's economic empowerment.

With the introduction of an engendered National Export Strategy, an initiative to engage more women in export activity, comprehensive export-readiness training programmes and intensive efforts are availed to help women upgrade the quality of their products and production processes to meet international standards.

There are also nascent efforts to introduce women entrepreneurs to technological innovations and opportunities to develop technology-based businesses and new businesses in technology-driven sectors, and these continue to expand.

As an enabler, Information and Communication Technology (ICT) presents an important opportunity for productivity growth, innovation and new economic activities for women-owned MSMEs. Leveraging technology, women entrepreneurs are overcoming barriers and constraints in gaining access to information, knowledge and skills, conducting business and financial transactions, overcoming mobility constraints, accessing new markets, and developing new relationships.

There have also been massive efforts to develop new or upscale existing effective programmes to provide technical assistance to women entrepreneurs to upgrade the quality of their products for domestic, regional and international markets, including improved packaging and promotion, upgraded production equipment and labour-saving technology.

It is therefore vivid that Government continues to have increased efforts to promote trade fairs and other trade-related activities among women entrepreneurs so that they can establish Business to Customer and Business to Business linkages.

Supporting their access to market opportunities, technology and growth sectors continued to aid women in

transition from low barrier-to-entry and low-yield markets to businesses with higher growth potential that generate jobs and decent employment and can be more competitive and sustainable.

Leveraging existing events such as the Month of the Woman Entrepreneur, Uganda continues to identify and publicly recognize, through awards, women entrepreneurs who have excelled in different areas of entrepreneurial performance to promote role models for younger women and contribute to challenging cultural stereotypes.

Markedly, participation in trade fairs and exhibitions such as the Buy Uganda Build

Uganda (BUBU) Annual Exhibition is one way the Government has improved accessibility to more competitive and lucrative national and international markets. Opportunities for women entrepreneurs to engage in exporting activity are enhanced by the presence of African trading blocs and the successful Fair-Trade Movement globally.

Accelerated efforts are henceforth needed to reach more women entrepreneurs with export readiness programmes to build their capacity and to target the upgrading of their product quality and marketing.

*Delilah Aisu*



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# Uganda's Economic Resilience and



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Uganda has achieved considerable economic growth in the last decade, with an average annual growth rate of 8.2 percent and an import bill which stands at \$6.7b with a fast-growing trade deficit, currently in excess of \$3b. With this, Uganda's economy is emerging from the devastating impact of the COVID-19 pandemic, but prospects for growth are undermined by increasing pressure on its natural resources.

Particularly, before the waning COVID-19 pandemic, nearly 75% of Ugandan firms were operating at less than 50 percent capacity. Since the COVID-19 pandemic came upon us in early March 2020, production for most sectors was suspended causing severe challenges in supplies, distribution and consumption.

The 19th edition of the Uganda Economic Update (UEU): Fiscal Sustainability through Deeper Reform of Public Investment Management, a biannual analysis of Uganda's near-term macroeconomic outlook, estimates growth at 4.3 percent in the FY2021/22 and above 6 percent in the FY 2022/23 and the outer years. On the upside, the growth prospect could be strengthened by a successful rollout of vaccines, rising external demand, and increased foreign investment inflows following the finalization of the oil pipeline agreement. Inflationary pressures remain benign, reflecting the existence of spare capacity. The headline and Core inflation stood at 1.9 percent and 3.1 percent in May 2021 respectively. The forecast shows that this will scale up gradually to return to the 5 percent target as the negative output

gap narrows in the medium term. Core inflation is expected to average 4.4 percent in 2022, up from 3.3 percent in 2021 before gradually returning to the medium-term target of 5 percent while headline inflation is projected to average 4.5% in 2022 down from 4.9 % in 2021.

With this, growth prospects, per capita income is projected to improve to 1,198 USD in FY 2024/25, hence achieving middle-income status within the NDP III period.

COVID-19 has exposed the long-standing structural bottlenecks and vulnerabilities the Ugandans have always faced socially and economically. The economy slowed down from 6.8 percent in FY 2018/19 to 3.1 percent in FY 2019/20 largely due to the triple effects of the COVID-19 pandemic. Whereas

# Recovery Amidst COVID-19

we recognize the government's efforts toward the resuscitation of the economy, there is a need to rethink the various policies and practices to achieve an equitable and transformative Economic Recovery Post COVID-19.

This, as the COVID-19 shock, caused a sharp contraction of the economy to its slowest pace in three decades. Household incomes fell when firms closed and livelihoods were lost, particularly in the urban informal sector. The country's Gross Domestic Product contracted by 1.1 percent in 2020 and was estimated to recover to 3.3 percent during the 2021 fiscal year.

However, from the severe contraction in economic activity, the signs of recovery have strengthened, underpinned by improved business and trading conditions. The 2022 economic growth outlook rebounded strongly to 4.6 percent, with a projected acceleration to 6.4 percent in the 2023 fiscal year, as domestic demand conditions improve, and global recovery continues. This followed the easing of mobility restrictions during the period October 2021–February 2022. Like the pandemic, other external factors resulting in economic sanctions and disrupted supply chains across the globe, exacerbated existing vulnerabilities, such as commodity prices, which were already on the rise.

Projections are that Real GDP growth could fall below the recovery path which is expected to average 4.7 percent. Without a doubt, domestic investments picked up during the last quarter of 2020 in line with global investment recovery. Manufacturing and construction recovered during the quarter ending March 2021 while the cash crop sector sustained agricultural sector growth.

Uganda's immediate priority remains to save lives by intensifying measures to limit the spread of COVID-19. Yet, a sustained recovery will require

the government to manage emerging risks including widening fiscal deficits, escalating costs for small businesses, climate shocks and loss of its natural capital.

As the crisis abates, fiscal consolidation and prioritization of spending toward human capital development will be the lynchpin to a resilient and inclusive recovery.

Likewise, the significant shift of Ugandans to agriculture in response to the crisis has heightened the urgency for the country to enhance the sustainable use of natural resources. With lower

*Before a product is accepted in foreign markets it needs to have a base in the local market. It's the story of multi-national products and services.*

consumption growth due to reduced remittances, limited credit, and job losses, poverty increased from 27.5 to 32.7 percent after the first lockdown in 2020.

As we ease into recovery, macro-economic recovery and stimulus packages combined with structural measures will sustainably increase productivity and build resilience to enhance livelihoods, the economy and general well-being.

It is important to note that the government's development strategies continue to focus on agriculture, industrialization, tourism, and the nascent oil industry to maintain high rates of economic growth. Remarkably, agriculture still accounts for over a fifth of GDP and generates almost 80

percent of employment. In the financial year 2021/22, agriculture accounted for about 24.1% of GDP, and 33% of export earnings.

The recent signing of the final investment decision in the oil sector has injected some optimism in the economy. However, this has been dampened by the new lop-sided global shocks.

With Structural transformation as the key to growth and poverty reduction, Uganda will require changing the growth model. However, the prospects for this shift will ultimately rely on maintaining macroeconomic stability; better support for the vulnerable, farmers, and small enterprises; increasing uptake of digital technologies; coupled with the effective use of public resources.

The steep decline in economic activity prompted the government and partners to introduce measures to mitigate the fallout in the MSME sector. These include a UGX 830 million (about \$230,000 at the time) Small Business Recovery Fund for MSMEs in Northern Uganda in partnership between the Uganda Development Bank, UNCDF, Private Sector Foundation Uganda and other financing institutions.

The government also provided a total of UGX 50 billion (\$13.3 million at the time) in seed money grants to informal micro-entrepreneurs who are members of savings and credit cooperative societies.

On a positive note, Uganda's economy is expected to remain resilient throughout the NDP III period despite the COVID-19 global pandemic. This is largely built on the need for rapid industrialization of the Ugandan economy linked to high productivity and production in agriculture; while nurturing the potential of Information and Communication (ICT), minerals, oil and gas sectors.

To match these efforts, the Government





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adopted a raft of measures to accelerate economic recovery, including both short- and medium-term interventions of scaling up health and social protection emergency funds to contain the spread of COVID-19, availing an economic stimulus for corporations and SMEs, supporting import substitution and export promotion.

The growth of these sectors is therefore expected to provide gainful employment to many Ugandans through promoting public investment in high employment intensity value chains.

A conducive legal framework to support and promote manufacturing remains crucial. To this end, the Ministry in charge of Trade and Cooperatives launched the Buy Ugandan Build Uganda (BUBU) Policy together with its implementation strategy. This has been provided for in both the Industrial Policy and the Trade Policy approved by Government in 2008. BUBU, therefore, plays a key role in

ensuring the utilisation of local natural resources in the country's production processes.

There is also a need for revision of the tax regime to encourage and attract more investment in manufacturing and for a deliberate effort to support local production and consumption. The local content law should also be enacted such that these policies are enforceable. A combination of both light and heavy manufacturing industries has been prioritised over the NDP III period to build a resilient, integrated, independent and self-sufficient economy. Specifically, this programme focuses on products prioritised in the import substitution strategy that are not catered for by the other programmes.

Although Uganda launched the BUBU policy in 2017, our capacity for local production has increased albeit slowly in manufacturing and service provision. The current crisis demands that Uganda

continues to increase its capacity for local production, especially in areas that support health and safety as well as food production, processing, storage and marketing. The need to have a self-sustaining economy and one that is resilient to external shocks such as the COVID-19 pandemic cannot be over-emphasized.

PSFU together with some partners had been working with Government to jointly design interventions that can in the short run save the lives of both persons and businesses, but as well, shape the medium to long-term strategies for the economy (Economic Recovery Plan).

Ideally, the economy is expected to continue on the recovery path. In the medium term, however, a stronger recovery is expected premised on continued recovery in global demand, the commencement of construction works on the oil pipeline, a rebound in FDI inflows and a well-anchored policy

environment.

Leveraging local content participation in key major infrastructure projects to nurture the private sector. Starting with Karuma and the new suspended cable bridge in Jinja, the government has increased efforts to increase local content participation through local procurement and supply of cement, iron and steel products as well as technical services in the case of the latter. Throughout NDP III, Government will scale up interventions to increase the use of locally procured goods and services through the use of preference schemes and investment in supplier development programmes.

The government is also partnering with the private sector to undertake workforce development programmes (skilling, training and re-training/retooling) to promote employment of the local workforce. Increased use of local content

will enhance value addition in Uganda's products and exports, increase the competency of the national workforce as well as create jobs.

Recently, Parliament passed the National Budget for Financial Year 2022/23 under the theme; "Full monetization of the Ugandan Economy through commercial agriculture, industrialization, market access, and digital transformation," to accelerate Uganda's economic recovery post-COVID-19. No wonder the Ministry of Finance highlighted the need to monetize the economy as the magic bullet to turn around the economy.

In a bid to restore business activity and deepen financial inclusion, the government has made it a priority to capitalize Uganda Development Bank and other financing schemes such as the Agricultural Credit Facility.

It is therefore crucial for the Government of Uganda to adopt targeted interventions

to support the vulnerable while managing debt and rising inflation. Hereafter, it is recommended that accelerating longer-term structural reforms strengthen revenue mobilization through the implementation of the Domestic Revenue Mobilization Strategy; improve public investment management; and rationalize public expenditure to support faster, sustainable, and inclusive growth.

Also, fiscal consolidation is needed to rein in debt and to create the necessary space to respond to shocks that could hurt or stall recovery. This can be done through better Public Investment Management (PIM) building on important reforms that have been undertaken by the government. The benefits of these efforts are starting to show. This, therefore, is an opportunity to rethink and restructure Uganda's economy for a dynamic and sustainable future.

*Delilah Aisu*

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Company	Address	Contact
ARR	P.O. BOX 6240 Kampala Elizabeth Avenue	0414-560-900 info.ug@arr-insurance.com
Africa Agri-Business Academy International Limited	Plot 173/174 Kintu Road, Kampala P.O.BOX 6046 Kampala	info@aa-academy.org (256)0752-584-089
Afrizone Marketing & Communications LTD	Kampala	mdithas@yahoo.com +2348139290888
Afro Finance & Leasing LTD	Ruth Towers, Plot 15A Clement Hill Road	0756 888123
Ahmed Raza Foods Industries LTD	Plot 1787 Kyadondo Bombo Road	0414 568558 0717 775566
Alfasan Uganda Limited	Plot 420 offLink Road, Industrial Park Namanve	info@alfasanuganda.com 0414699216
Aloesha Organic	Sure House,Bombo road, Kampala	aloeshaorganic@gmail.com 0752 940747
Amari Naturals Cosmetics	Mutaasa Kafeero Plaza William St. Kampala	0772 843400
Asakawalo Ent LTD	Seeta Mukono	asakawolo2017@gmail.com 0779640369
Atiak Sugar	Lubamum Courts-Aki Bua Road	
Atomic Energy Council	Amber House Plot 29/33, Kamapala Road	admin@atomiccouncil.go.ug 0414696333
Awa Foods	Coffee House Jinja Road	
Baby Store Ug	P.O.BOX 6113,kampala	
Banura Sunflower Cooking Oil	P.O.BOX 403, Hoima	
Bella Wine	P.O.BOX 9500 Nanfubambi Road, Kampala	admin@bella.co.ug 0312103453
Benzene M Toxicology	Plot 503, Kampala	
Bismart Furniture	Mperewe-Kanyanya	
BlowPlast Uganda Ltd	P.O.BOX 50026 Luzira Plot 27-31 Second Ring Road	
Blue Flame Ltd	Workers House	support@blueflamemarket.com +256708458792
Books Distrubition Uganda Ltd	Kampala, Uganda	eastafriatenders@gmail.com
Brisk Beverages	Kisaasi, Kampala	0782022240
Britania Allied Industries	Ntinda Industrial Area P.O.BOX 7518 Kampala	marketing@dawda.co.ug +256 393 263358

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Company	Address	Contact
Brood Uganda Limited	Cargen house, Plot 13acrn, Kampala, Uganda	kampala@bbrood.ni +256 (71)2 - 459000
Buddo distillers	610,Bombo road,Makerere,Kampala	buddodistillers@africa2trust.com,256772434028
Bukonte Farm & Bio Jigsaw LTD	Plot 3930, Mutesa 1 Road,Kampala, Uganda	dorrislumu@yahoo.com,+256752202055
Bwendero Diary	P.O. Box 394, Hoima Butiaba road	magarajohn@gmail.com,+256 (77)2 - 557806
Cable Cooperation Limited	Kabowa Ward, Lugazi Town	ccl@mehtagroup.com,+256 414-448239
Cefa Uganda & Equatorial Commercial	P.O.BOX 7725 Nakawa	
Chain Uganda	P.O.BOX 14364,Mengo	ChainFoundation@gmail.com,0702 444009
Chap Chap Africa LTD	Namungongo-Kyadondo	info@chapchap.co
Chromatic Paints	Kasubi - Kawala. Off Hoima Rd	info@chromaticpaintsug.com,+256 772 200948
Community Womens Enterprise Network	Plot 4805 Kigobe Road, NtindaP.O. Box 21418, Kampala, Uganda	info@cwen.or.ug,+256 704 266 095
Inspiring Interiors	Plot 293, Najjera Road, Kiwatule. Kampala, Uganda.	256-414-573-300 , 256-772-589-904
Isabella	P.O.BOX 37676 KAMPALA Gayaza Road	rojonoinvestments@gmail.com,0782418878
Jesuit Refugee		uganda.director@jrs.net
Joint Medical Stores	Plot 1828 Gogonya Rd, Kampala	312236400
Johnes Vocational Training Institute	P.O. Box 108 Seeta,Goma, Mukono District	johnesvti@gmail.com,256 715 662381
Kakira Sugar Ltd/Madhvani	P.O. Box 121, Kakira Estate, Jinja, Uganda	256 414 444 000
Kampala Siti Industries	Ntinda Industrial Area,Nakawa, Kampala, Uganda	info@ksil.co.ug, 256-715-888-880,256-753-965-405
Kansai Plascon Uganda Limited	Plot 28, Kyaggwe Road, Namanve industrial Park	
Katlan Agency	Kireka zone D Kabaka road	P.O. Box 3991, Kampala,P.O. Box 3991, Kampala
Kijani Baby	Plot 50 Bukoto Street,Kamwokya Kampala Uganda	www.kijanionline.com,256 787 925 469
Kinyara Sugar	Block 9 & 10, Bujenje,Masindi	256-362600280





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#### JMS MBARARA BRANCH

Plot 24 Ruharo, Bushenyi Road  
Tel: 0800123124, 0800340340  
Email: salesmbra@jms.co.ug

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Plot 2, Lugard Street  
Tel: 0800123124, 0800340340  
Email: salesfort@jms.co.ug

#### JMS ARUA BRANCH

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Email: salesarua@jms.co.ug

## DIRECTORY

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Company	Address	Contact
Kookee Enterprise Ltd	Plot 3275 Bukasa Road,P.O Box 16252, Kampala Uganda	info@kookee.co.ug,kookee.ug@gmail.com
Kyeyune Exhaust	Nakulabye, Kampala,P.O. Box 30087	kyeyuneexhaust@gmail.com,256 (0)414 531 649
La Marc Coffee Uganda	Off Gayaza Road,P.O Box 26864, Kampala – Uganda	info@lamarc.co.ug,(+256)-784 3-29785
Lato Milk Uganda	Plot No 100, Kashari Block 7, District Mbarara, Uganda	info@latomilk.com,256-200-900-939
Leem Electrincs Ltd & Furniture	Plot 7/9, 2nd street industrial area P.O. BOX 26061, Kampala	414349266
Livara	P. O. Box 75075, Kampala, Uganda	care@livara.me,256 758 581 440,256 756 964 656
M Toxicology LTD	Plot 503,Namugongo	info@mtotoxicology.com,0392-553313 / 0770-836086
MAIF(Vegetable oil)	P.O Box 102,Entebbe Plot 16-18 Lugard Avenue, Entebbe Uganda.	info@agriculture.go.ug,041 4320004
Mak4 Oreanic skin & health care	First Floor, Mukwano Courts Buganda road	info@mak4skincare.com,256-775-045916
Maliba Sandals	Nanfumbambi Rd, Kampala	,0704 804877
Uganda Women's Effort to Save Orphans	Plot 2, Tagore Crescent, Kampala,P.O. BOX 8419, Kampala	uweso@uweso.org,0392-777448 / 0414-532395
Master Industries Uganda	P.O.BOX 586, Namanve, Seeta,Mukono Uganda	info@masterindustries,0414 286217.
Matunda Hub	Kenyatta Rd, Soroti	0781-781-283
Mbawo Timberworks & Great Lakes Brands	Plot bugolobi, 7 Muwafu Road, Kampala	0776-774-280
MEACA(Ministry of EastAfrican Community Affairs)	Plot 67/75 Yusuf Lule Road, Postel Building,2nd & 9th Floors	meaca@meaca.go.ug,256-414-348-171
Medical Missionaries	Kampala	704687983
Mehta Cables	6th Street Industrial AreaP.O.Box 1185 Kampala Uganda.	ccl@mehtagroup.com,256-41-425 50 36
Mesha Steel	Busega,P.O. Box 26967,Kampala, Uganda	meshasteel@gmail.com,+256 772 495499 / +256 701 494499
Micro Finance Support Centre LTD	Plot 46 Windsor Cres, Kampala	,031 2415600
Ministry of ICT	Plot 10/12 Parliamentary AvenueP. O. Box 7817 Kampala	info@ict.go.ug,256-414-236262
Crestanks	Namanve Kampala	info@crestanks.co.ug,0750 748770



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Company	Address	Contact
Dama Medical Herbs	Shoppers Stop Plaza,Buxton Rd, Kampala	0772 684274
Desire Beauty Products Ltd	Kawempe - Kalule, Bombo Road,P.O. Box 9259. Kampala	desirebpl@Yahoo.com,(77)2 - 845743
DFCU	P.O.BOX 70, Kampala	customercare@dfcugroup.com, 0414351000
DHL	P.O.BOX 1623, Kamapla Plot 54 Lugogo	031 2210006
Doctor's Choice	Plot 9-17, factory street Jinja	info@doctorschoice.africa, 0485 66069
Dozer Build (U) Ltd Trading as pavers	Plot 146,Watuba Bombo Road,Kampala	info@dozerbuild.com,256-712-866841
Dr Agarwal	Padre Pio House Plot 32, Lumumba Ave	info@dragarwal.com,0755 007582
DTB	DTB Centre, Kampala Road Plot 17/19P.O. Box7155, Kampala, Uganda.	info@dtbuganda.co.ug, (+256-314) 387 387
Eagle Investments Ltd	21/35 vithaldas Road P.O.BOX 506 Kamapala Uganda	gardentea@gardentea.co.ug,256-776-832-832
Easyway Black Seed	Wandegeya Market Lockup 063 Southern Wing Bombo Road	info@easywayblackseed.com,256-776-835780
Ebenezer Energy Trading Saving Store Ltd	P.O.BOX 269512	
Emerald Global Ltd/Uga-kart	Plot 103, Bukoto Street, Kamwokya, Kampala, Uganda	contact@emeraldglobaltd.com,256-706-123123
Enjuba Spelling Bee Uganda	Plot 2 Enjuba Loop Bukoto	spellingbee@enjuba.com,256702138092
ERA	Plot 15 shimoni Road Kampala	info@era.or.ug,0414341852
Erimu Company Ltd	P.O. Box 27527 Said Barre Ave, Kampala	,256-783 116 862
EuroFlex	Kinawataka Road Kireka	sales@euroflex.co.ug, 0800 386 000
Flemea	Kampala	
Footsteps Furniture	Plot 26, Jinja Road Opp. Bank of Africa	sales@footstepsfurniture.com,256 701 010 027
Forna Health Foods	P.O.Box 16410 Kampala Uganda	angelnabz11@gmail.com,0785882674
Geno-Hitech	Kampala (U) - Wankulukuku Mpereza building	+(256) 751 956 186info@genotech.com
Gentex Enterprises Limited	P.O. Box 1494, Kampala, Plot M513, Ntinda Industrial Area	

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Global Company (U) Ltd	Banda Off Jinja Road/P.O. Box 14367 Kampala-Jinja, Kampala	
Global Paper Products(U) Ltd	Plot 523 Nakawa Industrial Area/ P.O. Box 3764 Kampala Road	041 4287631
GO5 Packaging	Bweyogerere, Wakiso, Uganda	go5packagingug@gmail.com 0772 222835
Graphics Systems	Plot 8 Buvuma Road Luzira Portbell, P O Box 22631 Kampala Uganda	gsul@graphicsystems-ea.com, (256) 417 119 600
Guru Nanak	Plot 26 Industrial area Lira , Kampala, Uganda,P.O. Box 11198 Kampala	guruoil@yahoo.com, 256 (77)2 - 704545/6/7
Harris International	Plot 32 - 33, Bombo Road, Kawempe	info@harrisint.com, +256 414 567057, +256 414 567058
Hima Cement Ltd	Plot 46 Lugogo Bypass, P.O Box 7230, Kampala, Uganda	hima.kampala@lafargeholcim.com +256 31 2213 2000
Housing Finance Bank	P.O.Box 1539	www.hfb.julisha.org +256 417 803 000
Imperial Gas Supply	Rashid Khamis Road, Plot No.26 /28,Old Kampala	imperialgassupply2008@gamil.com 256 713 678 910
Imperial Paints	Gayaza Road	0772 409947
Imuka (Access) Ventures	Makerere University	access@imuka.co 256(0)788 320 403
Ministry of Lands	Plot 13 – 15 Parliament Avenue, P.O.Box 7096 Kampala	mlhud@mlhud.go.ug (256) – 772 – 463240
Mlima Safaris and Agri-tours Ltd	Plot 174/175 Kintu Road, Makerere, Wandegeya	inquiries@mlimasafaris.com (256) 752 584 069
MM Manufacturers	Plot 10-12, Kibira road industrial area, Plot 47-76 Kampala, Uganda	sales@mmsteelsuganda.com, +256 (414) - 251641
Mohca Beauty and Skincare Limited	Plot 50, Kireka road	256 783 984015
Mt.Meru Petroleum UG Ltd	DTB Centre, Plot 17/19 (12th Floor) P.O Box 35491, Kampala, Uganda	info@mountmerugroup.com 256 716 580 903
Mukwano Group of Companies	P.O.BOX 2671, Kamapala-Uganda	customercare@mikwano.com +256-414-250-598
Multichoice Uganda Ltd	Kololo head Office	DStvUganda@multichoice.co.za +256 312245245



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Company	Address	Contact
Mum's Products(U)Ltd	Arua Park Plaza. Room GF 498	info@mumsproducts.com (+256) 756 644 413
Nakasero Hospital	Plot 14A Akii Bua Road, Nakasero, P.O.Box 25261	info@nhl.co.ug 256 393 346 156
NAARO	P.O. Box 295 Berkeley road	
Nation Wide Properties	Butabika	marketing@nationwideug.com 0751268863
NCBA Bank Uganda Limited	Rwenzori House,Nakasero Road,P.O.Box 28707 Kampala, Uganda	contactug@ncbagroup.com +256312188400
Nextel Systems Ltd	Plot 52 Kironde Rd, Muyenga, Kampala	team@nextelsystems.com +256-414-696-776
Nile Agro Industries Ltd	Plot 11 Miro Road,P.O. Box 996, Jinja	nileagro@utlonline.co.ug +256-434-122522
Nileply wood Ltd	Plot 142/148 6th Street Industrial Area	furniture@nileply.com +256 752740080
Nsambya Crafts Centre	Nsambya (Behind Sharing Hall compound), 256 Kampala, Uganda	0772 540 891
NSSF	Plot 1 Pilkington Road Workers House, 14th Floor,P.O.Box 7140, Kampala	customerservice@nssfug.org 0800 286 773
Orion Transformers and Electrics	Namanve Industrial Park P.O Box 2008, Kampala, Uganda	info@oriontransformers.com +256 776 169668
PIBID	Plot 26A Lumumba Avenue,P. O. Box 35747 Kampala	info@pibid.org +256 41 4371050
Picfare/Nytil	Plot 2-1 Bombo Road,P.O. Box 9396, Kampala	+256 434 121 082
Public Procument And Disposal of Public Assets Authority	UEDCL Towers Plot 39 Nakasero Road,P.O.Box 3925, Kampala	info@ppda.go.ug +256-414-311100
Premier Distillers LTD	Plot 114/5 Bombo Road, Kawempe,P.O. Box 33421, Kampala	sundeepsrinivasa@gmail.com +256 (71)2 - 755554
Print'N' Carton (U) Ltd	Plot No:3316,Kitetika Road, gayaza Road.P.O.Box 33980, Kampala, Uganda	info@pncul.com, +256 393 265278
Property Services Limited	Plot 65 Yusuf Lule Road,P.O. Box 1707	sales@property.co.ug (256) 312-262175
Reco Industries	34 Mukabya Road/Jinja Road, Kampala Uganda	info@reco-industries.com +256 41 4232183

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Company	Address	Contact
Rene Industries Limited	Plot 680 Kamuli, Kireka,P. O. Box 6034, Kampala. Uganda	info@rene.co.ug +256 41 4236595 / 4341416
Riley Packaging (U) Ltd	Plot No. 34/55 [b], UMA Show Grounds,Lugogo, Kampala	vipul@riley.co.ug +256-775-66-200
Roofings	Plot 126, Lubowa Estate, Entebbe Road,P.O.Box 7169, Kampala, Uganda	roofings@roofings.co.ug, (+256) 0312 -340 100
Route Skilling Young Adults	S&S Mall, Plot 863, Block 438, Nkumba P. O. Box 336 Entebbe.	info@skillingyoungadults.com +256 705 067 193
Sadolin Paints	Plot No. 74, Block 111,Mawoto Namanve Mukono District,Kampala Uganda	info@sadolinpaint.com +256 753 105 142
Sebu Elgon Co-operatives		+256 772 645982
Sesaco	Kyengera Town Board 6 Miles, Kampala - Masaka Highway	info@sesacosoya.com 0700 101171
Shreeji Stationary 2009 (U) LTD	Plot 51/53, Nasser rd, opp MTK building,P.O Box 36468 Kampala, Uganda.	info@shreejystationers.com, +256 414 343 891/2
Sido Press Solutions		0704 556847
Simba Automotives Ltd	Plot 84 Kira Road , Opposite City Oil, Kamwokya	+256 756 670 579
Skin House	Susie House, Plot 1001 Ggaba Road, Nsambya Central. P.O Box 612, Kampala.	advancedskinclinic1@gmail.com 0755-562430
Smile Plast	Luzira Industrial Park, Kampala, P.O. Box 901, Kampala Uganda	marketing@smileplast.com +256 751 890 890
Southern Range Nyanza Ltd	P.O. Box 1025 Jinja,Uganda House, Kampala,Uganda	exports@nytil.com +256 (71)2 - 709524
Spencer Holdings LTD	P.O.Box 7797 Mutungo zone 1	
St Joseph's Devine Works	Kitemu-Nsangi, Kampala, Uganda,P.O. Box 31034, Kampala	dstw@stjosephsdevineworks.com (77)2 - 493812
Stack Online Trade Show	6th Floor, BMK House, Plot 4-5, Nyabong Road, Kampala	039 4822021
State Wide Insurance Comapany	P.O.BOX 9393 Bombo road	+256 757 442499
Steel and Tube Industries LTD	Nakawa Industrial Area.P.O.Box 33784, Kampala Uganda.	info@stil-group.com 256 754 288 560
Sugar and Allied Industries	Plot 86/90 5th street industrial area	info@sail.co.ug +256414233577
The Medical concierge	Plot 46 Lugogo By-pass,P.O. Box 4036,Kampala Uganda	info@tmcg.co.ug +256-417747000



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Company	Address	Contact
The Shea House	Plot 25 Nkrumah Road,	info@productofuganda.com,+256 701 440960
The Uhuru Institute For Social Development	Plot 1,Katalima Crescent, Naguru,P.O Box 27794, Kampala	uhuru@uhuruinstitute.org,256 776 677150
Top Finance Bank	Plot 53, Kampala Road, Kampala – Uganda	info@topfinancebank.co.ug,+256 702 363 167
Tripple M hygiene Products	Kampala	
Turquaz Home Decoration	Plot 17, 4Th Street Industrial Area, 7338 Kampala	(+256) 312 282214 / (+256) 782 123166
Uganda Coffee Development Authority	Coffee House,Plot 35 Jinja Road, P.O.Box 7267,Kampala, Uganda	info@ugandacoffee.go.ug,(+256)-414-256940
Uganda Bookshop	PLOT 4 COLVILLE STREET EBENEZER HOUSE KAMPALA UGANDA	UGBOOKSHOP@UTLONLINE.CO.UG,256709144505
Uganda Commercial Aloe-vera Farmers Association	PLOT 34 RASHID KHAMIS ROAD, P.O.BOX 6179, KAMPALA	ssesangaali@yahoo.com,256-772-696702
Uganda Development Cooperation	5th Floor Soliz House,Plot 23, Lumumba Avenue	info@udc.go.ug,256 414 258 204
Uganda Fishnet Manufacturers Limited	Plot 12, Buvuma Road, Luzira, Portbell, Kampala, Uganda	ufm@ipsuganda.com,+256 (75)2 - 458194
Uganda Industrial Research Institute	Plot 42A Mukabya Road,Nakawa,P.O Box 7086, Kampala, Uganda	info@uiri.go.ug,256-414-286245
Uganda Investment Authority	Twed Plaza, Plot 22B, Lumumba Avenue, Nakasero	info@ugandainvest.go.ug,256 414 301 000
Uganda Performing Right Society	Plot 35, House 5A Bukoto Drive Kampala,P.O.Box 14183 Kampala	info@uprs.go.ug,256 414 669 908
Uganda Plastics Manufacturers & Recyclers Association	Agip House Rm 28, P.O Box 50068,Jinja Road Jinja Road – Kampala	upmraoffice@gmail.com,0414 258365
Uganda Prisons	Plot 13/15 Parliament Avenue,P.O.Box 7182 Kampala	info@ugandaprisonsgo.ug, 256414342136
Uganda Tea Development	P.O .Box 6204, Kampala	admin@ugatea.com. ,256 414 343 633
Uganda Manufacturers Association	P.O Box 6966, Lugogo Show Grounds Kampala	256 414 221 034 /287615
Uganda National Bureau of Statics	Bweyogerere Industrial Park,P.O Box 6329 Kampala, Uganda	info@unbs.go.ug, (0800)133133
Uganda Revenue Authority	Plot M 193/4 Nakawa Industrial Area, Ura Tower, Upper Ground Floor	services@ura.go.ug 0800117000

# BUBU Expo Directory

Company	Address	Contact
Uganda Registrations Service Bureau	Plot 5 George Street, P.O. Box 6848 Kampala Uganda	ursb@ursb.go.ug +256 417 338 100
Uganda Small Scale Industries Association	USSIA Building, UMA Show Grounds, Nakawa	info@ussia.or.ug +256-312-278-798
Vida Management Consult	Plot 1375 Gayaza -Kampala Rd, Kampala	0772 070679
Vishtara Limited	Plot 1129 Mambule Road	0759 752034
West Nile Distilling Company Ltd	Plot 6-12 Makamba Road, Lungujja, Kosovo.	info@adriko.com +256 414 251600 / +256 414 270513
Wimbrob Bees Co Ltd	Plot 13 Oyite Ojok Lane, 154 Lira Town, Kampala	0775 126125
Winworld Impex Ltd	Plot No.248, Bombo Road,P.O.Box-34073, Kampala, Uganda.	info@winworld.ug +256 782 223 301
Women Intergrated Empowerment Development Group		community@givingway.com
Yo Kuku	Plot 2-10 Hamu Road, Bugolobi, P.O.Box 26274, Kampala	info@yokuku.com +256-792-780-780



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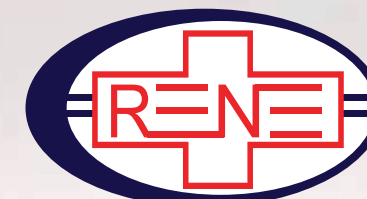


Rene Industries began its journey of pharmaceutical excellence 25 years ago. Since its founding, the company has played an important part in preserving the health of the Ugandan people. Rene's humble beginnings as Rene Pharmacy Limited, started out importing and distributing pharmaceutical products.

Today, the company has grown exponentially to become the leading Manufacturer of quality pharmaceutical formulations for the entire East African region. Rene branches across the region with exports to Burundi, South Sudan, Rwanda and the Democratic Republic of Congo.

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