

# Newsflash



27th - 31st January 2025



## **Fake Phone Awareness Training Organized by Uganda Small Scale Industries Association (USSIA) in Partnership with UCC under the SIMU KLEAR Campaign**

The Uganda Small Scale Industries Association (USSIA), in partnership with the Uganda Communications Commission (UCC), recently organized a series of impactful awareness training sessions across several regions in Uganda. The training, aimed at educating the public on the dangers of counterfeit mobile phones, took place in Lira, Hoima, Fortportal, Masindi, Rukungiri, Kabale, Mbale, Kamuli, Soroti, Gulu, and Arua. This initiative was part of the SIMU KLEAR campaign, a nationwide effort to curb the infiltration of fake mobile phones in Uganda's market.

The goal of the awareness training, was to equip citizens with the knowledge needed to identify counterfeit mobile devices and understand the long-term impacts of using such phones.



With counterfeit mobile phones on the rise, campaigns like SIMU CLEAR are essential in safeguarding the public and strengthening Uganda's communications infrastructure. The training organized by USSIA in partnership with UCC is a significant step towards a more informed and responsible mobile phone market, where consumers are equipped with the necessary tools to make smart choices. Through these efforts, the campaign is helping to foster a safer and more reliable communication environment for all Ugandans.

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## **USSIA Holds Reflection Meeting with TRIAS Project Team to Review 2024 Performance and Plan for 2025**

In a bid to assess the performance and progress of the TRIAS project in 2024, the Uganda Small Scale Industries Association (USSIA) recently hosted a reflection meeting with the TRIAS project team. The meeting, which took place at the USSIA head office aimed at to evaluating the project's impact over the past year and to set clear objectives and strategies for 2025.

The USSIA-TRIAS reflection meeting underscored the collective commitment of both parties to supporting small-scale businesses in Uganda. As the TRIAS project moves into 2025, it is clear that the partnership will continue to evolve and adapt to better serve the local business community.

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## **USSIA Organizes TikTok Training for Members to Enhance Digital Marketing Skills**

The Uganda Small Scale Industries Association (USSIA) recently organized an insightful TikTok training session aimed at empowering its members with the digital marketing skills needed to leverage one of the world's fastest-growing social media platforms. Held at the USSIA offices, the training attracted over 20 members who were eager to explore how TikTok can help boost their businesses' visibility and reach new customers.

With over 20 USSIA members now equipped with valuable TikTok marketing skills, the association is helping its members unlock new opportunities for growth and success. The training session not only gave members the tools to navigate TikTok but also sparked a broader conversation about the importance of embracing digital marketing in the 21st century.



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## **USSIA Hosts WHH Delegation about the Progress of the GET SKILLED project.**

USSIA recently had the Honor of hosting a significant visit by senior representatives from Welthungerhilfe (WHH), including the Eastern and Southern Africa Deputy Regional Director and the Country Director. This visit marked an important moment for the project, as key stakeholders gathered to discuss the progress of youth initiatives, explore the collaboration between the project and local government, and engage with both youth participants and trainers.

### **Progress and Impact on Youth**

The successful visit by WHH officials highlighted the tangible progress being made in youth empowerment and skills development. By fostering strong partnerships and engaging directly with youth, trainers, and local stakeholders,

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# UPCOMING EVENTS

## BAR SOAP TRAINING



Fee:  
100,000

BOOK BEFORE 15/02/2025



Saturday, 22nd February  
09.00am



USSIA Office, UMA show grounds Lugogo



0787091022/ 0789104638



[www.ussia.or.ug](http://www.ussia.or.ug)

## USSIA to Host Bar Soap Training at UMA Show Grounds

On Saturday, February 22, 2025, the Uganda Small Scale Industries Association (USSIA) will be hosting a

comprehensive Bar Soap Production Training at its offices located at the **UMA Show Grounds in Kampala**

This hands-on training session is specifically designed for small-scale entrepreneurs and individuals interested in entering the soap manufacturing industry, equipping them with the necessary skills and knowledge to produce high-quality bar soap.

The training is available for a fee of **100,000 UGX**, which covers all training materials, practical demonstrations,

**For more information call**

**0789104638**

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**TOMATO SAUCE,  
CHILLI AND JAM  
MAKING TRAINING**

**FEE  
100,000 SHS**

**29th March,  
2025**

**USSIA Offices, UMA  
show grounds Lugogo**

**0787091022 /  
0751734621**

## USSIA to Host Tomato Sauce, Chilli Sauce, and Jam Making Training

On Saturday, March 29, 2025, the Uganda Small Scale Industries Association (USSIA) will host a practical and informative training session on Tomato Sauce,

Chilli Sauce, and Jam Making at its offices located at the UMA Show Grounds in Kampala. This hands-on workshop is designed for aspiring entrepreneurs and existing small-scale producers interested in expanding their product range to include these popular and profitable food items.

The training aims to equip participants with the skills, techniques, and knowledge needed to produce high-quality tomato and chilli sauces, as well as jams, which are in high demand both locally and internationally.

The training is available for a fee of 100,000 UGX, which covers all training materials, practical demonstrations,

**For more information call**

**0789104638**