

PSFU BUSINESS DIRECTORY 2011



I have the pleasure to introduce the first ever Private Sector Business Directory to Uganda, especially the business community. It is a publication of the Private Sector Foundation Uganda (PSFU), with over 100,000 business contact details of large, medium and small enterprises. These are reliable contact details of the private sector Uganda.

As the Apex body of the private sector in Uganda, we are mandated to supporting the growth and development of the private sector in Uganda. It is one of our aims to inspire entrepreneurs, whether they have been in business for years or are just starting out. The spirit of entrepreneurship is vital to the sustained growth of Uganda blossoming private sector, one of the key areas for long-term development and reduction of poverty. It is something we are proud to promote.

Exchanging business information and contacts is equally important for success of any business. It is a sure way of attracting consumers to buy your products or services. It is against this background that Private Sector Foundation Uganda (PSFU) in the spirit of promoting entrepreneurs, decided to publish this annual directory. As highlighted above, our wish is to see all businesses in Uganda grow.

Thus, in the directory, we also offer opportunity to companies/ organizations to take up space and publicize, in detail, their products or services at the best advertising rates in the country. I can assure all the early adaptors (*in this issue*) that they will realize value for their money because their adverts will be seen and read by their exact target audience. A comprehensive distribution strategy is in place that will see this directory reach out to, among others, all public and private offices, education institutions, embassies and NGOs. I encourage you to continue advertising with us in all the subsequent issues of the PSFU Business Directory.

The PSFU Business Directory is an opening for your business. Understanding well the principle of free entry and exit in the business world, we're very much aware that new businesses will keep opening almost every day. And others will of course be closing due to various reasons. Others do not close but just change physical addresses. We have a mechanism in place that keeps record of such changes, and we ensure that these changes are well captured in the current version of the business directory. You can access a copy of the Business Directory from the PSFU offices on plot 43 Nakasero Road. Tel: 256 312263850, email: snakibuuka@psfuganda.org.ug

Mr. Gideon Badagawa
Executive Director