



# YOUTH & INNOVATION EXPO 2023

25 &  
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AUG  
9:00 AM -  
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FREEDOM  
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ENTRY

## For Immediate Release:

Tuesday 25th April 2023

## ANNOUNCEMENT: Uganda Youth and Innovation Expo

What is happening?

Makerere University and the United Nations Development Programme (UNDP) are elated to launch **the Youth and Innovation Expo 2023** under the theme, “Fostering Innovation for Uganda’s Transformational Development” in an effort to showcase outstanding youth innovations and youth enterprise.

The Youth and Innovation Expo 2023 being launched today, 25th April 2023 will be a two-day event held on 25th and 26th August 2023, starting from 9:00 am to 5:00 pm on day one, and starting from 9:00 pm to 9:00 pm on day two.

The Youth and Innovation Expo 2023 will also bring together MTN Uganda and Makerere Research and Innovations Fund (Mak-RIF) as the main sponsors of the event with House of Djs as the implementing partner.

## A brief overview

Since its humble beginning in 1922, Makerere University has been able to transform communities and societies through its wealth of human capital, numerous research outcomes and technological innovations that have served Uganda, East Africa, Africa and the world at large. On the 25th and 26th of August 2023, we hope to showcase and exhibit the great strides Makerere and her alumni have taken towards Innovations and Enterprise over the last 100 years.

In 2020, the President of Uganda H.E President Yoweri Kaguta Museveni launched the Youth4Business Innovation and Entrepreneurship Facility (Y4BF). The programme was developed by the United Nations Development Programme (UNDP) in partnership with Stanbic Bank Uganda to address the problem of youth unemployment in Uganda.





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The Facility was designed to respond to the effects of COVID-19 and beyond by driving social economic transformation. This facility has been implemented through the combination of innovation, creating jobs and fostering entrepreneurship by supporting access to an integrated mix of finance products, business management skills and market access to young women and men entrepreneurs and youth-owned MSMEs.

Through this program, UNDP has directly supported over 400 youth businesses and indirectly impacted over 6,000 youth through partnerships and outreach programs with partners like BRAC and the National Association of Student Enterprises (NASE Africa).

Makerere University, being the oldest and biggest University in Uganda, is uniquely positioned to be a hub of many youth innovations through end-of-year course research projects. Together with UNDP, Makerere will showcase a number of youth innovations and youth start-ups which have successfully made the transition from research to commercial enterprises. Through this exhibition, we also hope to create viable forward and backward linkages that will facilitate the creation of jobs and foster entrepreneurship by supporting access to an integrated mix of finance products, business management skills and market access to young women and men entrepreneurs and youth-owned MSMEs.

## What to expect

The Youth and Innovation Expo 2023 will also bring on board activations from its partners like MTN Uganda and House of Djs and various crucial partners that the University has had over the last 100 years such, as Stanbic Uganda, Centenary Group, Absa Bank, Vision Group, Next media to mention but a few.

The two-day event will consist of a very comprehensive, insightful, and engaging program with a conference, a student-inspired fashion show, a showcase of student innovations, exhibitions from all University colleges, exhibitions of Innovations turned enterprises from the Youth4Business program, food courts, blankets and wine activations, MTN Pulse activations, Government of Uganda, one-stop service center to mention but a few.





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The Guest of Honour for the exhibition will be **Rt. Hon. Thomas Tayebwa**, the Deputy Speaker of Parliament.

The Youth and Innovation Expo 2023 will broadcast live on all our social media platforms and will be aired on various media platforms among the nation's leading daily.

## The Youth and Innovation Expo 2023 Campaign

The campaign leading up to the main event will start today, 25th April 2023, and run until 25th August 2023. The main participating partners will run a robust mainstream media and digital media campaign as we continue to secure stakeholder buy-in and gear up for D-day.

The Youth and Innovation Expo 2023 will also provide exhibition space for vendors at the price of UGX 250,000 per day, per stall.

For more information, please visit <https://100.mak.ac.ug/> or any of our social media platforms.

For any inquiries, please contact:

### 1. Mr. Awel Uwhanganye

Ag. Manager Advancement Office, Office of the Vice-Chancellor, Makerere University

Tel: +256753999098

Email: [advancementmak@gmail.com](mailto:advancementmak@gmail.com)

### 2. UNDP

Ashley Prigent, Communications and Partnerships Specialist, UNDP

Tel: +256 778 960 908

Email: [ashley.prigent@undp.org](mailto:ashley.prigent@undp.org)

### 3. MTN UGANDA

Ms. Barbara Kiwanuka, Communications Department, MTN Uganda

Tel: +256772120722

Email: [Barbara.Kiwanuka@mtn.com](mailto:Barbara.Kiwanuka@mtn.com)

