

**ANNUAL BUSINESS DINNER (ABD 2024)**  
**EVENT REPORT**  
**EVENT DATE: MAY 31, 2024**  
**ROYAL BREEZE BUSIA**



**PARTNERS:**



Tiira B Abochet Ward; Tiira TC; Busia District; PO Box 507 Busia, +256781784204; [info@jitolezefoundation.org](mailto:info@jitolezefoundation.org)  
 Company Reg No. 80020003945142; CBO Reg No, CBS\058\23\24



## Background

The **Annual Business Dinner 2024** was held on the **31<sup>st</sup> of May 2024**, at **Royal Breeze Hotel Busia** from 3 pm to 10 pm under the theme “***BUILDING SUSTAINABLE BUSINESSES***”. The 1st Edition of the Inaugural Business Dinner was officiated by **Hon. Amb. Nekesa Barbara Oundo, The NRM National Treasurer**, which paved the way for the 2nd Edition making it an annual event.

*The ABD series* aims to increase stakeholder collaboration to improve the quality and outcomes of businesses in Eastern Uganda. The dinner offers a platform for investors and businesses to give a top-notch value-added proposition about their businesses. Additionally, it allows different stakeholders to dialogue, and create linkages and partnerships with different development partners.

The ABD 2024 sook to understand how businesses are streamlining operations and how prepared they are in case any pandemic hit the world just like COVID-19.

As our organisation, our assumptions are that to solve the recurrent problems of our times, all the key stakeholders including but not limited to Civil society organisations, investors, business owners operators, and the Government need to adopt innovative solutions and ABD 2024 shares a platform for them to show how they are directly solving these challenges through their products and services

### Below were the ABD 2024 Objectives:

1. To provide a platform for stakeholder engagements in the business sector and investment.
2. The business dinner is meant to allow investors and business owners (s) to share their value-added proposition to the market.
3. To give the investors and business sector access to an exclusive audience and deliver impact in terms of increased sales, visibility, and market share growth, among others

### Our targetted beneficiaries and target audience were

- **Community attendants/ Participants/audience:** delivering convenience, affordability, superior and exclusive engagement.
- **Business owners and investors/service providers:** creating access to audiences and delivering impact
- Business enthusiasts and Youths with start-ups.

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### Activities done during the dinner included

- Presentations
- Sharing
- Pitching
- Interactions
- Q&As
- Fun
- Branding and Public Relations

### The Invited Guests were:

- **Dr Hillary Emma Musoke, Private Secretary to H.E. The President of Uganda** in charge of Youth, Agriculture, Value addition, Innovation and Export promotion delivered the guest speech
- Rt hon Speaker Hon Juma Odera Francis represented Busia Municipal Council
- **Hon Mr Mangeni Sam Okumu, The Mayor Masafu Town Council and Hon Juma Yahaya, councillor of Eastern Division** to the District represented Busia District Local Government.
- **The Senior Economic Planner, Mr Aggrey Egessa** represented the Town clerk of Busia Municipal Council and gave a presentation on investment opportunities in Busia Municipal Council.
- The Uganda Revenue Authority (URA) delegation from headquarters was led by **Ms Josephine kabyesiza, The Stakeholder Relations at URA (PCA department)**
- The Stanbic Bank delegation was led by **Ms Jane-Frances Aketch , The Branch Manager Busia Branch.**
- Frujade Ventures Limited delegation was led by **Sam Tanga, The General Manager of the Company.**
- **Mr Alex Ojiambo, The proprietor of Nile Hotel Jinja** shared with the participants of starting up business and that fear of failure shouldn't limit someone to start.
- The ABD 2024 was hosted by **Mr Clide Odhiambo**, a Global Challenges graduate from African Leadership University with a focus in Governance, 21st Century skills champion, UN Millennium Fellow 2019, a good governance advocate and Founder and CEO of Jitoleze Foundation and A Mandela Centennial Scholar.

### Participants/Attendance

The Second Edition attracted 80 participants with 36 males and 44 females.

### PARTNERS:





## Sponsorship

We received sponsorship from

1. Uganda Revenue Authority that sent a delegation to represent the authority
2. Stanbic Bank (U) Limited sent a delegation to represent the company
3. Frujade Ventures Limited (Busia-based company) also sent a delegation to represent the company.

## Media Partners

4. East fm Tororo
5. IUIU Fm Mbale
6. Namayingo FM Namayingo
7. Workers Tv Africa

## Topical Discussion/ Facilitators

1. **Uganda Revenue Authority(URA) team** - Concept of One Border stop, Domestic Tax, E-registration etc and tax filing
2. **Uganda Registration Services Bureau (URSB)** -Ensuring formalities of Businesses.
3. **Busia Municipal / District Economic planner** - Vision for the development of the Municipal into a border city/ Gold City.
4. **Banking sector** - Loaning and supporting microfinance
5. **District/Municipality planning department** - how the district has strategized to cope with the effects of the gold mining given the displacement of about five villages.

### Other related topics include;

- Ensuring healthy competition in businesses
- Doing business with an emphasis on CSR and compliance
- Maintaining the earthly species in businesses (Environmental sustainability)

Both the National Government and Local Government are invited to talk about opportunities in the public sector.

## Presenters' categories:

Government, NGOs, Banks, Businesses and companies, URA

## Achievements

- In the history of Jitoleze Foundation , we attracted the first partnership from a government entity Uganda Revenue Authority and a sponsorship package from them.
- Received the highest number of participation payments in the ABD history
- Bought additional 5 tailoring machines

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- Migrated to a more conclusive office space
- Paid up office space and training centre for 6 months from Dinner proceeds.
- Brought a corporate event close to the business community in Busia
- Had our first big event in Dabani sub-county.
- Rebranded and officially launched a professional website from the previous wixsite.

### **Lessons learnt**

- Busia is gradually changing and with time, they will fully support paid-up events.
- The Busia business community are capable of marking their calendars for annual business conferences
- More marketing and pitching are needed to shape the business environment of Busia

### **Recommendations**

- The Busia District Local Government and Busia Municipal Council should prioritise The Annual Business Dinner and include it in their calendar as an annual District event. The event ignites young people to start up businesses and this could be a good local revenue generation event.
- More partners should come up on board to support this initiative as this too boosts business legalisation and both local and national taxation.

### **Conclusion**

- We appreciate all the speakers, supporters and sponsors for making our events a worthwhile event. It is this support that makes us continue to do more for our communities.
- The ABD concept note is an idea that can create a big difference in the lives of the business people in Busia District and Bukedi sub-region. The Annual Agriculture trade show in Jinja too started as a small idea and it is now one of the biggest shows in Eastern Uganda and the country.
- Our focus is to make sure that The Annual Business Dinner kicks up and becomes one of the biggest events in the region.

### **Next forward**

1. Eastern Region Youth Conference (Bukedi sub-region)
2. Tedx Kampala

### **PARTNERS:**

