



## UGANDA WOMEN ENTREPRENEURS ASSOCIATION LIMITED

### Who we are:

Uganda Women Entrepreneurs Association Limited (UWEAL) was established in 1987, whose mandate is grounded in 3 core program areas; Building strong women-owned enterprises, Networking and marketing linkages for business women and advocating for policies that create an enabling environment for women to compete favorably in business. We have Presence in 104 districts/chapters and our program has impacted over 4.9million women entrepreneurs at all levels ( MSME, SME, Medium Entrepreneurs and Large Enterprise)

UWEAL has spearheaded the transformation of the landscape that gives women in business a voice to show case that women are as capable to start and run a business as much as men. The association is currently firmly placed in the private sector to assist and provide the necessary support and guidance to women in business and to advocate for favorable policies through which women entrepreneurs can flourish.

**Vision:** We envisage a wealthy woman responsibly contributing to national economic development.

**Mission:** To empower women entrepreneurs to create wealth through capacity building, networking and advocacy.

### Goals:

1. To enhance the growth of member Owned Enterprises
2. To enhance the sustainability of UWEAL
3. To strengthen the networking of UWEAL and its Members
4. To enhance the public relations and advocacy capacity of UWEAL
5. To Strengthening UWEAL Membership
6. To Strengthening the Institutional Capacity of UWEAL



UWEAL has invested heavily in developing and strengthening the entrepreneurial capabilities of women in Uganda and providing a platform to create strategic local, regional and international business linkages, access business information, markets, resources and expertise in a bid to help

them build competitive businesses. The association is also actively engaged in advocating for an enabling environment for women to do businesses, compete fair and thrive.

We also offer support to a range of comprehensive services that empower women to recover from business losses, political instability, sexual exploitation and domestic violence and help them rebuild their lives. We particularly recognize the vital importance of giving marginalized groups of women a chance to exercise their influence and have their voices heard.

We believe that investing in women is investing in our nation's economy. UWEAL has made a lot of investments in creating opportunities for our members and women entrepreneurs across the country to access capacity building and networking opportunities as well as take part in our advocacy campaigns. We have offered training and business advisory services to a membership of over 4.9 million women entrepreneurs from 104 chapters/districts.

We have built our member's capacities in product development, entrepreneurship & business management and offer networking and mentorship opportunities throughout the year.

UWEAL has categorized its membership into twelve (14) strategic sectors/clusters including:

- Professional Services,
- Agri-Business,
- Textiles & Garments,
- Tourism,
- Furniture & Interior Design,
- Handcrafts & Ceramics,
- ICT
- oil and gas.
- Manufacturing and infrastructure
- Renewable energy
- Health and Herbal
- Construction and Real estate.
- Retired Women
- Youth



The clusters enable the organization to provide relevant skill-based training as well as effective networking among women in the same sector to develop tailored solutions specific to their business and sector needs.

## **WHAT WE DO:**

### *Advocacy*

UWEAL is one voice for business women with the aim of advocating for conducive business environment for business women. UWEAL is a power house for women in business and have

over the years built strong partnerships with Government and development partners playing key role in contributing to gender responsive policies.

### ***Capacity Building***

- a. Training:** This service is provided to members who have governance and management challenges in business. Under this program, needs assessment studies are performed to ensure that the needs of UWEAL members are understood and considered before training intervention is designed. We have a number of training programs throughout the year and an established collaboration with the International Trade Centre to build the capacity of our women entrepreneurs and prepare them for regional, cross border and international trade.
- b. Mentoring and coaching:** This service is provided to members who wish to start business or those in business but facing challenges of sustainability. This is geared towards motivating and guiding women entrepreneurs to persist in business in growing their businesses. Additionally, it builds confidence among women and girls as they plan to undertake businesses or implement their business plans.
- c. Business counseling:** Some members come seeking one off guidance on how to start, sustain or grow business. They have good ideas but they are not they are the most appropriate for their situation. We provide a day for counselling sessions on appointment and invite experienced members to provide counsel.
- d. Business incubation and advisory services.**

We support women in business innovations and nurture their project ideas. In future with the establishment of the first Women incubation centre in Namanve, women will support product development, developing brands, collective marketing and engaging in export trade.

Through this programme, UWEAL will increase the number of women entrepreneurs accessing business support services from business incubator. ON the other hand, the Women incubation project will focus value addition agro-processing, hand crafts, leather products, wood/ metal products, textiles and technology. The incubation project will offer market access and trade opportunities

### ***Networking:***

At UWEAL we believe providing opportunities for women to meet and share experiences of how to start, sustain and grow business makes a difference in a business woman's mind. We also encourage women to create a market for each other through personal contacts established when we bring them together as a group with a common mind of doing business. Our members are therefore exposed to potential markets nationally, regionally and internationally through our membership to EABC, COMESA and have established an East African Women Entrepreneurs Exchange Network.

UWEAL is a hub for African Women Business Network. It is through these Networks that UWEAL has benefitted from upcoming programs like the Supplier Diversity Training which equips women entrepreneurs to supply goods and services to large corporations as well as the government.

## **PROGRAMS THAT BENEFIT MEMBERS DIRECTLY**

**Member and Corporate Breakfast Meetings:** UWEAL hosts strong business presenters speaking on knowledge enriching topics at monthly breakfast meetings. This is an opportunity for women entrepreneurs to network and share information and experiences. Members are continually updated on current trends, policies and regulations in the business world. This is also an opportunity to share information on upcoming business events and networking opportunities for women in business.

**The Women Investment Club – SACCO:** - The UWEAL WIC-SACCO was registered in July 2005 as a women's savings and credit cooperative society to help enhance access to financial services. TO emulate this, similar savings groups have been started across the country by UWEAL district women chapters to enable them get access to financial support when they need it.

**Enterprise Institute:** The UWEAL Enterprise Institute aims at providing practical educational programs, resources and tools that support entrepreneurs to design launch and lead successful business ventures. Its goal is to create strong profitable and sustainable women owned businesses and enterprises by providing them with access an assortment of rich, valuable and strategic opportunities, information, resources and networks from UWEAL's global business community which will further support their professional, business ambitions and goals.

**Women's Incubation Center:** UWEAL is committed to empowering women entrepreneurs by providing Business Development Services under one roof to enable them grow their enterprises on a sustainable basis. The goal of the project is to promote the development of competitive, profitable and sustainable businesses in agriculture and ICT among women and girl entrepreneurs. This will create employment especially for the youth and alleviate poverty among economically marginalized women in Uganda.

**Girl Entrepreneurship Program (GEP):** GEP creates awareness about business and entrepreneurship to youth particularly young women and girls in primary, secondary and tertiary institutions and universities. It's a great opportunity for successful women entrepreneurs to visit these institutions and share their stories, business experiences and success to inspire a younger generation of upcoming entrepreneurs. The objective is to inspire them to develop a spirit of entrepreneurship from a young age and become creative, innovative wealth generator and job creators.

**Month of the Woman Entrepreneurs (MOWE):** MOWE is a global annual event held in November which brings together local regional and international women entrepreneurs and business executives to celebrate the role of women entrepreneurs across the globe. Women around the world

are empowered, forge solid networks and leverage their individual strengths to champion and create an enabling environment for women to do business in their countries. UWEAL works in partnership with International Labor Organization to execute Uganda's MOWE events.

**Annual Women Business Leaders Conference:** The UWEAL Annual Women Business Leaders Conference is a unique platform for these business leaders share their experience, inspire others and be inspired, to create strategic business partnerships, discover new business and investment opportunities. Women come together to jointly identify proactive measures around local and global challenges and craft innovative solutions and strategies to enable them trade, and do business which contributes to economic growth and development across the continent. UWEAL works in partnership with International Alert and International Labor Organization to execute this annual event that includes 2 days of business and peace sessions and an Award dinner.

## **UWEAL ORGANIZATIONAL STRUCTURE**

The highest authority on the UWEAL organogram are our members who are represented by a Board of Directors elected every three years by the members at an Annual General Meeting (AGM). The Board is accountable to the UWEAL members and responsible for developing institutional operational policies and provides an oversight role. The Board is comprised of seven members, four women and three men with relevant professionalism. The day-to-day operations at the Secretariat is led by a Chief Executive Officer with skilled technical and managerial experience in project and program implementation.

### **Capacity for UWEAL to implement Women business programs**

- a. Recognized as the apex body of the women Entrepreneurs in Uganda.
- b. Has over 3.2 million members and beneficiary across the country that subscribe to its mandate.
- c. Good relations with the Government of Uganda and donor community.
- d. Successfully undertakes capacity building for its membership in issues to do with entrepreneurship, business development, financial literacy, public procurement, Digital marketing, investment red.
- e. Over 35 years' experience in capacity building with a pool of professional women entrepreneurs who are experts in a wide range of fields including Tax, Finance, Agribusiness, Tourism, Arts and Crafts management among others.
- f. Is a founding member of the East African Business Council and East African Women in Business Platform (EAWIBP).
- g. Is a chair of COMESA Federation for Women in Business Uganda Chapter.

### **The UWEAL Training and Capacity Building Activities**

UWEAL has over the past 36 years built the capacity of over 4.9 million women in various entrepreneurship, business development and value addition skills and contributed to the increment and improvement of skills, productivity, product standards, business networks and market linkages for women entrepreneurs across Uganda. This has also contributed to

improvements in leadership skills and good governance among business women and entrepreneurs in the country.

UWEAL offers exemplary capacity building, networking and advocacy services to its membership and to date has accomplished the following:

- ACCESS! Export Training Course for Women Exporters by International Trade Center
- Policy paper development and dissemination on EAC and CETs
- Curriculum development (module development) – UWEAL Enterprise Institute
- Girl Entrepreneurship Program
- Business Advisory Support
- Feasibility study on Women Incubation with ABI-ICRISAT – FK Norway
- Women Incubator Business Plan and Project Development
- Women in Business Profiling
- Product Certification Support and quality standards support/linkages to certification bodies
- Cooperatives and Chapter Development.

<b>MEMBERSHIP FEES</b>		
<b>Category Fee</b>	<b>Membership</b>	<b>Annual Subscription</b>
<b>Individual (Ordinary)</b>	<b>Ugx 50, 000</b>	<b>Ugx 100, 000</b>
<b>Women Groups (Associations)</b>	<b>Ugx 50, 000</b>	<b>Ugx 150, 000</b>
<b>Corporate Companies</b>	<b>Ugx 50, 000</b>	<b>Ugx 150, 000</b>
<b>Chapters</b>	<b>-</b>	<b>Ugx 250, 000</b>

*Uganda Women Entrepreneurs Association Limited (UWEAL),*

## Ongoing and New Projects:

### Project 1

**Generating increased pricing and new markets for the women engaged in the shea butter value chains of South Sudan and Uganda (2020-2023)**

The two-year, US\$ 550,593 project: “Generating increased pricing and new markets for the women engaged in the shea butter value chains of South Sudan and Uganda” is funded by Enhanced Integrated Framework (EIF) and is aiming at changing the lives of 7,400 women producers and processors in the East African shea butter value chain. The project is implemented

through the local UWEAL chapter in Uganda and the South Sudan Women Entrepreneurs Association (SSWEA) in South Sudan.

#### Project 2

##### **Making Trade Work for Women in Uganda, (LUME) (2019-2024)**

Making Trade Work for Women in Sub-Saharan Africa – Lesotho, Uganda, Madagascar, Ethiopia (LUME)” is a 5 year (CAD 2,105,263) project (CAD 2 million funded by Global Affairs Canada) which will enhance economic empowerment of women entrepreneurs in four sub-Saharan Least Developed Countries (LDCs)- Lesotho, Uganda, Madagascar, and Ethiopia - by providing training and technical assistance targeted towards increase of exports of specialty apparel, textile, fashion accessories and home décor products to Canada and other foreign markets. The project will enable gender equitable and sustainable Trade Support Institution (TSIs) in the target countries to provide gender responsive market access services and ensure women owned/led Small and Medium Sized Enterprises (SMEs) are accessing those services and implementing export plans for Canadian and other foreign markets.

#### Project 3

##### **Hosting the Ugandan Component of The Regional Information Platform for Women Traders in East Africa:**

This is three-year project, USD 500,000 funded by Trade Mark East Africa with support from Global Affairs Canada. UWEAL will host the Ugandan component of the regional information platform for women traders in East Africa. This is aimed at providing greater access to markets and information on other trade support services. This will contribute towards the greater inclusion of women in trade, as one of the pathways to increased business competitiveness and increased trade in the East Africa Community (EAC).

The web and mobile based platform will facilitate access to update and real time information for women traders. By adopting mobile-based technologies that are basic, simple, and easy to use, the platform will be useable even in areas of high illiteracy levels – with the basic requirement being ability to use a mobile phone. The development of the platform was informed by information needs assessment of women traders across the East African region.

#### Project 4

##### **Enhancing Women Participation in Public Procurement : Funded by UN Women for 3 years, 500million Uganda shillings.**

Public procurement is increasingly being recognized as a vehicle to help government achieve social goals and sustainable development. The government of Uganda spends approximately 60% of its budget on procurement and the fact that they are the largest buyers in the economy,

public procurement offers a unique, financially sustainable avenue to empower women and reduce poverty.

Studies show that women-owned businesses that are able to successfully obtain government contracts usually grow, and in return, contribute to increased GDP growth and an improved labour force participation. In Uganda, 44% of the businesses are owned by women and it is estimated that women entrepreneurs supply only 1% of the market due to the various barriers. It's from this background that UN Women partnered with Uganda Women Association Limited (UWEAL) and The Public Procurement and Disposal of Public Assets Authority (PPDA) to build the capacity of Women entrepreneurs in Uganda, in the bid to enhance women participation in public procurement. The 3year project has so enabled UWEAL to reach out to the chapters and empower women at the grass.

## **Project 5**

### **Extending Business Development Services to the Refugee and host community women entrepreneurs.**

UWEAL is a project-implementing partner for the ILO-PROSPECTS programme with a mandate to mobilize refugee women entrepreneurs and their host community members to extend business development services to the refugee settlements. The partnership will provide PROSPECTS' target beneficiaries with a wide range of services offered by UWEAL such as; training, networking, advocacy, voice and representation.

The PROSPECTS Partnership is targeting two districts representing different socio-economic contexts: Nakivale refugee settlement (Isingiro district in the South) a 60-year old refugee hosting area with the most diverse refugee population (ethnicities and nationalities) and Rhino Camp settlement (Arua district in the North) hosts South Sudanese refugees and is close to the borders of South Sudan and the DRC. Each of the two locations are expected to deliver different learning outcomes given their unique contexts.

UWEAL is mobilizing refugee and host community women entrepreneurs within the membership to take full advantage of the support under the partnership, but also recruit more members within the host counties to ensure they benefit from UWEAL's mandate of building strong women owned enterprises, networking and marketing linkages for Businesswomen, advocate for policies that create an enabling environment for women to compete favourably in business.

## **Project 6:**

DREAMs Project funded by Bill Gates& Melinda Foundation with support from CARE Uganda. Total funding for UWEAL component is \$360,000 for 3 years.

**Project 7:**

Profiling women participating in public procurement with support from GIZ: total funding of 200million shillings.

**Project 8:**

Business Incubation and Value Addition: Funding by Global Canada through World Learning University of Canada for 2 years. Total Amount committed 233million Uganda shillings.

**PAST PROJECTS:**

a). Amplifying Women Voices through business competitiveness, this project was aimed at promoting trade across the border funded by **Trade Mark East Africa**: It was project for 3 years (2015-2017) total Budget USD 497,750.

b) Supporting Women in value Addition and Entrepreneurship skills Development, this project was funded by **African Development Bank**. It was pilot project for 1 year targeting women in juice value chain, value addition on soya Bean and women engaged in Jam Production in central Uganda. Total budget USD 500,000.

c) Changing the mindset of Uganda Women Entrepreneurs (Muppets to Gazelles), this project was implemented together with Makerere Business School.; Funded by **Netherlands Organization for Scientific Research**: Total Budget 41.000 Euros

d) Supporting Public Advocacy of Regional Competitiveness, this project focused more on influencing policy formulation and policy change. Funded by **Vital Voices Global Partnership**. Total Budget USD 64.965

Other Development partners who supported UWEAL over the years:

- International Trade Centre
- International Alert.
- Ford Foundation
- FK Norway
- ABI- Trust

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