

# PromoteUganda

*Your guide to The Pearl of Africa*

## Introducing the World to Uganda



PromoteUganda invites the world to discover the unique endowments and capabilities of modern Uganda



**Sir Winston Churchill** dubbed **Uganda** the ‘Pearl of Africa’ in 1908 for its variety of form and colour, for profusion of brilliant life, and for magnificence in its variety of landscape, wildlife and culture. And today, Uganda is also a nation of attractive business opportunities and a vibrant commercial sector.

PromoteUganda can help you if you are a:

- Tourist seeking tourist information on Uganda.
- Researcher or media group seeking success stories in Uganda.
- Importer seeking to source from Uganda.
- International exporter/supplier seeking new markets in Uganda.
- Potential investor, both in Uganda and abroad.

### **An inspired start...growing success**

Although Uganda is a rich country, its citizens remain locked in poverty. Ugandans do not lack of energy or resources, but are hampered by poor education and an undeveloped communications infrastructure.

David Nsubuga, a noted economist, successful businessman, and native of Uganda, recognized the information gap that hinders the ability of people to improve their lives. Seeking to make a contribution, David founded PromoteUganda as a specialist communications agency.

PromoteUganda provides comprehensive support, including:

- Promoting tourism, trade and investment
- Introducing goods and services to Uganda
- Representing our partners to government departments
- Alerting and advising partners on business opportunities
- Consultancy services



## **Communication Network**

Because many Ugandans cannot read and write well, video communication has proven highly effective. PromoteUganda’s innovative solution is its network of large plasma screens—electronic billboards—throughout Uganda and in Ugandan Diplomatic Missions worldwide.

- The global network tells the compelling story of Uganda to the rest of the world. Using the power of the Internet, multimedia and embassy facilities, we reach a diverse, targeted audience of investors and visitors.
- Within Uganda, our network reaches rural areas and under-served urban areas to educate people in their own communities. Our mobile cinema vans are effective in community education and in the promotion of big events.



## **Additional Media Initiatives**

Our multimedia approach to advancing the message of Uganda includes:

1. Publishing magazines, newspapers, directory, websites, brochures, flyers, posters, DVDs and CDs
2. Promoting businesses, products, services, exports, and investment opportunities to and from Uganda
3. Producing programming for informational screens that promote Uganda
4. Supporting Ugandans in business, services, education, cultural activities throughout the Ugandan Diasporas
5. Planning, facilitating and organizing trade missions, conferences, and joint venture partnerships
6. Operating an online trading platform with a comprehensive database of Ugandan products and services
7. Producing television and radio programmes, features, and documentaries



## Our Consulting Services

PromoteUganda is an active guide and facilitator helping businesses capitalise on opportunities. We save you time and money, providing instant access to clear, simple and trustworthy information. Whether you need to improve performance, comply with regulations and tax law, or find resources and customers, we can help.

**Consulting:** With our network of industry specialists and business support organisations, we give you expert advice for better-informed choices. We provide business due diligence, background checks, and facilitate strategic alliances.

**Marketing Strategy:** Our marketing expertise help you craft communications strategies and creative campaigns that work within the Ugandan culture and infrastructure, and effectively get your message out.

**Media Planning & Buying:** We are your one-stop resource for all your Ugandan media requirements (both off and online) in the UK and overseas, using our established network of media contacts.

**PR & Media Relations:** Our media relations expertise can establish and maintain a good image for your company, products and services in Uganda. We help with media liaison, product launches, and interviews with specialist press publications, sites and blogs.

**Direct Marketing:** We promote your products and services through direct channels such as leaflets, emails, newsletters, DVDs, brochures and letters distributed directly to current and potential consumers from our established network of contacts, which include businesses and community organisations across the world.

**Non-Traditional Marketing and Outreach:** Our promotion and publicity services use non-traditional communications to reach, educate, engage, and encourage consumers to buy. Through field promotion and community relations, we can target specific communities or organisations at a grassroots level in their own environments.

**Conferences, Seminars & Workshops:** We manage, prepare and execute your events, working closely with you to ensure your objectives are met. We have an extensive list of venues in Uganda and contacts with influential celebrities in the Ugandan community.

**Trade Missions:** We coordinate trade missions to Europe and USA (with discounts for partners) led by our experienced team.



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## Our leadership team

### David S. Nsubuga, Founder and CEO

David is our founder and visionary. A native of Uganda, he rose through high profile positions within the government before translating his expertise to the private sector. A born entrepreneur, David is devoted to using his success to helping his country.



### Edward Katende, Business Development Executive

Edward Katende is a successful businessman in London, UK. His roots, however, are in Uganda. He knows first hand both how the country has suffered, and the tremendous potential within the country and its people. Edward is a licensed Insolvency Practitioner, and helps financially struggling businesses and individuals with high debt. He brings this valuable business perspective to helping Promote Uganda and helping the people of Uganda reach their potential.

### Rita Katende, Managing Director

Rita is an active supporter of Uganda and its people, with a passionate belief in the potential of the Ugandan workforce. She sees Uganda's potential to become world-class competitive in attracting investments and sophisticated jobs that pay wages commensurate with the aspirations of Ugandan citizens. She believes Uganda's greatest asset is the culturally inspired creativity and innovative spirit of its people. She brings the experience from her career in policy and marketing to running PromoteUganda and ensuring the success of its projects.

### Sarah Nsibirwa-Nsubuga, Director

Sarah is a company director and brings her extensive experience working with the World Bank to the company. Born in Uganda, she earned a Master of Science in Computer Science from Kampala's Makerere University before embarking on her highly successful career. Sarah became interested in PromoteUganda with the successful implementation of its innovative approach to communications. She always felt a calling to give back to her country. Now, finally, here was a way to make a significant global impact.

## Other team members

Our team is supported by a number of industry specialists ranging from academics, strategists, analysts to entrepreneurs among others.

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