

14th - 18th July 2025



Women Entrepreneurs Unite for Growth and Branding

Women in business gathered for an energizing and insightful peer-to-peer engagement and branding session that marked a significant step toward financial empowerment and strategic business growth.

The session was led by Jane Namata, founder of Go Colors Paint in Seeta, whose entrepreneurial journey served as a source of inspiration and practical learning. With a focus on internal resource mobilization, Namata emphasized how women can tap into existing networks, skills, and savings to grow capital without relying solely on external funding.

Participants delved into branding fundamentals, learning how to build strong, authentic brands that are not only visible in the market but also legally compliant

The session highlighted key steps in formalizing businesses, from registration to regulatory compliance, equipping women with tools to enhance credibility and competitiveness.

A significant outcome of the gathering was the formation of Village Savings and Loan Association (VSLA) groups, which will provide members with access to savings and internal lending opportunities.

As women left the session energized and equipped, one message echoed loudly: with the right tools, shared knowledge, and a supportive community, women can color outside the lines and rewrite the rules of business on their own terms.

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USSIA Joins Hands with Ministry of Trade for BUBU Expo 2025

In a landmark collaboration aimed at promoting local industry and economic empowerment, the Uganda Small Scale Industries Association (USSIA) has confirmed its active participation in the upcoming Buy Uganda Build Uganda (BUBU) Expo 2025. The highly anticipated event will take place from July 24th to 25th at the historic Kololo Independence Grounds and is being organized by the Ministry of Trade, Industry and Cooperatives.

Set under the banner of strengthening local production and encouraging the consumption of Ugandan-made goods and services, BUBU Expo 2025 will serve as a national platform for small and medium enterprises (SMEs), manufacturers, artisans, and innovators to showcase their products and services to potential buyers, investors, and development partners.

USSIA will feature dozens of its member businesses during the expo, offering a rich display of Ugandan craftsmanship, innovation, and entrepreneurial spirit. From agro-processing and textiles to furniture making and metal works, attendees will get a firsthand look at the diversity and resilience of Uganda's small-scale industry sector.



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Stakeholders Convene for RECP Training Workshop in West Nile

A two-day stakeholders' training workshop aimed at enhancing resource productivity, boosting competitiveness, and promoting the creation of decent jobs through the adoption of Resource Efficient and Cleaner Production (RECP) practices by Small and Medium Enterprises (SMEs) in West Nile districts commenced on July 15th at Hunter Nest Hotel.

Another critical topic being addressed is Occupational Health and Safety (OHS), with a focus on creating safer working environments within SMEs. Participants are exploring practical measures to prevent workplace hazards, ensure compliance with safety regulations, and promote the wellbeing of employees.

By the end of the two-day event, participants are expected to return to their enterprises with a renewed commitment and practical tools for implementing RECP strategies, ultimately fostering economic growth, environmental stewardship, and improved livelihoods across the region. The validation workshop served as a critical step in finalizing the strategy,

Key sessions during the workshop include in-depth discussions and training on RECP techniques, waste minimisation strategies, and the waste management hierarchy. Participants are being guided on how to identify inefficiencies in their processes, reduce resource consumption, and minimize environmental footprints through cleaner production methods.



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Trainers and Trainees Selected for Fort Portal and Kyegegwa under We work Project

In a significant milestone for the We work Project, the selection and allocation of trainers and trainees have successfully been concluded in the districts of Fort Portal and Kyegegwa. The initiative aims to build capacity in sustainable sectors such as Solar Energy, Carpentry (with a focus on bamboo), and Eco-Construction.

A total of 14 trainers, mainly Small and Medium Enterprises (SMEs), were carefully selected seven from each district to lead the hands-on training component. These trainers bring a wealth of experience and a deep understanding of green technologies and environmentally sustainable practices, forming the backbone of the project's technical guidance and mentorship.

From the numerous applicants, 200 trainees were selected 100 from Fort Portal and 100 from Kyegegwa. The selection process prioritized inclusivity, local relevance, and potential for impact, aiming to equip young people and aspiring entrepreneurs with practical skills that align with Uganda's green growth agenda.



The training program, which is scheduled to commence soon, is a key component of the broader we work Project an initiative designed to create green employment opportunities, especially among youth, while promoting environmental sustainability and local economic development.

With trainers and trainees now in place, Fort Portal and Kyegegwa are set to become hubs of innovation and practical learning in green technologies, paving the way for a more resilient and environmentally responsible future.



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Sironko SMEs Empowered Through Outreach Initiative



As momentum builds from this event, similar outreach efforts are being encouraged in other rural districts to ensure that no business regardless of size or location is left behind in Uganda's journey toward inclusive economic growth.



A vibrant business outreach event was successfully held in Sironko District, drawing together Small and Medium Enterprises (SMEs) from across the region in a collaborative effort to boost local economic resilience and entrepreneurship. The outreach served as a platform to empower participants particularly women and youth with practical skills, critical business knowledge, and opportunities for networking.

With over 30 attendees, the event brought together entrepreneurs from various sectors including agro-processing, retail, crafts, and services. The program focused on key areas such as financial literacy, sustainable business practices, product value addition, and market access strategies. Participants also received guidance on business registration, formalization, and how to take advantage of government and private sector support programs.

A strong emphasis was placed on inclusion, with targeted sessions tailored for women-led enterprises and young entrepreneurs looking to establish or grow their businesses. Many attendees appreciated the interactive format, which allowed for experience sharing, one-on-one mentorship, and tailored advice from facilitators.

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Get Skilled Project Hosts Quarterly Review Meeting

Project



Key partners behind the Get Skilled project—Welthungerhilfe WHH, KIFAD and the Uganda Small Scale Industries Association (USSIA) came together for a quarterly review meeting to assess progress, share lessons, and plan future actions aimed at equipping youth with practical skills for employment and self-reliance.

The meeting, held in a collaborative spirit, brought together representatives from all three organizations, field staff, and project coordinators to reflect on the outcomes of recent training activities across project areas. The review focused on how far the project has come in achieving its mission: empowering young people with market-relevant skills, linking them to employment opportunities, and nurturing a generation of job creators.

The review also served as a space to recommit to the shared vision and values guiding the Get Skilled project. WHH highlighted the importance of sustainability and community ownership, KIFAD emphasized inclusion especially of vulnerable and differently abled youth while USSIA focused on building strong enterprise linkages to ensure youth can transition from training to real economic activity.

The Get Skilled quarterly review meeting reaffirmed one key truth: partnerships built on trust, purpose, and action are essential to unlocking youth potential and driving sustainable development.

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Trainers Review Entrepreneurship Manual Under Green Deal Project

A critical step toward strengthening Uganda's green economy was taken as trainers under the Green Deal Project convened to review the Entrepreneurship Training Manual developed to guide aspiring entrepreneurs. Organized by the Uganda Small Scale Industries Association (USSIA), the review workshop aimed to refine the manual's content to ensure it meets the practical needs of green entrepreneurs and aligns with sustainable business principles.

The interactive session brought together experienced trainers, facilitators, and business development experts, who provided feedback on the manual's relevance, clarity, and applicability across different business contexts—particularly in the small-scale and environmentally focused enterprise sector.

The manual covers a range of entrepreneurship topics including business planning, financial management, marketing, value addition, and green innovation. Trainers emphasized the importance of tailoring content to Uganda's local realities and ensuring that it reflects the values of circular economy, eco-efficiency, and sustainable resource use.



The review session also served as a space to identify gaps and opportunities within the training approach. Suggestions were made to include more case studies of successful green businesses, practical exercises, and simplified language to accommodate varying literacy levels among target groups such as youth, women, and informal sector workers.

Once finalized, the updated manual will be rolled out in upcoming training sessions across the country, equipping trainees under the Green Deal Project with the knowledge and tools to start and grow environmentally sustainable businesses.

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Grain Milling SMEs Trained on Standards and Certification in Mbale

To strengthen the competitiveness of small and medium enterprises in Uganda's grain milling sector, a targeted training session was recently held at Mbale Resort Hotel, focusing on UNBS standards and product certification requirements. The event, organized by the Uganda National Bureau of Standards (UNBS), aimed to equip SMEs with the knowledge and tools necessary to meet regulatory standards and access broader markets.

The training addressed key issues that have long posed challenges to SMEs in the grain milling sector, including limited awareness of certification processes, quality assurance protocols, labeling, packaging, and compliance with safety standards. Participants were given practical guidance on how to navigate the certification journey with UNBS, an essential step toward formalizing operations and boosting consumer trust.

UNBS emphasized the importance of compliance in unlocking new opportunities, such as access to regulated retail markets, export potential, and institutional procurement. Through interactive sessions, attendees explored real-world case studies and discussed how standardization can improve product value, reduce losses, and enhance overall business sustainability..



Fifteen members of the Uganda Small Scale Industries Association (USSIA) were mobilized and participated actively in the training. Their presence marked a significant step toward aligning small-scale grain millers with national and international quality requirements.

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Digital Marketing Training Empowers Youth in Kampala, Wakiso, and Mukono

In a bold move to tackle youth unemployment through innovation, a transformative digital marketing training program was conducted in Kampala, Wakiso, and Mukono. Targeting Cohort 3 youth, the initiative focused on equipping young people with hands-on skills in social media marketing and practical use of the Yokazzi app a platform tailored to promote entrepreneurship, digital services, and job connectivity.



A cornerstone of the training was the integration of the Yokazzi app, a locally developed digital marketplace and networking tool. Trainees learned how to create professional profiles, market their services, connect with clients, and access freelance job opportunities through the app. This practical exposure bridged the gap between digital literacy and employment readiness.



participants were introduced to key aspects of digital marketing, including branding, audience engagement, content creation, analytics, and online customer service. Social media platforms like Facebook, Instagram, WhatsApp Business, and TikTok were explored in depth, with a focus on how they can be used not just for communication, but as powerful tools for business growth.

As the trained Cohort 3 youth step forward with newfound confidence and capability, they carry with them the potential to reshape their economic future proving that with the right digital tools, clicks can indeed lead to careers.

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Strengthening Ties Through Member Visits

As part of efforts to strengthen Uganda's small-scale industrial sector and encourage knowledge sharing among entrepreneurs, four diverse and impactful enterprises recently opened their doors for enterprise visits. The visits offered valuable insights into innovation, sustainability, and social inclusion across different sectors, highlighting the vibrancy and resilience of locally driven businesses under the Uganda Small Scale Industries Association (USSIA).



1. Kimco Coffee Roasters – Brewing More Than Coffee

Located in Ntinda, Kimco Coffee Roasters is making a bold mark in Uganda's coffee value chain. With a roasting capacity of 400 kilograms per day, the enterprise not only processes high-quality coffee but also serves as an incubation center for budding coffee entrepreneurs.



2. Enabling Services Uganda Limited. This is private entity that is dedicated to supporting persons with special needs by providing essential equipment such as wheelchairs, braille reading materials, and mobility aids. Beyond physical support, the organization also conducts sign language training and counseling sessions for people living with disabilities.



3. Nuba Creatives – Designing the Future

Specializing in printing and graphic design, Nuba Creatives is helping businesses tell their stories through bold visuals and professional branding. Their services range from business cards and banners to large-scale printing for campaigns and events.



4. Tuluke Eco Creations – Crafting Sustainability

With a strong environmental focus, Tuluke Eco Creations is redefining how waste can be transformed into beauty and function. The enterprise adds value to bamboo, recycles old newspapers into crafts, and turns discarded glass bottles into usable products.

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UPCOMING EVENTS



STREET MARKET

ARUA CITY

Looking for a unique shopping experience filled with local treasures and unbeatable prices? Look no further than the USSIA street market in the heart of Arua. Proudly organized by the Uganda small scale industries association (USSIA)

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7th - 9th, 2025

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8:00am -1:00pm

USSIA Offices, Layibi opposite Gasco petrol station

FEE: 50,000/=

More Information www.ussia.or.ug Contact Us **0783446122**

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UPCOMING EVENTS



BEEF PROCESSING TRAINING

What to learn / Expect

Beef sausages
Minced meat

Fee: 100,000
/=

 USSIA Meat processing plant Mbarara

 17th - 19th July 2025
09.00am

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FEE: 50,000/=

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JULY 2025

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UMA show grounds

Fee:
70k

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THE YOKAZZI APP



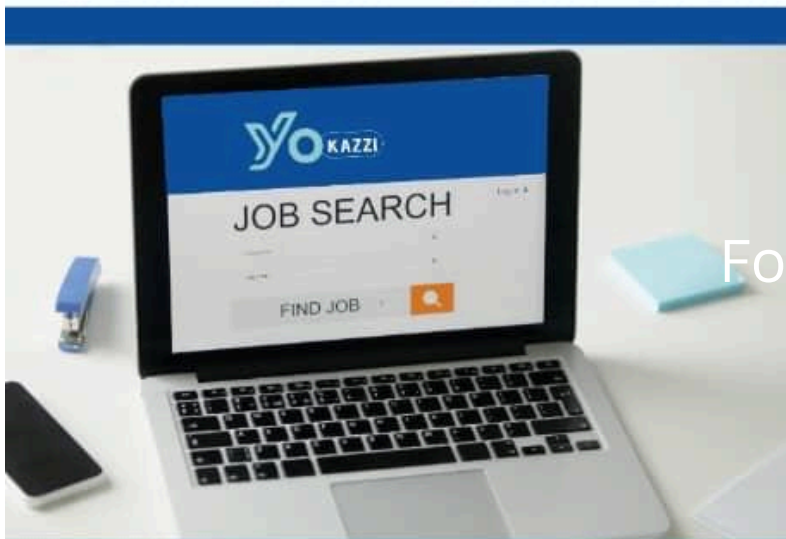
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