

## UEPB PRESS RELEASE

### THE PRESIDENT'S EXPORT AWARD PRESS BRIEFING AT MTTI BOARD ROOM, 30<sup>th</sup> SEPTEMBER 2005

#### **Introduction**

With the Theme **Scaling New Heights**, Uganda Export Promotion Board celebrates the 6<sup>th</sup> Annual President's Export Award 2004. Introduced in 1991 as a critical component of Government's strategic export development programme, the Award is designed as an annual incentive event to accord national recognition and honour the best performing exporters in various sector/product categories for the preceding year, in recognition of their contribution to national development.

This year's PEA, recognises qualitative improvement, market diversification, new sector players, entrepreneurship, value addition and competitiveness.

#### **Objective of the Awards**

The President's Export Award seeks: -

- To formally and officially recognise the contribution of exporters to national economic development and prosperity
- To encourage higher, qualitative and diversified performance by exporters
- To generate national export consciousness and sustain interest in export business

#### **Categories of Awards**

Awards conferred are as follows: -

- Platinum Award and Citation for the overall best performer - "Exporter of the Year"
- Gold Award and Citation for the best sector/product performer with earnings above a given Threshold
- Silver Award and Citation for
  - i) The Runner up in sector/product with earnings above the given threshold or
  - ii) 1<sup>st</sup> Place winner in category with earnings below the given threshold
- Sponsored prizes go with some of the Awards.

Awardees are at liberty to use these Awards for promotion and publicity purposes.

#### **Selection Criteria**

To qualify an enterprise should be a legitimately registered business in Uganda and should have been engaged in the export business for the last 2 years

The evaluation is based on the following weighted parameters: -

- Value (US\$) of exports by company
- Price competitiveness (Value/volume)
- Level and nature of value addition
- Total number of direct employees
- Technology Transfer (innovation and product adaptation)
- Quality control
- Export market diversification
- Environmental consciousness
- Social responsibility
- Gender in employment
- UEPB registration and activity participation

#### **Selection Process**

Candidates were short-listed by Uganda Bureau of Statistics (UBOS) & UEPB based on export value criteria for 2004 captured by UBOS.

A panel of judges comprising public-private representatives from UEPB, Private Sector Foundation Uganda (PSFU), UBOS, Uganda Revenue Authority (URA), Uganda National Bureau of Standards (UNBS), National Forestry Authority (NFA), Uganda Investment Authority (UIA) Ministry of Gender, Labour and Social Development and Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) evaluated, visited sites of candidates and selected the final Award winners.

### **Sectors of Awards**

30 product groups in 13 broad sector categories were considered for the 2004 competition as follows: -

1. **Traditional Exports Sector-** Tobacco, Coffee, Tea, Cotton
2. **Non-traditional Exports Sector-**
  - **Agricultural Sector** – Fish, Cut Flowers, Cereals, Spices, Cocoa, Oil seeds, legumes, Fruits and vegetables, Livestock and products
  - **Manufacturing Sector-** Soap, Metal products, Alcoholic Drinks, Plastics, paper, personal care products, paper and printed materials, garments, nets and twines.
  - **Confectionaries.**
  - **Minerals sector-** Gold
  - **Most Diversified Exporter-** Assorted products export
  - **Women enterprises**
  - **Most innovative market strategy**
  - **Service exports**
  - **Best Exporters of services**
  - **Marketing Ambassador of the year**
  - **Overall Best exporter-** “Exporter Of The Year”

### **Summary**

The non-traditional export sector continues to lead as the main foreign exchange earner over the traditional sector as it responds positively to the Government’s strategic exports development and intervention stimuli. UEPB advocates strongly for and exhorts all operatives to engage in enhancing exports through value addition, diversification and competitiveness. The Awarding Ceremony will be held on the 7<sup>th</sup> October 2005 at the Sheraton Hotel, from 7 – 11:00 p.m.

WE WOULD LIKE TO CONGRATULATE ALL THE AWARD WINNERS UPON THEIR ACHIEVEMENTS, NEW DEVELOPMENTS AND THEIR CONTRIBUTION TO THE ECONOMIC DEVELOPMENT OF UGANDA