



NEWSFLASH

UGANDA'S SMALL-SCALE INDUSTRIES IN FOCUS



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USSIA Branding and Packaging Training Session



The Uganda Small Scale Industries Association (USSIA) conducted a practical training session for entrepreneurs focused on Branding and Packaging, equipping participants with knowledge and practical skills to strengthen their products and improve their presentation in the market.

Facilitated by Dr. Martin Owako (PhD), Lead Consultant at MOFI Skills & Research Center, the session focused on practical approaches to building strong brands and developing effective packaging that can influence how customers perceive, trust and choose products.

Participants explored how thoughtful branding and effective packaging can improve product visibility, attract customers and help businesses position their products more competitively. The discussions also provided an opportunity for entrepreneurs to share experiences and gain practical insights that can be applied to their businesses.

The session reinforced the importance of giving a good product a strong identity and presentation, while encouraging entrepreneurs to continuously improve how they package, position and market their products. The active participation, questions and shared experiences made the training a meaningful learning experience for the participants. Uganda's private sector and support sustainable economic growth.



Product Spotlight: JJK Winery's Hibiscus Wine



JJK Winery's approach demonstrates how locally grown agricultural products can be transformed through value addition into innovative products for the market. By organically growing hibiscus and processing it locally, the winery is promoting local production, supporting value addition and showcasing Uganda's capacity to create distinctive products from locally available resources.

JJK Winery, a proud member of the Uganda Small Scale Industries Association (USSIA), is showcasing the potential of locally grown hibiscus through its Hibiscus Wine—a unique Ugandan-made product developed from organically cultivated hibiscus.

Beyond its distinctive taste and colour, the product is positioned as a beverage that brings together enjoyment and the natural qualities of hibiscus. Hibiscus is naturally rich in antioxidants and other plant compounds, making it a valued ingredient in wellness-focused foods and beverages.

However, these properties should not be taken to mean that alcoholic hibiscus wine is a health treatment or that drinking it provides specific health benefits. opportunities.

find at [Ussia online shop](#) or contact: 0700 753 799

Through products such as Hibiscus Wine, JJK Winery continues to contribute to the visibility of Made-in-Uganda products while demonstrating the creativity and entrepreneurial potential within Uganda's small-scale manufacturing sector.



Please enjoy responsibly and only if you are of legal drinking age.

Visit the USSIA Online shop (click or scan the QR Code and shop now



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Featured Products

[See All Products](#) →

 Hot Hand wash liquid (500ml) UGX 25,000	 Hot Wine UGX 25,000	 Hot Coriander powder UGX 25,000	 Hot Handbag UGX 90,000	 Hot Handbag UGX 100,000	 Hot Sanitary pads UGX 20,000
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SCAN TO SHOP



Employer-Led Business Symposium for Vocational Training Institutions

We are excited to announce the Employer-Led Business Symposium for Vocational Training Institutions, organized by the Uganda Small Scale Industries Association (USSIA) under the theme

“Bridging Skills and Industry: Strengthening Employer Partnerships for Quality Skills Development, Innovation and Youth Employment.”

The symposium will take place across four locations: Kampala from 28th-29th October 2026, Fort Portal on 3rd November 2026, Arua on 6th November 2026, and Mbale on 10th November 2026.

The symposium will bring together vocational training institutions, employers, manufacturers, MSMEs, government agencies, development partners, trainers, instructors, trainees and graduates to strengthen collaboration between industry and skills development.

Participants will have an opportunity to engage in discussions around industry skills needs, apprenticeships, internships, workplace learning, entrepreneurship, innovation, business incubation and market access, while building partnerships that can support the development of industry-ready graduates.

USSIA invites vocational institutions, employers and other industry stakeholders to join this platform for meaningful engagement, networking, partnership building and practical solutions for strengthening skills development and youth employment in Uganda.



UPCOMING EVENTS

WHAT'S NEXT FOR MEMBERS, ENTREPRENEURS AND INDUSTRY



Employer-Led BUSINESS Symposium

For Vocational Training Institutions

THEME:

"Bridging Skills and Industry: Strengthening Employer Partnerships for Quality Skills Development, Innovation and Youth Employment."

28th – 29th October 2026

For More Information & Registration:
0782 173 086 | 0706 733 792 | 0755 557 956



IN-PERSON TRAINING

FROM RECRUITMENT TO RETENTION: BUILD & LEAD HIGH-PERFORMING TEAMS

Practical strategies to attract, develop and retain top talent for lasting business growth.

DATE 25th September 2026 | **TIME** 09:00 AM | **VENUE** USSIA Offices, UMA Show Grounds Lugogo

WHO SHOULD ATTEND? HR Professionals, Team Leaders, Managers & Business Owners

BENEFITS Stronger teams, higher productivity, lower turnover, sustainable growth.

DOREEN JEAN NSASIIRWE
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