



**ENTREPRENEURSHIP
&
OUTREACH CENTER**

MAKERERE UNIVERSITY ENTREPRENEURSHIP & OUTREACH CENTER (MAKEOC)





ENTREPRENEURSHIP
&
OUTREACH CENTER

A WORD FROM THE DIRECTOR



It is my pleasure to welcome you to the Uganda Entrepreneurship Congress and Students' Expo 2026, hosted by the Makerere University Entrepreneurship and Outreach Centre (MAKEOC) under the College of Business and Management Sciences.

This year's theme, **"Youth Innovations to Scale Uganda's Growth Tenfold,"** challenges us to move beyond celebrating ideas to building enterprises that create jobs, expand markets and contribute to national transformation.

At Makerere University, we believe in turning knowledge into action. Through MAKEOC, we nurture innovators and entrepreneurs to develop practical solutions, commercialise their ideas and build sustainable businesses. As we mark the 10th Students' Entrepreneurship Expo, we celebrate a decade of creativity, resilience and entrepreneurial ambition among young people.

We extend our appreciation to our partners, including Pepsi, New Vision @40, Psalms, the Mastercard Scholars Program and Makerere University, for their contribution to creating opportunities for youth innovators.

Let this Congress inspire stronger connections among innovators, financial institutions, industry and policymakers. Together, we can help young Ugandans build enterprises that will drive Uganda's growth tenfold.

Dr. Sarah Bimbona

Director, Makerere University Entrepreneurship and Outreach Centre (MAKEOC)
College of Business and Management Sciences, Makerere University



ENTREPRENEURSHIP & OUTREACH CENTER

WHO WE ARE

Makerere University, a leading institution in Eastern and Central Africa, is renowned for its focus on three key pillars: teaching, research, and community engagement. The established Makerere University Entrepreneurship and outreach Centre (MakeEOC) exemplifies this commitment by empowering youth and fostering a culture of entrepreneurship.

Makerere University Entrepreneurship and Outreach Centre (MakeEOC) addresses the current needs of the wider community, particularly youth, by tackling the economic, social, and structural drivers of unemployment. Through an integrated approach aligned with the Theory of Change, the centre focuses on six key strategies.

- Prevention
- Promotion
- Partnerships
- Provision
- Publication
- Participation

Objectives of MakeEOC

- Cultivate an Entrepreneurial Mindset
- Equip youth with Entrepreneurial Skills
- Strengthen the Entrepreneurial Ecosystem
- Promote Global Exposure and Collaboration
- Bridge the Gap Between Academia and Industry
- Focus on Inclusive Entrepreneurship

WHAT WE DO

IMPACT HIGHLIGHTS

- Over **100 youth ventures** supported through incubation and mentorship
- **Thousands of youth** engaged through workshops and innovation challenges
- **Community outreach** programs active in multiple districts
- **Strategic partnerships** with government, private sector, and international donors
- **Annual publications** shaping policy and practice in entrepreneurship and youth employment

- Outreach and Awareness Program
- Collaboration and Networking
- Leveraging Technology by developing online Training Programs on entrepreneurship basics and business skills for the community

- Teaching
- Entrepreneurial capacity development
- Annual entrepreneurship Expo
- Annual Uganda Entrepreneurship Congress
- Training
- Internship and Placement
- Career guidance and counselling

RESEARCH

- Research and publication
- Advocacy
- Policy review and analysis

COMMUNITY ENGAGEMENT





**ENTREPRENEURSHIP
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MEET OUR TEAM



Dr. Sarah Bimbona

DIRECTOR,
MAKEOC



Dr. Kasimu Sendawula

DIRECTOR,
ACADEMIC LEADERSHIP



Dr. Hanifa Nantale

DIRECTOR,
STRATEGIC PARTNERSHIP



Dr. Marion Nanyanzi

DIRECTOR,
FINANCE AND ADMINISTRATION

OUR CHAMPIONS



Prof. Edward Bbaale

PRINCIPAL,
COBAMS



Prof. Godfrey Akileng

DEAN,
SCHOOL OF BUSINESS



Dr. Jude Mugarura

HEAD OF DEPARTMENT,
MARKETING AND MANAGEMENT



Dr. James Wokadala

DEPUTY PRINCIPAL,
COBAMS

Venue

CTF2 Yusuf Lule Auditorium

29TH
OCTOBER
2026

Makerere University
Entrepreneurship Congress

DAY 1 | ENTREPRENEURSHIP CONGRESS

THURSDAY, 29 OCTOBER 2026

CTF2 Yusuf Lule Auditorium • Makerere University

7:00 AM	Registration
9:00 AM	National Anthem and Prayer
9:10–9:20	Student Representative – Opening Remarks
9:20–9:30	Dr. Sarah Bimbona – Director, MAKEOC
9:30–9:40	Head of Department – Opening Remarks
9:40–9:50	Dean, School of Business – Welcome Remarks
9:50–10:00	Principal, CoBAMS – Remarks
10:00–10:10	Vice Chancellor, Makerere University – Remarks
10:10–10:40	Guest of Honour Address (30 minutes): Hon. Kasigwa Gerald, MP for Kigorobya County
10:40–10:45	Introduction of Keynote Speaker – Dr. Hanifa Nantale
10:45–11:15	Keynote: Dr. Cosmas Mwikirize, Superintendent, Industrial Value Chains Development, STI Secretariat – Office of the President
11:15–11:30	Transition to Panel Discussion
11:30–1:00 PM	Panel: Youth Innovations to Scale Uganda’s Growth Tenfold Moderator: Dr. Sarah Bimbona Panelists: 1. Mr. Namanya Brian – CEO, Tubayo 2. Mrs. Beatrix Kyosiga Kagene – Investment Officer, Women and Youth Segment, UDB 3. Ms. Lorraine Tukahirwa – Head of Marketing and Communications, Vision Group 4. Mr. Musimenta Hannington – Manager, Programme Development, UDB Ltd
1:00–1:15 PM	Closing Remarks
1:15 PM	Refreshments and Departure

Makerere University Entrepreneurship Congress

30TH
OCTOBER
2026

VENUE

Makerere
University

Freedom
Square

DAY 2 | STUDENTS' ENTREPRENEURSHIP EXPO

FRIDAY, 30 OCTOBER 2026

Makerere University, Freedom Square • 8:00 AM–4:00 PM

TIME	ACTIVITY
7:00–8:30 AM	Arrival and Setting Up
8:30–8:45 AM	Opening Remarks – Head of Department and Dean
8:45 AM–1:30 PM	Evaluation of Projects
1:30–2:00 PM	Tour of Stalls by the Guest of Honour
2:30–3:00 PM	Speeches and Awards
3:00–3:15 PM	Cake Cutting and Closure

Youth Innovations to Scale Uganda's Growth Tenfold

Students' Entrepreneurship Expo

Programme times are as provided by the organisers.



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ENGAGEMENT OPPORTUNITIES

YOUTH

- Apply for incubation
- Attend workshops
- Join innovation challenges

PARTNERS

- Collaborate on outreach, research, or funding
- Co-host events and innovation labs

DONORS & POLICYMAKERS

- Support scale-up of proven interventions
- Leverage MakEOC's research for policy reform

VISITING HOURS

Monday–Friday at 11am and 3pm (except holidays)

CONTACT US



+256 703 809545



eoc.bams@mak.ac.ug



Makerere University Entrepreneurship and Outreach Centre (MakEOC)
College of Business and Management Sciences (CoBAMS)
Plot 51, Pool Road | Office CTF2: Yusuf Lule Teaching Facility

THANK YOU TO OUR PARTNERS



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