

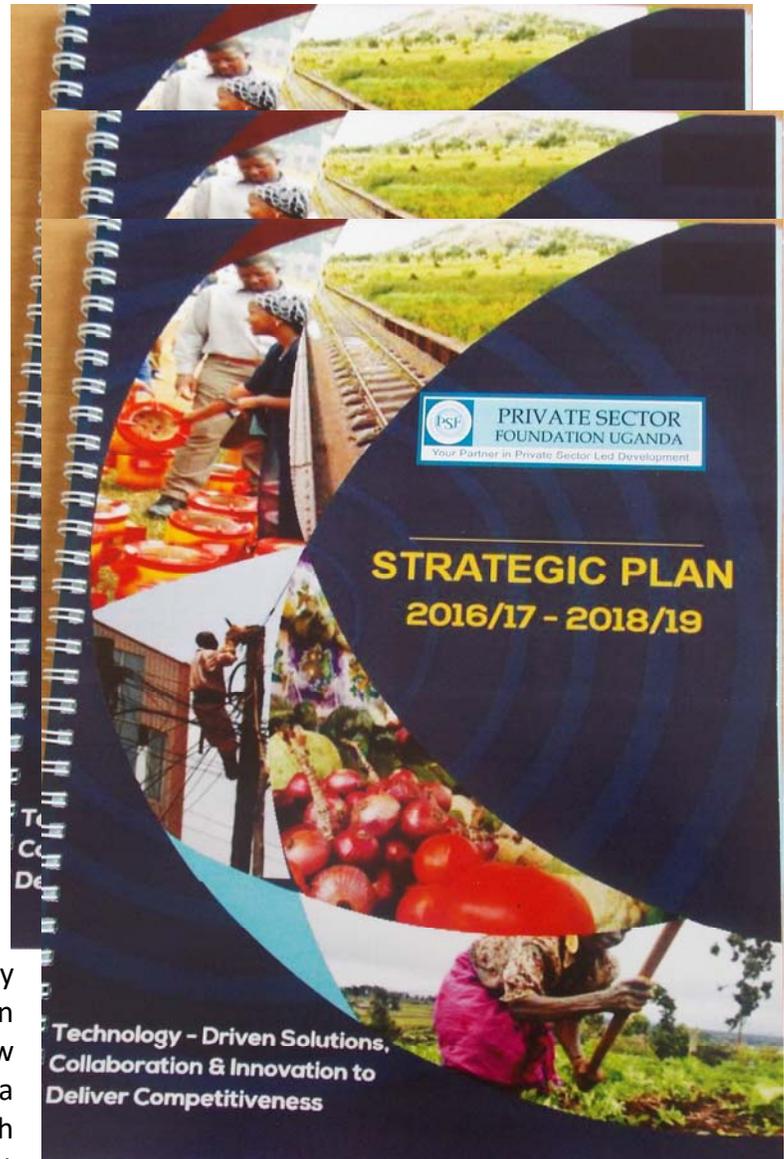
PSFU develops a Three Year New Strategic Plan

Private Sector Foundation Uganda (PSFU) has developed a 3 year new Strategic Plan 2016/2017 to 2018/2019 with a theme **“Technology Driven Solutions, Collaboration and Innovation to deliver Competitiveness.”**

A number of consultations have been done with the Board, Members, key private sector actors, Government officials and Development Partners.

The strategy is based on the proposition that for PSFU to remain relevant it must align itself to the aspirations of Government and the donor community. For example; job creation as an interest of Government, delivery of the Sustainable Development Goals (SDGs) by United Nations Development Program (UNDP) and Poverty reduction and competitiveness by the World Bank.

The Strategy is also aligned with the Private Sector Development Strategy (PSDS), the National Development Plan (NDP) and the strategy by the new government to deliver Uganda to a middle income status by 2020 through HE the President's 23 -point programme. The strategy does not only focus on profitability but productivity and innovation by the private sector as well as the capacity to create jobs. This strategy is yet to be approved by the Board.



PSFU and UNDP meet to discuss possible ways for partnership



PSFU team and UNDP team at the UNDP Offices recently

Private Sector Foundation Uganda (PSFU) together with UNDP had a meeting to discuss possible ways of partnership. The meeting took place at the United Nations Development Program (UNDP) office on 11th July 2016. The Country Director UNDP Ms. Almaz Gebru acknowledged the importance of the private sector in ensuring sustainable development.

Mr. Gideon Badagawa Executive Director PSFU expressed his gratitude to UNDP and pledged his commitment and that of the private sector to supporting the Sustainable Development Goals. This partnership comes at the right time as PSFU starts to implement its new 3 year Strategic Plan.

Both parties agreed to launch the partnership at a dialogue where all private sector stakeholders and partners would participate to develop a forum for future engagements. The event is expected in mid August. SDGs offer an inspiring and inclusive vision of the future: a world free from poverty, injustice and discrimination and a healthy planet for present and future generations.

PSFU & UNICEF meet Hon. Florence Kiyingi Minister of State for Youth and Children Affairs



Hon. Florence Kiyingi (middle) with PSFU and UNICEF team at the meeting

Private Sector Foundation Uganda (PSFU) together with UNICEF had a meeting with Hon. Florence Kiyingi State Minister for Youth and Children Affairs. The meeting was held at the Ministry of Gender Labour and Social Development (MoGLSD) on 21st July 2016.

Mr. Gideon Badagawa Executive Director PSFU congratulated the Minister for the great achievement. He noted that PSFU takes great interest in the Youth and Children affairs because they are the future workforce. “If the private sector is to increase productivity, a lot needs to be done to provide the necessary skills required for the future.”

PSFU is currently running a program on Childhood Development **THE EARLY STEPS PROGRAM** aimed to strengthen businesses and economy of Uganda through increased investments in young children. This program is being implemented in partnership with BVL and UNICEF and aims to promote the business case for early childhood particularly through strengthening businesses and the economy of Uganda under the framework campaign “Invest in Uganda Children, Realise Vision 2040.”

Hon. Florence Kiyingi, appreciated Private Sector Foundation Uganda for the role played in mentoring her and attributes the great achievement to Private Sector Foundation Uganda (PSFU). “This is a turnaround point in my life and I will do all that it takes to support youth and children in partnership with PSFU.” She thanked PSFU and UNICEF for the efforts put in place to support Early Childhood Development and youth empowerment.

She pledged to work closely with PSFU and other partners to strengthen the Public Private Partnership (PPP) Framework on Early Childhood Development and Youth engagements.

PSFU Meets Hon. Beti Kanya Minister for Kampala Affairs



Hon. Beti Kanya (2nd left) with Executive Director PSFU (middle) together with PSFU team and Hon. Beti Kanya's Children.

Private Sector Foundation Uganda (PSFU) had a meeting with the new Minister for Kampala Affairs Hon. Beti Kanya. The meeting took place on 22nd July 2016 at the PSFU offices in Nakasero.

Mr. Gideon Badagawa Executive Director PSFU congratulated the Minister upon the great achievement and thanked her for finding the time to come and meet with PSFU. He briefed the Minister about the various programs at PSFU and the new initiatives under the three year PSFU Strategic Plan aimed to transform the private sector in Uganda. He noted that if Uganda is to achieve the Vision 2040, things must be done in an extra ordinary way.

Hon. Beti Kanya thanked PSFU for the role it is playing in supporting the private sector development in Uganda through its various programs. She pledged to work with PSFU to devise strategies to transform Kampala through various ways especially to address the issue of youth unemployment, increased rural urban migration which has left Kampala constrained on resources among others.

PSFU suggested to the Minister some of key issues that needed to be addressed quickly:

- a) Consider reviewing the implementation of the Kampala Master Plan
- b) Address the issue of Rural Urban Migration
- c) Establish a Forum to discuss key issues affecting business in Kampala
- d) Urban Planning

Interventions to Resuscitate the Economy timely – but here are some Notes for H.E the President

H.E The President has renewed his commitment to revamp Uganda's economy. The private sector has welcomed the proposed reforms. However to be able to decisively implement the 20 point agenda, Government should do a number of things differently.



1. Institutions must redeem their mandates while government strengthens on the call for accountability. Today, investors continue to avoid known agencies and seek redress from higher authorities including the top office. This must be avoided by retooling and creating efficient institutions. Access to investment land, credit, fiscal incentives etc have specific agencies that are responsible for their execution. State house does not issue investment license, neither does it process EIAs. It does not allocate land or provide credit to investors. But these agencies do. What investors are calling for is that systems, processes and procedures should be efficient so that we have less costs and minimum delays. Investors need this reassurance.
2. Mr. President, Government needs to review its recurrent spending and allocate more of the available resources to sectors that create wealth, employment and grow the tax base if Uganda shall realize the targeted growth, as reflected in the National Development Plan and annual budgets. Along with this we need to reduce on the Domestic Borrowing Requirement (DBR) which in turn drives high interest rates and crowds out the private sector. If this country shall create capacity for increased youth employment, productivity and exports, deliberate effort should be put towards supporting agricultural production, value addition and manufacturing. We need more resources there instead.
3. The challenge for Uganda is limited production and we cannot take advantage of expanding markets without enhancing production capacities at firm level. Only Uganda can provide a sure market for its products. All accounting officers must be told that 80% of the national budget is accounted for in public procurement markets. And going by the approved Buy Uganda Build Uganda (BUBU) policy and the Public Procurement and Disposal of Public Assets (PPDA) Amendment Act 2014, affirmative action must be given to locally manufactured goods and services to help the economy save the scarce FOREX, increase output and create jobs. This effort will materialize only if government decisively develops the Uganda National Bureau of Standards (UNBS) capacity to support product certification and quality assurance. Only then can we compete with huge import volumes from China, India, South Africa etc.
4. If Uganda will compete in the regional markets and beyond we have to start by effectively mobilizing our own market. Now is the time to work on the mindset that Ugandan is inferior. Ugandan firms will not compete elsewhere if they cannot compete here at home. And one of the major interventions we must do Mr. President is to stimulate local demand through this BUBU Policy.

All countries that have developed have traded this path. We need government deliberate effort to support this and the private sector is ready to cooperate. This is the magic bullet that will increase export capacity, reduce the import bill and address the challenge of trade imbalances amounting to nearly USD 3 billion. This intervention will consequently stabilize the FOREX market and strengthen our shilling. When the shilling strengthens and markets supplies increase, as a result of such targeted efforts, inflation is managed and the economy stabilizes. And consequently there will be no need for central bank to unleash monetary policy to manage inflation which has been driving the high interest rates.

In order to ensure government programmes are effectively executed, civil servants ought to be put of service contracts with clear targets and performance benchmarks, and with regular reporting on progress made. This is happening elsewhere in the East African Community (EAC) and the Ministry of Public Service and the Service Delivery desk in the Prime Minister's office should make this a reality. The business community is confident that your HE the President have keen interest in the performance of government to ensure that the aspirations in the National Development Plan, the NRM Manifesto, the national budget and your State of the Nation address are fully accomplished. If Uganda is vying to be a middle income status country by 2020, a number of hard decisions must be taken now.

5. No country in the world has transitioned through the stages of development with weak law, policy and regulation. Laws must be written and enforced. This is what defines an effective government. Democracy alone without a strong legal regime simply drives the country to futility. When we write policies and laws, they must be implemented and citizens must be educated and sensitized about them. Everyone should understand and comply with them and this is the duty of government. Without order in the country it will remain difficult to promote tourism or attract investment in many sectors.

Time is now for Uganda to scale up. Many investors are taking interest in Africa and especially the EAC region because of the immense potential we have in several sectors including agriculture, tourism and human capital development. We should take advantage of this as a country by building the requisite legal and business environment.

PSFU participates in the Korea-Uganda Business Forum

Private Sector Foundation Uganda (PSFU), the Korea Chamber of Commerce and Industry (KCCI) and Korea Trade-Investment Promotion Agency (KOTRA) co-hosted the 'Korea-Uganda Business Forum' on 29th May 2016 at the Kampala Serena Hotel. H.E Park, Geun-Hye, The President of South Korea, was Chief Guest at the business forum and urged the business community in Uganda and her country to tap into the existing cordial relationship Uganda has with South Korea in order to enhance business operations for the benefit of the two brotherly countries and their people. An MOU was signed between PSFU and Korea Chamber of Commerce and Industry.

Chairman Park, Yongmaan identified the 'expansion of private sector cooperation' and 'participation of Korean businesses in development projects of Uganda' during his opening speech as measures for expanding cooperation between the two nations. He emphasized that Uganda has been selected as Korea's priority nation for cooperation for two straight occasions which shows that cooperation

between our two governments is active” and “government cooperation must cross into the private sector in order for cooperation with Uganda to expand”. He also added that “several agendas such as agricultural development and Korean Aid have been discussed during this summit. I hope that the foundations for private sector business will be laid as businesses from both countries come together and participate on these businesses, understand each other, and build trust.



Mr. Patrick Bitature (front right) with the delegation from South Korea

Turkish Business Forum held

The Business Community were mobilize to attend the Turkish Business Forum held in Kampala in May 2016 where an MOU was signed. PSFU has currently been organizing the Business Community for a Business Meeting in Turkey. However, due to security reasons, the business trip might be held in August 2016.

Training for the MSME Maize Millers in food fortification



Participants at the Workshop in Food Fortification

Since 2009, PSFU has been playing a key role in food fortification program in the country especially in advocacy for creating awareness and demand for consumption and production of fortified foods. This has been instrumental in mobilizing the small and medium scale maize millers in forming associations to enhance their capacity for good manufacturing practices. PSFU in collaboration with USAID SPRING and Ministry of Trade Industry and Cooperatives organized a two (2) day capacity building workshop to held from 22nd to 23rd June at Ridar Hotel, Seeta, where over 44 participants from various regions. The workshop was organized with the following objectives:

- a) To enhance information sharing and encourage small scale millers to improve on their manufacturing practices
- b) To explore opportunities in food fortification as one way to promote value addition to maize flour.
- c) To use this workshop as a platform to establish cluster groups for small and medium scale maize millers.

Upcoming Events:

- a) International Trade Facilitation Expo 2016
- b) Breakfast meeting to Launch Partnership between PSFU and UNDP.

For details contact Sarah Nakibuuka B.

**Public Relations Manager PSFU, Private Sector Foundation Uganda (PSFU),
Plot 43, Nakasero Road, Tel: [+256] 0312 263850, P.O Box 7683 Kampala, Uganda, Email:
psfu@psfuganda.org.ug/ snakibuuka@psfuganda.org.ug, Website: www.psfuganda.org.ug**