

CREDENTIALS

Corporate & Brand Reputation Experts



Media Age

CORPORATE & BRAND REPUTATION MANAGEMENT

BACKGROUND

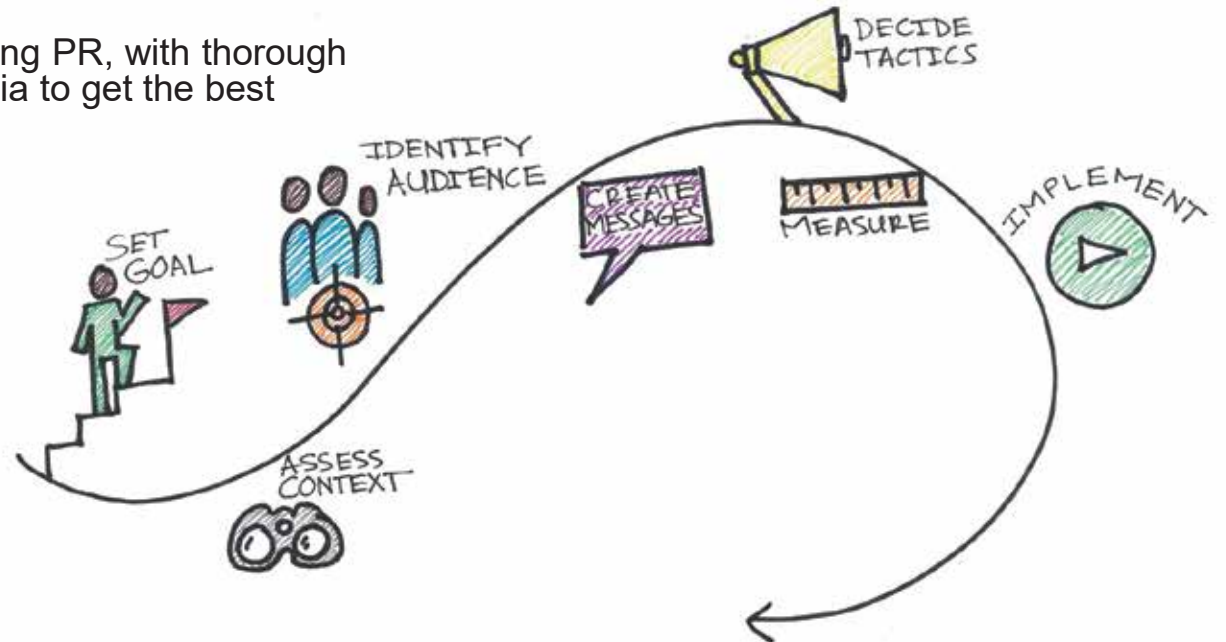


MEDIAGE PR EA Limited is PR & Media Consultancy Company specialising in Strategic Communication Planning and Execution for private and public companies.

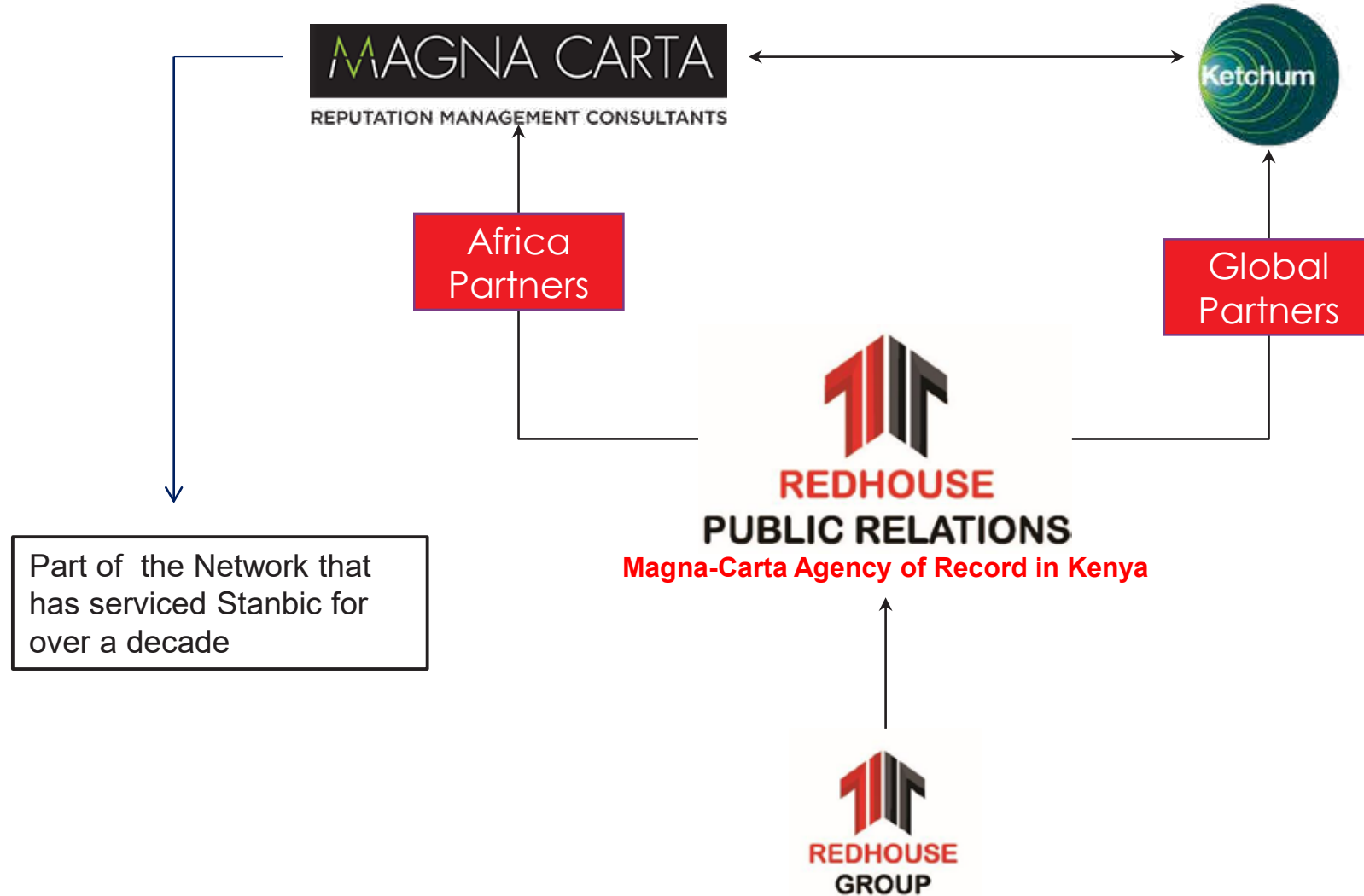
Partner to Regional Agency, Red House & Magna Carta, the biggest Reputation Management Group in Africa. We support local and international brands in Uganda, Rwanda & New Markets in Southern Sudan & Great Lakes Region

Regional partnerships deliver a wide cross-cultural and international expertise as well as tested practice tools and experience which are readily available to all clients.

Experienced in Corporate & Brand Reputation Management, Marketing PR, with thorough knowledge of regional Media, how it works and how to leverage media to get the best results.



NETWORK RELATIONS



BRAND EXPERIENCE



SECTOR EXPERIENCE



BANKING & FINANCE

- ✓ Barclays Bank Uganda
- ✓ KCB Uganda
- ✓ Equity Bank Uganda (projects)
- ✓ Western Union
- ✓ DTB
- ✓ ACTIS – VC

MANUFACTURING & LOGISTICS

- ✓ Hima – Lafarge (cement production)
- ✓ RVR
- ✓ CMC Motors Uganda

FMGs

- ✓ Uganda Breweries Limited (Corporate Affairs & Brands)
- ✓ Mukwano Industries
- ✓ P&G
- ✓ Nakumatt Supermarket
- ✓ Coca- Cola

INSURANCE INDUSTRY

- ✓ AIG
- ✓ AON
- ✓ ICEA Group
- ✓ UAP Group
- ✓ AAR Health Services
- ✓ MUA
- ✓ Sanlam
- ✓ Britam

TELECOMMUNICATION

- ✓ MTN Uganda

AIRLINE

- ✓ Emirates
- ✓ Jambojet

GOVERNMENT /PUBLIC SECTOR

- ✓ Ministry of Finance, MTCS Programme
- ✓ Ministry of Trade's UPTOP
- ✓ MFPED, Micro Finance Out Reach programme.
- ✓ PEAP (budget making process)

RESEARCH

- ✓ ASARECA
- ✓ East Africa Fine Coffee Association

ADVOCACY

- ✓ ActionAid Uganda

Unique Approach Based on Experience



- Combined experience of over 20 years in Media and PR in Uganda & Kenya
- Vast experience in designing & executing communication Strategies for both private & public sector companies and organization
- Thorough knowledge of Uganda and EA media and how it operates
 - Excellent analytical & writing skills (Content Development)
 - Thorough Knowledge of the brands that we work for
 - Thorough knowledge of the Uganda & EA market environment
 - Strategy, Execution and Quality personally supervised by Lead Consultant
 - Timely and quality status reports and performance indicators on weekly & Monthly basis
 - Only focuses on Corporate Reputation Management & Brand PR as a competitive edge/advantage
 - Guaranteed ROI with quantifiable results and reports
 - First line of young but committed PR professionals in Uganda
 - Excellent team players



CONSULTANCY OFFER



CONSULTANCY OFFER



Communications Strategy, Planning & Execution - The process of identifying the communications strategic objectives, audiences, messages and channels required for PR activation



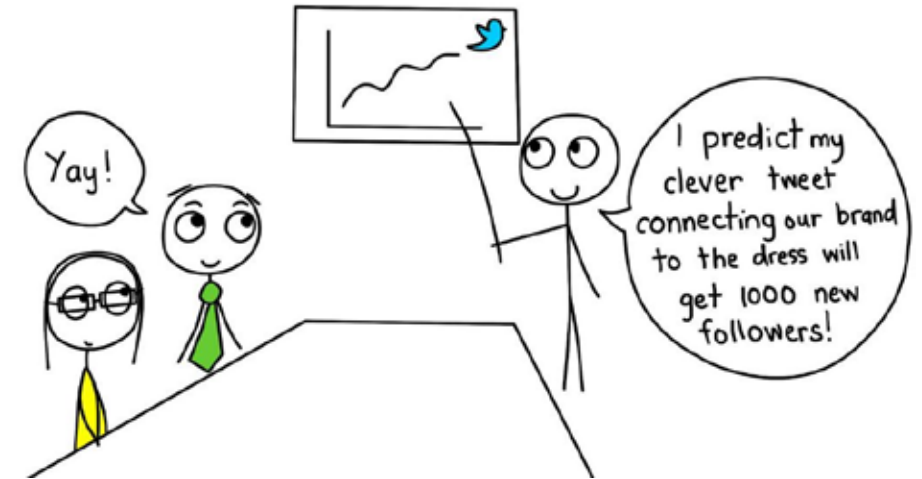
Media Relations – Nurturing reliable media contacts as a resource to communicate both corporate and brand messages



BTL Communications- This entails how we bring our creative ideas to life through a well crafted production process that enables us create fliers, posters, tv adverts, news letters and other branded paraphernalia



Media Events Management - Tool for defining the event objective, message and the target audience in order to achieve optimum brand visibility against the available resources.



CONSULTANCY OFFER



Crisis, Issues & Reputation Management - Tool for protecting brand equity and managing of the recovery process for the brand during and after a crisis.



Corporate and Public Affairs – Tool for marketing and positioning a mother brand using corporate business messages. The tool also holds capacity for connecting with the Influencer - for lobbying, advocacy, and stakeholder mobilization and engagement for purposes of acquiring brand support and endorsement from key contacts of power and authority.



Internal /Staff Communications – Tool for helping employees understand corporate objectives, build team playing and bonding them with the company's market place strategies.



Marketing PR - Brand focused public relations, a communications process that identifies and communicates consumer targeted messages It's key objective meant to help influence buying decisions. It is a tool critical in brand marketing and sales support.



Digital PR – Content Development and Management of Online Media platform. Always on content support

- Media Events Photography
- Media Events Video Filming
- Editing & Content Design for Online Publication
- Speech/Speaking notes writing
- Media materials preparation: Press Release, Statements /Brand factsheets
- Market Monitoring Reports
- Media coverage Reports



OUR TEAM





JOHN CHIHI

Lead Consultant & Country Manager



CYNTHIA NAGGAYI

Writer- Content Developer



CHRISTINE KASEMIIRE

Public Relations Manager



ALDO ESILU

Account Manager



YASIR SSEKABIRA

Multi Media Artist



BAIKE PRISCA RITAH

Content Development Manager



DAWUD SEBAGGALA

PR Manager- Strategy New Media

OUR TEAM



WENDY KENOGO

Graphic Designer



MARK RWATANGABO

Digital Marketing Specialist





Role at Media Age

His career in media started in 1985 at the KBC (then VOK) newsroom where he edited and translated news for both radio and television on part time basis while in school.

His strength is in the ability to combine strategic communication planning and execution with marketing foresight to achieve set targets. He also has the ability to work and motivate a diverse team to achieve set objectives

JOHN CHIHI

LEAD CONSULTANT

Recent Account Experience

Coca-Cola Brand marketing & PR
UBL – Brand PR & Corporate Affairs
MTN – Brand PR & Corporate Reputation
Hima Cement – Corporate Reputation
Emirates Airline – Brand
PR & Reputation
Actis (VC) – Uganda Launch & Projects
KCB Bank – Brand PR & Reputation
Barclays Bank - Brand PR & Reputation
Equity Bank – Brand PR Projects
DTB Bank – Reputation Management
CMC Projects
ICEA Group
AON

Relevant Experience

15+ — Number of years in media relations, public affairs & experience.

20+ — Total Years of experience



John at a glance...

Key attributes are: Responsibility, Commitment, Eye for detail, Timely & Quantifiable Output.

What makes you special for Media Age?

I have a wealth of experience in designing and executing Strategic Communication Plans for both public and private sector organizations in Kenya and Uganda. Currently, I am the Country Director and Lead consultant for Mediage PR EA Limited, a position I have held since establishing the company in May 2003.

My strength in the ability to combine Strategic Communication Planning and Execution with marketing foresight to achieve set targets and the ability to work and motivate a diverse team to achieve set objectives.



Role at Media Age

A highly dedicated and self-motivated individual with experience in journalism and has a capital in writing and production since 2018.

With over 5 years of experience, she has previously worked with Safeboda, PMA Uganda, Ministry of Health and Uganda Human Rights Commission where she demonstrated and delivered on various aspects of marketing communications, communication strategy, Public Relations and events.

Currently she is the writer and content developer at Media Age.

CYNTHIA NAGGAYI

WRITER- CONTENT DEVELOPER

Recent Account Experience

Safeboda
Uganda Law Society
PMA Uganda
Ministry of Health
Standard Chattered Bank
Ugandan Human Rights Commission
Civil Society Organizations



Relevant Experience

- 4+ — Prior Account Management Exposure.
- 5+ — Total Years of experience



Role at Media Age

She is a proficient journalist, professionally trained with motivation based on passion and professionalism. Her prolific journalistic skills and passion for writing have seen her work in print media over the years.

She has over six years of experience in journalism having worked with Vision Group (The New Vision) and The Observer Newspaper. She has built a versatile ability to report and write about a range of issues such as business, technology, agriculture e.t.c. An adept photographer with a keen interest in multi-media journalism, she is an advanced reporter with a global reporting hands-on training.

She is also a Global Reporting Fellow and a member of Uganda Journalists Association, a body that brings together all Journalists in Uganda.

BAIKE PRISCA RITAH

ACCOUNT MANAGER

Recent Account Experience

MTN
Frank Knight
Equity bank
KCB bank Uganda
ICEA Group
Aon Uganda
UBL Brands



Relevant Experience

4+

Prior Account Management Exposure.

6+

Total Years of experience



Role at Media Age

He has a wealth of experience in designing and executing public relations campaigns for various brands across the East African Region mainly in Uganda, Kenya and Rwanda Markets and he has worked with top communication agencies and brands in the region including but not limited to ZK Advertising, Real Marketing and Orient Bank Uganda.

He has over five years experience in designing brand reputation management and communication campaigns tailored for various brands. He has over time built and developed competence in creating online/ Digital PR campaigns that harness the potential of online/ new media platforms to deliver return on investment for various brands. Currently he is the Head of Digital PR at Media Age a position he has held since 2018 and is responsible for the management of all digital assets, their monitoring and evaluation.

DAWUD SEBAGGALA

PR MANAGER- STRATEGY & NEW MEDIA

Recent Account Experience

Umeme
SADOLIN
Wrigley's
Visa Card
Airtel
ICEA GROUP
Sonarwa
ChapChap Africa
Western Union
EthicoFinance
Standard Chartered

Relevant Experience

5+

Prior Account Management Exposure.

10+

Total Years of experience

His Specialities Include:-

- Strategy and account planning
- Strategic PR management
- Account management
- Copywriting and creative art direction
- Content development and management
- Development and utilization of new media platforms
- Online PR management





Role at Media Age

Aldo is a communications specialist. He specialized in public relations and digital marketing, he is well known for his strategic imagination in aligning business goals with creative strategy. He is highly motivated and driven to work with minimum supervision. He has successfully led brand design and marketing strategies for various clients and has experience in media relations and management.

He has also worked with mainstream media like Urban television under Vision Group directly in the newsroom before joining Mediage.

He is currently the client services and corporate affairs, media management and relations, content developer at Mediage.

ALDO ESILU

ACCOUNT MANAGER

Recent Account Experience

MTN
DTB
Equity Bank
UBA
MUA

Relevant Experience

2+

Prior Account Management Exposure.

8+

Total Years of experience





Role at Media Age

He has over five years experience in the Digital Marketing space with a vast knowledge in social media marketing, search engine optimization, marketing, target marketing, Google analytics and much more.

He is a zealous and innovative individual with assion in graphics, content creation, photograph and videography.

MARK RWATANGABO

DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST

Recent Account Experience

Umeme
Best Western
Website creation & Monitory
Social Media Analytics
Mediage Socials
ICEA GROUP
UBA
DTB

Relevant Experience

5+

Prior Account Management Exposure.

7+

Total Years of experience

His Specialities Include:-

- Content Strategy
- SEO & SEM
- Social Networking
- Analytics





Role at Media Age

She has a vast experience with in design work and has two years experience in freelance graphic design work and one year job experience which includes logos, posters, banners, fliers, brochures and packaging design.

She has mastered the various design interests to meet most of her clients interests.

Currently, she is the graphic designer at Media Age. A position she has held since 2021 and responsible for the creation of art work in the company.

WENDY KENOGO

GRAPHIC DESIGNER

Recent Account Experience

Case Hospital
DTB
Equity Bank
UBA
MUA insurance

Relevant Experience

1+

Prior Account Management Exposure.

2+

Total Years of experience





Role at Media Age

Over 8 years of industry experience in the design industry with an advanced knowledge of Adobe In Design, After Effects, Photoshop & Illustrator. He is well acquainted with Cinema 4D and Maya Creative Studio

He has extensive knowledge of both PC and Mac platforms, Word, Excel and e-mail applications, with knowledgeable interest in contemporary art and design

He is currently, Head of Design department at Media Age, a position he has held since 2021.

YASIR SSEKABIRA

MULTI MEDIA ARTIST

Recent Account Experience

MUA Insurance
Tembo Steels
Letshego Uganda
GEMS Cambridge International School
GIZ (Kyuusa Enfumba yo)
ICEA Group
Ministry of Works (Road Safety Campaign)
Rotary
National Council For Higher Education
Ministry of Energy (LPG Campaign)
Chap Chap Africa
Zenith Leadership Institute (Rebrand)
MIDSOC Bank
RCDA Uganda (Brand Management)

Relevant Experience

8+

Prior Account Management Exposure.

9+

Total Years of experience

His Specialities Include:-

- Creative Concept Development
- Cinematography
- Brand Identity & Logo Design
- Publication Design
- Marketing & Advertising
- Website Layout Design
- Packaging Design





Role at Media Age

She is an experienced public relations practitioner and award-winning multi-media business journalist with more than four years of experience. She is versatile and multi-talented with impeccable skills in content creation across multiple platforms including print & broadcast.

Kasemiire worked as a journalist at the Nation Media Group's Daily Monitor and NTV prior to joining the Media Age family. Through her experience at NMG, Christine attained excellent scripting, writing and editing as well as voice over skills for television. In 2019, Christine was recognized and awarded by Uganda Bankers' Association, the umbrella body for financial institutions in Uganda, as the best upcoming young reporter for her outstanding financial and business reporting.

CHRISTINE KASEMIIRE

PUBLIC RELATIONS & CONTENT DEVELOPMENT MANAGER

Recent Account Experience

MTN

Relevant Experience

1+

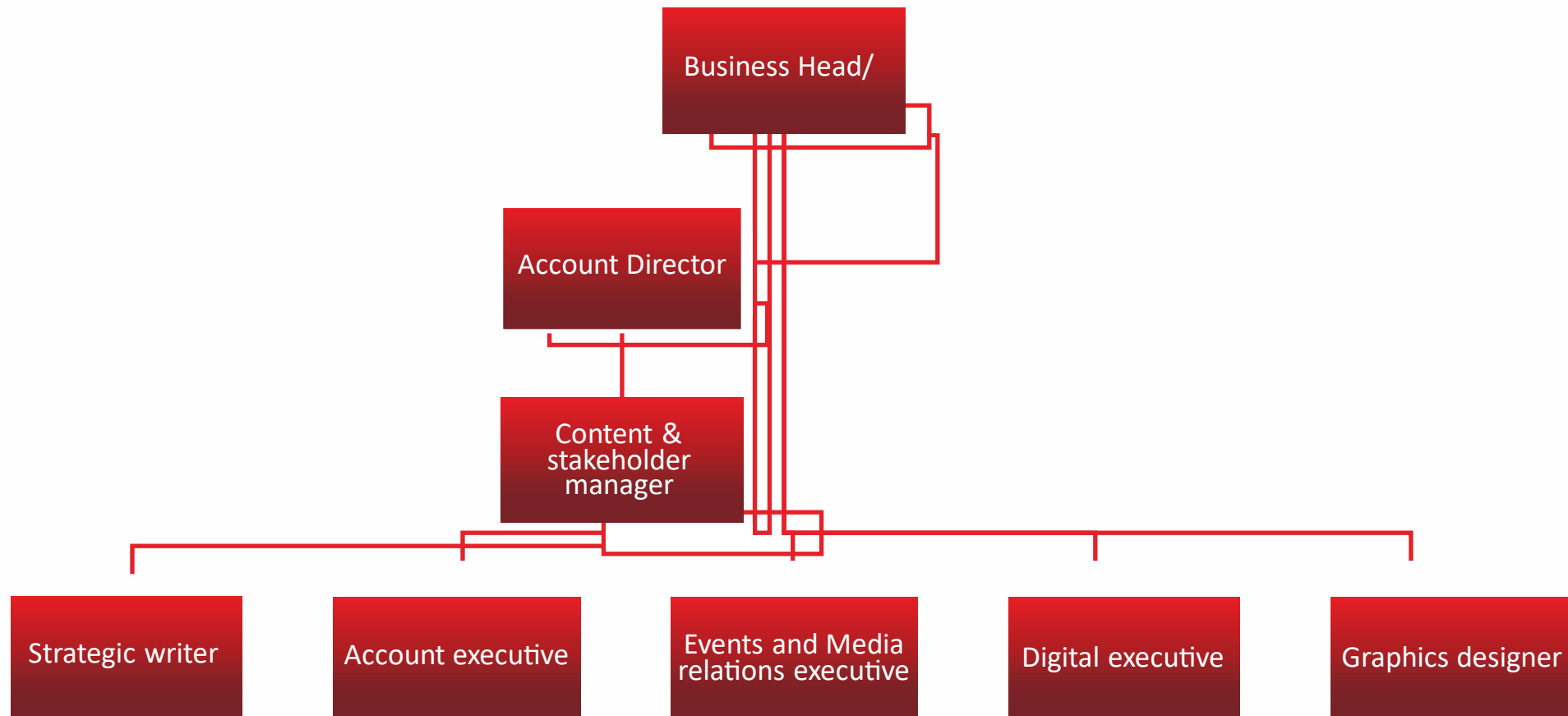
Prior Account Management Exposure.

4+

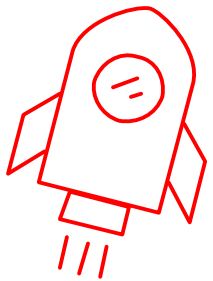
Total Years of experience



Our operational structure & hierarchy



OUR WORK





Hima, Habitat's corporate heart

L... Habitat for Humanity... Hima... corporate heart... The article discusses Habitat for Humanity's operations in Uganda, focusing on the Hima region. It mentions the organization's commitment to providing affordable housing and the role of local partners like Hima in managing the projects. The text highlights the challenges faced in the region and the impact of Habitat's interventions.



BUJAGA

Bujagali construction to start early next month

L... Bujagali... construction... start early next month... The article reports on the planned construction of the Bujagali Dam. It details the progress of the project, the involvement of various stakeholders, and the expected start date for the main construction phase. The dam is a key infrastructure project for the region.

Pilsner in US\$193,000 nationwide drama support

Pilsner... US\$193,000... nationwide drama support... The article features a photograph of a woman and discusses the support provided by Pilsner for a nationwide drama project. It highlights the financial contribution and the goal of the initiative to reach a wide audience through dramatic storytelling.



Bell Lager's clear mornings

Bell Lager... clear mornings... The article features a photograph of people and discusses the marketing or promotional activities for Bell Lager. It mentions the brand's presence and the 'clear mornings' theme, possibly related to a specific campaign or event.




UIA to protect underwriters

Underwriters... UIA... protect... The article discusses the role of the Underwriters' Insurance Association (UIA) in protecting its members. It covers the regulatory environment and the association's efforts to ensure the stability and integrity of the underwriting industry.



Guinness refreshed

Interview... Guinness... refreshed... The article is an interview with a woman, likely related to Guinness. It discusses her experiences, the brand's history, and her perspective on the current market. The title 'Guinness refreshed' suggests a new chapter or revitalization.



OMO in new child development campaign

OMO... child development... campaign... The article reports on a new campaign by OMO (Old Mother's Own) aimed at child development. It details the program's goals, the involvement of various partners, and the expected benefits for children and their families.



Uganda Waragi in loyalty drive

Uganda Waragi... loyalty drive... The article discusses a loyalty drive initiated by Uganda Waragi. It explores the strategies used to attract and retain customers, the role of agents, and the overall impact of the campaign on the brand's market position.



Riley builds sh22b packaging plant

Riley... sh22b... packaging plant... The article reports on the construction of a large-scale packaging plant by Riley. It details the investment, the project's progress, and the expected impact on the local manufacturing and packaging industries.



Rugby Cranes outshine Namibia

Rugby Cranes... outshine... Namibia... The article reports on a rugby match where the Cranes team performed exceptionally well against Namibia. It highlights key players, the match's highlights, and the team's overall performance.



Biocycle staff wasteful, inefficient

Biocycle... staff... wasteful, inefficient... The article discusses the operations of Biocycle, focusing on the performance of its staff. It mentions concerns about waste and efficiency in the company's processes.



MSU's golf tournament

MSU... golf tournament... The article reports on a golf tournament organized by MSU. It details the event's success, the participation of various teams, and the awarding of a trophy to the winning team.



Emirates dines with agents

Emirates... dines... with agents... The article reports on a dining event organized by Emirates for its agents. It highlights the company's efforts to build relationships and reward its partners.



Flying Ugandans to the Coke side of life

Coca-Cola... Flying Ugandans... to the Coke side of life... The article features a collage of images and discusses a Coca-Cola campaign. It promotes the brand's presence in Uganda and encourages consumers to 'fly' to the 'Coke side of life'.



TIMOTHY BUKUMUNHE V&A's Seychelles valentine

Timothy Bukumunhe... V&A's... Seychelles valentine... The article features a photograph of Timothy Bukumunhe and discusses his involvement with V&A. It mentions a 'Seychelles valentine' and his role in the organization.



Dr. Alier joins Actis board

Dr. Alier... joins... Actis board... The article reports on Dr. Alier joining the board of Actis. It details the appointment and the company's current status.



LAFEMU: Tumbur Mutt Lager Brand Manager Hazard Teregyo (L)

LAFEMU... Tumbur Mutt Lager Brand Manager Hazard Teregyo... The article reports on a meeting of LAFEMU, featuring Hazard Teregyo as the Tumbur Mutt Lager Brand Manager. It discusses the meeting's agenda and the brand's performance.

DTB/MASTERCARD PARTNERSHIP

34 NEW VISION, Thursday, September 13, 2018

ADVERTORIAL

NEWS AND EVENTS FROM THE CORPORATE WORLD

corporatenews

Cashless transactions safer for banks, clients

Diamond Trust Bank (DTB) is the first bank in Uganda to launch the MasterCard premium card solutions. Our reporter talked to the bank's chief executive officer, Varghese Thambi, to know what impact this and other cashless solutions will have on the market

Q: Diamond Trust Bank recently announced plans to offer MasterCard's premium cards in Uganda. These include the MasterCard gold debit card and Platinum credit card. Can you tell us the difference between the

two cards?

A: The MasterCard gold debit card is a highly secured chip & PIN debit card issued to premium and platinum savings account holders of the bank. Existing customers holding other type of accounts can also upgrade and get these cards. Platinum MasterCard credit card is a credit card with free credit period from 30 to 50 days, according to billing cycle. If the customer pays the outstanding amount on or before due date of payment, there will not be any interest/charges for the amount utilised. If it is partially paid, the remaining amount will carry interest applicable as



Varghese Thambi

per the bank's tariff guide.

Both these MasterCard products are associated with all the benefits of global concessions and discounts of

MasterCard. Both these cards are accepted globally.

How safe are these cards from fraudsters?

Both the gold debit card and platinum credit card of MasterCard are highly secured, with chip & PIN and Eurocard MasterCard visa (EMV) high standards of security, eliminating potential system frauds.

Are there any fees associated with using the MasterCard?

Both cards are associated with charges as detailed in the bank's tariff guide, which will be updated from time to time.

For both the credit and debit cards, the customer has to pay the cost of the card and in the case of credit card, there is a joining fee of sh100,000, in addition to the cost of the card.

At DTB, both these cards can be processed and delivered to customers within a week.

Uganda is still largely a cash economy. What needs to be done to move the market quickly towards cashless solutions?

Uganda is a cash economy and customers, as well as banks, take high risk in handling cash and its

disposal/movement. In order to move quickly on cashless solutions, we have to shift the existing banking transactions to digital banking.

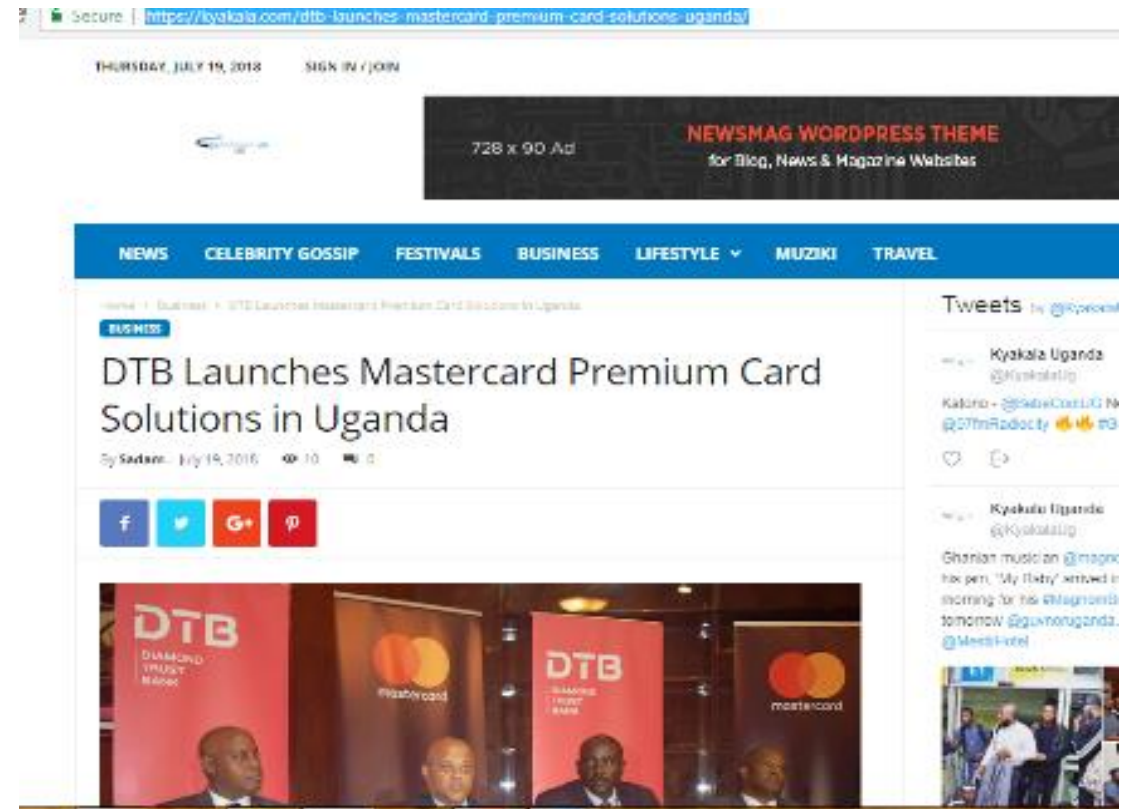
Today, about 40% of customers visit branches for cash deposit/withdrawal, another 30% for utility payments and collection services and 20% for remittances, whereas 10% visit branches for opening accounts and other services.

At DTB, over 80% of the transactions can be handled using mobile banking and internet banking or by usage of digital tellers and mobile money merchant platforms or agent banking.

SCREENSHOTS



Business Focus



Kyakala.com

French govt gives sh33b for green energy project

By Edward Kayiwa

The French government has, through its French Development Agency (AFD), extended more than sh33b to finance various green energy projects in Uganda.

According to the French Ambassador to Uganda, Sophie Makame, the money will be advanced to Diamond Trust Bank (DTB) for onward lending to businesses that wish to invest in renewable energy technologies.

"There is more money available under the Sustainable Use of Natural Resources and Energy Finance (SUNREF) project for East Africa and all banks are welcome to participate. Diamond Trust Bank was just the first one to approach us in Uganda. This project is expected to leverage banks to avail financing for renewable energy investment as we enhance Uganda's policies on increasing green electricity generation," she said.

This was during the signing of the credit facility with Diamond Trust Bank (DTB) at the Imperial Royale Hotel in Kampala on Tuesday.

Makame said the credit line will also have a technical assistance programme, funded by the Africa Infrastructure Trust Fund of the European Union, which is currently



Thambi (left) and Yves Boudot, the AFD regional director for East Africa exchanging copies of the credit line documentation in Kampala. Looking on is Makame

managed by Kenya Association of Manufacturers (KAM).

"This technical assistance will help banks improve their knowledge on lending to private sector businesses involved in sustainable energy projects. In addition, KAM will assist investors in big projects on feasibility studies and technical support," Makame said.

On March 31, SUNREF formally entered the Uganda market after KAM and the Uganda Manufacturers Association (UMA) signed an accord to extend its programme to Uganda.

The local point agreement between KAM and UMA allows the SUNREF East Africa programme to drive its day-to-day activities in Uganda.

Makame said the French Development Agency is the official French bilateral development arm and was established in Uganda in 1998.

Over the last 18 years, the agency has injected more than €450m in development projects in Uganda, with more than €240m provided over the past three years.

DTB managing director Varghese Thambi said the loans will be extended to

customers to engage in energy efficiency industrial processes such as change of boilers, solar water heaters and biogas.

"The money will also benefit independent power generation projects, housing projects, universities or any other companies to reduce their power bills by using photo voltaic solar panels," he said.

He said this is an excellent opportunity for Ugandan entities to enhance energy efficiency and alternate energy opportunities for the overall economic development of Uganda at concessionary interest rates.

DTB launches PayEasy mobile cashless payment solution

By FAROOQ BEEEL MOJEEB
19/04/2015



Find Your Foreign Husband

Meet Your Foreign Husband Online! View Photo Profiles. Join 100% Free



The gradual move towards a cashless economy is gaining momentum as banks utilize the wide reach of **mobile money** platforms. Diamond Trust bank (DTB) Uganda's biggest tax collecting bank has today launched PayEasy, a mobile phone payment collection system that enables customers to pay for goods directly from their mobile money account to the merchant's bank account.

PayEasy which is a product of DTB will for the first time effectively introduce a secure and convenient cashless payment system which can be used in all categories of business and individual transactions.

With the introduction of this service, the bank is hoping to tap into mobile phone technology and innovation to reach the more than 19.5

million phone users in the country. Available data from the Uganda Communication Commission (UCC) shows that

SANLAM – THOUGHT LEADERSHIP



KCB - When it begun

Daily Monitor
November 21st 2007
Page 23



READY: Mr Martin Oduor-Otieno (L), the KCB Group chief executive officer gestures inside their newly opened branch on Commercial Plaza on Kampala Road on Monday. Looking on is Ms Susan Mudhune (R), the Group Board chairperson and Mr Peter Muniyiri, the chief executive officer for Uganda. Courtesy photo

KCB operations take off

JOSEPH OLANYO
KAMPALA

THE Kenya Commercial Bank has opened its branch in Kampala, ushering in a new wave of interest and competition in a sector that has so far attracted six new entrants.

Trading as KCB Bank Uganda Limited, the bank located on Commercial Plaza, Kampala Road, opened its doors to the public on Monday 19 and quickly signed on more than 10 accounts in their first hour of operation.

KCB Bank is the largest indigenous regional bank in East Africa with operations in Kenya, Tanzania, Southern Sudan and now Uganda.

Speaking at the opening on Monday, KCB Group Chairman Ms Susan Mudhune commended the government for enabling them realise their vision of providing banking services to Ugandans and more people in East Africa.

"The opening of KCB Bank Uganda fits with our vision of being the best bank in the region. We have put the best facilities in place for personal and corporate banking," Ms Mudhune said.

Commenting on the milestone, KCB Bank Group CEO Martin Oduor-Otieno said that the bank is set to provide a full range of services that cater for all customer segments.

"KCB bank services will cut

across board and we are confident that we shall meet the expectations of our customers both in retail and corporate banking," Mr Oduor said.

He added on that in two months time, KCB would open two other branches in Kampala before expanding its network to the rest of the country.

He said KCB has "already employed many Ugandans" and would continue to create opportunities that would help the government realising its vision of creating as many jobs as possible for the benefit of the people.

He said they would provide services that will greatly lower the cost of doing business in the countries they operate in.

Kenya Commercial Bank opens 1st branch

By David Muwanga

KENYA Commercial Bank (KCB) has opened its first branch in Uganda.

KCB Bank Uganda Limited opened a branch on Commercial Plaza, Kampala Road on Monday.

KCB is the largest bank in East Africa with operations in Kenya, Tanzania, southern Sudan and now Uganda.



Susan Mudhune

The bank's group chairman, Susan Mudhune, hailed the Government for enabling them realise their vision of providing banking services to Ugandans and more people in East Africa.

"The opening of KCB Bank Uganda fits in with our vision of being the best bank in the region. We have put the best facilities in place for personal and corporate banking," she said in a statement.

Chief executive officer Martin Oduor-Otieno said the bank would provide a full range of services. "We are confident we shall meet the expectations of our customers."

Oduor-Otieno said in two months, the bank would open two other branches in Kampala before expanding to the rest of the country.

KCB - Group Results

Daily Monitor
27th October, 2008
Page 40

KCB profits shoot up despite global financial melt-down

64 per cent reported in pretax profits

Ugandan banks still safe from melt-down

Walter Wafua
Kampala

As huge American and European banks declared losses in business last week, Kenya Commercial Bank announced a huge leap in its financial results an indication the East African bank's could be safe from the financial mess in the West.

The bank reported a 64 per cent increase in pre-tax profits for the first nine months of this year in comparison with its 2007 earning during the same period. Un-audited results released by the company on Friday show that Kenya Commercial Bank (KCB) which has a presence in Uganda earned a profit before tax of Shs114.4 billion up from Shs70.4 billion by September 2007.

On the contrary ailing Western banks reported losses in thousands of billions of Uganda shillings in the same period. American bank Wachovia reported a \$24 billion loss-the biggest for any US lender, Citigroup announced a loss of \$2.8 billion, while Merrill Lynch lost \$2.3 billion.

In Europe Switzerland bank Credit Swiss also announced a one billion dollar loss following another bad performance declaration by UBS AG -the world's biggest manager of people's money. The losses were attributed to their ballooning bad house loans (write-downs) and credit losses which were sparked off by falling prices of house in America.

In Kenya, Mr Martin Oduor-Otieno KCB Group Chief Executive said that their healthy returns were boosted by increased interest and foreign exchange incomes which stemmed from increased activities in Kenya's capital markets. "We are pleased to announce a steady improvement in our trading results that generally reflects the momentum we have witnessed in the business over the past couple of years," said a jovial Oduor-Otieno while announcing the results in Nairobi on Thursday.

The bank's net interest income which is the life line of banks increased by 29 per cent to about Shs177 billion from Shs136 billion in the same period last year. Earnings from foreign exchange doubled

to Shs22.4 billion up from Shs12.2 billion. Net interest is the difference between the amount of money the bank receives from interest on assets like commercial loans, personal mortgages, minus cash the bank pays out to its customers as interest.

"We are on target to deliver good results for the full year

'We are on target to deliver good results for the full year based on our performance to date'

Martin Oduor-Otieno
KCB Group CEO

based on our performance to date", said the Chief Executive. KCB's total loans and advances also grew by 53 per cent to stand at Shs1,988 billion up from Shs1,269 billion in 2007 due to its growth in business arising from a growing economy, increased marketing and improved relationship management of the bank.

The confidence he projects was also sounded by Bank of Uganda's Governor Emmanuel Mutibeli who said Ugandan banks are safe from the global financial turmoil. "I don't believe,

that the credit crunch will impact on our financial sector because banks in this country are not exposed to toxic debt like those in advanced economies," he told journalist on Thursday last week.

While KCB and other banks could meet this year's targets their 2009 earning will most be hit by the financial crisis which is now slowing business and the flow of cash across the globe. Foreign exchange will equally not be a weapon of survival because foreign investors are said to be shying away from African markets in the wake of increasing interest rates in the West, collapse of businesses, and company job cuts that could affect Africans working in the Diaspora.

KCB has the widest indigenous footprint in East Africa following its establishment in Uganda, Southern Sudan, Tanzania and the impending opening of its first Rwandan branch next week. The bank started operating in Uganda in November 2007 and now has three branches with a focus on eight more by end of 2009. "Our business in Uganda is picking up well and we expect to return a profit within the projected period" said Mr Oduor-Otieno.

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KCB Registers Shs119bn Profits



(L) James Agin, KCB Bank MD, Martin Oduor-Otieno (M) KCB group CEO and Kefa Bosire KCB head of Corporate Affairs. The bank announced the jump in profits at a press conference held in Kampala recently (Photo by Moses Ssemakula)

KCB Cross-Listing

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KCB unveils plans to list on Uganda Securities Exchange

KCB to be the tenth company to be listed

Bank's profits swelled to Shs120 billion

Walter Wafula
Kampala

Kenya Commercial Bank (KCB) has announced plans to list on the Uganda Securities Exchange before the end of the year, a development that will increase the number of tradable companies at the stock market.

According to the KCB Group Chief Executive Officer, Mr Martin Odour-Otieno the company has received approval to cross-list on the Uganda Securities Exchange (USE) from all the necessary regulators including Uganda's Capital Markets Authority and Bank of Uganda.

"This will give opportunities to Ugandans to not only be our customers but also shareholders in this bank that's making difference in the lives of the people," Mr Odour-Otieno said recently at a press conference in Kampala while highlighting

the benefit of the bank's listing. Since its establishment 11 months ago, KCB has attracted about 7,000 customers of Uganda's estimated three million bank account holders.

Mr Odour-Otieno's announcement follows revelations made last week by Mr Japhet Katto, the chief executive officer of Capital Markets Authority that two firms are supposed to list on the exchange this year. Besides KCB, Uganda's National Insurance Corporation (NIC) and Kenya's Equity Bank are expected to be listed soon. More details and formal announcement of KCB's listing are expected to be made public by the USE in November. If cross-listed in December, KCB will be the tenth company to be listed at the USE, in addition to Bank of Baroda, DFCU Group, Uganda Clays and Stanbic Uganda among others.

KCB is a public listed company on the Nairobi Stock Exchange (NSE), and will also be the fourth company to get cross-listed on the USE after East African Breweries Limited, Kenya Airways, Jubilee Holdings Limited which has a presence in Uganda.

KCB flung its doors open in

Uganda in November 2007 opening its first branch on Commercial Plaza in Kampala. After attracting up to Shs21-billion in deposits, KCB has opened two more branches in Uganda and plans to open four more this November when it marks its first anniversary.

The bank has also spread its footprint to Southern Sudan, Tanzania and will at the end of this week open its first branch in Rwanda, and Zanzibar in a fortnight.

KCB is one of East Africa's most profitable financial institutions and has withered the

'KCB has received approval to cross list on the Uganda Securities Exchange from all the necessary regulators'

Mr Martin Odour-Otieno
KCB Group Chief Executive Officer

Kenya's post-election instability and the global financial turmoil to announce a growth of 64 per cent in its 2008 third

quarter profits. Quoting the companies results for the previous nine months, Mr Odour-Otieno said the bank's profits before tax had surged to about Shs120 billion up from about Shs74 billion. The Group's profits after tax have also swelled by more than half to about Shs83-billion up from Shs49 billion in the same period last year.

Following its simultaneous expansion in the Great Lakes Region, the company's assets now stand at Shs4.3 trillion which is almost 11 times the property and debts owned by Development Finance Company of Uganda Group (Dfcu) which is also eyeing the East African market.

The bank will make its entry on Uganda's stock market at a time when global stock markets are plunging to their lowest levels on the back of loss making financial institutions and companies which are directly interlinked with the mortgage industry in the US and Europe. But Mr Odour-Otieno said, "I do know that international prices of stocks have collapsed even in Nairobi but I confirm that the fundamentals of our business (capital, liquidity, balance sheet) all remain strong".

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KCB launches new products for S.Sudan

BY DAVID MUGABE

KAMPALA, UGANDA - Last week's launch of KCB's new set of financial products in southern Sudan is expected to spur business volumes in the region.

Dubbed KCB Biz-Flex, the financial solutions are aimed at facilitating trade for people doing business in Southern Sudan and to mainly do away with the risks of carrying hard cash in the very volatile routes.

Southern Sudan emerged as a very lucrative area for doing business after the signing of the comprehensive peace agreement in 2005. But the region, once an area of war and turmoil, lacks proper infrastructure and services which facilitate business.

KCB is the only established financial institution in southern Sudan and with the launch of the new products, the turn around time of doing business is expected to be



KCB OFFICES IN KAMPALA. The bank has launched a new set of financial products for Southern Sudan.

shortened.

The services will make it easy for traders to receive and remit payments; allow foreign exchange transactions, trade financing, asset financing and gives easy accessibility to business loans amongst others.

KCB Uganda managing director, Mr. James Agin said the bank had found it necessary to offer the product because traders in Southern Sudan were

facing serious challenges doing business there especially when it came to money transfers. Agin said KCB bank would greatly mitigate the risks traders faced when carrying huge sums of money or when they need to confirm payment before delivery of goods.

"KCB Biz Flex will ensure that traders can send or receive payments and make confirmation of the same before they

dispatch their merchandise which means they do not have to worry about the risk of traveling with cash or the possibility of not getting payment once goods are delivered," said Agin. Agin revealed that in the past, traders have been waylaid by thugs and some have lost money and their lives.

Since it opened its first branch on Kampala Road last year, KCB Bank has embarked on an aggressive

expansion plan that has seen it open two new branches, one on Luwero Street in Kampala and another in Mbarara.

"KCB northern circuit which is aimed at linking business with Southern Sudan is especially important because it will open access for Southern Sudan traders to the bank's extensive network in East Africa," said Agin. KCB is the only fully fledged commercial bank with a presence in Southern Sudan and its ambitious expansion plans in Uganda including Northern Uganda coupled with its strong network in Kenya and Tanzania makes it an ideal partner for regional business.

KCB is expected to open new branches in the northern Ugandan towns of Lira, Gulu, and to further cement its regional supremacy, KCB is expected to enter Rwanda and Burundi in 2008.

KCB New Branch Launches

New Vision
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KCB new branch drive boosts regional trade

KCB's total assets in Uganda spur to Shs60b

Customer deposits mbataw to Shs37b

Mbatwa Wa Ngai
Hoima

The launch of the Kenya Commercial Bank (KCB) Uganda branch in Hoima last week completed the group's strategic plan of linking people doing business in the district with their counterparts in Southern Sudan.

"Our presence in Southern Sudan and East Africa offers our customers unrivalled seamless services across the region by allowing them to deposit or withdraw money through cheques or automated teller machines," said Mr James Agin, KCB Bank Uganda managing director.

Mr Agin said his team was "in the process of accessing the needs of the rural market and would soon rollout appropriate services to support small and medium size busi-

nesses (SMEs), agriculture and low-income earners who require to open and operate inexpensive accounts."

Apart from the launching of the Gulu and Lira branches, the bank has aggressively moved to facilitate trade between Uganda and Southern Sudan by opening the Ben Kiwanuka branch and its recent launch of the Biz Flex, which offers an array of services tailored to ease business between the two countries.

He said KCB has extensive experience in supporting the retail sector and that the bank will continue to increase its presence in these areas to link it to the regional network.

Traditionally, he said the retail sector in most developing countries account for 60 per cent of GDP. He said it was worth investing in Uganda, a country with a growth rate of 7 per cent.

Mr Agin said that the bank has received overwhelming support from all the communities where it has set up branches. He said, "KCB bank is registering phenom-

enal growth in all our branches including the new ones in Gulu and Lira which is a clear indication that the un-banked population in north and north-eastern regions of Uganda are beginning to warm up to formal banking.

'Our presence in Southern Sudan and East Africa offers our customers unrivalled seamless services across the region'

Mr James Agin
KCB Bank Uganda Managing Director

This is demonstrated by the 80 per cent growth of new accounts in new branches with Hoima alone registering over 1,000 account holders in only one month of operation.

KCB's total assets have grown to Shs60 billion while its loans have hit Shs16.5 billion within the one year of its operation in Uganda.

The bank's customer deposits have grown to Shs37 billion to date, and it is ex-

pected that KCB Bank which posted an impressive 64 percent growth in profits before tax in the third quarter of 2008, will deliver exceptional growth yet again," he projected.

Officiating at the launch, the Second Deputy Prime Minister, Mr Henry Kajura hailed KCB for extending its service to the district.

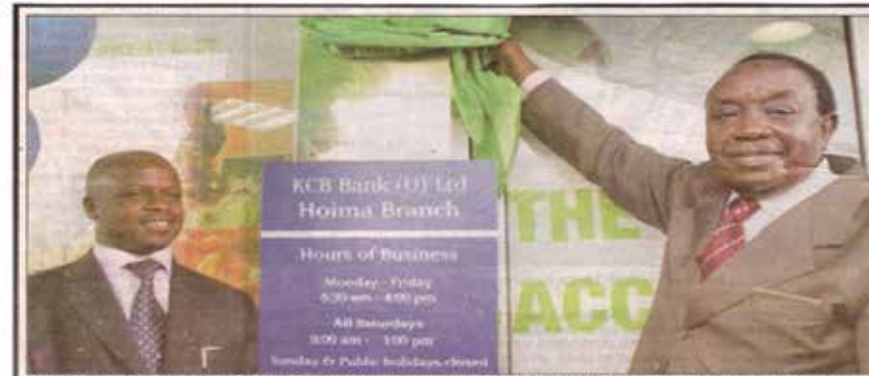
"We are delighted that the KCB Bank has come to Hoima and it has promised to look into the issue of providing credit to farmers and small-scale business people in rural areas. We hope that the products the bank introduces in these areas will go a long way in improving the social and economic welfare of the rural people," he said.

Briefly

KCB has facilitated trade between Uganda and Southern Sudan

The bank has extensive experience in supporting the retail sector

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2nd Deputy Prime Minister, Henry Kajura (R) unveiling the KCB Hoima Branch plaque. Looking on is the MD KCB Bank, James Agin during the launch of the Branch (Photo by Michael Kakumirizi)

KCB GOES RURAL

EXCLUSIVE

By MICHAEL KAKUMIRIZI

KENYA COMMERCIAL BANK (KCB) is registering phenomenal growth in new account opening in the just opened branches of Gulu, Lira and Hoima, something that is an indication that the un-banked population in the North and North Western regions of the country are beginning to warm up to formal banking and financial services.

Speaking at the opening of the bank's new branch in Hoima district last week, James Agin the bank's Managing Director stated that business in the new branches in the Northern part of the country had grown by over 80 percent and in Hoima alone, over 1,000 accounts were opened in one month. He also noted that just in only a

year of their operation in Uganda, the bank's total assets grew from zero to Shs60 billion while loans hit Shs16.5 billion and their customer deposits grew to Shs37 billion. This is an indication that the people in those areas and Uganda in general are eager to embrace formal financial services and KCB is happy to lend a hand in the growth and development of the areas," he added. He revealed that KCB was in process of assessing needs of the rural market and would soon roll out appropriate services to Small and Medium Enterprises (SMEs), agriculture and low income earners who require inexpensive accounts. He also revealed that the bank has extensive experience in supporting the retail sector adding that they will continue to increase their presence

in the areas where they can link their regional network plus helping the population grow faster. "Traditionally, the retail sector in developing countries account for 60 percent of the Gross Domestic Product (GDP). With a growth rate of 7 percent like the one in Uganda and the fact that the retail sector is the driving force of the economy, it makes sense to invest in such a sector" he noted. Agin explained that with the opening of the Hoima branch, the bank has completed its main core of Northern Uganda circuit that is intended to link people doing business between Uganda, Southern Sudan and the rest of the East African region. "Our presence in Southern Sudan and other East African countries provides KCB with a unique position of linking business

people and traders in a seamless network that provides complete financial solution irrespective of where they are," he added. Meanwhile the chief guest Henry Muganyizi, the 2nd Deputy Prime Minister advised the residents especially the poor to work hard so that they can get money. "Government doesn't want poor people. Work hard and prosper and avoid the tendency of bewitching each other instead of working," he advised. He told residents to visit the bank as it will be helping the poor people even if they have no security to get loans from the bank. "Whenever development comes to your area, you have to welcome it. Fellow Ugandans don't hesitate to use the bank," he added. **For comments about this story text on 0772637900**

KCB New Branch Launches

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KCB TO DEVELOP AGRICULTURE IN NORTHERN UGANDA



Nibert Mao(R) cutting the tape to officially open KCB Gulu branch as the Managing Director, James Agin (L) and Board Member, Samuel Njuki (M) look on (Photo by Michael Kakumirizi)

EXCLUSIVE

By MICHAEL KAKUMIRIZI

KENYA COMMERCIAL Bank (KCB) is set to develop agriculture in Gulu to uplift the livelihoods of the residents.

The Managing Director KCB, James Agin revealed the package during the official opening of the Gulu branch on Friday. Agin confirmed: "We are going to ensure

that residents who join our bank shall be in position to get loans to improve agriculture in the district."

He said KCB is doing business with people in the district because of the ready market available across Southern Sudan. "We are aware that the people of Gulu are good agriculturalists. It is the reason we are extending these services to them," Agin added. He said: "You should

have no doubts about the global crisis. We are still in business and therefore there is no cause to worry."

Speaking as the Chief Guest, Nibert Mao the Chairman Gulu Municipality revealed: "KCB has come at the right time. Since you are well prepared, I don't think you will fail in your operations." Mao asked residents to join the bank to benefit from the loan facility for agriculture.

He joked: "In Gulu we have no robbery apart from trickery." KCB also launched another branch in Lira district in the busy weekend schedule in the northern part of Uganda. Agin noted that the bank will open more branches in different parts of the country to uplift the standards of the native population as fulfilled in their objectives last year. **To Comment On This Story, text On: 0772 037000**

MTN offers upto 99pc cut in tariff war

The company says its scheme could become the standard in the region and elsewhere. MICHAEL WAKABI reports

MTN Uganda has delivered what it believes will be a decisive blow traded in the tariff war that has been going on in the country's four-operator markets.

The company says its revolutionary tariff scheme is likely to become the standard in the region and markets the world over, after MTN sold the controlling software to cellular switch-gear maker Ericsson for commercialisation.

Dubbed MTN Zone, the per-second based tariff uses a dynamic discount tool that offers subscribers as much as 99 per cent off base rates, depending on network status at any one time and location.

"We believe that this is not only an innovative but a sustainable tariff scheme that is going to be around for a very long time, because it transcends the current promotional tariffs that restrict savings to particular windows of the day. With MTN Zone, callers can enjoy savings all day long depending on network usage," chief commercial officer Erik Van Veen told a meeting of business editors.

Running on software developed by MTN engineers and already operating in five other MTN operations in Africa, the scheme automatically offers discounts based on how active the network is at an individual base station as well as transmission capacity and activity in the switching centre.

Discounts range between 10 per cent and 99 per cent when a call can be completed at as low as Ush4.8 (0.02 US cents) per minute.

Discounts offered at any one time are a function of available capacity at the base station where the call

originates, transmission capacity and unused capacity at the switching centre.

Discount ratios offered at the beginning of a call will hold through until termination even if a caller walks into another zone. They are calculated off a base of Ush8 (0.04 US cents) per second for on-net calls.

The other dimension of the system is that it helps to optimise network usage by attracting traffic during those times of the day when usage would ordinarily suffer significant dips below installed capacity.

The scheme effectively puts MTN in the league of Western telecom operators who have been leveraging their huge subscriber numbers to offer rock-bottom tariffs.

However, Mr Van Veen says he expects other operators to adopt the system because MTN has sold the technology to Swedish switchmaker Ericsson, who will commercialise it. That means even MTN's competitors in Uganda and the region who are supplied by Ericsson can potentially get access to the technology and introduce similar products.



The scheme effectively puts MTN in the league of Western telecom operators who have been leveraging their huge subscriber numbers to offer rock-bottom tariffs. Picture: Morgan Mbabazi

While this would set off a new round of competition, analysts say it would be on parameters other than price.

We believe this is not only an innovative but a sustainable tariff scheme that is going to be around for a very long time

Eric Van Veen,
chief commercial officer,
MTN Uganda

With four out of five licensed operators already in operation for a population of 28 million, Uganda's is one of the most crowded telecom markets in Africa. Competition has mainly been driven by pricing since the entry of UTL in the cellular league eight years ago, when the company opted not to charge monthly access fees, forcing MTN and Celtel to follow suit.

More recently, new entrant and fourth cellular operator Warid Telecom has introduced extended discount periods ranging from charging only for the first two minutes of the call with the rest enjoyed free and 24-hour bonus periods every time a subscriber loads a re-

charge voucher.

In quick succession since September 2006, telecom operators in the region tried to retain customer loyalty by entering into cross-border alliances that created seamless communications across the national borders of East Africa, which frequent travellers in region found attractive. Now, MTN with its 2.8 million subscribers has introduced a scheme that is not only keeping its subscriber family cosy but is also winning it new ones.

Mr Van Veen said the company signed up 40,000 new subscribers in the northern town of Gulu during the three months that the service was tested there.

Business Power | Feature

Bujagali power project on course

Ismail Musa Ladu & Martin Luther Oketch
Kampala

On August 21, 2007 President Yoweri Museveni and the Aga Khan, Prince Karim al-Hussaini, the spiritual leader of the Ismaili Muslims, laid the foundation stone for the Bujagali hydropower dam on the River Nile in a show of commitment to address Uganda's energy deficit.

The 250 MW project, co-financed by the World Bank Group, is a major component of Uganda's answer to the electricity supply gap that in recent years has made rolling blackouts a daily reality for Uganda's residents, businesses and services.

Many Ugandans have kept on pondering as to when the project will be ready. However, the green light seems to be flashing.

The Bujagali Hydro-power Project will produce its maiden 50 megawatts after the completion of the first phase between August and September next year, the Project

Director of Bujagali Energy Limited told *Business Power* last week.

Mr Glenn Gaydar told *Business Power* that the project is on course but before the other phases are rolled out, the success of the first phase must be evident.

"Between August and September next year we will have the first phase (with 50 mega-

Between August and September next year, we will have the first phase completed

watts) complete," Mr Gaydar said adding: "We will then test it and see how it goes and another one will follow."

The \$860m project, which will generate 250 megawatts of electricity and ultimately bring an end to the rampant load shedding, has so far been the country's biggest project.

This project is expected to be complete by 2012.

It is anticipated that once commissioned in 2012, the 250 megawatt, run-of-the-river hydropower plant on the Victoria Nile, will re-use water flowing from two existing upstream facilities to generate electricity. The additional power will increase supply to the national grid at the lowest cost compared to other power generation expansion options under Uganda's energy sector strategy.

Continued shortage of electricity threatens Uganda's macroeconomic performance. Only five per cent of the population has access to electricity, making it one of the lowest per capita energy consumption rates in the world.

Hospitals, schools, businesses, and residences suffer load shedding caused by these shortages, which have stunted Uganda's economic growth by an estimated one per cent of the country's gross domestic product.

To alleviate the energy shortage, Uganda has had to rely on thermal power, a



Aerial views of on-going work at Bujagali Hydro-power Project. COURTESY PHOTOS.



more expensive source of energy generation that, in part, caused a significant increase in the price of electricity by roughly 100 per cent in 2006.

To improve on power supply, Uganda devised a strategy aimed at promoting an efficient power sector, one that would offer an increased role to the private sector for future development, provide adequate, resilient and least-cost power generation capacity to meet the population's demand and increase the percentage of rural households with direct access to electricity in an effort to help revitalise rural development.

The country passed and implemented a new Electricity

Act and established the Electricity Regulatory Authority; unbundled the state-owned electricity company into generation, transmission, and distribution agencies; conceded generation and distribution facilities to the private sector; established a Rural Electrification Agency and approved the establishment

of a credit facility to support energy investments in rural areas.

The expected outcome of the Bujagali power project will also result into increased supply of improved air quality and jobs for Ugandans (app. 2,000 jobs at the peak of construction).

The executor of the project - Bujagali Energy Limited - is a consortium of American Sithe Global, Kenyan Industrial Promotion Services (IPS) and the Uganda government. IPS is an affiliate of the Aga Khan Fund for Economic Development.

The consortium put \$190 million into the project while the rest are loans, mainly from the World Bank Group, the European Investment Bank and the African Development Bank.

HIMA CEMENT IN \$108M EXPANSION

BY JEFF LULE

EXPANSION work of the Hima cement has started. \$108 million has been secured for the construction of the new plant adjacent to the old one in Kasese.

The project, which was contracted to CBMI Construction Company, a pioneer in China's cement engineering industry, is funded by Lafarge, which specialises in building materials.

Site manager Bernhard Farnbauer said this was one of the biggest investments in Africa and the first of its kind in the region. *Business Vision* learnt that this was aimed at increasing production capacity to meet the local demand.

Speaking during a media tour of the expansion works, Hima Cement managing director David Njoroge said the sh209.5b new plant would increase capacity from the current 375,000 tons to over 830,000 tons of cement.

"This will increase Hima Cement's ability to

which has been rapidly growing making Uganda a net importer of cement," Njoroge said.

He added that the investment, expected to be commissioned in 2010, would have a significant impact on the economy and socio-economic welfare of the people in Uganda.

"Our investment will contribute to economic and socio development of the country. The direct and indirect employment, our payment of central and local government taxes and our use of inputs," he said.

Njoroge stressed that Hima Cement is among the top tax payers in Uganda with an annual wage of bill of over sh4.2b.

Hima Cement Ltd was 15th among the top tax payers in the country with a total of sh24.9b in the 2005/2006 rankings.

Njoroge added that the company pays an annual electricity bill of sh6.6bn.

The UMEME corporate communication manager, Robert Kisubi said; Hima was among the five company's con-



Allen Mate of Hima Cement's Plant Manager takes quest around the old plant

ity bills though he declined to reveal the bills adding that Hima was in the right position.

Njoroge said: "With the latest technology and complying with the Lafarge group environmental standards, the plant will be within the global environmental standards. We have been involved in environment conserva-

tion programmes in the area and we have planted over 500,000 trees in seven years and we intend to plant other 1million traditional trees by 2011."

The company has spent sh500m on community welfare programmes. It provides free anti-retroviral drugs to those infected and also

gives voluntary counseling and testing to staff and the Hima community. The plant manager Allen Mate said, the company has unsteady power problem. "We had to buy a generator worth \$1.8m as alternative power source and we are making an additional investment of \$1.5m in a gas conditioning tower." Mate explained. This had led to an increase in production costs and hence the price of cement, he added.

Mate said they also have a man power power where it is only limited to the local people who are not skilled. They have 259 employees and 300 contract workers.

He said the problem this had been improved through investing in staff development in relation to Lafarge system of continuous skills improvement. The company has also carried out training to the locals and interns from various universities for further skill enhancement.

Mate said the current plant had come of age and could not meet all the standards in different

Hima took ownership of the plant in 1994 from Uganda Cement Industries in 1971. Lafarge through Bamburi acquired the plant in April 1999. \$15m was injected since acquisition increasing production from 120,000 tons to 375,000 tons. However, Njoroge (MD) said, with the new plant, the company hopes to overcome most of the challenges to significantly increase production to meet both local and export demand.

He said the project is being funded by their sister companies and their savings. Hima is a subsidiary of Bamburi Cement which is part of Lafarge East Africa. Baburi Group is the leading producing and marketing Group in the Eastern Africa region.

Its subsidiaries include Hima Cement (Uganda), Bamburi Special Products and Lafarge Ecosystems. Bamburi Cement is a subsidiary Lafarge specialising in building materials with top rankings in all its business: Cement, Aggregates and Concrete and Gypsum. Lafarge is represented with in 76 countries and has 90,000 employees.

SEBIDDE KIRYOWA

Tusker's Project Fame courts media

It is so hard to have a press conference when it is in the night-time of the Tusker Project Fame! Apparently, the press had other options on their plate on Saturday night at Villa Lenana because the stars up was no more than a handful. However, the party had to continue and what better way to kick-start than to employ the charismatic skills of one of the best show hosts in Kenya - Mimi. He joked about the necessity to have also had commentators who are above 18 to which they had to be referred to Tuesday. Subsequently in a grand deal, he said Project Fame was going to choose any star.

As expected, there was the showcase of Tusker Mall Lagers for both the men and women. However, the girls were



Elvis Sekagala talks to UML executives of the Tusker Project Fame media do



DMB STROKES: The Ugandan Boys entertaining guests

This was an easy crowd for Mimi to pick. "Tusker Project Fame is about untrapped natural talent that needs to be given a chance at super stardom. The four contestants from Uganda will be hand-picked by judges during the auditions which begin within few weeks at the Garden City Mall from age 18 and need a shot at a musical career with the renowned Gale Records in South Africa, this might just be your route. Hilda Karamagi, UML's marketing director, remarked

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Youth throng Tusker auditions

EDDIE SIBILUCHA

MANY young people thronged Garden City Exhibition Hall on Saturday to audition for the Tusker Project Fame.

Some had talent, while others were mediocre; but they all had one dream - to become overnight superstars!

One Anthony Balikooa, who claimed to be 'very talented', had his dreams shattered after he was disqualified for failure to produce a valid identity card, which was one of the requirements for the auditions.

He requested Project Fame officials to lend him sh5,000 so that he could acquire an identity card. The P6-dropout's dreams were crushed when he was informed that he was also required to sing in English. This did not go well with



EAGER: Young artists wait at Garden City for interviews

him, he had to leave. The auditions were conducted by Endemol, the producers of internationally acclaimed reality TV shows such as *Big Brother Africa*.

Out of the thousands that turned up, only the most impressive four will be selected to join another six from Kenya and four from Tanzania. All of them will go to the Tusker Project Fame Academy in Nairobi for seven weeks.



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SEPTEMBER 16, 2006
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Project Fame auditions on

The much-acclaimed Tusker Project Fame (TPF) auditions are on today at the Garden City Exhibition Hall in spite of the fire that gutted Uchumi Supermarket Stores last week. The organisers of the event have assured participants that the audition venue was not affected and that the process, which will be conducted by Endemol, the producers of internationally acclaimed TV reality shows such

as *Big Brother Africa*, will go on as planned. Registration starts from 8:00am and auditions will commence from 9:00am to 6:00pm. Those that perform well will be called back for a second chance to impress the judges on Sunday September 17, 2006. The four contestants selected will join another six from Kenya and four from Tanzania at the TPF Academy in Nairobi. The winner will be announced on December 17.



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Emirates launches WC promo

MICHAEL NSURUBOGA



PROMO GOODIES: Area manager Saeed Sulaiman (centre) and partners with items to be won

By William Muwonge

EMIRATES Airlines yesterday launched a three-week promotion whose three winners will watch the soccer World Cup final.

A grand draw of the promotion co-sponsored by The New Vision, Capital FM, UBC TV and SMS Media will unveil the three winners on May 24.

Emirates Airline, official partners of soccer's biggest show, will fly the winners for the final on July 9 in Germany. Kick off is June 9.

Emirates Uganda area manager Saeed Khalifa



Sulaiman, set the promotion in motion at their Kampala offices. "We want Ugandans to be part of the unforgettable World Cup experi-

ence," Sulaiman remarked.

Sulaiman added, "This is keeping in line with Emirates' Promise to keep discovering."

Weekly draws will be held where an assortment of items from Emirates will go to winners.

Thirty-two teams will take part in the event with Africa being represented by Tunisia, Ivory Coast, Angola, Ghana and Togo.

Former holders Germany will set the event rolling against Costa Rica in the Olympic stadium in Munich.

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FIFA, Emirates Airline sign \$200m partnership deal

Dubai - FIFA yesterday announced that Emirates Airline (right) has booked a first-class ticket into the heart of world football by signing up as a FIFA Partner from 2007 to 2014 in the category Airline Passenger Services.

This partnership, sealed by FIFA President Joseph Blatter and Emirates Group boss Sheikh Ahmed bin Saeed Al-Maktoum in Dubai, is the largest sponsorship deal the airline has entered into at a value of USD 185 million and underscores the enduring appeal of football.

Emirates becomes the sixth and final FIFA Partner, joining adidas, Hyundai, Sony, Coca-Cola and Visa in the top tier of the world football governing body's new sponsorship programme that awards six blue-chip corporations the highest level

of affiliation to FIFA over an eight-year period.

Emirates will enjoy core sponsorship rights to all FIFA competitions, including the 2010 FIFA World Cup South Africa and the 2014 FIFA World Cup, as well as to the body's special events.

Emirates' association with FIFA began in 2003 when it was an Official Partner of the FIFA World Youth Championship in the United Arab Emirates. Soon the airline then signed up as one of 15 Official Partners of the 2006 FIFA World Cup Germany.

"I am immensely proud that this prestigious and successful airline has once again decided to place its faith in FIFA and football - this time at an even higher level and with a longer-term commitment," said FIFA chief Joseph Blatter.



Arsenal's Henry flies Emirates Airbus



AIRBORNE: Henry (second, left) pictured with Emirates staff in the cockpit of an Emirates aircraft in the UAE

ARSENAL striker Thierry Henry enjoyed the experience of flying in an Emirates flight simulator with captain Hassan Al Hammadi at the Emirates Aviation College in Dubai this week.

Thierry Henry is in Dubai on holiday and was keen to see the home of Emirates Airline.

Emirates Stadium will become the new home of Arsenal Football Club and from the 2006/2007 football season.

At the same time Emirates will become the club's shirt sponsor for eight years after signing a multi-million pound deal last year.

Henry was accompanied by Emirates cabin crew members Kirsi Urpilainen and Sara Honsidi.

The visit was planned to consolidate Arsenal's partnership with Emirates.

EVIDENCE OF OUR WORK

UBL – Responsible Drinking Campaign



WINNER!

Best Corporate Social Responsibility
Campaign – Consumer Issues: PSFU CSR
Awards 2013



Andrew Kaweesi and Alasdair Musslewhite, managing director of UBL (right) hand over a certificate of attendance to a bar owner

Red card launched to prevent drunk driving

By Oyet Okera

Police and Uganda Breweries Limited have launched a red card campaign dubbed zero tolerance to drunk driving. This campaign is aimed at reducing accidents caused by drunk driving, especially during this festive season.

Andrew Kaweesi, the Kampala Metropolitan Police Commander noted that locking up drunk drivers in police cells is not a solution that can completely curb drunk driving in Uganda.

"We need to find ways of helping Ugandans help themselves go home after drinking alcohol. I appreciate this initiative of the red card campaign," he said. Kaweesi explained that in this campaign, one is expected to call a special hire driver, who will drive

one in his or her car safely home after consuming alcohol.

Last year's police report shows that 289 accidents occurred as a result of driving under the influence of alcohol or drugs. The central part of the country registered the highest number of accidents as a result of drunk driving.

The police metropolitan boss urged all police officers to support this initiative and said police officers will undergo specialised training to curb drunk driving.

Kaweesi urged road safety activists to work with Police to streamline operations aimed at reducing road carnage accruing from drunk driving. He was representing the Inspector General of Police, Kale Kayihura at the unveiling of the red card campaign at Kibuli Police Training School in Kampala. Some of the stakeholders in attendance were city special hire drivers

and bar owners.

Alasdair Musslewhite, the managing director at Uganda Breweries Limited, said the red card initiative will seek to offer alternatives to people who drink and drive through adoption of substitute drivers. Substitute drivers are individuals, who will be vetted by police and they will drive patrons safely at home in their cars.

"At UBL, we believe that this initiative and the partnership with police can reduce the current rate of accidents in Uganda, which are as a result of drunk driving from 60% to 80%.

Statistics for 2011 released by police indicate that 26.4% of total accidents in the Kampala Metropolitan area occurred between 11:00pm and 7:00am. Fatal accidents constituted 8.5% of accidents that occurred between 11:00pm and 7:00am.

2
minute catch-up

● As the festive season sets in, the Police and the East African Breweries, yesterday rolled out a joint campaign, aimed at causing behavioural change and combating road carnage by reducing incidents of drink-driving. The campaign, which also brings on board owners of drinking joints, cab operators and the public, seeks to create awareness about the dangers of drink driving by offering alternatives.

Under the campaign dubbed the "Red Card" with the theme 'zero tolerance to drink driving', 300 traffic police officers will be trained to enhance their ability to deal with the vice.



The Managing Director of Uganda Breweries Limited Mr. Alasdair Musslewhite (L) hands a Red Card to the Kampala Metropolitan Police Commander Andrew Kaweesi. The Red Card will be used to curb drunken driving in Kampala. Photo: Winnie Mandela.

Uganda issues 'Red Card' to drunk driving offenders

BY WINNIE MANDELA

KAMPALA, UGANDA - The festive season is already here, and many people are filled with excitement.

And, to some people like alcoholics, it's time to fill their stomachs.

To curb this, this season, The Uganda Police Force and alcohol makers Uganda Breweries Limited have started the "Red Card" just after the "friends don't let friends drink and drive campaign" as a measure of curbing drunk driving.

This is also intended to reduce the levels of road accidents especially during this festive season.

The Red Card campaign whose major theme is "zero tolerance to drink driving" aims at introducing replacement drivers for people who have consumed a lot of alcohol as a way of reducing on the road accidents.

In this campaign a driver who has been drinking is expected to call a replacement driver who will take him home in his car or a hired taxi in cases where the person drinking has no car.

According to the Uganda Breweries Limited, replacement drivers are going to be pointed

out by the police who will later distribute their numbers to bar proprietors.

During this launch, the Managing Director UBL Mr. Alasdair Musslewhite said that statistics from Police showed a growing trend of alcoholism among the young adults. He attributed this increase to moral degeneration among today's youth.

"Available information from police indicate that there is a growing trend of drink driving among the young adults and it is for this reason that UBL has come up with this initiative to advocate for behavior change

among the young adults," said Musslewhite

The traffic police officers were applauded for their great work and UBL promised to train 300 police officers during this campaign in a bid to improve safety on the roads and ensure that quality is observed.

The Assistant Inspector of Police for Kampala Metropolitan region, Andrew Kaweesi commended UBL for such a great endeavor.

He promised to work hand in hand with them in the curbing of drunk driving.

However Mr. Kaweesi was also disappointed at the rate of acci-

dents caused by drink driving and promised to fight it with the help of UBL.

"The statistics we have indicate that 24.6% of total accidents in Kampala occur between 11:00pm and 7:00am and the fatal accidents constitute 8.5% of accidents that occur around that time which are cases of alcoholism," he explained

Ugandans should be convinced that the red campaign is going to bear positive impacts on the society as the levels of accidents caused by alcoholism will be cut tremendously.

Many people have lost their lives as a result drunk driving.



A police officer checks the alcohol level of a taxi driver in Kampala yesterday. PHOTO BY A. LUBOWA

UBL, police fight road accidents

The Police and Uganda Breweries Limited (UBL) have teamed up to reduce drink-driving accidents as the festive season kicks off.

In 2007, Uganda was ranked the world's leading consumer of alcohol, according to the World Health Organisation's Annual Global Alcohol Consumption Index.

Under a partnership dubbed, Red Card, a patron (driver) who has been drinking, will call a replacement driver to take him home in his car.

According to UBL, the replacement drivers will be vetted by police and their contacts given to all outlets that sell UBL products.

The cost of the transaction is incurred by the patron. Alternatively, patrons can also call accredited taxi cab drivers to take them home.

Replacement or taxi cab drivers work in pairs and are driven back to their bases by their colleagues, after dropping off patrons.

The 2011 statistics released by police show that 26.4 per cent of road accidents that happened in the Kampala Metropolitan Area occurred between 11pm and 7am.

Fatal accidents constituted 8.5 per cent of accidents that occurred between 11pm and 7am.

The commander of the Kampala Metropolitan Police, Mr Andrew

Kaweesi, said the time of the accidents shows that they are a result of drink driving.

Speaking at the launch of the partnership at the Criminal Investigations Department Headquarters in Kibuli, Mr Alasdair Musslewhite, the managing director, said information from police showed a growing trend of drink driving, especially among young adults.

"The bigger impact of the campaign will be change in behaviour, attitude and the culture of Ugandans when they have consumed alcohol beyond the legal limit and are not in position to drive," Mr Musslewhite said.

"We are convinced that this quest for behavioral change will improve the relationship of the drinking citizenry with the police while offering business opportunities to replacement drivers."

According to Mr Musslewhite, 300 traffic officers will be trained on how the "Red Card" campaign works.

Mr Kaweesi said the campaign was a step forward in curbing accidents.

"It will augment police efforts to ensure that crime is prevented while also helping traffic officers avoid some of the occupational hazards they have been facing," he added.

By Solomon Arinaitwe

Beer firm fights drink-driving

POLLY KAMUKAMA

Uganda Breweries Ltd (UBL) has struck an odd partnership with the police to fight drink-driving this festive season.

Dubbed *Red Card: Zero Tolerance to Drunk Driving*, the campaign will offer a soft landing for drunken motorists in Kampala who, instead of being arrested and arraigned in court, will instead be driven back home.

Launched on Monday, the six-week-long campaign follows a realization that the number of accidents related to drink driving are on a steady rise in Kampala, despite a tough crackdown

by Police. Police has in the past slapped hefty fines and 'named and shamed' regular offenders by publishing their faces and names in the media.

"This is just a supplementary effort to the various anti-drink-driving campaigns that are currently running," UBL publicist Richard Wabwire told guests at Kibuli Police Training School on Monday.

Wejuli explained that the *Red Card* campaign would display telephone numbers that drivers can use in participating bars.

"All you have to do is simply dial the number and our driver will come and drive you home safely. You only pay the driver for his services," Wabwire told

guests, explaining that the campaign will eventually spread out of Kampala after the festive season.

The drivers in the campaign are drawn from the Association of Special Hire Drivers and Taxis (ASHDT). The police has deployed 300 police constables in the campaign.

"We have come to appreciate that drinking is part of our culture but we must do it responsibly to protect lives. We are giving motorists a chance to drink without fear of being arrested," said Kampala Metropolitan Police commander Andrew Felix Kaweesi.

pkamukama@observer.ug



The Uganda Breweries Limited managing director, Mr Alsdair Musselwhite, signs one of the certificates that were handed to the Uganda Police in commemoration of the UBL Police Red Card Drunk Driving Campaign in Kampala recently. COURTESY PHOTO.

UBL Wins Big



UBL External Affairs Director Richard Wabwire receives winners certificate in the Uganda Corporate Social Responsibility (CSR) Awards 2013 in the Consumer Issues category for their Responsible Drinking campaign, from Dr. Maggie Kigozi last Friday. The awards were organized by Uganda Private Sector Foundation (PSFU) in conjunction with Uganda Manufacturers Association (UMA) and GIZ.

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EVIDENCE OF OUR WORK



UBL – Water of Life Campaign



PICTURE BY FRED TURyakIRA

Musselwhite (left) and Dr. Upenytho signing the agreement for the project on Friday

Mbarara Hospital gets sh630m for water

By FRED TURyakIRA

The problem of water shortage in Mbarara Hospital will soon be no more. The hospital on Friday received sh630m to establish a rainwater harvesting system.

The project, dubbed "water for life", is funded by Uganda Breweries Limited (UBL) and the Diageo Foundation.

Alasdair Musselwhite, the UBL managing director, said the construction will begin in July and is expected to be completed before the

year ends. The complete system will comprise an underground tank with a capacity of 200,000 litres, two overhead tower tanks with a capacity of 24,000 litres each as well as water treatment and distribution systems.

The project comes after UBL and its partners piloted a sh360m water project at Jinja Hospital in March.

"We work with others to reduce water shortage in communities through substantial water management to accelerate

progress on the water and sanitation Millennium Development Goals," Musselwhite said. He added that the Mbarara project would benefit 600,000 people every year.

The hospital director, Dr. George Upenytho, thanked UBL for the intervention, saying accessing water has been a challenge to them.

Mbarara mayor Wilson Tumwine commended the hospital management for lobbying for the project and urged other organisations to do the same.



Ggaba gets sanitary facility

By JULIET WAISWA

A new water and sanitation facility has been handed over to the community of Ggaba fish landing site.

The move is aimed at limiting pollution on Lake Victoria's shores.

The facility, provided by Kampala City Authority (KCCA) and Uganda Breweries limited (UBL), consists of modern water-borne toilets and showers.

The sh150m project is not only a sanitation facility, but also linked to a water harvesting system, with an underground tank with a capacity of 10,000 litres.

It is expected to serve over 4,000 people.

Dr. Esau Galukande, KCCA's deputy director of production and marketing, said the fishing community at Ggaba has over 500 fishmongers, yet the only available toilet facility was closed two years ago.

Clever Katende, the chairman of the beach management committee, said they use hired facilities, which are not hygienic and are far from the landing site.

"There is a small pit-latrine which KCC built, but we pay sh300 to use it. However, it cannot meet the needs of the



Clarke and Musisi turning on a water pump during the commissioning of the sanitary facility

over 1,000 traders and clients who operate at the landing site," Katende said.

While handing over the facility to the community,

Jennifer Musisi, the KCCA executive director, said the new facilities would not only protect the lake from pollution, but improve

the working conditions of the community at Ggaba landing site as well.

"The unhygienic conditions here have not been conducive

for fish handling. We can now ask the Ministry of Agriculture to gazette the area as a centre for handling fish destined for export," Musisi said.

Ggaba is the largest fish landing site in Kampala. It handles about four tonnes of fish daily.

Despite its size and importance to the fish production chain in the country, community and fish trade, the site has always had unhygienic and hazardous conditions.

Alasdair Musselwhite, the managing director of UBL, said the company believes in empowering local communities through sustainable access to safe drinking water and hygienic sanitary facilities.

"UBL has also funded the construction of a fish handling platform at Luzira Port Bell landing site as well as water and sanitation facilities in Kinawataka," Musselwhite said.

Ian Clarke, the mayor of Makindye, told the residents that they should use the facility to maintain hygiene in the community.

"As a doctor, I want hygiene maintained at this site. It is the community to do that," Clarke said.

PICTURE BY MARY KANSIME

Abarwaire Kwesharinga Aha Disiturikiti Ahabw'okubura Amaizi

Amosias Ayebazibwe
Kabale

ABARWAIRE OMU irwariro rya Kabale erihango eririkushangwa aha kashozi ka Makanga barahiire oku barikwenda kutaahirira ofiisi za disiturikiti ahabw'okuburwa amaizi.



Tibyetaho naayakiira ebintu kandi abarwaire abo bari omu mbuga bashobeirwe n'ebidomora

Abarwaire abagambireho n'Entatsi bagizire ngu ahabw'okuburwa amaizi ku orikurwara waaza kuza omu irwariro waahika aha geti oteine kidomora ky'amaizi nibakubninga haza oshanga waaba nooruga hare kuza kugarukayo kuronda ekidomora ky'amaizi kiba ekizibu kihango. Bongyeire baagira ngu omu irwariro eryo harimu ekizibu kihango ahabw'okuburwa ebitanda okukira munonga abakazi abarikuba baaheza kazaara bababinga batandika kuraara

aheeru omu mbeho n'obwana buto. Orikukora nk'omukugu mukuru aha Irwariro eryo David Tibyetaho agambiire Entatsi ku eirwariro rimazire obwire ritaine maizi ngu kwonka batungire okuhuumuzibwa ngu gavumenti eriyo neeza kubombekyera tanka z'ahaiguru. Abarwaire bagizire tibaine na twizi tw'okumirisa emibazi ngu ku barikuza ekirikutuma bairukira aha disiturikiti kuronda otwizi tw'okumirisa omubazi. Aho niho ab'ekitongore kya Uganda Breweries Ltd kucwamu kutaayaayira eirwariro kubatwarira

eby'okukyencura amaizi (water filters) ahabw'okuhwera abarweire kutunga oku baakubaasa kumira omubazi. Orikukurira ekitongore ekyo Richard Wajuli agambire Entatsi ngu bariyo nibeetoroora omuri Burengyerw izooba yoona barikuheereza eby'okukyencura amaizi. Ceyamaani LC 5 Patrick Besigye Keihwa agambiire Entatsi aha simu ngu ekizibu ky'amiazi nibakireeba kandi kimazire obwire bwingi ngu kwonka baine amatsiko ku kirikwija kuhwaho.

Kasese gets relief

More than 18,000 people have been displaced



Grace Nshemeire (c), UBL's Marketing Director, hands a spade to Dr. Bildard Baguma, Red Cross' Under Secretary General Programs & Projects, as part of the sanitation kit worth Ushs30m to help flood victims. **Photo by Baz Waiswa**

BY BAZ WISWA

KAMPALA, UGANDA— Uganda's corporate organisations are giving a helping hand to the displaced people who fled the devastating floods in the western district of Kasese recently.

Uganda Breweries Limited (UBL) donated water purification tablets and sanitation kits worth Ush30 million (just over \$11,000) last week.

"If you have improper sanitation, disease breaks out and spreads quickly. Hygiene is vital in emergencies. We are therefore grateful to UBL for supporting this area", Michael Netaka, the Uganda Red Cross (URC) General Secretary said.

The URC estimates that more than 18,000 people have been displaced after rivers Nyamwamba, Mubuku, Rwimi and Nyamugansi burst their banks and flooded Kasese Municipality and the surrounding areas. The situation is worse than a similar occurrence in 1976.

The government and URC have been running an appeal for humanitarian support. Some Ush1.8 billion (\$600,000) is required to soften the blow on the 18,000 people or 3000 households affected.

Richard Wejuli, UBL's Corporate Relations Director asked others and notably corporate entities to step forward and partner with URC and the government to mitigate the impact of the recent disaster.

By Miriam Ahumuza
& Culton Nakamya

UBL Boosts Fish Mongers

The fishing community at Port Bell on Friday received a fish handling platform that was connected to a 10,000 rain water harvesting tank from their neighbours Uganda Breweries Limited. This will help the fishmongers to sell fish in a clean environment and also ensure clean, sustainable and an affordable water source to the over 100 fish traders.

Commissioning the facility, Alasdair Musselwhite, the Managing Director of UBL noted that the "water of life" would help the people at Port Bell and other surrounding areas access water, thereby

moving a step closer in the struggle to achieve the Millennium Development Goals. He observed that most of the people working around the landing site were operating in dirty conditions due to the limited access to clean and safe water and poor handling facilities.

Meanwhile, in Luweero, UBL also manufacturers of Senator Extra beer launched a Shs500m cultural festival. The festival is aimed at bringing out various cultural dance groups to participate in the Senator annual national cultural competitions. Launching the festival on

Friday at Kasana playground in Luweero Town Council, Haruna Walusimbi, one of the organizers said more than 250 cultural dancing groups are to participate. He said from the district level, the competitions are to go regional and the finals will be held in Hoima come December this year.

Mark Mugisha, the Senator Marketing Manager says the festivals which were launched in 2005 are aimed at promoting culture through Music Dance and Drama and the winner is to match away with Shs68m of the Shs0.5bn (Shs500m) injected.

Over 20 health facilities in western Uganda receive water filters

By **FRED TURyakIRA**

A total of eight hospitals and 15 health centres in south western Uganda faced with the challenge of accessing clean and safe drinking water, have received water filters.

Three of the beneficiaries, who received the filters donated by Uganda

Breweries on Thursday, include Kabale Hospital, Rugarama Hospital and Kamwezi Health Centre IV, all in Kabale district.

David Tibemanya, the Kabale Hospital senior administrator, said though the filters were not enough to serve the two million people in the hospital's catchment area, they would

improve the health condition of patients who were using unclean water.

"We don't give patients boiled water because of the meager budgets. They either come with their own water or buy from the shops. The clean water is a relief," Tibemanya said.

Richard Wejuli, the Uganda Breweries corporate relations

officer, said they discovered that most health facilities in the area do not provide water to the patients and that where it was provided, it was not sufficient.

Wejuli said the water project will benefit about 234,000 people in the region. He revealed that Uganda Breweries may extend the

project to other areas. Other hospitals that benefited from the project include Kitovu Hospital, Masaka, St. Karoli Hospital, Nyakibale in Rukungiri district, Kitagata in Ibanda district and Ibanda Hospital in Ibanda district.



Mr. Charles Busingye, the Uganda Breweries Area Sales Manager for Kabale shows staff at the District Health Officer's (DHO) office Kabale how to assemble water filters. The company donated filters to 14 health centre IVs and six hospitals in south western Uganda. They will enable patients to access clean and safe drinking water.

Vendors get sanitary facilities

BUSIA

By Vision reporter


Sanitation facilities comprising a flash toilet, shower rooms and a 10,000-litre tank have been commissioned in Busia market.

The facilities that were constructed by Uganda Breweries Limited were commissioned by the company's finance director, David Bagenda. Bagenda said the company believes in empowering communities through the provision of good sanitary facilities.

The town scored 28% in the inaugural Clean Town Competition conducted by the Vision Group, putting it in position 84 out of 122 towns in the survey.

Edrisa Jaggwe the Busia market chairman, said the market, which attracts over 1,000 traders on a market day, has been having one pit-latrine. Other places where UBL has built such facilities are Kinawataka, Ggaba landing site as well as Jinja and Mbarara hospitals.





EVIDENCE OF OUR WORK

Previous campaigns for Coca Cola

- ✓ Coke Real - 2003/4
- ✓ Coca Cola Pop stars – 2004/5
- ✓ Coke Side of Life - 2006/7
- ✓ Coke MTV VJ Search - 2007

Entertainment **Blitz**

Popstars go live-for-life

By Elizabeth Kameo
WEEKLY OBSERVER

This December, three East African pop star groups, Bluz from Uganda, Sema from Kenya and Wakilishu from Tanzania are giving the less fortunate a special Christmas gift. The groups are to fundraise for Sanyu Babies Home at Namirembe and UWESO-supported children in

Nansana.

For Marcella Mukasa, chairperson of the UWESO executive committee, this is proof that Uganda and East African musicians have finally realised their responsibility to the society in which they live and work.

"When you live in a country like Uganda where there are other people who are less fortunate and less successful, it is good to use your money and success to help the less fortunate."

tunate," she said. This is the first time the pop groups are performing at the same function since they won the prestigious titles earlier this year.

This is the first

event will be a VIP charity dinner/concert at the Sheraton Kampala Hotel on December 19. The following day, there will be a public show at the Lugogo Cricket grounds. Here, Bluz will also launch their album. Proceeds from the events will go towards Coca-cola and Spheraton Hotel's support for orphans at Sanyu Babies' Home and the UWESO Nansana home.

"We are doing this in the spirit of Christmas, we want to be able to give Sanyu Babies' home and UWESO home a tremendous boost to the start of 2005," said Sheraton Hotel boss Dirk ten Brink.

Tables for the VIP concert at the Sheraton Hotel will cost Shs 1 million each, while individuals will each pay Shs 100,000. Entrance to the Lugogo show will be Shs 5,000.

The East African pop stars are not the first musicians to reach out to the less privileged. They join musicians like Jose Chamelone and Richard Kawesa who earlier this year started the '3 hours away' initiative through which they reach out to Galla's long-suffering children.

The fundraising concert will also feature musicians such as Tito, Steve Jean, Peter Miles, Raga Doo and many more.



Century targets sh50m for charity

By James Odomei

RICHARD OKOT

CENTURY Bottling Company (CBC) has launched a 'Live for Life' campaign to raise sh50m for Masuliita Children's Home.

Launching the campaign in Namanve recently, CBC's development manager Patrick Mugenyi said, the promotion started on November 15 and will end on December 15.

"We shall be taking two shillings from each bottle sold and give it to charity," he said.

CBC's public relations officer, Maureen Kyomuhendo, said the promotion will be spiced up by performance of Coca Cola pop stars on December 11 at Lugogo.



AID: Mugenyi and Marcella Mukasa launching the campaign

☐ Coke launches campaign for orphans



TOGETHER: Mr Ndema Rukandema, the Coca-cola Managing Director, holds hands up with Ms Marcella Mukasa, the Chairperson of UWESO, during the launch of the "Live for Life" campaign yesterday at the firm's Namanve plant (Photo by Wandera Owora Ojumbo).

INTERVIEW

Live on Coke's positive side

The Coca Cola Company has launched the *Coke side of Life*, a global campaign, which seeks to further consolidate its market position by appealing to its target audiences to focus more on the positive things in life. *Daily Monitor's* Muhereza Kyamutetera talked to Esther Mungai, Coca Cola East Africa Country Director on what the campaign means for the brand.

What does the "Coke side of life" mean?

The Coke Side of Life is a global campaign; or a global invitation by Coca Cola to its customers to happiness and an actively positive approach to life.

We are calling upon everybody to live on the brighter side of life; to say yes in a world where saying no often seems to be the easy answer.



POSITIVE: Ms Esther Mungai. Photo by Joseph Kiggundu

Simply put, we are looking at communicating the link between coke and the happiness it brings.

Being a global campaign, we have toolled it to offer each country an opportunity to interpret its own moments of happiness and the brand's role in those moments.

It is also more than just a campaign - it is an integrated communications platform. We shall use a varied mix of media to deliver our message to our

consumers.

Of course you recognise that the different markets we are in have different levels of market development. Coca-Cola is for example at different stages in its communication in Africa, China, and in the UK and this will provide guidelines on for example whether to communicate the product benefits like refreshment, taste etc, or image attributes like lifestyle.

Is there a specific side of life affiliated to Coke that its con-

sumers are being urged to adopt?

The Coke Side of Life is any positive activity that encompasses our day-to-day life. It is seen in happy people, those who see life on the positive.

It is thus a call for people to start seeing and living life in a positive manner.

What was the key problem that this new campaign had to solve? What are you trying to achieve?

It is also more than just a campaign - it is an integrated communications platform. We shall use a varied mix of media to deliver our message to our consumers.

One of the key drivers of our company is our soft drinks business. We realised that we needed to re-engage our consumers, make ourselves more relevant to them, make Coca-Cola a conscious choice rather than a beverage that is "just" everywhere.

Is this campaign a response to the competition?

The market is certainly competitive and it is incumbent on us to seek opportunities for increased play in the market and the entire industry.

For us to do this, we must be more innovative and aggressive in the way we communicate to our market and I believe the *Coke Side of Life* is one of them.

Uncorking the Coke Side of Life



STOCK IT: Employees of Century Bottling Company stock a cooler during the ongoing Coca Cola Market Impact Transformation. Courtesy Photo

MONITOR REPORTER

THE Coca Cola Company's new Coke Campaign the Coke Side

of Life campaign was launched on March 30th 2007.

Since then, the Company's Market Impact Transformation

(MIT) team has literally overturned the trade.

Coca Cola is storming several retail areas to change Point of Sale materials to reflect the new campaign.

This exercise is all about the teams entrenching the *Coke Side of Life* in the trade and putting up all advertising materials in the outlets in order to blend with the visual, audio and experiential campaigns.

It is also an educative campaign in all outlets encouraging them to stock up enough to meet the excitement that the consumers will have experienced.

"The exercise has been with received with lots of enthusiasm from our customers seeing that Coca-Cola has come out to help them grow their business and tell them about the new global campaign" Said King'ori Macharia, the Operational Marketing Manager Coca-Cola East and Central Africa Division-Uganda.

The MIT exercise will be done countrywide for five weeks in addition to other supporting activities.

Flying Ugandans to the Coke side of life



ACROBATS: The Sakarakasi dancers from Kenya mesmerised guests with their stunts by defying gravity and eating fire.



THE BOSSES: Country Manager George Nisbert(R) and P.R.O.M. Kyomuhendo

Coca cola launched a new campaign meant to make people cherish happiness in a colourful and function at Serena hotel on Friday



COCA COLA POPSTARS: Blu*3, a group that was born after a Coke sponsored reality show thrilled the crowd at Serena.



WINNER: The 'flight captains' Allen Kasujja and Melanie hand over a DVD player to a winner after his 'air ticket' (invite) had a lucky number. Several guests won prizes.



HOSTESSES: The theme of the party was a flight on a plane and the Coke 'air hostesses' pulled it off with their smiling faces. Photos by Eddie Chicco



COLOURFUL: This young lady adhered to the dress code.

Coke happiness caravan goes on the road

After launching their new happiness campaign, the Coke caravan is on the road to make sure everyone lives on the Coke side of life



MOBBED BY FANS: The first stop of the caravan was in Kawempe and stars entertained fans. Above is Sweet Kid in the middle of a frenzied crowd. Top is Sarah Zawedde performing. Photos by Eddie Chicco

MTV NETWORK:

MTV Coca Cola VJ search on

MOSES SERUGO

Alex Okosi, Senior Vice President and Managing Director, MTV Networks Africa was in town last week to launch the MTV Coca Cola VJ search, an initiative that will hopefully see Ugandan artistes get more visibility on the pan-African music television channel MTV base. The channel which reaches 10.5 million households in Africa via mostly satellite and terrestrial TV is looking for a Ugandan VJ who will act as a window into Ugandan urban culture. The VJ – a TV announcer/presenter – will introduce, play and provide commentary on videotaped programmes, especially music videos. Okosi emphasised at last week's launch at Club Silk that they were not looking for someone to mix visuals in much the same way a DJ mixes music.

Instead, wannabes with the style, skill and sparkle to host an MTV base TV show and a desire to join the elite band of MTV presenters are the ones who should make their way to the audition venue at The Basement, Hotel Equatoria come Sunday August 26. Hopefuls need not have an educational qualification when they get to face audition judges Lysandra Chen and Dave Kazooru. Enthusiasm, grounding in urban culture and extensive knowledge of music is what will count. Only the first 1,000 hopefuls will be auditioned so it is important to get to the venue early where Blu*3 and Bebe Cool will perform and DJs Ricky, Bobman and Frank will keep the crowd entertained. South African MTV presenters Sizwe Dhlomo and Fikile (Fix) Moeti who emerged from similar searches will also feature. Highlights and funny moments from the audition will feature on MTV base on DSTV channel 88, GTV channel 7 and WBS TV starting September 6.

Only three finalists will make it to the next round and will show off their skills in front of a live audience on September 13 to compete for viewer-votes. The winner will be announced live on air on WBS TV. The winner's brief will include interviewing



COME: Okosi launched the search. Photo by B. Birakwate

sador showcasing aspects of Ugandan urban culture to the rest of the continent.

The yearlong assignment comes with a couple of perks like Sizwe Dhlomo will confirm. "It's the kind of job that will open doors for whoever wins. Their horizon can broaden by featuring on other MTV base shows coupled with garnering flier miles," says Sizwe who won a similar search in South Africa in 2005.

Okosi denies the Coca Cola-sponsored initiative is a belated attempt at MTV base endearing itself to Uganda, which has a paltry rotation of music videos. "That is completely false," he emphasises. "Uganda has always mattered to us as a channel. We made it a point to come to East Africa when we launched MTV Live. This new cam-

turing Benon (*Ugandan Ga*), Mabel featuring Vamposh (*Shhh*) and Hip Hop Allstarz (*Brand New Day*) are the Ugandan artistes whose videos have featured recently while Kenya and Tanzania enjoy a prolificacy that has ensured nods at the prestigious MTV Europe Music Video Awards.

Local MTV base representative Donald Mugisha says Chameleone's *Sivyo* featuring Professor Jay, Spontaneous' *Nyongeza* featuring AY, Priscilla's *Dancing*, Ngoni's *Nakupenda* and Bella's *Fansi* will be gracing the channel's play lists in the near future. Okosi says musicians do not have to hire a big expensive car or have girls wearing skimpy clothes. "All we want is a video with a high picture quality and a storyboard that makes sense. The cost does not matter much to us," Okosi advises. He urges artistes to put as much passion

into their music videos as they do to their audio releases. "A good performance in a music video makes it travel thereby capturing of foreign markets." Overall, music video content from Africa has increased from 20 percent to 40 percent on MTV base. Plans are underway to start an MTV base award show for Africa in 2009. Okosi says they cannot pay royalties for music videos just yet because "you have to have money to pay money". Only artistes who have agreed to have their videos played on promotion get rotated. Still as a policy MTV base will pay collection agencies and not individual artistes when and if its revenue base increases.

Okosi promises that the channel will continue to use its Staying Alive campaign

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Uganda Breweries Limited scoops CSR consumer award



UBL External Affairs Director Richard Wabwire receives winners certificate in the Uganda Corporate Social Responsibility (CSR) Awards 2013 in the Consumer Issues category for their Responsible Drinking campaign, from Dr. Maggie Kigozi last Friday. The awards were organized by Uganda Private Sector Foundation (PSFU) in conjunction with Uganda Manufacturers Association (UMA) and GIZ.

Uganda Breweries Limited has emerged a winner in the Uganda Corporate Social Responsibility Awards 2013 in the Consumer Issues category for its continued push for responsible alcohol consumption in society.

According to the judges, UBL has shown responsibility for the past three years it has implemented the Responsible Drinking (RD) campaign that aims to educate consumers about the company's products and the dangers of abusing them.

The "Red Card to drink driving" campaign which won the prize involved informing consumers on dangers of excessive alcohol consumption and training bar owners and taxi, cab drivers on how to manage people who are most likely to drink and drive.



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UGANDA BREWERIES REKINDLES "RED CARD" CAMPAIGN TO CURB DRUNK DRIVING COUNTRYWIDE

Uganda Breweries has reactivated the "Red Card" campaign aimed at reducing incidences of drunk driving, with plans to replicate the success of the campaign in the whole country particularly during this festive season.

The Red Card campaign, previously carried out in Kampala, has achieved tremendous success in changing people's attitudes towards driving under the influence of alcohol hence reducing related road accidents.

According to Kampala Metropolitan Police (KMP), the Red Card Campaign carried out during last year's festive season achieved a 10% reduction in the number of drunk-driving related accidents. This was significant as statistics before that indicated that drunk driving was responsible for about 80% of all accidents in Kampala Metropolitan area.

"The Responsible Drinking programme is a rolling initiative which gets re-enforced every year with new and unique messaging. UBL is a responsible company that knows that while our products are meant to be enjoyed, they should be enjoyed in moderation," said UBL Corporate relations Director, Richard Wabwire during the campaign launch.



L-R) Uganda Breweries Corporate Relations Director, Richard Wabwire, Assistant Principal Secretary in the Ministry of Internal Affairs, Aggrey Wunyü, legendary referee Charles Masembe and Deputy Commander Traffic division in Kampala Metropolitan, Benith Wakooli



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CEOs root for outsourcing of HR functions

Most company leaders want the administrative human resource functions to be outsourced so that all employees can concentrate on the core business.

This emerged in a forum held on Friday which brought together Human Resource practitioners and CEOs of various companies across Uganda.

The Symposium was themed "Defining the next stage of evolution of human resource practice in Uganda- Insight from CEOs".

"According to a worldwide survey, most CEOs would prefer most of the financial aspects of HR including handling of employee benefits, medical covers, workers compensation among others outsourced," said Francis Kamulegeya- the MD of PriceWaterhouseCoopers.

"CEOs would prefer human resource departments to focus on the key issues of the business," Kamulegeya said.



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MUA THOUGHT LEADERSHIP CAMPAIGN



The Situation

As part of its rebranding initiatives we strategically set out to position MUA as an authority in the insurance Industry

The Approach

Developed a five part digital media series dubbed One on One with the MD, where Mr. Latimer Mukasa discussed several topical issues affecting the Insurance Industry and strategically positioned MUA as a leader in the Insurance sector.

Delivery

- Digital series that aired on MUA social media platforms



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MUA Uganda
July 9 at 6:06 AM

Bancassurance is now a common service undertaken by most banks in collaboration with insurance organisations. Join our MD Mr. Latimer Mukasa tomorrow at 11 AM as he discusses how this service has benefited the insurance industry and a lot more. #OneOnOneWithTheMD



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23 hrs · 🌐

Catch Mr. Latimer Mukasa in our final and 5th session of our #OneOnOneWithTheMD as he enlightens us on what can be done to boost the insurance industry in Uganda and lots more.



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BTL COMMUNICATIONS AND CREATIVE WORKS



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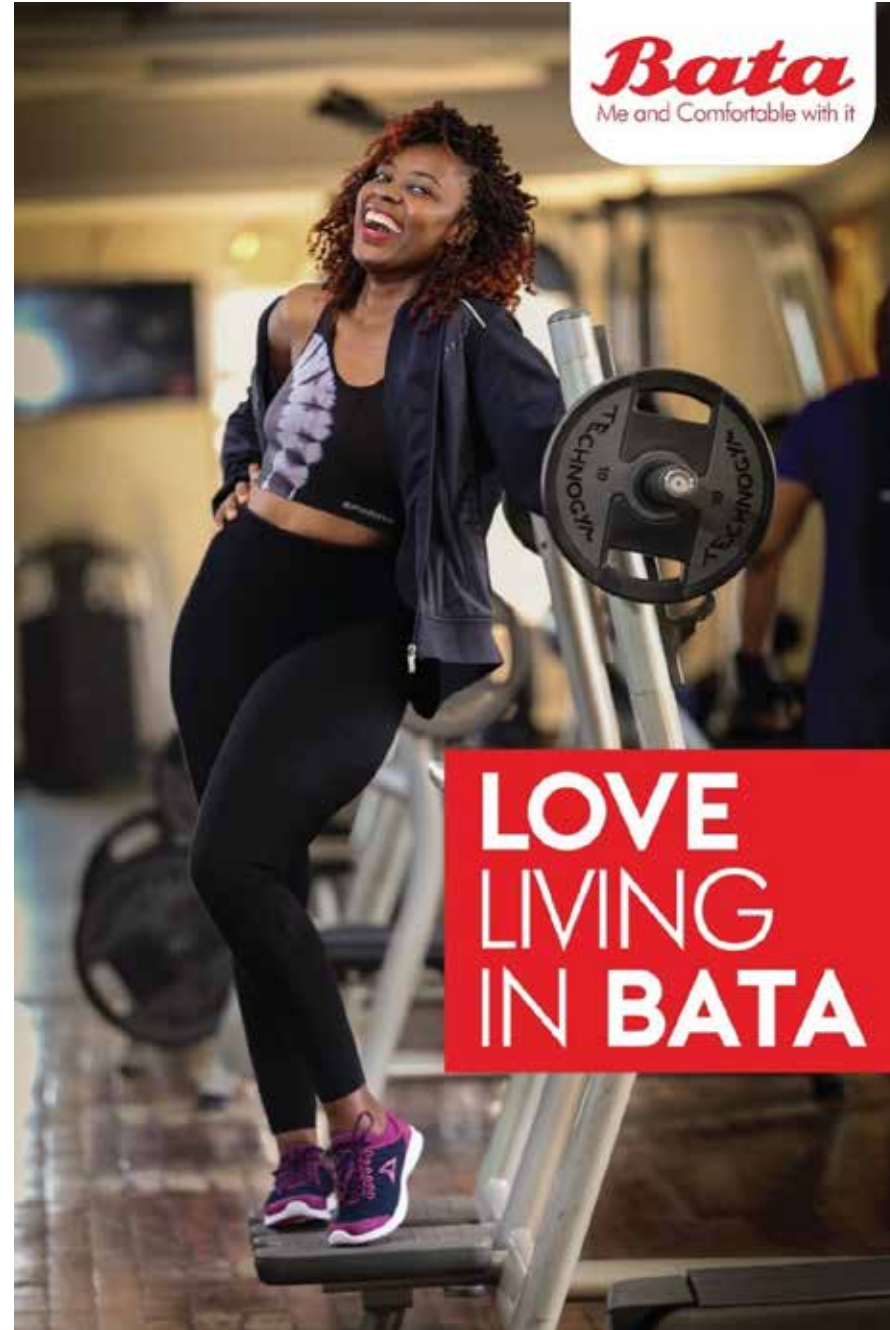
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ICEA GENERAL INSURANCE SIMBA MOTOR CAMPAIGN



The Situation

Promote ICEA General Insurance's motor insurance flagship product
"SIMBA MOTOR INSURANCE"

The Approach

We used the popular character "Tommy Tumbo" to bring out the benefits and key features of the Simba Motor Insurance product through a 3D (3 DIMENSION) Television advert that run on popular TV (NBSTV)

Delivery

- The 3d advert was used both on social media and mainstream television

Left sidebar navigation menu including News Feed, Messenger, Watch, Shortcuts, Explore, and various group/page shortcuts.

Facebook post by Joel Hongwech: "He was stalking you". Includes interaction buttons (Like, Reply) and a comment input field.

NBS Television live broadcast advertisement for "ACCIDENT SCENE MANAGEMENT". Features a 3D character and a "LIVE" indicator.

Facebook post interaction area showing 71 reactions, 85 comments, and 7 shares. Includes user comments like "Ssen Zak Minister talk English".

"People You May Know" sidebar section listing suggested friends with profile pictures, names, mutual friend counts, and "Add Friend" buttons.

Language selection bar with options for English (US), Français (France), العربية, and Español.

Footer area containing privacy and advertising links, and the text "Facebook © 2019".



EVENT RELATED PR WORKS

BATA FASHION WEEKEND

On April 13th 2019, Bata celebrated 125 years globally and 53 years in Uganda in what was its 3rd edition of the Bata Fashion week. The theme was 'The Evolution of Style.'

Globally the event was held in Milan,

Task ; Organize a replica of the global celebrations and international event here in Kampala Uganda

Venue; The Venue was the square

Event; Fashion Show "Evolution of style"



BATA FASHION WEEKEND

Bata celebrates milestone in style





THANK YOU!
😊

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