



# Catalyst *Summit*

25TH - 26TH JUNE 2026

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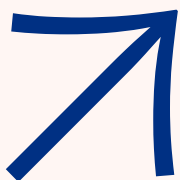
## Catalyzing Action for Growth

Accelerating Uganda's Tenfold Growth  
through Innovation and Entrepreneurship





# ATMS



## Executive Overview

Uganda has set a clear and ambitious national direction to achieve ten-fold economic growth, articulated under the National Development Plan IV (NDP IV). This ambition is anchored in across four priority sectors (ATMS):



### **Agro-Industrialization**



### **Mineral Development (including oil and gas)**



### **Tourism Development (including cultural and creative industries)**



### **Science, Technology and Innovation (STI)**

Together, these ATMS provide a strong policy foundation and a clear signal of where national effort, investment, and partnership are directed.

The next phase of Uganda's growth journey is about acceleration, deepening implementation, scaling what works, and translating policy priorities into enterprise growth, productivity gains, exports, and quality jobs.

The UG Catalyst Summit is conceived as a solutions-driven, partner-oriented platform that brings together government, private sector leaders, innovators, investors, and development partners to accelerate execution and amplify impact across Uganda's priority growth areas.

# ↑ What Makes the UG Catalyst Summit Distinctive

The **UG Catalyst Summit** is designed as a national, execution-focused platform that brings together policy priorities, enterprise pipelines, market intelligence, and partnership pathways. The Summit provides a whole-of-system view of Uganda's growth agenda, enabling strategic engagement across priorities, actors, and execution pathways.

**1**  
**Frame conversations**  
around cross-cutting  
national priorities

**2**  
**Integrate opportunity**  
intelligence and enter-  
prise pipelines into  
high-level dialogue

**3**  
**Operate** through nation-  
al delivery infrastructure,  
reinforcing coherence  
and alignment

**4**  
**Enable** cross-ATM  
engagement, reflecting  
how acceleration and  
execution occur in  
practice

This positioning makes the UG Catalyst Summit a platform where Strategic Partners engage with national ambition, coordination, and execution at scale, while sector and ecosystem partners engage with depth within specific growth areas.

# ↑ Why Innovation and Entrepreneurship Matter for Acceleration

Uganda's economic structure and demographics make innovation and entrepreneurship central to accelerating national growth outcomes under NDP IV.

Uganda is one of the youngest countries globally, with over 70% of the population under the age of 30 and a median age of approximately 16–17 years (UBOS; World Bank). This youthful and rapidly growing population presents a significant opportunity to harness a demographic dividend through enterprise-led growth and innovation-driven productivity.

At the same time, Uganda's economy is fundamentally SME-driven. Micro, small, and medium enterprises account for over 90% of the private sector, contribute approximately 70–80% of employment, and play a central role across agro-industrial, tourism, trade, and services value chains (UBOS; Ministry of Trade, Industry and Cooperatives). These enterprises are the primary engine of job creation and income generation.

Evidence consistently shows that when SMEs adopt innovation and technology, including digital tools, improved production methods, and new business models, they experience:

- .....○ **Higher productivity and efficiency**
- .....○ **Improved market access and competitiveness**
- .....○ **Stronger resilience and scalability**

● **Taken together, these dynamics create a unique opportunity to:**

- Rapidly adopt new technologies and business models across SMEs
- Scale enterprises across value chains, from production to processing and distribution
- Strengthen competitiveness in regional and global markets
- Create employment and livelihoods at scale, particularly for youth and women

Entrepreneurship enables broad-based participation in national growth, while innovation improves firm-level productivity, efficiency, and market reach. When deliberately aligned with national priorities under NDP IV and the ATMS, these forces accelerate outcomes.

The UG Catalyst Summit is designed to mobilize these strengths. It focuses on solutions with demonstrated traction, partnerships that unlock scale, and opportunity pipelines that convert Uganda's demographic and SME momentum into measurable economic performance.



# ↑ Purpose of the UG Catalyst Summit



The UG Catalyst Summit provides a structured execution platform where partners engage around how innovation and entrepreneurship can accelerate delivery of Uganda's growth agenda. The Summit focuses on what is working, what can scale, and how partners can contribute to faster results.

## The Summit is designed to:

- 1** Translate ATMS priorities into clear, actionable opportunity pipelines
- 2** Connect innovation and enterprise solutions to policy instruments, capital, and markets
- 3** Showcase proven and emerging solutions already contributing to growth
- 4** Enable targeted partnerships that accelerate scale and replication

# ↑ Who the UG Catalyst Summit is For

The UG Catalyst Summit brings together decision-makers and practitioners across the growth ecosystem, including:

- Government ministries, agencies, and authorities aligned to NDP IV
- Private sector leaders and anchor enterprises across ATMS
- Innovators, entrepreneurs, and growth-stage SMEs
- Investors, DFIs, and development partners
- Ecosystem builders, platforms, and service providers



# ↑ Thematic, Solution-Oriented Tracks

The UG Catalyst Summit is structured around thematic, solution-oriented tracks that reflect where innovation and entrepreneurship are accelerating Uganda's growth agenda under NDP IV. Programming is organized across four ATM-aligned tracks, each designed to translate national priorities into enterprise-level action through a combination of dialogue, data, and demonstration.



## **Track 1 (25th June 2026): Agro-Industrialization: Scaling Productive Value Chains**

### **Opportunity Focus**

Agro-industrialization offers significant opportunities for value addition, export growth, and inclusive economic participation. Innovation enables faster commercialization, stronger linkages between producers and markets, and improved efficiency across value chains.

### **Focus Areas**

- Agro-processing and value addition
- Digitized and traceable supply chains
- Climate-smart production and processing systems
- Aggregation, logistics, and structured markets

### **Summit Engagement**

- Solution-Oriented Sector Dialogues with policymakers, agribusiness leaders, financiers, and innovators
- Data-Backed Opportunity Briefings highlighting scalable pipelines and investment-ready opportunities
- Enterprise Showcases featuring agro-industrial innovations and growth-stage enterprises





## **Track 2 (25th June 2026): Mineral Development – Enterprise Participation and Value Creation (Including Oil & Gas)**

### **Opportunity Focus**

Mineral development presents opportunities for enterprise participation, local value addition, services innovation, and skills development. Innovation and entrepreneurship enable inclusive participation through services, supply chains, and technology-enabled solutions.

### **Focus Areas**

- Local content and enterprise participation
- Innovation in services, logistics, and supply chains
- Skills development and technology-enabled services
- Environmental, safety, and operational efficiency solutions

### **Summit Engagement**

- Enterprise Pathways Dialogues with regulators, operators, service providers, and financiers
- Solution Spotlights highlighting innovations supporting local content and efficiency
- Partnership Roundtables focused on enterprise integration and capability building





## Track 3 (26th June 2026): Tourism Development – Markets, Experiences, and Demand Creation (Including Cultural and Creative Industries)

### Opportunity Focus

Tourism is a strong driver of foreign exchange, employment, and national branding. Innovation enhances product differentiation, experience quality, digital reach, and access to global markets. Cultural and creative industries play a central role as demand and experience drivers.

### Focus Areas

- Cultural and experiential tourism products, including creative and cultural industries
- Digital distribution and destination marketing platforms
- Destination branding and market access
- Visitor experience and service innovation

Creative and cultural enterprises are positioned, in line with NDP IV, as economic assets within tourism, strengthening Uganda's competitiveness and visibility.

### Summit Engagement

- Experience-Led Sector Dialogues with tourism authorities, operators, creatives, platforms, and investors
- Market Intelligence Sessions on visitor trends and demand opportunities
- Curated Experience Showcases of scalable tourism and creative innovations





## **Track 4 (2th June 2026): Science, Technology and Innovation (STI) – Innovation as a National Accelerator**

### **Opportunity Focus**

Science, Technology and Innovation underpins productivity, competitiveness, and scale across all sectors. Uganda's growing innovation ecosystem provides a strong foundation for accelerating enterprise performance and delivery.

### **Focus Areas**

- Digital infrastructure and platforms
- Applied and frontier technologies
- Research commercialization and IP-driven enterprises
- Innovation finance and enterprise scaling mechanisms

### **Summit Engagement**

- Innovation Dialogues linking technology to enterprise outcomes
- Case Clinics on adoption, commercialization, and scaling
- Demo Zones showcasing applied technologies and platforms in use



## ↑ Why



The UG Catalyst Summit is convened by Innovation Village Hub (TIV Hub). We are a national ecosystem convener operating at the intersection of policy priorities, enterprise systems, and execution infrastructure to advance innovation, entrepreneurship, and enterprise growth in Uganda.

Over the past decade, we have built and operated platforms that translate national ambition into enterprise-level outcomes. Through this model, we have reached over **300,000 entrepreneurs**, innovators, and MSMEs across the country, directly and indirectly, leveraging nationwide delivery infrastructure and long-term ecosystem partnerships.

### INTELLIGENCE FOR NATIONAL AND PARTNER DECISION-MAKING

At the core of our work is intelligence. We have developed the Opportunity Dashboard and sector intelligence tools as decision-support infrastructure for partners operating at national and sector level.

#### ● These tools aggregate and synthesize:

- Sector-level demand and opportunity signals
- SME capability, readiness, and growth-stage insights
- Market gaps across value chains and regions
- Opportunities for linkage, aggregation, and scale

The objective is clarity—enabling government, partners, and enterprises to understand where opportunities sit and how interventions can be targeted for maximum effect. This intelligence backbone directly informs the design of the UG Catalyst Summit and underpins follow-on engagement beyond the convening.

Our nationwide delivery infrastructure allows us to operationalize national priorities while responding to regional and sector-specific contexts.

At the core of this infrastructure are our Small Business Development Centers (SBDCs) located across Kampala, Mbarara, Gulu and Jinja, and the Creative Business Academy (CBA). Together, these platforms provide structured pathways for enterprise development, innovation adoption, and market readiness across the country.

Through the SBDC network and CBA, we are able to:

Operationalize policy priorities across regions, translating national agendas into enterprise-level action

Support enterprises at different stages of growth, from early-stage innovators to scaling SMEs

Enable partners to engage nationally, through a single, coordinated platform

## Market Access & Enterprise Linkages at Scale

Market access is central to enterprise growth and sustainability. We provide market-facing linkage platforms connecting enterprises supported through our infrastructure to demand-driven opportunities.

### We do this by:

- Facilitating enterprise access to buyers and anchor institutions, both public and private
- Creating linkages to regional and continental platforms, including digital and physical market-places
- Working through sector networks and industry partnerships to embed enterprises within value chains
- Supporting access to distribution channels and export pathway

# Call to Action

The UG Catalyst Summit is a platform for partners who want to move from alignment to acceleration. We invite partners to engage with us as co-architects of Uganda's growth execution pathways. The Summit offers a structured opportunity to:

## *Align your priorities with Uganda's NDP IV and ATMS*

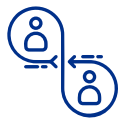
- Engage directly with enterprise pipelines and scalable solutions
- Deploy capital, expertise, and partnerships where impact can be accelerated
- Shape execution models that extend beyond the Summit



# ↑ Partnership Opportunities.

The UG Catalyst Summit is structured around partnership pathways that allow partners to engage at strategic, sectoral, or ecosystem level. Each tier is designed to ensure meaningful participation, visibility, and follow-through beyond the convening itself.

All contribution levels below are indicative and may be adjusted based on scope, co-partnership arrangements, and strategic alignment.



## Strategic Partner

Indicative Contribution:

**USD 40,000 – 75,000**

Strategic Partners anchor the UG Catalyst Summit at a national level and play a shaping role in defining priorities, outcomes, and execution pathways aligned to NDP IV and the ATMS.

## Role and Engagement

- Contribute to shaping the overall Summit theme, framing, and cross-cutting priorities
- Participate in high-level flagship plenary sessions and high-level dialogues that cut across all tracks
- Visibility and recognition as strategic partner across Summit communications, branding, and convening platforms
- Identify partnerships, pilots, or scale opportunities across all the tracks

# ↑ Partnership Opportunities.



## Anchor Sector Partners

Indicative Contribution:  
**USD 15,000 – 30,000 per track**

Anchor Sector Partners provide leadership and depth within a specific ATM-aligned track, ensuring sector relevance and practical momentum.

### Tracks include:

- Agro-Industrialization
- Tourism Development (including Cultural and Creative Industries)
- Science, Technology and Innovation (STI)
- Mineral Development (including Oil & Gas)

## Role and Engagement

- Anchor a sector track and co-curate its agenda
- Engage directly with innovators, SMEs, and enterprises in the sector
- Support solution showcases, case clinics, and opportunity briefings
- Identify partnerships, pilots, or scale opportunities emerging from the track
- Sector-specific visibility and positioning

# ↑ Partnership Opportunities.



## Ecosystem Partners

Indicative Contribution:  
**USD 5,000 – 10,000**

Ecosystem Partners strengthen delivery through expertise, platforms, networks, or catalytic support, contributing to the quality and reach of the Summit.

## Role and Engagement

- Participate in sector dialogues, showcases, and interactive sessions
- Contribute technical expertise, tools, or platforms
- Visibility as an Ecosystem Partner across Summit platforms



## In-Kind Partnership Opportunities

Contribution Type: **In-kind**

In-kind partnerships are designed to extend reach, visibility, and engagement, particularly where value is delivered through amplification, platforms, or expertise rather than financial contribution.

## In-Kind Support Required

- Media and communications partnerships
- Content development and storytelling
- Digital, broadcast, or print amplification
- Technology and platform support
- Event experience and production support



## Let's Connect

Partners interested in engaging with the UG Catalyst Summit are warmly invited to initiate a conversation on partnership pathways, sector engagement, and alignment opportunities.

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