

PRESS RELEASE

MAKERERE UNIVERSITY TO HOST THE FIRST UGANDA ENTREPRENEURSHIP CONGRESS AND 7TH ANNUAL ENTREPRENEURSHIP STUDENTS' EXPO 2023

The Department of Marketing and Management at Makerere University is mandated to teach Entrepreneurship in the two School of Business, College of Business and Management Sciences (CoBAMS). The Course is taught in Semester One of each Academic year to both Undergraduate and Graduate students who pursue the following Programmes:

1. Bachelor of Commerce (B.COM) Year One
2. Bachelor of Business Administration (BBA) Year Two
3. Master of Business Administration (MBA) Year One
4. Master of Arts in Economic Policy Management (EPM) Year One

Since 2016, as part of the Course requirements, the Department of Marketing and Management has been organizing Annual Entrepreneurship Students' Expo through Makerere University Entrepreneurship and Outreach Centre. This year, the Centre will host the Uganda Entrepreneurship Congress and Exhibition. The congress will take place on 16th November 2023 in the Yusuf Lule Auditorium as a precursor for Exhibition which will take place on 17th November 2023 at the Makerere University Freedom Square.

The Uganda Entrepreneurship Congress is proposed to be an annual event to prepare younger entrepreneurs for the ever-evolving business landscape by focusing on innovation, sustainability and adaptability. The congress will be dedicated to empowering entrepreneurs with the knowledge, resources and connections needed to drive economic development and innovation in the country. Therefore, the main objective of the congress is to underscore the critical role of entrepreneurship in advancing Uganda's economy.

The Congress will feature talks from prominent entrepreneurs such as Mr. Joel Aitah, Mr. Tony Otoa, Mr. Douglas Lwanga, Dr. Dennis Ngabirano, Omukungu Busuulwa Farouk among others. The Keynote Speaker will be Head of Cooperation and Delegation of the European Union to Uganda, Ms. Caroline Adriaensen and our Guest of Honour will be Hon. Anite Evelyn, Minister of State for Privatization and Investment.

During the Congress (Day 1), the experts will share their insights and experiences about the changing landscape of entrepreneurship such as Rapid Advancements in Generative Technology, changing consumer preferences, market trends and sustainability among others. Additionally, there will be interactive panel discussions and individual consultations where attendees can engage with industry experts and learn practical skills to enhance their entrepreneurial ventures.

During the Exhibition, students and the community will showcase their prototypes and startups. There will also be more practical engagements with entrepreneurs, who will share how to start and sustain certain businesses. They will provide step-by-step guidance on identifying market opportunities, securing funding and developing effective marketing strategies. Participants will also have the opportunity to network with like-minded individuals and potential investors, fostering valuable connections for future collaborations.

In the two events, we are partnering with Companies namely, Uganda Airlines, Crown Beverages, HZG Group, Legend Events and Iguru Consults, among others. These companies have a wealth of experience in their respective industries and will offer valuable insights into the challenges and opportunities specific to those sectors. By collaborating with these established businesses, participants will gain a deeper understanding of market dynamics and industry best practices, thereby enhancing their chances of success in their entrepreneurial journey. By equipping entrepreneurs with the necessary knowledge and tools, we hope to foster innovation and drive economic growth in Uganda.

We appreciate the continued support of the following:

- Management, Makerere University
- College Principal: Prof. Eria Hisali
- Dean, School of Business: Assoc. Prof. Godfrey Akileng
- Facilitators of Entrepreneurship:
 1. Dr. Sarah Bimbona (Director, Outreach Centre)
 2. Dr. Cathy Mbidde (Ag. Manager, Makerere University Innovation Hub)
 3. Dr. Kasimu Sendawula
 4. Ms. Marion Nyanzi
 5. Ms. Hanifa Nantale

Finally, we are very grateful to the media fraternity for continuously giving wide publicity to our events.

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