



**ENTREPRENEURSHIP
&
OUTREACH CENTER**

MAKERERE UNIVERSITY ENTREPRENEURSHIP & OUTREACH CENTER (MAKEOC)



PROMOTING INNOVATIVE YOUTH BUSINESS IDEAS



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A WORD FROM THE DIRECTOR

It is my pleasure to welcome you to the Uganda Entrepreneurship Congress and Youth Expo 2025, hosted by the Makerere University Entrepreneurship and Outreach Centre under the College of Business and Management Sciences.

This year's theme, "Brewing Prosperity: Youth Entrepreneurship in Uganda's Coffee Value Chain," reflects our commitment to empowering youth to create opportunities within one of Uganda's most vital economic sectors — coffee.

At Makerere University, we believe in turning knowledge into action. Through the Entrepreneurship and Outreach Centre, we nurture innovators and entrepreneurs who can transform challenges into viable business solutions. This year, over 600 youth innovators are showcasing more than 300 projects, demonstrating the creativity and resilience of Uganda's youth.

We extend our gratitude to our partners, government agencies, private sector players, and development organizations for their continued support and collaboration.

As we celebrate these young innovators, let us remember that entrepreneurship is about purpose, passion, and impact. Together, we can build a generation of entrepreneurs who will drive Uganda's prosperity.

Dr. Sarah Bimbona

Director, Makerere University Entrepreneurship and Outreach Centre



ENTREPRENEURSHIP & OUTREACH CENTER

WHO WE ARE

Makerere University, a leading institution in Eastern and Central Africa, is renowned for its focus on three key pillars: teaching, research, and community engagement. The established Makerere University Entrepreneurship and outreach Centre (MakeEOC) exemplifies this commitment by empowering youth and fostering a culture of entrepreneurship.

Makerere University Entrepreneurship and Outreach Centre (MakeEOC) addresses the current needs of the wider community, particularly youth, by tackling the economic, social, and structural drivers of unemployment. Through an integrated approach aligned with the Theory of Change, the centre focuses on six key strategies.

- Prevention
- Promotion
- Partnerships
- Provision
- Publication
- Participation

Objectives of MakeEOC

- Cultivate an Entrepreneurial Mindset
- Equip youth with Entrepreneurial Skills
- Strengthen the Entrepreneurial Ecosystem
- Promote Global Exposure and Collaboration
- Bridge the Gap Between Academia and Industry
- Focus on Inclusive Entrepreneurship

WHAT WE DO

IMPACT HIGHLIGHTS

- Over **100 youth ventures** supported through incubation and mentorship
- **Thousands of youth** engaged through workshops and innovation challenges
- **Community outreach** programs active in multiple districts
- **Strategic partnerships** with government, private sector, and international donors
- **Annual publications** shaping policy and practice in entrepreneurship and youth employment

- Outreach and Awareness Program
- Collaboration and Networking
- Leveraging Technology by developing online Training Programs on entrepreneurship basics and business skills for the community

- Teaching
- Entrepreneurial capacity development
- Annual entrepreneurship Expo
- Annual Uganda Entrepreneurship Congress
- Training
- Internship and Placement
- Career guidance and counselling

RESEARCH

- Research and publication
- Advocacy
- Policy review and analysis

COMMUNITY ENGAGEMENT



**ENTREPRENEURSHIP
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MEET OUR TEAM



Dr. Sarah Bimbona

DIRECTOR,
MAKEOC



Dr. Kasimu Sendawula

DIRECTOR,
ACADEMIC LEADERSHIP



Dr. Hanifa Nantale

DIRECTOR,
STRATEGIC PARTNERSHIP



Dr. Marion Nyanzi

DIRECTOR,
FINANCE AND ADMINISTRATION

OUR CHAMPIONS



Prof. Edward Bbaale

PRINCIPAL,
COBAMS



Prof. Godfrey Akileng

DEAN,
SCHOOL OF BUSINESS



Dr. Jude Mugarura

HEAD OF DEPARTMENT,
MARKETING AND MANAGEMENT



Dr. James Wokadala

DEPUTY PRINCIPAL,
COBAMS

Venue

16TH
OCTOBER
2025

CTF2 Yusuf Lule
Auditorium

Makerere University Entrepreneurship Congress

Tentative Program

7:00AM

Registration & Networking Coffee

9:00AM

Anthems (MDD- Mak), Prayer

9:10-9:20AM

9:20-9:30AM

9:30-9:40AM

9:40-9:50AM

9:50-10:30AM

Opening Remarks

1. Student representative
2. Opening Remarks – Dr. Sarah Bimbona
3. Welcome Remarks – Dean and Principal
4. Vice Chancellor of Makerere University
5. Guest of Honour Address – Mr. Odrek Rwabwogo, Chair, Presidential Advisory Committee on Exports and Industrial Development

10:30-11:00AM

Keynote Address: Mr. Moses Nyabila, CEO, aBi Development Ltd

11:00-11:30AM

Case Presentation: “Youth Entrepreneurship in Uganda’s Coffee Value Chain. A case of Acholi region”. Hon. Justice Alfonse Chigamoy Owiny – Dollo Chief Justice of Uganda.

11:30-11:40AM

Vote of thanks – Dr. Sarah Bimbona

11:40-12:00PM

Official Group Photograph – Guest of Honour, Keynote Speaker, and Makerere University Leadership.

12:00-1:00PM

Panel 1: Market Readiness & Value Addition and Storytelling

Moderator: Mr. Kenneth Barigye, Coffee Farmer and Managing Director Mountain Harvest.

Panelists:

- Mrs. Jackline Arinda Akampwera, CEO Jada Coffee
- Mr. Gordon Katwirenabo, Assist. Commissioner, QA and Value Addition, MAAIF
- Mr. Edwin Danze, Head of Marketing, Next Media Group
- Mr. Godwin Birungi, Founder, Rubungi Enterprises

1:00-2:00PM

Panel 2: Financing the Future

Moderator: Mr. Martin Fowler, Agriculture Planning and Economist

Panelists:

- Mr. Bob Paul Lusembo, Head of Business Growth, BRAC Uganda Bank
- Mr. Geoffrey Okidi, Financial Deepening Uganda
- Ms. Nakabuye Flavia Bwire, Inclusion and Microfinance Specialist
- Mr. Sectrine Muganzi, Coffee Farmer and Youth Entrepreneur

2:00-2:15PM

Recognition of Key Partners – Dr. Sarah Bimbona

2:15-2:25PM

Closing Remarks – Dr Ian Clarke

2:25PM

Lunch and Departure-MakEOC



**ENTREPRENEURSHIP
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ENGAGEMENT OPPORTUNITIES

YOUTH

- Apply for incubation
- Attend workshops
- Join innovation challenges

PARTNERS

- Collaborate on outreach, research, or funding
- Co-host events and innovation labs

DONORS & POLICYMAKERS

- Support scale-up of proven interventions
- Leverage MakeEOC's research for policy reform

VISITING HOURS

Monday–Friday at 11am and 3pm (except holidays)

CONTACT US



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THANK YOU TO OUR PARTNERS

