



15
YEARS

AmCham Uganda

ANNUAL
REPORT | **2023**



01

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AmCham remains committed to driving growth for our members and transforming lives guided by our core values upholding:



INTEGRITY



COMMITMENT



VALUE

We are proud of our members' resilience and innovation, continually demonstrated by their commitment to strong business ethics and focus on long term value in the Ugandan market.

Dear American Chamber of Commerce in Uganda Members,

I would like to thank you personally, and on behalf of the Board of Directors, for making this past year one of both success and growth. I know it can be rather cliché to say this, however, we would not be where we are today without the support of each of you, our members, by participating in our events, sponsoring our events, providing valuable feedback, and continuing to drive good business practices on a daily basis while operating in a nascent Uganda private sector environment. As a Chamber, we are a 'gold standard' of doing business in Uganda as evidenced by both the UK (British) and French private sector member-based associations seeking our guidance and support in establishing their business associations. This is a testament to our view on the market and how 'doing business as a force for good' is demonstrated.

This past year, we have seen a series of significant impacts within the Chamber.

In line with our **Business Advocacy** efforts, we have made strides in building our internal networks with key ministries and agencies that relate to our membership. This includes the State House, URSB, URA, UIA, Ministry of Finance, Bank of Uganda, Uganda Bankers Association, Ministry of Health, Uganda Manufacturing Association, and US Chamber Washington. We have also used these networks to advocate for a better playing field for the private sector, speaking at the Committee on Finance, Planning, and Economic Development and specifically focusing on all tax-related amendments to the Income Tax Act, Excise Duty, The Tax Procedures Code, Stamp Duty, and Value Added Tax Bills for 2024. In addition, we have made visits to key offices such as the State Minister of Finance for Investment and Privatization in Uganda and even invited her and her team to the Kenyan Regional Chamber of Commerce Meeting held in Nairobi in April 2024. Our team was public this year, presenting on behalf of American private sector interests in media such as TV and radio, speaking about the AHA Bill, and advocating for improved human rights, diversity, and inclusion in business, which directly correlates with greater sales.

We also held several Key Networking Events which have raised our profile. We hosted four CEO Breakfasts, one on Technology & IT Infrastructure in Uganda and another on Business Risk in Uganda, to name a few. At our annual Thanksgiving Dinner, we were able to host over 150 guests including the US Ambassador William Popp, the French Ambassador Yves Mercier, officials from the EU, the High Commission of Kenya, and most likely, your leadership. In partnership with Brighter Monday, we hosted a very successful Women's Day event highlighting the Women at Work Report (which had over 178 participants, 80% of which were women). We are always open to continued feedback on how we can better support our members and deliver events which are in line with your interests.

2



Policy Positions

...were advocated for on behalf of members targeting an improved business environment.

35



Member Meetings

...took place in our drive to visit all members.

15



Companies

...were welcomed as new members to the AmCham community in Uganda.

An important piece of our development is our ability to operate and deliver value to our members. This can only happen if we have competent staff. With our **General Manager, Evelyn Zalwango**, leading our operational activities, she has shown us a new direction that improves our value as an organization. And it is through her help that we have been able to identify a partnership with the US Embassy which assigns us additional capacity-building staff to increase our growth prospects and fundraise for the future. We are also fortunate to have made some wise investments in the past, in particular with a long-term treasury bill which is providing the Chamber with ongoing influxes of cash to offset our oftentimes unstable membership revenue.

More recently, The World Bank and The EU Commission announced that **Uganda is the leading market for investment opportunities in East Africa** - something that should excite us all. I am glad to hear this news and knew this was the right place for me to live, now 11 years, which was premised on the people here and the many opportunities.

Our year-on-year growth at the Chamber, as you will see in the following report, validates that growth continues in this market, investments continue to seek Uganda as its home, and it is the American Chamber of Commerce in Uganda that is leading those new companies into new opportunities to grow their respective businesses.

We are grateful for the business opportunity and investment potential that Uganda provides us, and we look forward to another fruitful year for all our members.

Yours Sincerely,

Meg Hilbert Jaquay

President, American Chamber of Commerce (AmCham) of Uganda

02

WHO WE ARE

The American Chamber of Commerce Uganda is a professional organization founded in December 2008 by American investors in Uganda with an interest in fostering and promoting greater commercial and cultural ties between Ugandan and American firms.



2.1



VISION

To enable greater dialogue and trade in and with Uganda.



MISSION

To be the sole platform that advocates and creates strong commercial and economic ties between Ugandan and American Investments.

2.2 WHAT WE DO



Provide an Open Forum

Facilitate the free exchange of ideas among members. Identify, discuss, and pursue common commercial interests.

Members' Collective Voice for US Businesses in Uganda.



Expand economic growth through the promotion of trade and investment between Uganda and the US.

Promote mutual understanding, cooperation, and dialogue between US and Ugandan business professionals.



Regionalization Platform:

Support US commercial, trade, and investment interests in East Africa.

Liaise with the US Chamber of Commerce in Washington



Enhance Member Capabilities through trainings and conferences.

Assist members to capitalize on trade and investment opportunities in Uganda.

2.3 LEADERSHIP



PRESIDENT
Meg H. Jaquay
Jakana Foods Ltd



VICE PRESIDENT
Simon Kaheru
Coca-Cola Beverages Africa



TREASURER
Henry Kevin Wava
Sunbelt Holdings



BOARD MEMBER
Sarah Aapta
Citibank Uganda



BOARD MEMBER
Allan Muhinda
Stanbic Bank



BOARD MEMBER
Isaac Newton Kyagaba
Dentons



BOARD MEMBER
Kenneth Semafumu
KSG IT (U) Ltd



BOARD MEMBER
Paul Mwirigi Muriungi
Capital One Group



BOARD MEMBER
John Brittell
Side B Group

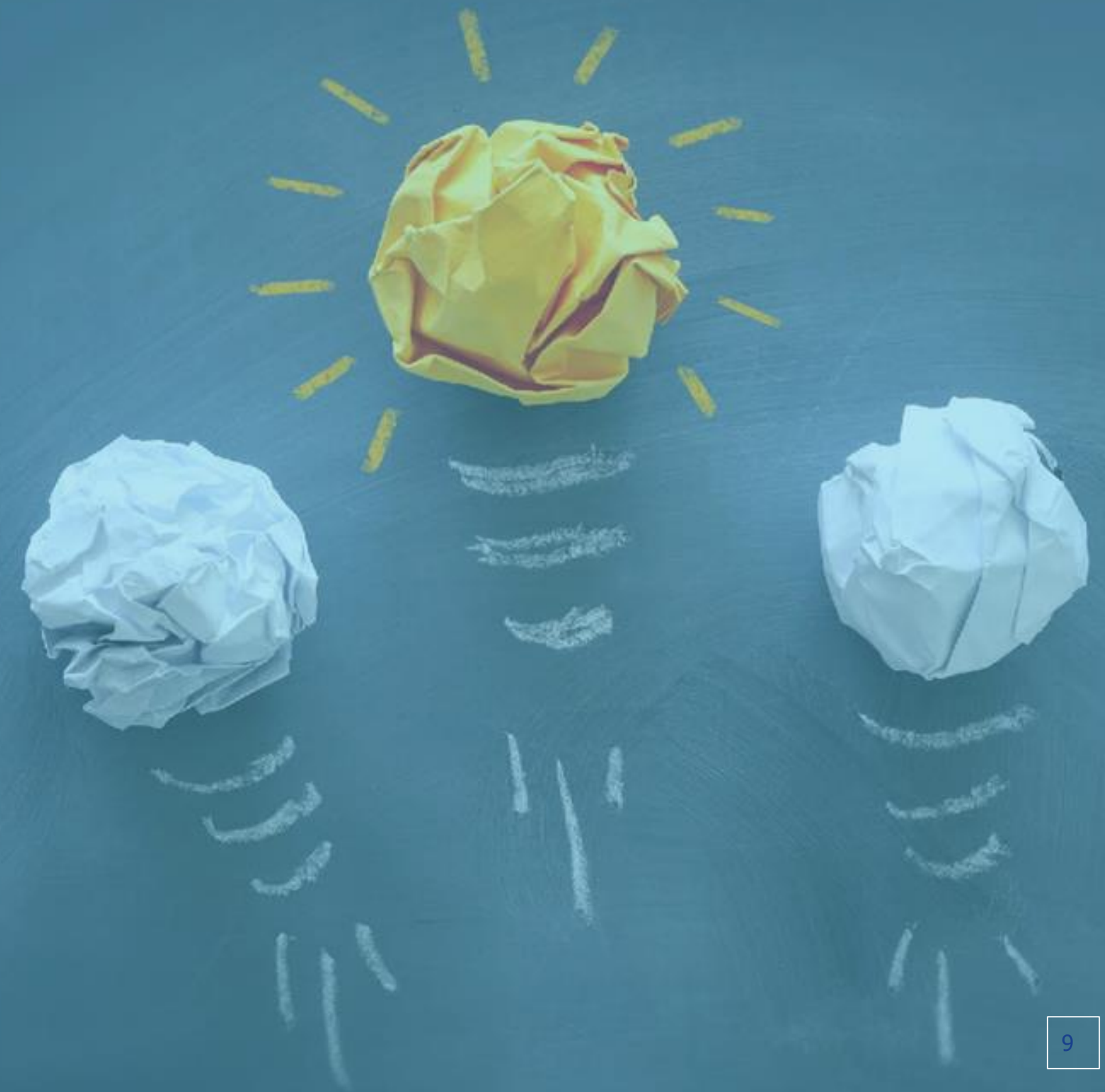


GENERAL MANAGER
Eve Zalwango
AmCham Uganda

03

2023

HIGHLIGHTS



HOW WE PERFORMED



AMCHAM
MEMBERSHIP

66

Total members

15

New members



REVENUE
PERFORMANCE

11%

Bottom line revenue
growth

84%

Membership
Retention



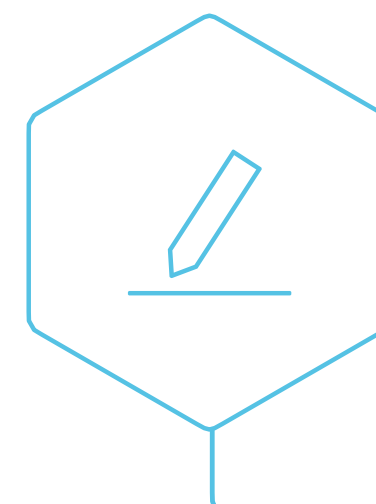
MEMBERS
MEETINGS

35

Meetings

6

Partnership
meeting



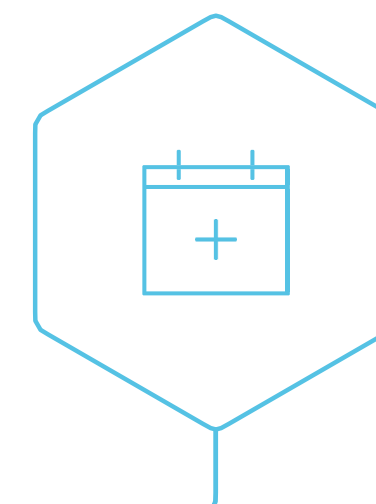
BUSINESS
ADVOCACY

2

Policy submissions

47%

Audience growth on
social media platforms



AMCHAM
EVENTS

12

Online and
Offline forums

04 KEY MILESTONES



4.1 BUSINESS ADVOCACY

PARTNERSHIP ON BUSINESS ADVOCACY

The American Chamber of Commerce of Uganda works closely with the US Embassy on issues that pertain to private sector interest. We are not an arm of the US Government, however, we work closely to ensure that our members can receive the right support from the Chamber.

We also work closely with the US Chamber of Commerce in Washington, DC as well as our regional African American Chambers of Commerce in Kenya, Rwanda, Tanzania and Ethiopia to advocate for improved business enabling environments for the region.



4.2 BUSINESS ADVOCACY

GOVERNMENT ENGAGEMENT ON BUSINESS ADVOCACY



We use our networks to advocate for a better playing field for the private sector, speaking at the Committee on Finance, Planning, and Economic Development and specifically focusing on all tax-related amendments to the Income Tax Act, Excise Duty, The Tax Procedures Code, Stamp Duty, and Value Added Tax Bills for 2024.

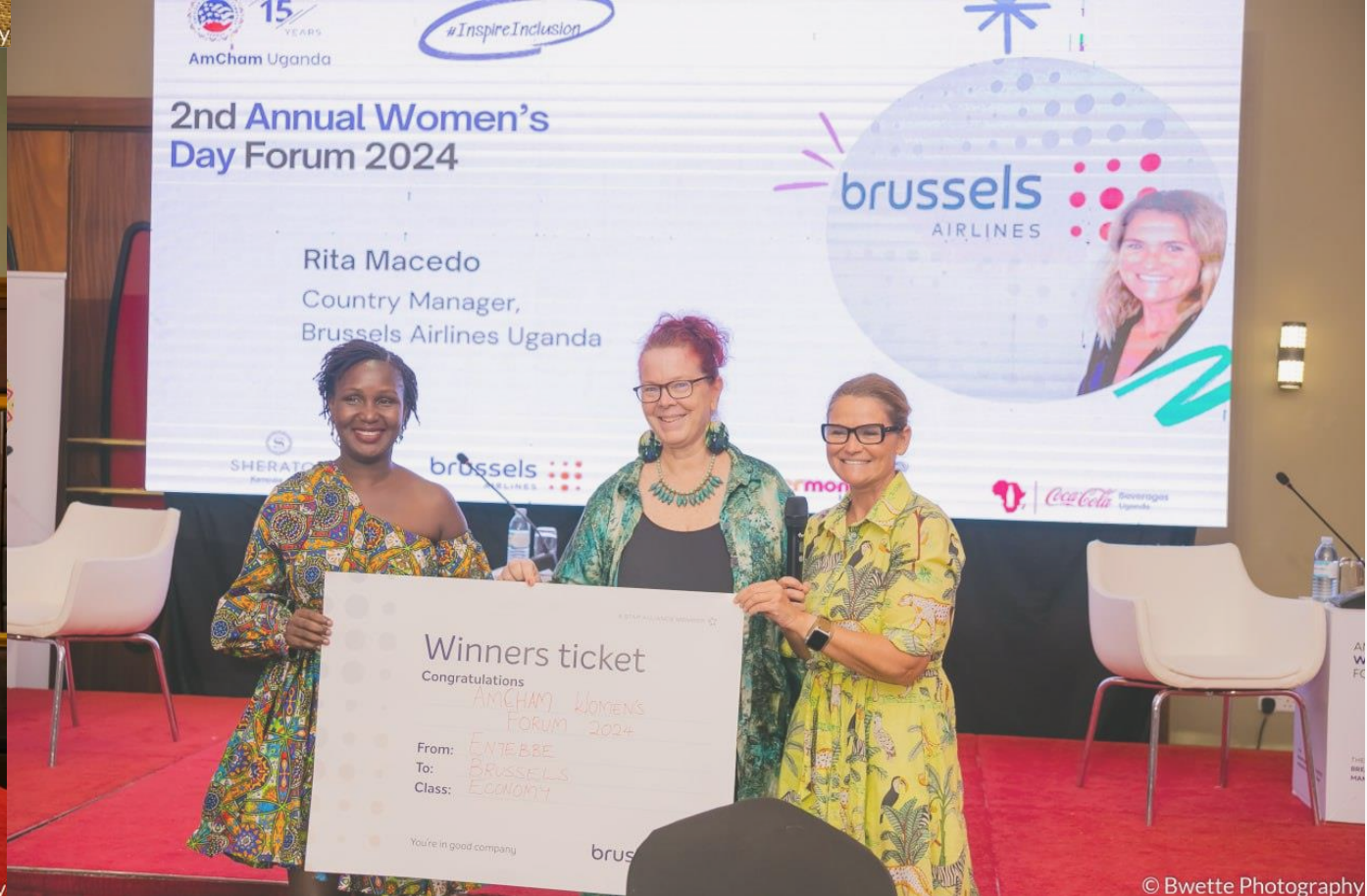
In addition, we have made visits to key offices such as the State Minister of Finance for Investment and Privatization in Uganda and even invited her and her team to the Kenyan Regional Chamber of Commerce Meeting held in Nairobi in April 2024.

4.3 BOARD MEETINGS



4.4

EVENTS WOMEN'S DAY



We celebrate women breaking the gender barrier of leadership



Provide a safe space for women to share, connect and collaborate



A Women At Work report is produced after a survey is conducted to find actionable strategies for advancing gender equality and empowerment at workplace

4.5 CEO BREAKFASTS



Member engagement via site visits

Provide networking opportunities, collaboration and connections



Opportunities for increased brand visibility and business promotion for members

4.6 THANKSGIVING



4.7 MEMBER ENGAGEMENT



Enhance member knowledge of AmCham programs and activities

Member engagement on our platforms and initiatives



Opportunities for increased brand visibility for members

4.8 MEMBER ENGAGEMENT



4.9 MEMBERS ENGAGEMENT



4.10 GET TO KNOW AMCHAM CAMPAIGN



AmCham Uganda

Let's Talk About AmCham Uganda

Happening Now!

Host



Eve Zalwango
General Manager
AMCHAM UGANDA

Guests



Meg H. Jaquay
President, AMCHAM UG
Managing Director, Jakana
Foods



Simon Kaheru
Regional PACS Director - Central Africa
Region, Coca-Cola Beverages Africa
Vice President, AmCham Uganda



RUSH HOUR

TOPIC UGANDA'S TRADE OPTIONS AFTER SUSPENSION FROM AGOA



FRED OPOLOT
Pingire County
Member of
Parliament



JOHN BRITTELL
Board member of American
Chamber of Commerce in
Uganda

THURSDAY JANUARY 11TH | 8:00AM

[X](#) [@](#) [@URBANTVUGANDA](#) [f](#) URBAN TELEVISION [v](#) URBANUG

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AmCham Uganda

Virtual Chat: Get to Know About AmCham Uganda

MODERATOR



PAUL M. MURIUNGI
Strategy Director
Capital One Group
AMCHAM Board member



JEAN PHILIPPE BITTENCOURT
General Manager
Sheraton Hotel
Kampala



SIBONGILE KALIFUNGWA
Risk Advisory Consultant
Marsh Insurance Brokers
Ltd



JOHN BRITTELL
Managing Partner -
Side B Group
AMCHAM Board member

 @AmChamUganda

 6PM - 7PM

 27TH FEB. 2024



AmCham Uganda

Virtual Chat: Get to Know AmCham Uganda



SARAH ARAPTA
Chief Executive Officer
Citi Bank Uganda
AmCham board member



BARBRA SAYUNI
Operations & Contracts
Manager
SCS Uganda



UTHMAN MAYANJA
Country Senior Partner
PwC Uganda



AMOS WEKESA
Founder & CEO
Great Lakes Safaris Ltd

MODERATOR



PAUL M. MURIUNGI
Strategy Director
Capital One Group
AMCHAM Board member

 @AmChamUganda

 5PM - 6PM
 12TH MARCH 2024





AmCham Uganda

Virtual Chat: Lets talk about AmCham Uganda



DOROTHY K. SSEMANDA
Chief Executive Officer
ATC Uganda



HENK BONESCHANS
Managing Director
AirServe Uganda Limited



XENIA WACHIRA
Country Manager
BrighterMonday Uganda



JOSEPH NGONG'U K.
Deputy Clients Director
Willis Towers Watson

MODERATOR



PAUL M. MURIUNGI
Strategy Director
Capital One Group
AMCHAM Board member

 6PM - 7PM
 5TH MARCH 2024





THE HOT SEAT

THURSDAY, JANUARY 04 | 7PM - 8PM
WITH PATRICK KAMARA



TOPIC: USA BLOCKS UGANDA FROM AGOA MARKET: THE IMPLICATIONS & WAY FORWARD;

Guests:



DR. EZRA MUHUMUZA
Executive Director, Uganda
Manufacturers Association.



MEG HILBERT JAQUAY
President, American Chamber of
Commerce Uganda/ MD, Jakana Foods
Ltd



PROF. AUGUSTUS NUWAGABA
International Consultant on Economic
Transformation

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4.11

BUSINESS FOR PURPOSE

GIVING BACK TO THE COMMUNITY



With our raffle draw every thanksgiving, we raise funds to support community initiatives. Last year, we supported two organisations:

THE SEEING EYES INITIATIVE which is dedicated to combating preventable blindness and has treated over 50,000 individuals in Uganda through community outreach efforts and corporate partnerships.

LOVING HEARTS BABIES' HOME which currently serves as a temporary caregiver to 30 children caring for orphans in their duress.

AmCham also extends support to **four** organizations through donations from our board members:

Days for Girls
Raremark Foundation
Enjuba
Kasese Land Mine Victims



05

OUR FUTURE



Our Strategic plan

01

Strengthen
Membership
Value

02

Retention
and
Expansion

03

Policy
Advocacy for
Sustainable
Business

04

Enhance
Financial
Sustainability

KEY IMPLEMENTATION PILLARS

01 _

MEMBERSHIP VALUE

Engaging AmCham members and prioritizing their businesses for growth and expansion



AmCham provides unparalleled opportunities for businesses as a sole platform for bilateral trade and investment with the USA through

- i. Direct connections with influential US mission Kampala leaders
- ii. Advocacy for business interests
- iii. Mentorship from global brands
- iv. Visibility and brand exposure

02 _

RETENTION AND EXPANSION

Showcasing AmCham Businesses through events, ambassadorial lunches, sundowners, and onsite visits.

03 _

POLICY ADVOCACY

Driving public-private dialogue on business sustainability to create a conducive policy and regulatory environment for sustainable business practices by engaging government

04 _

FINANCIAL SUSTAINABILITY

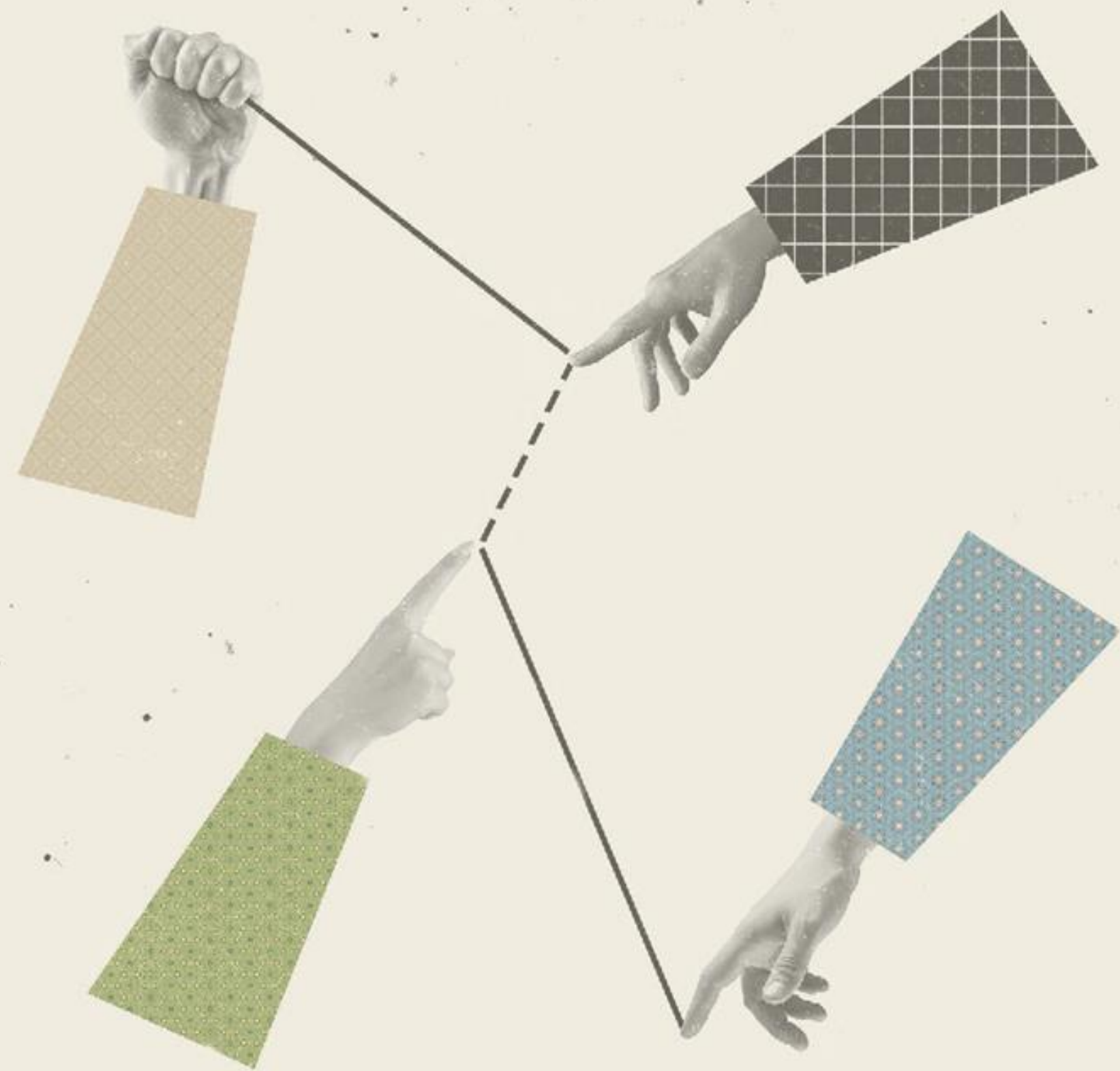
Development of AmCham financial framework with membership retention, adding new members, events growth, grant resourcing and investment in treasury bonds



06

2023

MEMBER LISTING



2023/24 MEMBERSHIP

PRESIDENT'S CLUB

- Citibank Uganda Ltd
- Marsh McLennan
- Willis Towers Watson
- American Tower Corporation
- Coca-Cola Beverages Uganda

VP CLUB

- Tad Capital & Investments Limited
- RIM Records
- Sokowatch - SMC Limited
- NCBA Bank Uganda Limited
- Africa Renewal Ministries
- Ernst & Young
- Brightermonday Uganda
- Murfin Inc
- Latitude Zero Degrees
- Motorcare Uganda
- Side B Partners
- Sheraton Kampala Hotel
- MTN Mobile Money UG Limited
- Raxio Data Centre
- Vivo Energy Uganda

RESIDENT'S CLUB

- Delta Airlines/Fast track Kenya Ltd
- Ultratec Uganda Limited
- Yellow Card Financial Uganda Limited
- Stanbic Bank Uganda Ltd
- Air Serv Uganda Limited
- Great Lakes Safaris Ltd
- Olympia Sports Club Limited
- International School of Uganda
- PwC Uganda
- Grant Thornton East Africa Limited
- Jervois Mining
- Wave Mobile Money Inc
- DHL International (U) Ltd
- One World Coders
- KM Advocates
- Ligomarc Advocates
- Astral Advocates
- Days for Girls
- The Cooper Motor Corporation
- Brussels Airlines
- Crowe AIA
- Lifecare Diagnostics Limited

- CSquared Limited
- Abbott Laboratories
- Dentons Uganda
- SGS Uganda
- Jakana Foods Limited
- Sunbelt Holdings
- KSG IT (U) Ltd
- Mazars BRJ
- A & T Services
- Arise Collections
- Akola
- G4S Secure Solutions
- Mantrac
- Minet

NON - RESIDENT'S CLUB

- Palli

