

**22-24  
FEB  
2022**



# **UGANDA INVESTMENT SYMPOSIUM**



Organized in Partnership



**GREATER  
ANKOLE  
REGION**

## 1.1 EXECUTIVE SUMMARY

The **Uganda Investment Symposium** concept was launched in 2019 with an aim to bring together investors from different regions to showcase, discuss and explore the investment environment in the various regions of the country.

Conceptualized by Hon. Robert Mwesigwa Rukaari, the current National Organising Committee Chairman, the Uganda Investment Symposiums are also intended to explore the emerging markets, opportunities, and challenges that investors face, and to find practical solutions to these challenges to optimize the opportunities.

This year **Uganda Development Bank (UDB)** in partnership with **Operation Wealth Creation (OWC)** held in Mbarara Kakyeka Stadium, the third investment symposium from the 22nd -24th of February 2022, the same targeting the Greater Ankole Region.

The 2-day event was held under the theme: **“The contribution of Financial Innovation to the resilience of the economy for sustained growth”**, aimed to engage with investors to rethink and align their role in the economic recovery of Uganda.



## 1.2 OPENING CEREMONY

- The Member Of Parliament for Mbarara City North, **Hon. Robert Mwesigwa Rukaari** made the welcoming remarks and also played a strategic role in the mobilization of the Greater Ankole political representation and general stakeholder engagement and management which was key to the success of the event.
- **General Salim Saleh**, the Chief guest and Chief Coordinator of Operation Wealth Creation officially opened the Conference. In his speech, General Salim Saleh lauded Uganda Development Bank for its role in the financial development of Uganda and stated that government recognizes the need for more funding towards national endeavors.
- Underscoring the importance of the symposium, General Saleh encouraged Ugandans especially in Greater Ankole region to utilize the presence of UDB in their region and get the requisite information to access funding. He called upon Ugandans to improve and sustain the development projects government has invested in across the country, to accelerate production and value- addition.
- He emphasized that Ugandans must be prepared when financial opportunities arise for example exploring the value of an industrial park in Ankole region case in point, Liao Shen - Kapeeka. He called upon the people of Ankole Region to work together if they are to realise the social-economic transformation of the region.



### 1.3 KEY NOTE SPEECH / PANEL DISCUSSION



The keynote speech was delivered by **Ms Patricia Ojangole** the Managing Director of **Uganda Development Bank** under the theme – **‘Financial Innovations for economic resilience and economic diversification’**



The panel discussion was held under the main topic; **‘Synergies between government, business, and the communities towards inclusive growth’**, with the following sub-themes:



**'Understanding of across-the-board enablers and opportunities provided by the Government'** – Dr Pamela Mbabazi - Executive Chair, National Planning Authority of the Government.



**'The opportunities for Industrialization as a catalyst for inclusive growth'** – Ms Geraldine Ssali Busuulwa - Permanent Secretary in the Uganda Ministry of Trade, Industry and Cooperatives.



**'How does the local community become part of the economy'** – Dr Edward Kazire Managing Director, Kazire Health Products Limited.



Moderated by **Mr Robert Kabushenga**, the panelists stressed the need to drive financial inclusion through collective action.

## 1.4 PANEL DISCUSSION – KEY TAKEAWAYS

- The need to educate the local populace and business community on what opportunities are available, teach them to be financially independent and to grow businesses the right way.
- The need of working together to create the right avenues for financial intervention and most importantly get Ugandan products market-ready internationally.



## 1.5 UDB OVERVIEW

The Uganda Development Bank presentation was submitted by Samuel Edem Maitum – the Director Credit at the Bank under the theme; “Financial Innovations and opportunities at Uganda Development Bank towards inclusive economic growth.”

### **Opportunities presented by UDB;**

- Access to Capital – Provision of patient capital through financial interventions.
- To help businesses access credit, the Bank offers business advisory services under the Business Accelerator For Sustainable Entrepreneurship (BASE) program for existing and start-up establishments with an emphasis on compliance, governance and financial management.
- Project Preparation support for projects including larger public projects.
- Affordable Credit - Interest rate: 10 – 12%
- Abridged process and documentation for SMEs, Youth and Women with relaxed collateral requirements e.g. untitled land, motor vehicles (Applicable to commercial vehicles related to the sectors supported by the Bank)

### **Opportunities Identified in the region**

- Tourism
- Agriculture and Agro-processing (Dairy, Tea, Coffee, Cocoa)
- Manufacturing
- Infrastructure – ICT.

Agriculture (Primary & Agro-processing) and Industry remain key intervention sectors for UDB.



## 1.6 CLOSING CEREMONY

The symposium was closed by Dr Ramathan Ggoobi the PS Ministry of Finance who represented H.E the President of Uganda. Below are the major highlights from his speech;

- I. President declared 2021 – 2026 “Kisanja for social-economic transformation”.
- II. The incentive is for the 39% of Ugandans in the subsistence economy to engage in income-generating activities in commercial agriculture, industry, services and ICT.
- III. Post-Covid recovery plan: financial packages for small, medium and large businesses, Parish model for households in subsistence.
- IV. Implementation of budget-neutral policies to boost recovery through human capital development, public infrastructure investment, security and stability.
- V. A national Financing Strategy has been developed to address challenges to public financing that impact private sector investment performance.

He ended with a call to action to actors to embrace and take forward the government programs and interventions to alleviate poverty at a household level, and transform Uganda.





## 1.7 MEETING OBJECTIVES



The symposium brought together the minds of the civil, academic, business, and leadership societies that shared success experiences, business opportunities, and entrepreneurial linkages.



The exhibition brought together traders and business people from different sectors that not only made sales and showcased their product offerings but also created a platform for networking and creating linkages building a foundation for the parish development model of development for dependable intra-regional entrepreneurial ecosystems.

## 1.7 MEETING OBJECTIVES



From the feedback sessions, government agencies were able to identify key areas of intervention to support entrepreneurs to scale up so that more employment and business opportunities can be created in alignment with NDP III, Vision 2040, and the Parish Development Model.



Brand awareness across the region was realized. The event was covered on television with a live stream on NBS TV, on radio, on web, and on social media under the hashtag #UGSymposium2022 #UDBBetterUganda. The **total AVE earned is: UGX321,770,000.**

## 1.8 PARTICIPATION

The Symposium attracted a total of 1,600 on Day 1 and 1,350 on Day 2. people. By the nature of the Symposium with a blend of political, business, and civil society leadership, the symposium had several participants namely.

- Ministries, government departments and agencies in the identified sectors.
- Current active businesspeople from different sectors (agriculture, agro-industry, tourism, trade and commerce, manufacturing, ICT among others).
- Business development service providers and other business enablers.
- Leaders and members of Business cooperatives/groups, including farmer groups and cooperatives.
- Member based organisations in the region and at rural or community levels.

Leaders - religious, political (Central and local government), civil society and academia.



## 1.9 EXHIBITION



The Symposium attracted a total of **76 exhibitors** mainly from the agriculture value chain.



**Red Cross** set up a blood donation booth requested for UDB as part of the symposium CSR.



## 2.0 SYMPOSIUM MILESTONES

The Symposium set out to tackle and offer solutions to Uganda's financial inclusion needs and spur development against the set objectives and targets in the Greater Ankole Sub-Region. Below are some accomplishments that have been realized so far:

- Improved access to finance - As an outcome of the Symposium, UDB has so far received prospective customers with loan requests amounting to Shs72.5 Billion.
- Scaling innovation and industrialization in the region.
- Enhancing collaborations between govt agencies - The Symposium attracted a total of 16 ministries, departments, and agencies.
- Promoting Government Programs - The Programs that were advanced at the Symposium include:
  - 1) The Parish Development Model
  - 2) Operation Wealth Creation
  - 3) NDP III
  - 4) Vision 2040



## 2.1 MOU'S SIGNED

The closing ceremony climaxed in the signing of Memoranda of Understanding (MoUs) between UDB and various institutions with the view to scale up innovation and sustainable businesses within the region.

The MOUs were signed with the following organizations;

1. **Bishop Stuart University:** To support innovation.
2. **Ankole Diocese:** To support various community-based church projects that aim to uplift the beneficiaries from poverty.
3. **Kazire Health Products:** To support a chain of out-growers
4. **Mbarara Gatsby Small Scale and Medium Entrepreneurs:** To finance viable commercial enterprises engaged in businesses in line with the Bank's mandate.



## 2.2 MEDIA COVERAGE - TELEVISION

- **NBS TV NEWS + LIVE STREAM**

Date: 23/02/2022

**Commentary:** The head of Operation wealth creation General Salim Saleh has opened and launched the 3rd Investment symposium in the Ankole region.

**Tonality:** Positive

**PR Value Estimate:**  
UGX 80,000,000

- **BUKEDDE TV**

Date: 23/02/2022

**Commentary:** The head of Operation wealth creation General Salim Saleh has opened and launched the 3rd Investment symposium in the Ankole region.

**Tonality:** Positive

**PR Value Estimate:**  
UGX18,000,000

- **BBS TV**

Date: 23/02/2022

**Commentary:** The head of Operation wealth creation General Salim Saleh has opened and launched the 3rd Investment symposium in the Ankole region.

**Tonality:** Positive

**PR Value Estimate:**  
UGX 9,900,000

- **TV WEST**

Date: 23/02/2022













**Commentary:** The head of Operation wealth creation General Salim Saleh has opened and launched the 3rd Investment symposium in the Ankole region.

**Tonality:** Positive

**PR Value Estimate:**  
UGX 9,000,000



## 2.3 MEDIA COVERAGE - DIGITAL MEDIA

 <p><b>337</b> Mentions</p>	 <p><b>334</b> Social Media Mentions</p>	 <p><b>3</b> Non-Social Mentions</p>	 <p><b>1.7M</b> Social Mentions Reach</p>
 <p><b>33,880</b> Non Social Media Reach</p>	 <p><b>3781</b> Interactions</p>	 <p><b>334</b> User Generated Content.</p>	 <p><b>2286</b> Likes</p>
 <p><b>56 (84%)</b> Postive Mentions</p>	 <p><b>11 (16%)</b> Negative Mentions</p>	 <p><b>\$120K</b> Ave.</p>	 <p><b>333</b> Twitter Mentions</p>

### Key Takeaways:

- The **#Ugsymposium** messaging/comms had a social media audience reach of **1.7 Million** people
- **3,781** Interactions across all digital touch points
- Achieved **USD 120,000** worth in AVE
- Registered **84%** postive tonality.



## 2.4 MEDIA COVERAGE - PRINT



### DAILY MONITOR

Date: 23/02/2022

**Commentary:** Prioritize marketing of products - Saleh

**Tonality:** Positive

**PR Value Estimate:** UGX 23,700,000



### NEW VISION

Date: 18/02/2022

**Commentary:** Ankole symposium to yield huge benefits for people in Uganda.

**Tonality:** Positive

**PR Value Estimate:** UGX 19,500,000



### BUKEDDE PAPER

Date: 23/02/2022

**Commentary:** Saleh aggudewo omweleso gwa Ankole.

**Tonality:** Positive

**PR Value Estimate:** UGX 8,170,000



### EIHWa NEWSPAPER

Date: 01/03/2022

**Commentary:** The head of Operation wealth creation General Salim Saleh has opened and launched the 3rd Investment symposium in the Ankole region.

**Tonality:** Positive

**PR Value Estimate:** UGX 7,500,000

## 2.5 MEDIA COVERAGE - RADIO

- **Vision Radio**

Date: 23/02/2022

**Commentary:** All those that aim at benefiting from the Ankole Symposium are eager to register.

**Tonality:** Positive

**PR Value Estimate:**  
UGX 3,000,000

- **Radio West**

Date: 23/02/2022

**Commentary:** Uganda Development Bank Launch the Ankole symposium at Kakyeka stadium.

**Tonality:** Positive

**PR Value Estimate:**  
UGX 3,000,000

- **Grace Radio**

Date: 23/02/2022

**Commentary:** General Salim Saleh launches Ankole symposium.

**Tonality:** Positive

**PR Value Estimate:**  
UGX 3,000,000

- **Hunter FM**

Date: 23/02/2022

**Commentary:** The head of Operation wealth creation General Salim Saleh has opened and launched the 3rd Investment symposium in the Ankole region.

**Tonality:** Positive

**PR Value Estimate:**  
UGX 3,000,000

- **Endigyito Radio**

Date: 23/02/2022

**Commentary:** General Salim officially opened the Ankole Symposium. A 3 day event organized by Uganda Development Bank in partnership with OWC

**Tonality:** Positive

**PR Value Estimate:**  
UGX 2,000,000



## 2.6 LOGO DEVELOPMENT

### Logo Design

Our contracted vendor, Kadanke Brand House was tasked to take on the initiative of developing a Corporate Brand Identity (CI) for Uganda Investment Symposium.

### Concept Idea

The idea was to develop a simplistic logo with potential to inspire confidence in corporate and business development environments.

They chose to use the bust of a Crested Crane both as a symbol of our Nation's promise for a progressive nature of living/purpose and as an unencumbered proclivity to soar in all enterprise. The vector crest and the Uganda National flag colors share a duopoly which is designed to show the broad nature of the Symposium.

### Approval & Rights

After thorough reviews and changes, a final logo was selected, approved and henceforth adopted to be used as the official identity for the Uganda Investment Symposium. Several color variations and orientations of the same logo were submitted and approved for use in all media and promotions and events.

Kadanke Brand House gave UDB exclusive rights to



2.7 PICTORIAL REVIEW



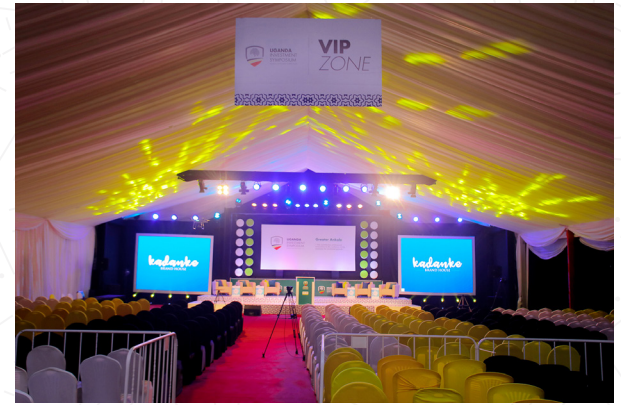
## 2.8 PICTORIAL REVIEW



## 2.9 PICTORIAL REVIEW



### 3.0 PICTORIAL REVIEW



3.1 PICTORIAL REVIEW





### 3.2 PICTORIAL REVIEW





# UGANDA INVESTMENT SYMPOSIUM



Organized in Partnership