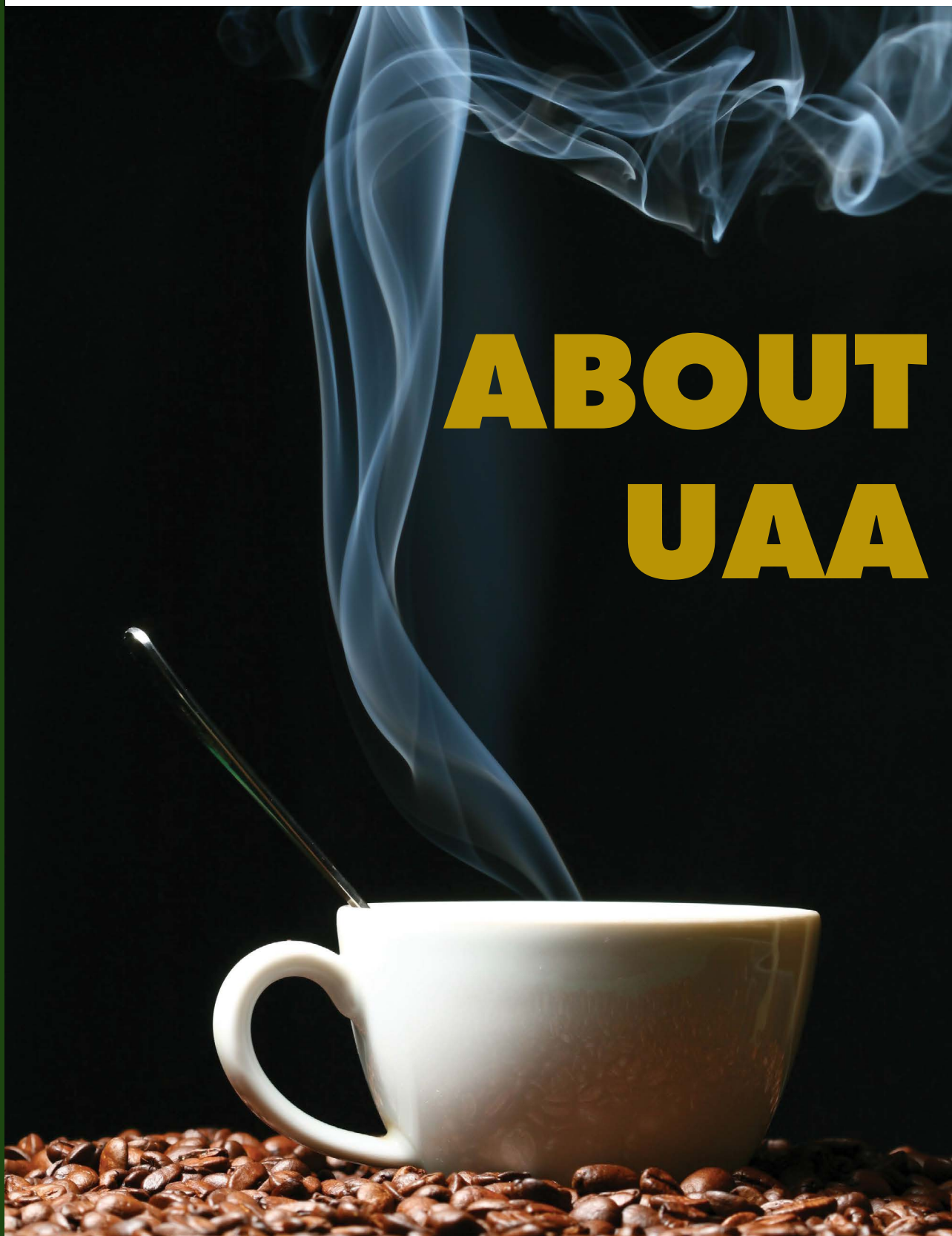




# Uganda Agribusiness Alliance

*Partnering for Growth*

## ABOUT UAA



Call us +256 703 679000 | +256 753 545182 | +256 754787892



# NETWORK. CONNECT. SUCCEED.

Agribusiness is the world's largest industry employing half the world's people, deploying half the world's assets, and generating 40% of the world's consumer goods. It is the very business of nourishing everyone in the world perpetually. For Uganda, agriculture remains the country's economic backbone and its global comparative advantage! More than 80% of the country's labour force derives its livelihood from agriculture, which also contributes an average of 24% to the country's gross domestic product.

However, it is not just agriculture - it is agriculture and agribusiness combined that matters to our economy, working as one effective wealth-creating system.

The World Bank estimates that Sub-Saharan African agriculture and agribusiness could develop into a US\$ 1 trillion industry by 2030. The Bank, however, cautions that for this to happen everyone will have to work hard. UAA has answered that call by creating a multi-stakeholders platform which promotes a dynamic private agribusiness sector that works side by side with government, researchers, donors and civil society organisations to link farmers with consumers.

For too long, the agribusiness industry in Uganda has been working in Silos. Our purpose is to unite all those involved in the industry to best optimize their ability to profitably and sustainably pursue the many global opportunities that present themselves as part of competing in the world's largest industry – agribusiness. UAA is your bridge to conducting successful agribusiness in Uganda.

I invite you to join an alliance devoted to growing solutions to address the big issues affecting our industry today.

**Victoria Sekitoleko**

Chairperson

Uganda Agribusiness Alliance



# WHAT IS UGANDA AGRIBUSINESS ALLIANCE?

The Uganda Agribusiness Alliance (UAA) is an independent private sector-led alliance; made up of corporate bodies, financial institutions, agribusiness associations, ancillary services providers and other institutions that support the development and growth of agribusinesses in Uganda. UAA was founded in July 2014, to convene, actively engage as well as to build alliances with key agribusiness stakeholders in order to catalyse the sustainable development of a profitable and globally competitive agribusiness industry.

As a private sector driven alliance, UAA seeks to build a positive and practical shared agenda for sustainable agribusiness industry growth by contributing to better policy-making, informing business decisions, sharing best practices, facilitating collaboration and engaging stakeholders beyond commercial objectives.

Our efforts support the development of the entire value chain from input to output markets and supporting mechanisms such as research, agricultural finance, agricultural innovations and technologies, climate change adaptation and climate smart agriculture, human capital development, improved land tenure system, etc

For too long, stakeholders in the agribusiness industry in Uganda have been working in Silos. UAA provides a network for unifying the agriculture value chains actors and supporters, ensuring that the sector becomes competitive.

**UAA is a reliable partner in a strong national and international agriculture and agribusiness network.**

# OUR VISION

“A competitive, market oriented, sustainable and inclusive agribusiness industry in Uganda that supplies safe and healthy products for the domestic and international markets”

# MISSION STATEMENT

To convene, coordinate and actively engage key agricultural value chains actors in developing a competitive, market oriented, sustainable and inclusive agribusiness industry through constructive dialogue, insights, capacity building and partnerships.

# OUR PHILOSOPHY

Our philosophy is to support, represent and foster agribusiness industry development. We are dedicated to supporting our members and partners, encouraging entrepreneurial activity and promoting responsible business practices for the benefit of the agribusiness community in Uganda.

**UAA is about  
Advocacy,  
Networking &  
Business support**

We represent the collective interests of the agribusiness industry. As an independent alliance of agribusiness leaders in Uganda, our objective is to make sure your views are taken into account when the government is reviewing policy, or seeking the views of the wider agribusiness community.

# UAA VALUES & GUIDING PRINCIPLES

- **Trustworthiness** – denotes honesty, integrity, and reliability.
- **Transparency** – implies openness, communication, and clear visibility.
- **Accountability** – implies being answerable and liable.
- **Flexibility** – the ability to adapt to both internal and external market changes while maintaining core values.
- **Sharing** – making cooperative use of resources and best practices.
- **Innovation** – thinking outside the box in seeking solutions as opposed to being narrowly focused.
- **Participation** – involving stakeholders in the process of achieving our objectives



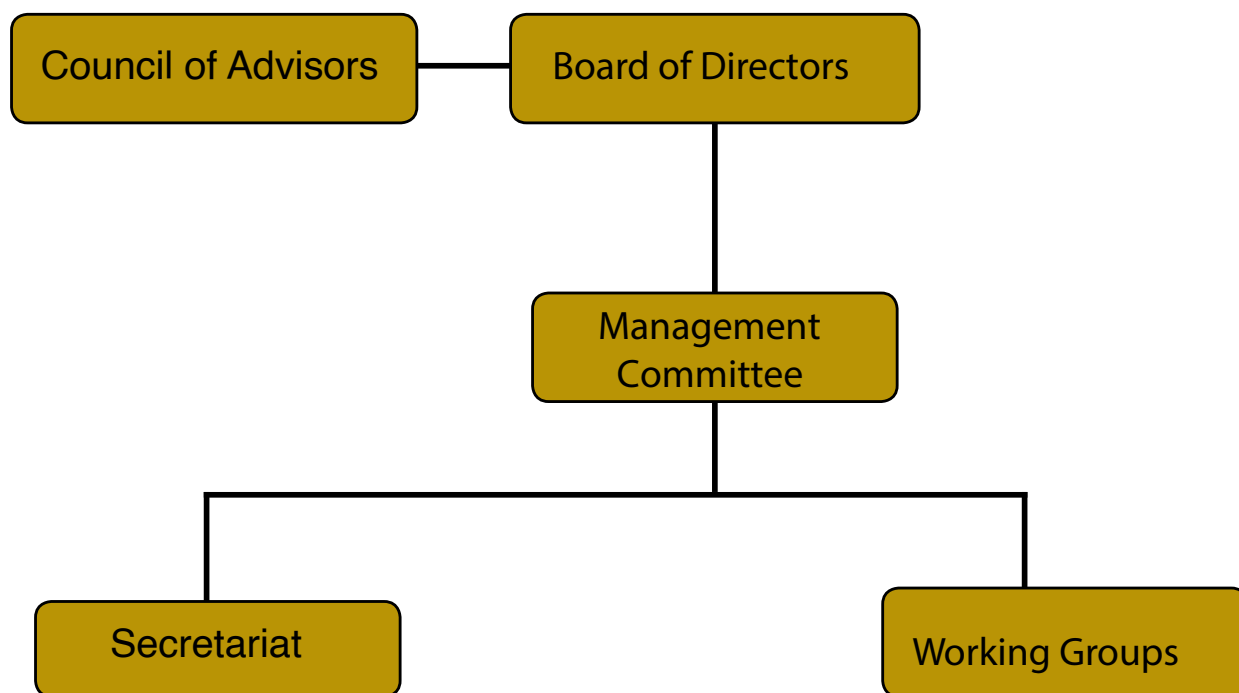
# PRINCIPAL OBJECTIVES TO ACHIEVE THE MISSION STATEMENT

- To create industry-to-industry linkages that drive on-the-ground action on business issues that matter for agribusiness growth;
- To promote inclusive, commercially successful, agribusinesses that benefit all actors in the value chain;
- To prepare, disseminate, and promote the exchange of information on matters affecting the agribusiness industry in Uganda;
- To catalyse strategic multi-stakeholder partnerships and building strategic alliances;
- To raise awareness among domestic, regional and international investors about the attractiveness of Uganda's agribusiness industry in to expand private sector investment in agriculture;
- To enable research and innovative growth amongst agricultural entrepreneurs through knowledge, business skills, technical development, finance, markets, networks and capital needed to advance their enterprises.
- To advocate for policies and legislation needed to build an enabling environment for agribusinesses of all sizes to thrive and grow.

UAA works with partners to grow agriculture in Uganda into an interconnected, business-oriented industry in order to drive a growing and modern economy, reduce poverty and feed millions, protect the environment and return a profit at every link in the value chain.



# GOVERNANCE & MANAGEMENT



## BOARD OF DIRECTORS

Our board members and staff have acquired in-depth understanding of the business, social, cultural and economic issues of the agribusiness industry in Uganda and the rest of the world. This enables UAA to draw from a large pool of experiences in a wide range of technical and sectoral disciplines to create the value that our members and partners are looking for.

## COUNCIL OF ADVISORS

The Board of Directors (the Board) comprises domestic stakeholders drawn from the private sector, who hold backgrounds and qualifications including: law, finance, government, economics, public service, academia, agriculture, business incubation, impact investment, and entrepreneurship. This range means that the Board can contribute effectively to the development of the organisation. The Board will have the overall responsibility for directing the development of UAA and the management of its assets and the operations.



# FOUNDING BOARD MEMBERS

## Victoria Sekitoleko

Board Chairperson



**Victoria** is an agribusiness /rural development professional and a former politician.

She grew up as a farmers' daughter in Uganda where she first worked as a development banker for 13 years, after which she joined politics where she spent just under a decade as minister of Agriculture, before joining the Food and Agriculture Organization of the United Nations (FAO) based in Zimbabwe but covering Eastern and Southern Africa, as regional director, later moved to Ethiopia to represent the FAO at AU/ECA and Ethiopia... later on moved on to do the same job in China, Mongolia and the Democratic Republic of Korea. Currently she serves on a number of both national and international boards while practicing urban farming as a hobby.

## Edward Katende

Board Secretary and chair of the Finance & Administration Committee



**Edward** is at the heart of delivering UAA's mission and leads the organization's interaction with the agribusiness industry, government, development partners, finance and investment communities.

Edward's career started in Uganda's banking sector, before moving to London in 1999 where he enjoyed an illustrious career with the United Kingdom's top corporate advisory firms, retiring as a licensed insolvency practitioner in 2011. Since his retirement, he dedicated 3 years of his life, with Focus on East Africa, investigating the best ways to create wealth for his native Uganda, transitioning in 2014 to become a founding member of UAA.

He is also a founding member of the Agribusiness Incubation Alliance of Uganda a national body of member organizations dedicated to supporting the growth of new and early-stage agribusinesses in Uganda.

## Richard T. Tugume

Chair of the Board's innovation and incubation Committee



**Richard** is a livestock rancher and crop farmer as well as a passionate promoter of practical environmental conservation.

Previously Richard served as the Loan Portfolio Manager for Root Capital, a US-based social investment fund. His portfolio covers Uganda, Rwanda, Tanzania and Eastern DRC, with a loan book size of \$16m. Before joining Root Capital, Richard worked for PricewaterhouseCoopers- Uganda as an external auditor, TechnoServe-Uganda as an accountant and Kilicafe in Tanzania as a Financial Controller.

UAA seeks to bring fresh thinking, a market-based business philosophy, and most importantly action to developing the agricultural industry in Uganda





## Eve Kasirye-Alemu [Ph.D]

Chair of the Board's Research and Advocacy Committee



UAA's work is developed around ideals of interdependence and national responsibility sustained by action programs, stressing mutual interest and commercial reciprocity to create a future in which all actors across the agricultural value chain thrive

Eve is a Food Scientist, a Standards and Quality Assurance Expert and an agriculturist. She is presently a Senior International Consultant at BUDE Consultants, a Techno-Business and Development Consultancy firm.

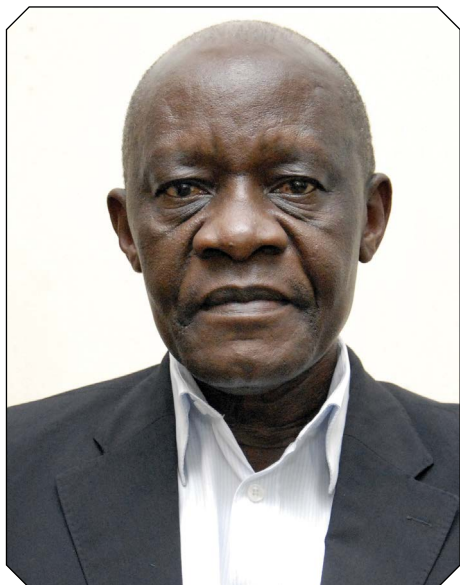
Eve is the founder of Uganda National Bureau of Standards (UNBS) and was its first Executive Director for a period of 12 years. She was one of the 3 East Africa Standards CEO, who established the current common EAC Harmonized Standards programme. For 7 years she was the National Central Competent Authority officer for safety and quality of fish and fishery products exports to European Union (EU) and led Uganda to total compliance with EU fish safety, export requirements. She lectured for 6 years in Department of Food Technology and Applied Nutrition, University of Nairobi, Uganda and is part of the team that set up and nurtured the East Africa MSc. Programme in Applied Human Nutrition, based at the University of Nairobi. While still at University of Nairobi and on return to Uganda she played a significant part in the establishment and development of the current School of Food Technology, Nutrition and Bio-engineering at Makerere University.

She previously served as the Vice Chairperson of the Private Sector Foundation Uganda (PSFU) governing Board for 6 years. She has also served on various governance bodies, including, the National Agricultural Organization (NARO) Council, Chairperson of Uganda Women Entrepreneurs Ltd (UWEAL), Chairperson Uganda Professional Women in Agriculture and Environment (AUPWAE), current Vice President of the General Assembly of the Association for Strengthening Agricultural Research in Eastern and Central Africa (ASARECA), is current Chairperson for Committee of Environmental Practitioners (CEP). She is a past Coordinator for FAO/WHO Codex Alimentarius (worldwide food standards programme) Coordinating Committee for Africa.



## Augustine Mwendya

Chair of the Board's Membership and Partnerships Committee

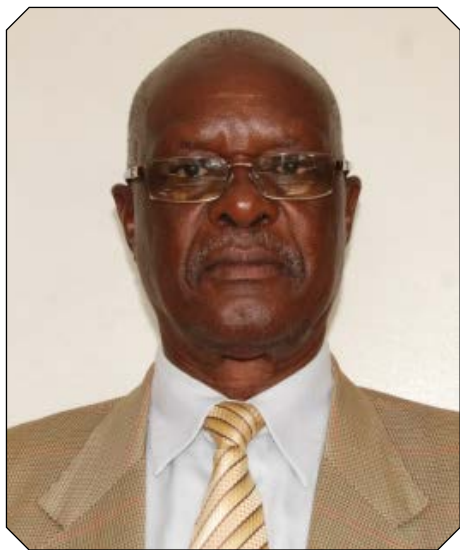


**Augustine** is an Agriculturist by profession with over 38 years' experience working in the agricultural sector in general and the farming fraternity in particular. He previously worked as the Chief Executive Secretary of Uganda National Farmers Federation (UNFFE).

He also chairs/has previously chaired the Agricultural Chemicals Control Board under MAAIF and he is a member of the following Steering Committees:

- Eastern Africa Agricultural Productivity Project (EAAPP), and
- Vegetable Oil Development Programme, (both under MAAIF)
- Farm Income Enhancement and Forestry Conservation Project, and
- Lake Victoria Environmental Management Project, (both under the Ministry of Water and Environment).
- National Sanitary and Phytosanitary/TBT Committee.
- The Standards Committee and the National Bio-safety Committee.

## Gerald Ssendawula



**Gerald** is an economist, a successful farmer and ardent champion for agribusiness in Uganda. He chairs the Boards of aBi Development, NUCAFE, CURAD etc and sits on a number of Boards including Tropical Africa Bank.

He is a former Minister of Finance in the Ugandan government and has served on both public and private Boards. He is a Past Chairperson of the Private Sector Foundation of Uganda, past Chairman of East African Business Council etc

## Apollo Segawa



**Gerald** is an economist, a successful farmer and ardent champion for agribusiness in Uganda. He chairs the Boards of aBi Development, NUCAFE, CURAD etc and sits on a number of Boards including Tropical Africa Bank.

He is a former Minister of Finance in the Ugandan government and has served on both public and private Boards. He is a Past Chairperson of the Private Sector Foundation of Uganda, past Chairman of East African Business Council etc

## Become a UAA Member Today

The UAA Membership community comprises a select group of leading organisations selected for their alignment with UAA's commitment to improving the state of the Ugandan agribusiness industry. They believe in the power of multi-stakeholder interaction to drive positive action and will work closely with UAA to help shape the industry's agenda.

UAA's Members make a tangible impact on agribusiness issues by contributing to better policy-making, informing business decisions, sharing best practices and engaging stakeholders beyond commercial objectives.

Become part of an exclusive community that gives you privileged access to key decision-makers and the most influential industry gatherings

- Interact with local, regional and international decision makers and other influential leaders
- Promote solutions that are critical to the future of the agribusiness industry
- Become part of a national initiative that represents leadership, impact and innovation



# MEMBERSHIP FEES AND CATEGORIES

## Categories

### 1. CORPORATE MEMBERSHIP

This is open to Banks and Corporate bodies (Companies with annual turnover in excess of Ugx 1Billion) engaged in legally accepted agribusiness sector activities.

### 2. ORDINARY MEMBERSHIP

This category is open to Agribusiness Associations, Farmer Organisations and Service based Associations.

### 3. ASSOCIATE MEMBERSHIP

This category is open to small companies, Professional Advisory Firms, Research Institutions and Public/Private Organisations that support agribusiness sector development in Uganda. As an associate member, you get all the benefits of membership but you cannot vote at general meetings or elections.

## Fees

- **Corporate Member:**  
Ushs. 2,000,000 (i.e. Annual Subscription fee Ushs 1.5million and Ushs. 500,000 Joining fee).
- **Ordinary Member:**  
Ushs. 1,500,000 (i.e. Annual Subscription fee Ushs 1million and Ushs. 500,000 Joining fee).
- **Associate Member:**  
Ushs. 1,000,000 (i.e. Annual Subscription fee Ushs. 500,000 and Ushs. 500,000 Joining fee).

### Join today and Shape the Future of Agribusiness in Uganda!

- Help define the industry's roadmap for innovation and competitiveness.
- Have your say- at the decision-making table-about the issues that affect the industry
- Be an active part of new solutions development and delivery
- Share your expertise with other agribusiness leaders and make your mark on the industry



# UAA MEMBERSHIP BENEFITS

1. Access to innovative mechanisms that support agribusiness development including business development services, incubators, agribusiness parks, warehouse receipts, and contract farming.
2. Become part of a unique platform for agribusiness executives to derive useful ideas and information utilising UAA as a “window” on business development, business intelligence, research, fostering inclusive business models, technology and emerging issues affecting the agribusiness industry in Uganda.
3. Involvement and participation in various agribusiness foras, sector working groups on policy and other concerns affecting the Agribusiness sector in Uganda.
4. Access to information, research, value-chain and policy analysis at UAA including periodical briefing notes on national and global economic issues that impact agribusiness.
5. Becoming part of a larger body professionally working together to influence policy making processes that stimulate and spur growth of Agribusinesses in Uganda.
6. Exposure to available training and learning opportunities with collaborating and partners projects, plus research information.
7. Enjoying a 20% discount rate on fee based activities of UAA e.g. trainings, seminars, exhibitions, adverts and conferences.
8. Invitation to be a part of the Agribusiness Sector delegations that meet with foreign businesses and investors within the country and abroad.
9. Use of UAA Logo in advertisements to demonstrate the spirit of working together in the Agribusiness industry development. **For corporate and ordinary members only.**
10. Training and capacity building of you and your team in the various needs that may arise including governance, public speaking, entrepreneurship skills, finance and other business related skills.
11. Participation in UAA networking meetings and member activities where you share ideas and experiences with other UAA members and partners.
12. Participation in our Member days where you can have one on one interaction with UAA management and partners’ teams to explore and seize the many opportunities available at UAA.
13. Member visits – every member is visited by the UAA team at least once a year. Aimed at strengthening links and identifying organisational issues that may require support from UAA. For corporate and ordinary members only.

UAA is your bridge to conducting successful agribusiness in Uganda



# HOW TO JOIN?

Becoming a UAA Member is simple! Applications will be accepted on an ongoing basis and must be forwarded in writing to the Secretariat addressed to the Chief Executive Officer. Interested organisations are required to follow the following procedures for all membership applications of all categories:

1. Fill in the Membership Form which can be obtained at the Secretariat or downloaded from UAA's website.
2. The completed Application must be accompanied by a cover letter signed by the Chairperson or other designated Official, your Organisational Profile, Strategic Plan where applicable and Published Accounts where available and the joining fee.
3. After submitting your application, the Secretariat will first review all the documents submitted to check whether all the necessary requirements have been provided and then circulate copies of applications documents to the Membership Committee. The Membership Committee shall review membership applications and any other relevant information at its regular meetings. Where necessary an interview will follow to decide whether to forward the application to the Management Committee for approval or decline the application or defer the application until the relevant documents have been submitted.
4. The Management Committee will then review the various applications that have been forwarded by the Membership committee in order to: admit the applicant as a member; or decline the application, or defer the application for a stated period which may include requesting additional information. The Management Committee will clearly state the reasons for its decision and summarize any comments received.
5. The Management Committee will inform the Board of Directors of the accepted and rejected candidacies in their next-scheduled Board meeting, in order to ratify the decisions.
6. Immediately following the Management Committee's decision, the Secretariat will advise the applicant of its decision in writing, together with a clear explanation for its decisions.
7. For those whose membership has been endorsed, you will be informed of your membership subscription by way of an invoice which is payable immediately.
8. After making payments of your subscription fees, your UAA membership certificate for the year will be awarded after 7 business days.
9. A file containing a record of the application shall be established and maintained by the Secretariat.

Associate Members have no right to:

- i. Vote at general meetings of the Company; or
- ii. Receive notices of general meetings of the Company; or
- iii. Request a paper copy of the annual report; or
- iv. inspect the accounting records of the Company
- v. be an officer/director in the Company.

**UAA reserves the right to admit members at its own discretion. Members are bound by, and must remain in compliance with, UAA's Memorandum and Articles of Association as well as its bylaws.**



# JOIN TODAY!

Please contact us for an **Application Form**;

email: [membership@ugandaagribusinessalliance.com](mailto:membership@ugandaagribusinessalliance.com) or

Call us +256 703 679000 | +256 753 545182 | +256 754787892



**Uganda Agribusiness Alliance**  
*Partnering for Growth*

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