



Monthly e-newsletter November 2009

Mission: To promote the private sector influence for business growth and competitiveness through policy advocacy and capacity building in a sustainable manner.

THE PROUDLY UGANDAN CAMPAIGN 2009

PSFU held the Proudly Ugandan campaign 2009 with a theme “Promoting the Value of Ugandan Products and Services on the East African Market”. A number of activities including a 3-day product exhibition between 4th -6th November 2009 at UMA Main Exhibition Hall and the Road show/ Motor Convoy to rural, urban and peri-urban communities to all regions in the country to promote Ugandan goods and services were held. PSFU has now embarked on a year long media blitz campaign. The year long dedicated media activities (radio, television and print) will characterize; focused topics, debates and featuring of the various Ugandan made products and services with emphasis on their competitiveness in the region and contribution to the economic development of Uganda.

Beginning 1st January 2010, the East African Community will become a common market. Whereas there will be opportunities, expected challenges will even be more for Ugandan companies to compete. PSFU therefore held this campaign as a private sector initiative to position Ugandan products and services for the expected competition which may affect all Ugandan products and services.

The guest of honor at the 3-day exhibition Rt. Hon Prof. Apollo R. Nsubambi Prime Minister of Uganda who was represented by Hon Kahinda Otaffire Minister of Trade, Tourism and Industry urged the Private Sector to improve on the management systems, productivity and technology.” My advice is that when you have an excellent product you must do all it takes to let the consumer know about it so that you achieve repeated purchases.”



Left: Mr. Gabriel Hatega Executive Director PSFU handles over keys to the driver of the lead vehicle for the Motor convoy, right are participants at the 3-day exhibition sampling Ugandan quality products.

Objective of the campaign;

- To change attitudes towards Ugandan products – to counter the perception that Ugandan products are of poor quality and to create confidence in good quality for Ugandan products.

- To increase awareness and interest in the consumption of Ugandan products and services through the year long media campaign
- Enhance sustainable competitiveness for locally manufactured goods on the East African market.
- To encourage local production of high quality goods and services

Hon Gerald Ssendaula Chairman PSFU said in order to stimulate consumption of locally produced products Government should take some policy decisions and practices to encourage local consumption. Government should therefore consider doing the following:

- Lead in recognizing that locally produced products are of international standards given that its own organ UNBS has certified over 150 manufactures. Ugandan produced products should therefore be comparable and competitive.
- Take the lead as a policy in purchasing locally produced products and services.
- Like Kenya, amend the Public Procurement Act to provide special preference considerations for local suppliers and service providers.
- Urgently expedite the passing of commercial laws such as the Counterfeit Good Act to help curb the uncompetitive acts of counterfeiting
- Reposition the UNBS to carryout its mandate of not only facilitating the production of quality local products but also curb vices associated with International Trade in a liberalized environment.
- Reduce the cost of doing business through development of infrastructure critical to the costs of production like Energy, Roads, Railways etc. This is important because even if the Private Sector endeavors to produce quality products, it would be out-competed in price terms.

The Proudly Ugandan Campaign is geared towards promoting high quality locally manufactured goods and services and enhance growth and competitiveness of local manufacturers and service providers.

By identifying Ugandan quality goods and services available, the campaign will instill a deep sense of pride in Ugandan quality products that meet international standards and mitigate the perception that locally made products are of inferior quality. The Proudly Ugandan Campaign is expected to alter consumer-buying practices, and create jobs. The campaign will be a practical one, directed at maximizing local employment, while being mindful of the fact that the private sector has to continuously improve on quality.

PSFU would like to thank all its partners and sponsors for supporting the campaign. They include: Finance Trust, BIDCO Uganda, Tilda Rice, Capital Outdoor Advertising, Roofings, Daily Monitor, WBS TV, Mama FM, Multiple Industries, Nile Breweries, Graphic Systems, Sunrise News paper, East African Business Week, Radio King, Tangaza Community Cinema's, Quality Chemicals.

PSFU TO AWARD BEST BUSINESS ASSOCIATIONS, 2009

Private Sector Foundation Uganda (PSFU) will this Friday 27th November 2009 Award the best Business Association or Network for the year 2009. PSFU recognizes the role that networks such as business associations, community groups and cooperatives play in nurturing small and business enterprises in Uganda. Through such collaborations small firms can achieve competitive advantage and also gain access to the necessary resources for business start ups, growth and success. As a growing economy there's need to encourage formation of long term relationships that rely on the incentives of repeated interactions in order to overcome institutional failure and make significant contributions to productivity, exports and growth.

Purpose of the Award

The purpose of the award is to promote good governance, excellent association management and leadership practices, within the business association sector in Uganda. The Business Association and Community Development Award recognizes an association that has demonstrated good governance and outstanding efforts

in representing the interests of its members, organizing activities and delivering services and information for the benefit of the members (or the industry or profession in general).



Winners of the Association of the year Award 2008.

The award giving ceremony will take place this Friday 27th November 2009 at Sheraton Kampala Hotel from 5:00pm to 10:00pm. The Chief Guest is the Hon Syda Bumba Minister of Finance Planning and Economic Development.

Preparation for the Awards has been made possible with support and sponsorship from the Second Private Sector Competitiveness Project (PSCP II) whose project objective is improving performance of MSMEs through Associations.

Other partners for this event include; ZAIN, Stanbic Bank, Post Bank, NAADS, New Vision Group, Health Initiative for the Private Sector (HIPS) and Roofings Uganda.

=====

UPCOMING EVENTS:

- ❖ Business Association and Community Development Awards 2009 – 27th November 2009 at the Sheraton Kampala Hotel

For more information Contact:

PSFU, Plot 43, Nakasero Road, Tel: 256-312-263850/ 0312-263849, 0312-261850 Fax 256 312 266440
P.O Box 7683 Kampala, Uganda, Email: psfu@psfuganda.org.ug, Website: www.psfuganda.org/
www.psfuganda.org

Note: For comments and feedback email to Communications Officer
snakibuuka@psfuganda.org.ug