



**Monthly e-newsletter 1<sup>st</sup> -31<sup>st</sup> August 2006**

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

## **PSFU Bids farewell to Head of the EU Delegation**

PSFU organised a dinner to bid farewell to the outgoing head of the EU Delegation H.E Ambassador Sigurd Illing. The dinner took place at Serena Hotel on the 24<sup>th</sup> August 2006.

The chairman of PSFU Mr James Mulwana thanked H.E Ambassador Sigurd for the support in developing the private sector in Uganda.



*Mr. James Mulwana (left) shakes hand with H.E Sigurd Illing (right) as wife Doris Illing smiles at the farewell dinner at Serena Hotel recently*

Mr. Mulwana urged H.E Ambassador Sigurd to remain a partner to the private sector in Uganda. He also requested the Ambassador to continue working with the private sector with the objective to improve its competitiveness.



*Discussion: Mr. Gabriel Hatega Executive Director, PSFU (right) with Mr Frank Katusiime (left) member Advisory Council PSFU at the farewell dinner*

The only way Uganda can foster growth and development is through the Private Sector Mr. Mulwana said. The EU through the BUDS project managed by PSFU has helped increase competitiveness, growth and profitability of Ugandan private firms. H.E Ambassador Sigurd will retire on the 31<sup>st</sup> August 2006 after serving five years as Head of E.U Delegation in Uganda.



**Mr. James Mulwana  
Chairman PSFU**

## **EU Commemorates 30 years in Uganda**

### **Congratulations**

On behalf of PSFU, I wish to proudly extend my heart felt congratulations to the EU for marking 30 years in Uganda.

We also thank H.E Ambassador Sigurd Illing for his contribution as Head of the EU Delegation for the last five years. The EU has made a significant contribution to strengthening of the private sector over the last 30 years.

PSFU commends the EU for reorganising the importance of the private sector and for the support rendered through various programmes such as BUDS. We look forward to continued partnership.

## PSFU & SCOPE Organise Competitiveness Conference

PSFU together with SCOPE organised a competitiveness conference between 29<sup>th</sup> & 30<sup>th</sup> August 2006. The conference which took place at Sheraton Hotel attracted various stakeholders both local and international. The theme of the conference was “*Realising Uganda’s Competitiveness Potential; Prosperity & Economic Growth Through Wealth Creation.*” The conference was designed to support the ability of Uganda’s Private and public sectors to jointly address a range of critical questions that affect the country’s ability to grow economically and compete globally. The conference was organised as a way to wrap up the activities of USAID/Strengthening the Competitiveness of Private Enterprise (SCOPE) project. As a way forward, PSFU and the MTCS were identified to spearhead the competitiveness agenda and its implementation process.

## PSFU Trains media

Recognising the importance of the media and communication in development, PSFU organised a two-day training workshop for Ugandan journalists on August 15-16, 2006.

The objective of the training was to share information on private sector development in Uganda



*Mrs Ida Wanendeya Vice-Chairman PSFU hands over a certificate to David Muwanga – New Vision business reporter after the training, looking on is Mr. Francis Kisirinya Director Finance at PSFU.*

PSFU Executive Director, in his welcome remarks read for him by the Director Finance, Mr. Francis Kisirinya, said an effective Public Information and Education Campaign was crucial in tackling the challenges of the Private sector in Uganda. This media training workshop was organised to share with journalists key private sector development issues to enable them disseminate information to the public.

The Vice-chairman of PSFU Mrs Ida Wanendeya in her closing remarks said, sustainable economic development and growth presupposes a well informed business community and an improved business environment. The access to knowledge is increasingly becoming the key to development and growth. Sharing information and creating

awareness are key ingredients in the success of Uganda’s firms. The workshop attracted 30 participants from key media houses both print and broadcast media.

## BUDS Roll-Out

BUDS has embarked on the ROLL-OUT programme with initial visits to South Western and West Nile region of Uganda. The aim of the Roll- Out is attainment of greater rural outreach through establishment of satellite offices in 7 regions namely: South Western, Western, Eastern, Northern, West Nile, Karamoja and Central. The offices established will bring services nearer to rural enterprises to respond better to potential market opportunities.

### Upcoming Events

1. Launch of PSCP11 in November
2. Meeting with Minister of Finance and H.E the President expected September 2006 on strategies to improve the business environment
3. Needs/capacity assessment for members in September
4. Members day in December
5. Workshop on SPS & TBT issues.

**News:** Our website has been updated. To find out more about PSFU visit [www.psfuganda.org](http://www.psfuganda.org)

**Note:** For comments and feedback email to [snakibuuka@psfuganda.org](mailto:snakibuuka@psfuganda.org)