

# NEWSFLASH



4th- 8th August 2025



## Shaping the Future of Packaging

Entrepreneurs and industry players recently convened for a transformative three-day Masterclass on Packaging Technology under the theme “Enhancing Value Addition, Market Access and Sustainable Industrialization.” The training, organized by the World Packaging Organization in partnership with the Institute for Packaging Partners of Uganda and the Ministry of Trade, Industry, and Cooperatives, brought together experts and innovators to explore how packaging can be a driver for business success.

The sessions delved into key areas, including the functions and requirements of packaging, principles of effective packaging, global trends and statistics, metal and glass packaging technologies, environmental sustainability, packaging for branding and marketing, and the business and technological aspects of modern packaging.

The Uganda Small Scale Industries Association (USSIA) actively participated in the Masterclass, gaining practical insights to help small-scale manufacturers improve their packaging standards, enhance product appeal, and access wider markets. The training emphasized that effective packaging is not merely a finishing touch but a strategic tool for value addition, competitiveness, and sustainable growth.

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## Women Entrepreneurs Gear Up with New Machinery Through E-Voucher Support

In a groundbreaking step toward empowering women in business, a group of female entrepreneurs received essential machinery through the innovative E-voucher system, currently being piloted with eight plumbers and one leather designer. This initiative is not only transforming individual enterprises but also setting a precedent for inclusive access to business tools and resources.

The E-voucher system allowed beneficiaries to redeem machinery and equipment vital for expanding their operations and improving efficiency. Women from other sectors are already in line to redeem their vouchers, marking the beginning of a wider wave of enterprise growth.

This support was made possible through a collaboration between the Uganda Small Scale Industries Association (USSIA) and Welthungerhilfe (WHH). By reducing the financial burden of acquiring costly machinery, the program enables women to scale up production, meet market demands, and compete more effectively in their industries.

This milestone is a testament to the potential of targeted financial support and technology-driven solutions in unlocking women's economic empowerment and driving inclusive industrial growth.



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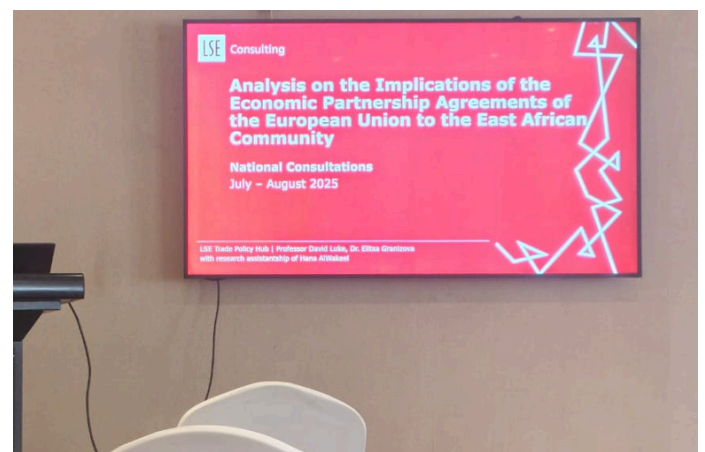
## Shaping Uganda's Voice in the EAC–EU Trade Dialogue

A two-day National Consultative Workshop on the Implications of the EAC–EU Economic Partnership Agreement (EPA) brought together key stakeholders to review a draft report prepared by a consultant. The meeting focused on four pivotal chapters: the EAC's economic context within a shifting global landscape, the evolution of the single customs territory and common market, historical EU–ACP trade dynamics, and the current state of EAC–EU trade relations.

The workshop concluded with a shared commitment to shaping a unified regional voice. A consolidated EAC-wide report, incorporating findings from all partner states, is expected to be finalized and released in September 2025.

Participants learned that Chapters 5 and 6—dedicated to stakeholder contributions and policy recommendations—are still under development, awaiting feedback from consultations and survey responses. Uganda, being the second country to be engaged in this process, was strongly encouraged to boost participation in the questionnaire to ensure national perspectives are fully reflected in the final regional position.

Discussions underscored the importance of regional coherence in trade policy, the strategic role of Special Economic Zones (SEZs) in driving industrialization, and safeguarding policy space in negotiations with the EU. The Uganda Small Scale Industries Association (USSIA) actively contributed insights on how the EPA could affect micro, small, and medium enterprises (MSMEs) and stressed the need to strengthen local industries to compete effectively in global markets.





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## Skilled Youth Gain Industry Insight at Uganda BuildCon Expo

A group of GET Skilled youth specializing in Painting, Plumbing, Domestic Electricity, and Concrete Works recently had an enriching exposure visit to the 4th Edition of the Uganda BuildCon International Expo.

The visit provided these aspiring professionals with an invaluable platform to interact directly with industry experts, explore cutting-edge construction technologies, and learn about modern trends shaping the sector. Through conversations with seasoned practitioners, they gained practical insights that complemented their technical training and broadened their understanding of diverse approaches to construction work.



Beyond knowledge exchange, the expo created avenues for employment linkages, networking with potential suppliers, and establishing professional contacts that could support their future projects. Participants were also introduced to innovative tools, materials, and sustainable practices, equipping them with new ideas to improve the quality and efficiency of their work.

The experience was a significant step toward bridging the gap between classroom learning and real-world application, inspiring the youth to pursue excellence and innovation in their trades. With such exposure, the next generation of skilled workers is better positioned to contribute to Uganda's growing construction industry..





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## Boosting Business Capacity for Regional Trade Opportunities



The Ministry of Trade, Industry and Cooperatives, in partnership with the United Nations Development Programme (UNDP) and the African Continental Free Trade Area (AfCFTA), recently conducted a three-day business training aimed at enhancing the capacity of entrepreneurs to take full advantage of regional and continental trade opportunities.

The training underscored the importance of equipping local enterprises with the skills and knowledge necessary to compete in wider markets, while fostering economic integration and sustainable industrial growth across Africa.

The workshop brought together business leaders, policymakers, and industry stakeholders to explore strategies for competitiveness in the AfCFTA market, covering topics such as export readiness, market access requirements, trade facilitation, quality standards, and value addition. Participants also gained insights into leveraging trade agreements to expand market reach and strengthen cross-border networks.

Among the attendees were ten members of the Uganda Small Scale Industries Association (USSIA), who actively engaged in discussions and practical sessions, sharing their experiences and learning best practices for scaling their businesses.



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## Strengthening Financial Inclusion Through SACCO Sensitization

A series of SACCO sensitization programs recently took place in Luweero, Mbale City, and Sironko District, aimed at empowering members with knowledge about the benefits, financial services, and opportunities offered by the USSIA SACCO. The initiative also sought to promote financial inclusion, literacy, and overall well-being among members..



In Luweero, members of the Luweero Small Enterprise Saving Group unanimously agreed to link their savings group to the USSIA SACCO to access a wider range of financial services. This decision marks a key step in strengthening their access to affordable credit, savings products, and other member benefits.



In Mbale City, the sensitization centered on educating USSIA members about how the SACCO can provide sustainable financial solutions. Members acknowledged the importance of collective savings and financial discipline, and agreed to revive the Mbale SACCO to facilitate access to USSIA SACCO services.



In Sironko District, the program attracted 45 members who engaged actively in discussions about SACCO operations and their role in enhancing economic resilience. As a result, they formed a new SACCO named Mutufu USSIA SACCO. This new institution will receive support from the USSIA Member SACCO Ltd in formalization, capacity building, and financial strengthening.



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## Turning Ideas into Impact

In a vibrant gathering of ambition and creativity, 48 entrepreneurs came together to unlock the secrets of transforming their ideas into market-ready products—and steering their businesses toward lasting success. This dynamic product development training was more than just a workshop; it was a launchpad for innovation and smart business management.

Participants dove into the art and science of crafting products that resonate with customers, learning how to blend creativity with strategy. From uncovering hidden market needs to refining product design and quality, each session sparked new insights. But the journey didn't stop there. Entrepreneurs sharpened their business acumen, exploring smart financial management, effective branding, and clever marketing tactics that turn customers into loyal advocates.

Hands-on activities and real-world examples turned concepts into practical skills, empowering these business owners to not just dream but do. They left equipped with a toolkit to continuously evolve their products, manage their operations efficiently, and thrive in a competitive landscape.



This training is a powerful reminder that with the right knowledge and mindset, entrepreneurs can turn simple ideas into impactful ventures that fuel growth and create opportunities—not just for themselves, but for their communities.





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## Empowering Local Entrepreneurs

Arua city recently came alive with an energetic street market held at the OPM grounds, where local entrepreneurs gathered to showcase a diverse range of products. The event provided an exceptional platform for members to exhibit their goods, connect with fellow business owners, and expand their networks in a dynamic and supportive environment.

The street market was more than just a trade fair—it also featured a crucial capacity-building session led by USSIA, guiding exhibitors through the process of obtaining UNBS (Uganda National Bureau of Standards) certification. This training aimed to empower the entrepreneurs with knowledge about product quality standards, enabling them to improve their offerings and meet national market requirements.

Participants expressed enthusiasm about the opportunity to learn and grow while sharing their unique products with the community. The combination of product exhibition, networking, and certification training made the event a holistic experience for the local business community, fostering growth, quality improvement, and stronger market presence.



With initiatives like this street market, Arua city continues to nurture its entrepreneurial spirit, driving economic development and creating new opportunities for small-scale producers and traders.



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## From Beef to Business



This program not only fosters value addition for locally sourced beef but also supports job creation and economic growth in the region. The success of the sausage-making training at the Osea Processing Plant highlights the importance of such capacity-building efforts to nurture innovation and skill development in Uganda's agro-processing landscape.



At the heart of Mbarara, six motivated women recently took part in a focused training program on sausage production at the USSIA Processing Beef Plant. This practical workshop equipped the participants with hands-on experience in transforming fresh beef into delicious and market-ready sausages, opening doors for new business opportunities.

The training delved into crucial aspects of meat processing, such as maintaining hygiene, proper meat handling, blending spices, stuffing techniques, and packaging for extended shelf life. Through step-by-step guidance, the women gained the confidence and skills needed to produce high-quality sausages that meet industry standards.

This initiative aimed to empower them economically and enhance their role within the meat value chain. With these new skills, the trainees are poised to expand their income streams and contribute actively to the local meat processing industry.



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## UPCOMING EVENTS

### BAR SOAP MAKING TRAINING



Ready to create something useful, beautiful, and profitable? Join our Bar Soap Making Training and discover how to make high-quality, skin-friendly soaps from scratch!



20th August, 2025



Mutufu Town council  
Sironko District

**FEE: 50,000/=**



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



Contact Us  
**0704278386**



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## UPCOMING EVENTS



### BEEF PROCESSING TRAINING

#### What to learn / Expect

Beef sausages  
Minced meat  
Burgers  
Meat balls



Fee: 100,000  
/=



25<sup>th</sup> - 29<sup>th</sup>  
August 2025

09.00am



0787091022  
0760228519

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



### MAKEUP TRAINING

**What to Learn**

- Cream contouring and strobing
- Cut crease eyeshadow
- Halo eye technique
- Advanced blending techniques
- Glitter and pigments use and more

**FEE: 80,000 Shs**

 USSIA Offices, UMA show grounds Lugogo

 28th-29th, August 2025

Call: 0787091022/ 0751734621

For more information call  
**0789104638 or 0706733792**



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## THE USSIA ONLINE SHOP

Get exclusive access to Ugandan-made products on our online shop by visiting. Discover a wide range of high-quality, proudly Ugandan-made products all in one place!

**USSIA SHOP**

*A trusted source for trusted products!*

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**Make Your Order Now!**






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 Shop conveniently online at  **www.shop.ussia.or.ug**

 Download the USSIA App from the Google Play Store today!



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## THE YOKAZZI APP



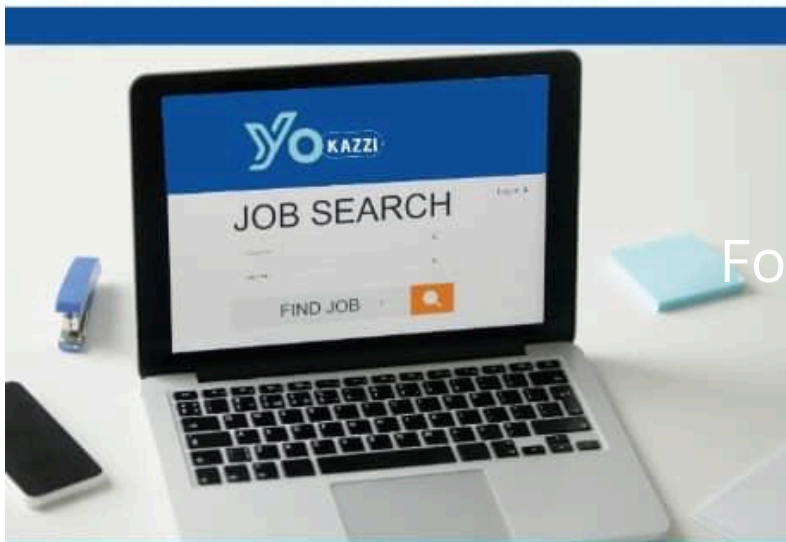
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## THE E-STARTER'S PLATFORM

USSIA  
e-STARTER'S  
Platform



"We walk the journey with you from Idea  
inception to actualization of your dreams"

### About the Platform

The USSIA e-starters platform is an online tool designed to support and nurture early-stage businesses, entrepreneurs and startups



#### Business Ideas

Get basics on the different start up ideas or build on your idea



#### Business plan development

Simplified step by step process on the formation & development of your business plan



#### Formalization

Be guided on how to formalize your enterprise



Visit the platform at  
**ussia.co**

**LOGIN NOW**

For more information call Fortunate: 0702169030 or Amos: 0783457214

Aspiring entrepreneurs across Uganda now have a powerful new tool at their fingertips. The USSIA Starters Platform, available online at [ussia.co](http://ussia.co), is helping individuals turn their business ideas into reality by providing structured guidance, resources, and step-by-step tutorials

From idea to impact, the USSIA Starters Platform is your first step to building a successful enterprise.

# Start today at [ussia.co](http://ussia.co)