

PSFU E-NEWSLETTER JAN 2011

PSFU ORGANISES BUSINESS ASSOCIATION & COMMUNITY DEVELOPMENT AWARDS 2010



Rt. Hon. Prime Minister, Professor Apollo Nsubambi giving an award to a representative from AMFIU which was the best Association of the year 2010, at Hotel Africana recently

On 26th November, 2010, Private Sector Foundation held the annual Business Association & Community Development Award giving Ceremony and Dinner. The event was held at Hotel Africana, with the Guest of Honour being the Rt. Honourable Prime Minister of Uganda, Professor Apollo Nsubambi.

During the event, the Mr. Gideon Badagawa Executive Director PSFU stated that the BACD Awards is "an initiative of PSFU to promote good governance, excellent association management and leadership practices among business associations and communities in Uganda".

The Award is aimed at recognizing Associations that have demonstrated good governance and outstanding efforts in representing the interests of their members, and associations that offer activities and services for the benefit of their members.

Hon. Gerald Ssendaula, Chairman PSFU called upon the Government and development partners to build partnerships with business Associations throughout Uganda in delivering and implementing private sector development programs. Associations act as stepping stones to facilitating the development of the grass root Small and Medium Enterprises all around Uganda.

The event was the climax of a competitive process of choosing winners in the different categories. The different participants underwent a long scrutinizing process with interviews and field visits. The overall winners were as follows:

Winners:

National Category

- Winner: Association of Microfinance Institutions in Uganda
- 1st Runner-up: Uganda Women Entrepreneurs Association Limited
- 2nd Runner-up: Kampala City Traders Association

Urban-Suburban Category

- Winner: Kawempe Youth Development Association
- 1st Runner-up: Masaka Disabled Persons Association
- 2nd Runner-up: National Arts And Crafts Association

Environment/energy Category

- Winner: Kinawataka Women' Initiative
- 1st Runner-up: Foundation for Urban and Rural Development

- 2nd Runner-up: Environment for All

Central region

- Winner: Kikyusa Integrated Development Association
- 1st Runner-up: Maddu Farmers Cooperative Society Ltd
- 2nd Runner-up: Bukuya Women Market Vendors Development Group

Eastern region

- Winner: Kapchorwa Commercial Farmers Association
- 1st Runner-up: Apoolo Na Angor
- 2nd Runner-up: Busiu Cooperative SACCO

Western region

- Winner: Mbarara District Farmers Association
- 1st Runner-up: Hoima District Farmers Association
- 2nd Runner-up: Nyakakoni Women's Group

Northern Region

- Winner: Adyaka Youth Development Initiative
- 1st Runner-up: Kitgum District Farmers Association
- 2nd Runner-up: Apac Youth Self Employment *Initiative*

Capacity Building Programme - EU Pro Invest Project

PSFU received technical support under the EU – Proinvest project aimed at strengthening the institutional capacity of PSFU through undertaking a gaps assessment and building capacity of PSFU staff. As part of the activities, a stakeholder validation workshop was undertaken, staff retreat to review the various areas in which PSFU can be improved were undertaken. Over 10 training programs in areas such as project management, leadership, negotiations skills, membership development e.t.c for staff and

management were undertaken to address the capacity needs of the staff in all departments.

Exchange visit to Denmark and Germany:



PSFU staff at the Health Focus offices in Germany

A team of 6 officers from PSFU were supported under the EU-Proinvest program to participate in a study tour for two weeks from the 9th - 20th December 2010. The team composed of four management staff members, one junior officer and Mr. Juma Walusimbi – Chairman of the Membership Committee. The two week exchange visit had a one week training program in Denmark at the Danish Industries and a visit to some organizations that have interests in Africa. The other week was in Germany and it comprised a visit to the Germany Chambers of Commerce, African Verien, Ministry of Commerce and Foreign Affairs and the Parliament. The structure of the study program was composed of training lectures, open discussions, filed visits and mentoring.

Meeting for the Uganda Shippers Council

The Uganda Shippers' Council (USC) was established in August 2008 with a clear mandate to protect the interests on Ugandan shippers (importers, freight forwarders, manufacturers etc). The council represents interest of organizations engaged in the import/export trade, regional and maritime business as well as government agencies dealing with matters related to shipping and maritime transport including

the Ministries of Tourism Trade and Industry (MTTI) and that of Works and Transport.

The council has a constitution, a steering committee and a temporary secretariat to legalise and manage the initial setup with Mr. Charles Kareeba (UFFA Chair) as its Chairman. PSFU sits on the Executive Committee of the Council along with UMA, UCIFA and UNCCI among others.

The USC organized a retreat supported by the USAID - COMPETE project and TradeMark East Africa to structure the start up operations and develop a strategy for the Council. The retreat was largely attended by members of the steering committee including PSFU, represented by its Executive Director.



The Strategic Planning Retreat, Dec 2nd – 3rd, 2010 Mombasa

Major outcomes of the Retreat

The retreat was able to benchmark the key activities of the Kenya and Ghana Shippers Councils and formulated a strategic plan for Uganda's Shippers council

that carried the following priorities for Ugandan shippers among several others.

- Laying the vision, mission, values and the *modus operandi* for the Uganda Shippers' council

- Strategies to reduce Non Tariff Barriers along the northern corridor and how they ought to be followed up
- Strategies to improve transport efficiency along the northern corridor including a proposal to establish a common authority
- Fast tracking the single window clearing system
- Strategies to strengthen partnerships with key players along the northern corridor such as KRA, KPA, KTA, Kenya Shippers Council, NCTTA, ISCOS, URA, The Police etc

12th Ordinary Summit of the Heads of State of the East African Community

The East African Community heads of state held the 12th summit of the East African Community heads of state at the Ngurdoto Mountain lodge, Arusha, Tanzania on 3rd December 2010.

The summit elected his Excellency President Pierre Nkurunziza of the Republic of Burundi to be its Chairperson for the next one year. The summit commended his Excellency Jakaya Mrisho Kikwete for ably steering the affairs of the East African Community in his capacity as Chairperson of the Summit during the period 20th November 2009 to 2nd December 2010.

The summit noted with appreciation the progress made in the first decade of EAC integration and directed that the focus in the next decade should centre on the theme of the summit which is *"the EAC: a second decade of higher achievements"*. The summit directed that it was important for the 4th EAC development strategy to focus on clarity of choices and priorities that are achievable within the budget constraints.

The summit decided to hold a special summit in April 2011. The agenda of the special summit shall be:

- Swearing-in of a new secretary general;
- Consideration of recommendations on how to attain a single customs territory; and

- Consideration of the report of the team of experts on political federation

4th Regional Forum on NTBs which Took Place in Moshi Tanzania from 16-19 December 2010

The 4th Regional forum on NTBs took place in Moshi Tanzania from 16th -19th December 2010. PSFU attended the forum and was represented by Ms Eve Ekanya Trade Officer. The purpose of the meeting was to consider Country reports on NTBs and update of the time Bound Programme on elimination of identified NTBs in the Region with resolved and new NTBs that have emerged since the last meeting.

Uganda was urged to try and resolve the following NTBs that have been persistent and yet they were reported sometime back and they are part of the time bound.

1. Ugandan ban on Beef and beef products from Kenya.
2. Uganda's certification procedures of exports of milk from Kenya
3. Lengthy procedures in issuing work permits to EAC Citizens
4. Charging withholding tax of 6% on Kenyan dairy products
5. Charging of 1.5% dairy levy

Recommendation from the Meeting

1. Partner states were urged to expeditiously address the newly reported NTBs and revert to the Secretariat so that the status is reported at the next Sectoral Council on Trade, Industry, Finance and Investment meeting.
2. The meeting recommended to the coordination committee to direct the Secretariat to develop a legally binding enforcement mechanism on the elimination of NTBs.

Preparations for the SME event / Members Day 2011 started.



PSFU members and various stakeholders attending the PSFU SME event.

PSFU is organizing the 6th SME / Members Day Event 2011. The Theme of the event is *"contributing to the growth of MSMEs in Uganda through appropriate Financial Services, Networking & Effective Business*

Development Support". The Annual Member Days are intended to provide information, networking and capacity building for the PSFU membership by bringing together various business people. This year's theme is mainly geared to financial service provision and business development support for SMEs which are a prerequisite for MSME growth. The event will take place from 3rd -5th March 2011 at UMA Main Exhibition Hall.

The objective of the event is to assist MSMEs have a better understanding about the availability of financial services and business development support and how they can effectively be accessed. On the demand side, many MSMEs need guidance on the advantages and disadvantages of alternative forms of financing and how best to present their investment projects to potential financiers.

Who will Exhibit: Organisations who offer financial related services; leasing, mortgage, transfer, insurance, savings, stock exchange targeting small and medium enterprises will exhibit during this event. They include:

Who should attend?: The Business Community, individuals owning or running a medium, small and micro enterprise, association and Development network leaders, individuals who want to start their own businesses

Over 5,000 people are expected to attend this event.

This event will provide a platform for SMEs to get more information about the available financing opportunities, Business Development Support,

information on investment and asset financing, services offered by insurance companies etc.

This event is aimed to provide an opportunity for the participants to have one on one meetings with the various Bank officers, consultants, corporate managers and service providers who offer financial services and business development support to SMEs.

Private Sector Foundation Uganda (PSFU) works to ensure that it undertakes capacity building for the private sector membership through training and the provision of business development services. This is event therefore fulfils that mandate. Founded in 1995, Private Sector Foundation Uganda membership has grown up to 144 members.

Short Introduction Training Courses for PSFU Members

1. **Membership Development and Retention** 28th January 2011

Target participants: Chief executive officers, members of board membership committees, program directors and membership program managers.

Description: Participants in the course will learn how to assess the effectiveness of their current membership activities, identify and develop additional membership categories and develop strategies and programs for successful membership recruitment and involvement.

2. **Fundraising and Sustainability Strategies** 25th February 2011

Target participants: Members of boards of directors, executive directors, members of fundraising committees, program directors and managers.

Description: The course assists individual associations to identify, development and Implement strategies for raising funds and building strong, sustainable institutions. Participants learn how to organize and manage profit centers, define and develop revenue streams and build effective and appropriate sustainability strategies around these activities.

3. **Member Services Development** 25th March 2011

Target participants: executive directors, membership development program managers and others who head departments and units that provide services to members.

Description: The course will assist associations to design and introduce programs that expand the range of services offered to members – both business development services and general

information and communications services. Special emphasis will be placed on discussing and identifying approaches to structuring and offering successful business development and fee-based services programs.

4. Marketing for Associations

29th April 2011

Target participants: Board members, executive directors, fundraising and program managers.

Description: The course provides participants with a basic overview of the marketing challenges faced by associations and with some of the basic tools they can use to address these marketing challenges. Participants learn how to conduct cost effective market research and to describe and package their programs so that they can be marketed more effectively to their target audiences.



For more information Contact:

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Upcoming Events:

- Pan Africa Competitiveness Forum – 1st – 4th Feb 2011 at Entebbe Uganda
- SME/ MEMBERS DAY 2011 – March 3rd -4th Jan 2011 Main Exhibition Hall Lugogo. To partners with PSFU in organising this event call Dona Sava on Tel: +256 752-521377, Tel: +256 312 263850/ 261850 / 286849/730985 Email: dsava@psfuganda.org.ug