



PRIVATE SECTOR FOUNDATION UGANDA

Your Partner in Private Sector Led Development

Monthly e-newsletter DEC 2009

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

PSFU BUSINESS ASSOCIATION & COMMUNITY DEVELOPMENT AWARDS 2009

Private Sector Foundation Uganda (PSFU) awarded the best business associations for the year on 27th November 2009 at Sheraton Kampala Hotel. The Guest of Honor was Hon Sydda Bbumba Minister of Finance Planning and Economic Development (MoFPED). The event was attended by among others the PSFU Board Members and Members of the PSFU Advisory Council, Government Officials, Development Partners, PSFU Members, the Business Community and the Media.



National Winner: Members of Uganda Insurers Association pose with Hon Sydda Bbumba Minister of Finance Planning and Economic Development (MoFPED) (4th right) and Mr Gerald Ssendaula (extreme left) after receiving their plaque at the Award giving ceremony at Sheraton Kampala Hotel on 27th November 2009.

Private Sector Foundation Uganda (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

It's against this background that PSFU will this year PSFU recognized the best business models of associations, cooperatives, and community groups operating from village, sub-county, district and national level. This award attracted nominations from at least 50 key districts from all regions in Uganda. This is the second year PSFU is recognizing the role that Associations or networks play in strengthening the competitiveness of SMEs in Uganda.

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 NATIONAL LEVEL;

1. Overall Winner; Uganda Insurers Association (UIA)
2. First Runner-up; National Organic Movement of Uganda (NOGAMU)
3. Second Runner-up Uganda Crane Creameries Cooperative Union

REGIONAL WINNERS:

Northern Region;

1. Overall winner; North East Chili Producers Association
2. First Runner-up: Moyo District Farmers Association
3. Second Runner-up; Adyaka Rural Development Initiative

Western Region

1. Overall Winner; Ankole Private Sector
2. First Runner-up; Kabalore District Farmers Association
3. Second Runner-up; Mbarara District Farmers Association

Eastern Region

1. Overall Winner: Kapchorwa Commercial Farmers Association
2. First Runner-up; Apoolo Na Angor
3. Second Runner-up; Eastern Private Sector Development Center Limited

Central Region

1. Overall Winner: Nakasongola District Farmers Association
2. First Runner-up; Kikyusa Integrated Development Organization
3. Second Runner-up; Masaka Disabled Persons Association

Urban/Suburban Category

1. Overall Winner; National Union of Hair Dressers
2. First Runner-up; Kawempe Youth Development Association
3. Second Runner-up; Gulu Women Mobile Catering

Environmental/Energy Category

1. Overall Winner; Foundation for Urban Rural Advancement
2. First Runner-up; Kinawataka Women Initiative
3. Second Runner-up; Shunya Yetana CBO

Uganda Insurers Association (UIA) has been awarded by PSFU as the best Business Association for the year 2009. Uganda Insurers Association was also the Association of the year 2008. It has been recognized because of the numerous efforts it has made in transforming the insurance industry and instilling business ethics and code of conduct.

The major sponsor for the Business Association and Community Development Award 2009 was Second Private Sector Competitiveness Project (PSCP II) whose project objective is improving performance of MSMEs through Associations. Other partners for this event included; ZAIN, Stanbic Bank, Post Bank, NAADS, New Vision Group, Health Initiative for the Private Sector (HIPS) and Roofings Uganda. PSFU would like to thank all its sponsors for the support.

PROUDLY UGANDAN ROADSHOW

Private Sector Foundation Uganda (PSFU) organized a number of activities for the Proudly Uganda campaign 2009. They included;

PRODUCT EXHIBITION: A 3-day exhibition from 4th -6th November 2009 at UMA Main Exhibition hall. Over 2000 people came to see, learn and sample Ugandan products. This was followed by a **ROAD SHOW/MOTOR CONVOY** to rural, urban and peri-urban communities in the country to promote Ugandan goods and services. The convoy went to

over 19 districts in all regions of Uganda. Over 50,000 people had an opportunity to see, learn and sample Ugandan products.

The Proudly Ugandan Road show Campaign ended on 18th November 2009. The campaign created visibility for the Ugandan products and the communities were able to know what the Ugandan products are. The show attracted a lot of attention in the various major towns and villages visited. A number of media campaign activities like radio programmes, and cinemas in the various districts attracted thousands of people to the road shows. One on one interviews were also held in the various towns. PSFU will continue to organize road shows in 2010 as they create the feel of Ugandan products amongst communities.

The objectives of the Proudly Ugandan campaign are;

- 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 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

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.

PSFU is now organizing a year long dedicated media blitz campaign activities which 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.

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NOTE: This is the last issue of the newsletter this year. We are very grateful to our readers who have continued to give us comments, suggestions for improvement and words of encouragement. We wish all our readers a happy festive season and a prosperous New Year. The next issue of the newsletter will come out in January 2010.

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