

The **REGISTRY**

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SERVICES BUREAU



Hon. Norbert Mao, Minister of Justice and Constitutional Affairs, poses with members of the diplomatic corp, government officials and URSB Board members and top management at the end of the Business Forum

Diplomatic Endeavours

“URSB’s critical role in attracting foreign direct investment highlighted during Diplomats’ Forum.”

Uganda Registration Services Bureau (URSB) hosted a landmark Business and Innovation Forum on **Thursday, 13th March 2025**, showcasing the country’s significant reforms in business registration and investment processes to the diplomatic community.

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deserve the right to
own their work



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REGISTRAR GENERAL'S FOREWORD

URSB'S STRATEGIC INITIATIVE TO DRIVE TRANSFORMATIONAL IMPACT THROUGH COLLABORATIONS



The Uganda Registration Services Bureau (URSB) continues on its path of mandate spread with strong momentum and strategic prioritisation for partnerships, rallying stakeholders and policy alignment as a way of promoting registration services that enable business growth, innovation, access to justice, and protection of rights. The first quarter of 2025 was marked by impactful engagement, policy reform contributions, and deepening collaborations that position us for even greater service delivery.



Partnerships and collaboration

One of the key pillars of our organisation's success has always been our strategic collaboration with partners, particularly under the Justice, Law and Order Sector (JLOS). URSB in January hosted and participated in a range of multi-stakeholder forums aimed at improving access to justice and strengthening institutional efficiency.



These engagements are opening up doors to a harmonised approach to service delivery, while also demonstrating URSB's critical role in the ecosystem of national growth.



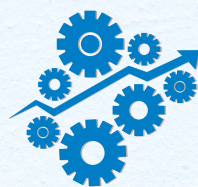
Law amendments

Aligning operations through law and policy reform remains a strong priority. URSB actively contributes to national conversations around legislative review, particularly with respect to a number of amendments such as the Copyright and Neighbouring Rights Law as well as others like the Draft National Culture Policy. As the custodian of intellectual property rights, we provided insights on how the policy can better promote innovation, protect Uganda's cultural assets, and enhance the livelihoods of creatives. This advocacy is part of our broader mission to promote legal frameworks that are aligned with Uganda's evolving socio-economic realities.



Accountability

We continue to welcome and host key partners and delegations, both local and international. From engagements with regional justice institutions to diplomatic missions, these interactions are part of our commitment to transparency, excellence, and continuous learning. They have also opened avenues for benchmarking and resource sharing, which have been crucial for institutional growth.



Capacity development

Internally, we are making deliberate efforts to enhance staff capacity and performance. Our directorates and units have undertaken strategic performance review sessions to assess impact and plan for improved service delivery. Staff development and engagement remain a priority, as reflected in knowledge-sharing initiatives like our Weekly Spotlight Magazine, the Registrar General's Fireplace, and the Registry Newsletter, which continue to showcase our activities and amplify staff contributions.



Giving value

Looking ahead, URSB is committed to delivering more value through innovation, automation, and customer-centric services. We will continue to align our programmes with national development priorities while working closely with stakeholders to ensure that our legal and registration systems remain inclusive and responsive.

Mercy K Kainebwisha
Registrar General.

EDITOR'S NOTE

Dear Readers,

Welcome to this quarter's edition of The Registry. As we celebrate the Bureau's recent achievements and milestones, we remain committed to advancing the protection of intellectual property rights across Uganda.

In today's rapidly evolving creative landscape, the protection of original works has never been more crucial. Our creative industries—from music and art to software development and literary works—represent not just our cultural heritage but significant economic potential. This edition highlights the importance of creators securing their intellectual property rights through proper registration. When creatives own and protect their work, they can confidently monetise their innovations, attract investment, and contribute meaningfully to Uganda's creative economy.

Simultaneously, we must acknowledge the transformative role of artificial intelligence in our business environment. AI is not merely a passing trend but a paradigm shift that is here to stay. This edition explores how AI technologies are reshaping intellectual property concepts and business practices. Rather than approaching these changes with apprehension, we encourage our stakeholders to embrace AI's potential for enhancing efficiency, promoting innovation, and creating new opportunities across sectors.

Our feature articles showcase how URSB is adapting its services to accommodate both traditional IP protection needs and emerging technological challenges. From the Diplomatic Forum to the Business Rescue Programme, our recent initiatives reflect our commitment to creating an environment where innovation thrives while rights remain protected.



The recent visit by Permanent Secretaries and our commemoration of International Women's Day further emphasise our holistic approach to service delivery and inclusivity in business development.

We extend our heartfelt gratitude to you, our loyal readers, for your continued support and engagement. Your feedback shapes our services, and your success stories inspire our mission. Together, we can build an IP-conscious, innovation-driven Uganda.

Happy reading!

Denis Nabende

**Principal
Communications Officer**

Core values



www.ursb.go.ug

UGANDA REGISTRATION SERVICES BUREAU (URSB) HIGHLIGHTS BUSINESS REFORMS AT DIPLOMATIC FORUM

Uganda Registration Services Bureau (URSB) hosted a landmark Business and Innovation Forum on Thursday, 13th March 2025, showcasing the country's significant reforms in business registration and investment processes to the diplomatic community.

The high-level event, held at the Uganda Business Facilitation

Centre, brought together ambassadors, consular officers, and commercial attachés from foreign missions in Uganda. It highlighted the country's transformation from lengthy manual business registration processes to a streamlined digital system that now completes company registrations in just three hours.

"Until 2020, business registration in Uganda was largely manual. Business owners had to endure long queues, fill forms, and wait for officials to stamp documents," noted the URSB Board Chairman, Ambassador Francis Butagira. "Today, individuals can register businesses online in a matter of hours."



Hon. Norbert Mao

The Minister of State for Foreign Affairs, Hon. Okello Oryem, lauded the efficiency of Uganda's online registration system, noting that streamlined processes have significantly reduced corruption opportunities. He emphasised Uganda's readiness to attract premium investors, describing Uganda as now "an A-list country."

The Registrar General emphasised URSB's mandate to facilitate private sector growth and improve the investment climate, highlighting its role in maintaining crucial business registers, protecting intellectual property rights, and supervising company insolvency processes.

URSB's remarkable growth

was also highlighted, with revenue collection increasing from UGX 300 million when it was a directorate under the Justice Ministry to UGX 80 billion after gaining semi-autonomous status.

The forum identified several areas for improvement, including developing a strategic communications campaign

“This centre has eliminated the need to visit multiple offices, addressing previous investor frustrations.”



Guests included attaches, ambassadors from the foreign embassies in Uganda, and government officials

to raise awareness of Uganda's business registration efficiencies both domestically and internationally, and establishing regular engagement with diplomatic missions to empower them as effective investment ambassadors.

Other recommendations included designing targeted investment missions in coordination

with Ugandan embassies abroad, strengthening the patent registration process, and developing resources to help international investors navigate Ugandan cultural practices that may affect business operations.

The event was attended by government ministers, heads of sister agencies including the Capital Markets

Authority and Uganda Investment Authority, and representatives from local media outlets.

URSB plans to incorporate more interactive elements in future forums, including moderated Q&A sessions and networking opportunities, while also considering sector-specific forums focused on agriculture, manufacturing, and information technology to provide more targeted information for potential investors.

The inaugural forum concluded with a commitment to position Uganda as a competitive and attractive hub for business and innovation, promoting collaborative relationships between URSB and diplomatic communities to promote mutual growth, trade, investment, and technological exchange.



Ms. Kainobwisho interacts with a foreign dignitary as Commissioner IP, Mr. Agaba, looks on



There is need to position Uganda as an attractive hub for business

URSB LAUNCHES INNOVATIVE BUSINESS RESCUE AND AFTERCARE PROGRAMME TO ENHANCE BUSINESS RESILIENCE IN UGANDA

In a proactive response to Uganda's concerning business failure rate, the Uganda Registration Services Bureau (URSB) launched its Business Rescue and Aftercare Support Programme (BRAP) for 2024/2025. This initiative aims to empower entrepreneurs and corporate entities with essential skills in

financial literacy, corporate governance, and effective business management critical tools for fostering sustainability and resilience within the business sector.

The 2016 Global Entrepreneurship Monitor (GEM) Report identified Uganda as one of the world's most entrepreneurial nations. However, the country grapples with a

significant challenge: the alarming rate at which new businesses close, one for every business initiated. This troubling trend can be largely attributed to inadequate business management knowledge, financial illiteracy, weak corporate governance, and the disruptive effects of external events, notably the COVID-19 pandemic.

The newly launched programme aligns with Uganda's National Development Plan III, which aims to bolster private sector growth by preventing insolvency and strengthening recovery efforts. Kicking off with an extensive five-day training session from 24th - 28th February at the Uganda Business Facilitation Centre in Kololo, entrepreneurs and stakeholders gained invaluable insights and practical skills. They also enjoyed networking opportunities designed to enhance financial stability and ensure the long-term viability of their ventures in an increasingly competitive market.



A businesswoman showcases her products to Ms. Birungi while Mr. Anganya looks on.

This initiative targeted a diverse audience of entrepreneurs, corporate boards, regulators, policymakers, and business educators, creating a vibrant environment for meaningful discussions

and knowledge exchange. Renowned speakers in business shared their expertise on various aspects of business growth, covering topics such as financial discipline, sustainability strategies,

restructuring processes, and corporate rescue mechanisms.

During the launch, Mr. James Bulenzibuto, CEO of Elimu Trust Eastern Africa, passionately emphasised



A team from the Department of Insolvency were recognised for organising the training

the programme's proactive approach, urging participants to intervene before facing crises.

"We are not here just to build CVs. The Directorate believes in proactive solutions, not post mortems for failed businesses. Let's change the narrative," he declared.

The Chief Guest, Irene

Birungi Mugisha, CEO of the Presidential CEO Forum, lauded URSB's commendable initiative, encouraging attendees to leverage the training for enhanced business capabilities.

The programme culminated in an exhibition, allowing participants to showcase their products and foster deeper insights into one

another's businesses.

The URSB Business Rescue and Aftercare Support Programme stands as a crucial pillar for business owners, equipping them with the knowledge and tools necessary to navigate financial challenges and achieve long-term success in Uganda's vibrant and dynamic business landscape.



Beneficiaries of the training included different categories of entrepreneurs

TRANSFORMING PUBLIC SERVICES: URSB SETS A NEW STANDARD FOR REGISTRATION EXCELLENCE

In a significant trend towards enhancing public service delivery in Uganda, Ms. Lucy Nakyobe Mbonye, the Head of Public Service and Secretary to the Cabinet, commended the Uganda Registration Services Bureau (URSB) for its ground-breaking efforts in modernising and streamlining registration services across the nation.

During a learning visit, Ms. Nakyobe led a high-level delegation of permanent secretaries alongside officials from the Chandler Institute of Governance in Singapore to gain insights into URSB's operations and innovations. The delegation was given a guided tour of the Uganda Business Facilitation

Centre (UBFC), where they observed first-hand the advancements in service delivery.

URSB officials took the opportunity to showcase their strategic mandate, highlighting various innovations and reforms that have significantly enhanced efficiency, accessibility, and automation in registration processes. These transformative initiatives are improving service delivery and setting a standard for public sector modernisation.

In her address, Ms. Nakyobe underscored the necessity of integrating technology-driven solutions to elevate service delivery across all government ministries.

“Starting today, I have decided that the key performance indicator for permanent secretaries in the financial year 2025/26 will be re-engineering and automation within their respective ministries,” said Ms. Nakyobe. This bold move aims to foster a governmental environment where citizens can access services quickly and easily.



Permanent Secretaries, led by Ms. Nakyobe (in grey jacket), appreciated the strides URSB has made in its digitisation journey



Deputy Registrar General, Mr. Anganya (R) interacts with government officials



Amb. Butagira presented Ms. Nakyobe with a URSB corporate gift

The commitment was echoed by the permanent secretaries present, who expressed enthusiasm for exploring turnaround strategies to implement the successful practices observed at URSB in their respective ministries.

Board Chairman, H.E. Amb. Francis Butagira emphasised the vital role of institutional partnerships in driving national development and improving service delivery. He reiterated URSB's

unwavering commitment to collaborating with public institutions, streamlining business registration, and embracing digital transformation initiatives.

"Engagements like these foster collaboration and contribute to national development," said Amb. Butagira.

He also mentioned a recent event where foreign diplomats were hosted at URSB to showcase Uganda as an attractive business

destination, underscoring the importance of strengthening institutions such as URSB to stimulate investment and sustainable economic growth.

This visit highlighted the critical need for ongoing learning and knowledge-sharing among public institutions, paving the way for a strong and efficient service delivery agenda that supports Uganda's sustainable development goals.



The Permanent Secretaries were at the URSB headquarters in Kololo for a benchmarking visit



Steven Douglas Baryevuga

Senior

Communications Officer

PUBLIC RELATIONS BEST PRACTICES FOR COMPANIES FACING BANKRUPTCY AND INSOLVENCY

It is a normal occurrence for companies, even previously stable ones to experience sharp distress. These companies would need to take urgent action and make the choice between using business rescue mechanisms, including formal insolvency proceedings, and out of court settlements or winding up/liquidating their businesses. Ugandan law provides for certain business rescue mechanisms and liquidation proceedings under both the Companies Act, 2012 and the Insolvency Act, 2011. The Uganda Registration Services Bureau (URSB) is the government agency mandated to provide insolvency regulation, under the office of the Official Receiver.

Once a company has formally been drawn into receivership or administration, the task of explaining complex financial jargon to the press and keeping up dialogue with all stakeholders then becomes the most crucial public relations (PR) task for such a company. Companies facing bankruptcy and insolvency need to carefully manage their public relations to allow them navigate this challenging situation while minimising reputational damage.

Also, during bankruptcy proceedings, controlling the flow and content of information is very critical. By failing to communicate a compelling turnaround story to its customers, suppliers, employees and investors, a company stands little chance of successfully emerging from the downturn. Similarly, by not aggressively taking steps to address and combat negative stories, a company in bankruptcy runs the risk of staying there.

Understanding the challenges faced by a company in bankruptcy, as well as the substantive procedures involved in a bankruptcy proceeding, is critical to the formulation of an effective bankruptcy communications strategy. Effective communications can help to preserve precious value in the enterprise, shorten the insolvency process, arm stakeholders with vital information, enhance employee morale and productivity, build credibility for management and begin to paint a bright picture of a post-emergency future.

Done well, insolvency communications can mitigate the erosion of stakeholder confidence and even strengthen relationships and engagement with key groups in ways that are both surprising and long lasting. Here are some PR best practices for companies in this difficult situation:

Designate a Spokesperson:

It is always prudent to appoint a designated spokesperson who is well-informed about the situation, remains empathetic, and has the skills to handle media inquiries and stakeholder communication, at all times. This way, the open-ended communication

helps to provide information easily, and from an informed source.

Consider Transparent and Honest Communication:

A situation of this nature needs to be communicated in the most truthful way to avoid distortion of facts. It is important for the company to remain honest and transparent about the financial challenges the company is facing. Additionally, the company should avoid hiding or downplaying the situation, as this can lead to greater mistrust.

Craft Consistent Messages:

Managing a crisis needs careful message dissemination to assert confidence, but also allay fears. Developing a clear and consistent message that explains the reasons behind the bankruptcy, the steps being taken, and the commitment to finding a solution is a winning approach.

Internal Communication:

When a company is going under, it should alert employees first. Employees are the number one brand ambassadors of any company. For every eventuality, it is important to communicate with them first. They should hear about the situation from the company, not through external sources. Addressing their concerns and providing reassurance about their job security, or the way forward matters.

Prioritising Media Relations:

The media is most likely going to pick interest in a story detailing the struggles of a previously sound company. Working closely with the media to ensure accurate and balanced reporting and providing access to factual information, and availing experts who can clarify complex financial issues would help relay the right information.

Stakeholder Engagement:

Managing the people and entities that have considerable bearing on a company under liquidation is a great way to firm relations during a crisis. Engage with key

stakeholders such as creditors, investors, and suppliers. Keep them informed about your restructuring or bankruptcy plans and seek their support and cooperation.

Social Media Management:

Social media, with sites like X (formerly Twitter) is likely going to be a platform for discussion of a company's pitfalls. Actively managing your company's social media accounts to control the narrative and provide updates is a good way to deal with information flow. Responding to inquiries and addressing concerns in a professional and timely manner, is a huge plus.

Customer and Supplier Relations:

Maintain open, regular communication with customers and suppliers. Reassure them that the company is committed to fulfilling their obligations and delivering on existing agreements. This way, they are bound to remain steadfast as insolvency filings happen.

Legal Considerations:

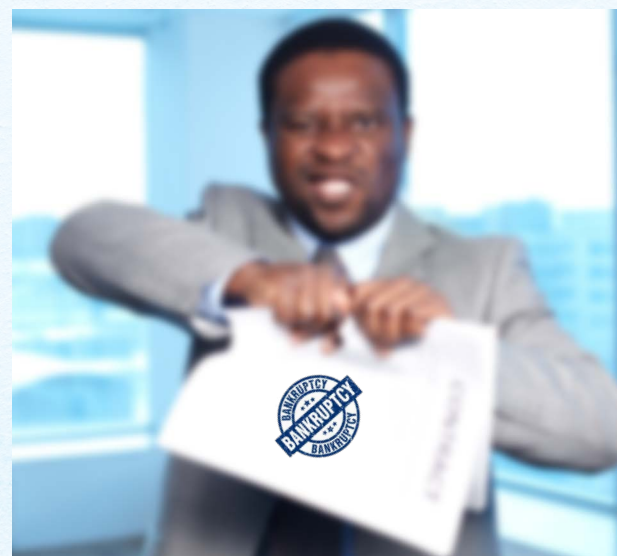


Photo: Internet

Since most companies know for weeks or months that they are in trouble, the legal team should guide on what content to include in the press release,

even before insolvency documents are

filed. The press release can then be circulated as soon as the company's lawyer confirms that the filing has been made. However, it is important to remain aware of legal constraints regarding disclosing financial information and bankruptcy proceedings. Consultations with legal counsel to ensure compliance with relevant laws is vital.

Crisis Communication Plan:

The end of a company is the worst-case scenario. Many companies, have emerged from administration healthier and stronger than before. Developing a comprehensive crisis communication plan that outlines roles, responsibilities, and action steps for various scenarios related to bankruptcy, would make this journey easier.

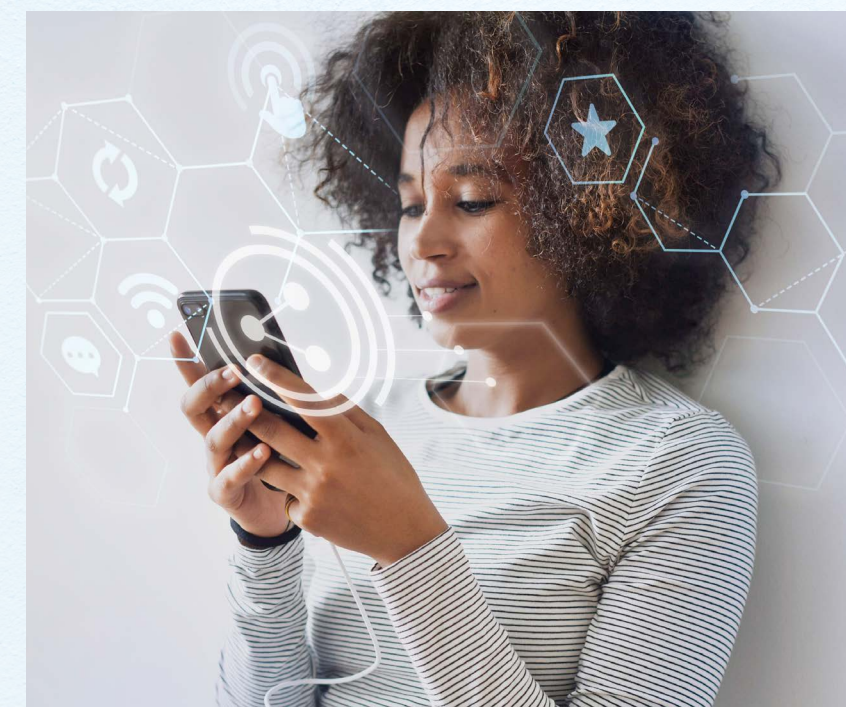


Photo: Internet

Positive Stories and Initiatives:

Filing for insolvency isn't the end of the company. There are some key messages like why the company has moved itself into that state, and how going into insolvency will affect each person's relationship to the company. Releases should stress that the company remains open for business. Media contacts should be sent a release, as well as other media outlets liable to write stories. The release should highlight any positive stories, achievements, or initiatives that demonstrate the company's commitment to recovery and the well-being of stakeholders.

Educate and Inform:

In cases involving big companies, there are

incidences of many reporters being thrown on a project, some of whom don't know the difference between a balance sheet and a spreadsheet. Helping stakeholders, especially the media and general public, understand the complexities of bankruptcy and the company's efforts to emerge from it then becomes the magic stroke that cannot be ignored while in this crisis.

Bankruptcy and insolvency are undoubtedly difficult situations that create concern, worry and doubt among the multitude of stakeholders that have a holding on a company. With effective PR strategies, companies can better manage their reputation and rebuild trust with these stakeholders over time. The key is to maintain transparency, honesty, and commitment throughout the process.

“

Managing your company's social media accounts to control the narrative and provide updates is a good way to deal with information flow.



“CELEBRATING LADIES OF URSB”

URSB JOINS THE REST OF THE WORLD IN CELEBRATING INTERNATIONAL WOMEN’S DAY

The cafeteria was absolutely popping with purple, green and white everywhere as all the ladies showed up dressed to impress in celebration of an early International Women’s Day.

The memo encouraged female staff to ditch their usual casual Friday attire and come ready to slay in honour of the amazing women that they are – and they certainly rose to the occasion! Even female staff at the regional offices attended virtually and got treated to special breakfasts at their

respective locations.

Leading by example, the Registrar General, Ms. Mercy K. Kainobwisho, was stunning in a gorgeous stretch green dress with a crisp white jacket that gave off boss lady vibes. And Ms. Cindy Nalule from the Communications and Corporate Affairs Division. She added a touch of elegance with her long off-shoulder green gown and a white fascinator in her hair. The ladies were absolute queens!

Speaking at the event, Ms. Kainobwisho delivered

a heartfelt impromptu speech to the female staff.

“Life comes in different shades and materials. What material are you as a woman?” she asked. She referenced the various shades of green dresses and their different textures in her closet – silk, linen, cotton, and chiffon.

Her message, echoing themes of resilience and leadership, highlighted her journey starting as a state attorney in the Ministry of Justice in 2005 to rising through various leadership roles.



Empowered women empower women.

Ms. Kainobwisho shared personal struggles, recalling the challenges she faced as a woman in leadership: “I was hated on because of my performance. I was hated on by women, and yet I love women.” Instead of being bitter, Ms. Kainobwisho

encouraged the women to lift each other up, saying, “You don’t lose anything by lighting another woman’s candle.”

The guest speaker, Ruth Ndwiga, a strategic Senior Human Resources Professional and Coach

with over 14- years of experience, shared wisdom about balancing motherhood and career. She called it a “delicate dance” and was honest about missing her children’s book week at school. But she reminded everyone that showing up



Registrar General, Ms. Mercy K. Kainobwisho

for yourself is what matters most.

Ms. Ndwiga encouraged women to celebrate their unique contributions, reminding them of their value. “You can’t love yourself if you don’t know what value you bring to the table,” she said, urging everyone to step into their power and embrace their potential.

The guys were total gentlemen too, helping with registration, music, seating for the ladies, and making sure breakfast was served on time.

One of the celebrants, Ms. Cynthia Mpoza, Senior Legal Officer, praised the excellent organisation of the event.

“The event was well-organised and the speaker was on point. I think she was the perfect choice to uplift us in our careers, families and personal journeys,” she shared. “My key takeaway was the importance of supporting each other as women. We grow and rise to greater heights; we make a greater impact when we work together.”

“It was intimate and

impactful,” she concluded.

Ms. Jacqueline Adroru, Registration Officer from the Arua Office, shared a sweet message of gratitude.

“Thank you to the Bureau for recognising and celebrating us on this special day. Your thoughtfulness and appreciation mean a lot to us! It’s a reminder that our hard work and dedication are valued, and we’re grateful to be part of an organisation that supports and empowers women,” she wrote in an email.”



Guest Speaker, Ms. Ruth Ndwiga, shared insights on balancing motherhood and work

CREATIVE MINDS DESERVE THE RIGHT TO OWN THEIR WORK

Elizabeth Agiro

Communications Officer

Andrew Opio, a student from Comboni College in Lira, demonstrated a solar-powered prototype system designed as traffic lights to help ease congestion on major roads last year. As Opio develops his breath-taking prototype, he faces a problem as big as his work: How will he protect his creation? This pure form of creativity can be a target for sharks on a global scale if it is not carefully protected. And that’s where Intellectual Property plays a crucial role.

Intellectual Property (IP) is the lifeblood for many creators and innovators. In Uganda, protecting these rights is essential for encouraging creativity and innovation in the country. When creators know their ideas and inventions are safe, they are more likely to share them with the world. This safe space allows artists, writers, scientists, and business people to thrive, contributing to a vibrant cultural and economic setting.

Intellectual property covers a broad range of works, including inventions, designs, brands, and artistic creations. When someone creates something new, they

deserve the right to own their work. This ownership is not just a matter of pride; it is the fundamental principle that supports the very foundation of creativity. Without proper protection, others could copy their creations without permission. This theft can lead to financial loss and can discourage creators from pursuing new ideas. The fear of having their work stolen stifles innovation and hampers the growth of creative industries.

In Uganda, the creative and innovative sectors hold significant potential for growth. The country boasts a young, vibrant population full of talent. However, without a strong framework for intellectual property protection, much of this talent goes untapped. Therefore, investing in the protection of intellectual property can help harness this talent. It can also lead to job creation and economic development. When creators feel protected, they are more motivated to invest time and resources into their work. This investment can yield exciting new products and services that benefit society.

The Uganda Registration Services Bureau (URSB) plays a vital role in this process. URSB is responsible for registering

various intellectual property rights, such as trademarks, patents, and copyrights. In fact, URSB played a pivotal role in Parliament’s recent passage of the Copyright Amendment Bill. Not only did they advocate for the need to change copyright laws to better protect the rights of creatives, they also acted as a liaison between creatives and parliament, facilitating discussions between the two groups.

Nevertheless, it is not enough for URSB to simply provide these services. Raising awareness about the importance of intellectual property protection is equally important. Many creators in Uganda might not fully understand their rights and how to protect them. Hence, education can empower the artists, entrepreneurs, and inventors about the importance of intellectual property and the resources available to them.

By protecting its intellectual property, Uganda can attract international investors and collaborators and thus get its economy sprinting, rather than putting its creativity in a funnel and drinking a glass of water.

The protection of intellectual property is of enormous benefit not only to individual creators but also to Uganda itself.

It can function not only as a badge but also as an armour. By securing its leadership in this field, Uganda can open the door to new agreements and brand new projects. At the end of the road, we can

visualise a more vibrant and brighter country. Protecting our own creative minds and giving them space to develop without feeling invaded means building the Uganda of the future. In essence,

walking on this path symbolises hope added end to end, relentlessly and perseveringly. Opening the horizon to the future by supporting intellectual property means turning this hope into reality.



Roselock Namirimo, former Sculpture Student at Makerere University carving art from a piece of Wood.



The country boasts a young, vibrant population full of talent. However, without a strong framework for intellectual property protection, much of this talent goes untapped.



Standout
by registering your Business
with URSB



Visit
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“Transformative Potential”

Denis Nabende

Principal Communications Officer

**THE ERA OF AI IS HERE:
LET’S EMBRACE IT**

The artificial intelligence revolution isn’t coming – it’s already here, transforming industries and reshaping how organisations operate across the globe. Rather than viewing AI as a distant technological concept, it’s time for institutions like the Uganda Registration Services Bureau (URSB) to recognise its immediate potential and embrace the opportunities it presents for enhanced service delivery and organisational excellence.

For URSB, which serves as the backbone of Uganda’s business registration and intellectual property ecosystem, AI represents a gateway to unprecedented efficiency and citizen satisfaction. The Bureau’s mandate to provide timely, accurate, and accessible registration services aligns perfectly with AI’s core strengths: automation, pattern recognition, and intelligent data processing.

Consider the transformative potential of AI-powered document processing systems that could automatically verify

business registration applications, cross-reference company names against existing databases, and flag potential conflicts or errors in real-time. What currently takes days or weeks could be accomplished in minutes, dramatically reducing processing times while maintaining accuracy and compliance standards.

AI chatbots and virtual assistants could revolutionise customer service, providing 24/7 support to entrepreneurs and business owners seeking guidance on registration procedures, fee structures, or compliance requirements. These systems could handle routine inquiries in multiple local languages, freeing up human staff to focus on complex cases that require personal attention and expertise.

The Bureau’s intellectual property division could particularly benefit from AI’s pattern recognition capabilities. Trademark and patent applications could be automatically screened against existing registrations, while AI algorithms could identify potential infringement cases or prior art that might affect new applications. This would not only speed up the registration process but also enhance the quality of IP protection services.



Photo: Internet

Data analytics powered by AI could provide invaluable insights into business registration trends, helping URSB anticipate demand, allocate resources more effectively, and inform policy recommendations to government. Predictive analytics could identify sectors experiencing rapid growth, enabling proactive support for emerging industries.



“Priceless Memories”

Cindy Maureen Nalule

Communications Officer

**UNFORGETTABLE
LEAVE HOLIDAYS
WITH MY LITTLE
SQUAD**

My leave holidays were nothing short of magical! Every moment spent with my amazing children—Ariella, ElShaddai, Gianna, and Brendon—was filled with love, laughter, and priceless memories. This break wasn’t just about taking time off work; it was about giving my kids my full attention, teaching them valuable life lessons, and creating unforgettable adventures together.

Learning Responsibility – Teamwork at Home

Before the fun began, I wanted to instil a sense of responsibility in my children.

Each morning, we dedicated time to house chores, turning them into exciting challenges rather than dull tasks.

Washing Dishes:

We split into teams—one washing and the other drying. The rule? Whoever finished first got to pick the next activity! The kids loved the friendly competition, and soon, even my youngest was eager to help.

Sweeping & Mopping:

Armed with brooms and mops, we danced around the house, turning cleaning into a game. Brendon and ElShaddai even created a “cleaning race,” where they challenged each other to sweep the tidiest floor.

Folding Laundry:

To make folding clothes fun, I played music in the background, and we had a mini fashion show, where they had to guess whose clothes belonged to whom before folding. Giggles filled the room as they mixed up socks and shirts!

Organising Rooms:

I taught them how to make their beds properly and arrange their toys and books. By the end of the holidays, they were not only doing it themselves but also reminding each other about keeping things tidy.

Seeing their sense of accomplishment and teamwork grow made me incredibly proud. These small chores were not just about keeping the house clean; they were about teaching my kids the value of responsibility and working together as a family.

Water Fun & Joyrides – Laughter All Around!



Once our tasks were done, it was time for some serious fun! We headed out for swimming sessions that were full of excitement. The kids raced each other across

the pool, practiced floating, and took turns creating the biggest splash. We played a game where they had to retrieve pool toys from the water, turning it into an underwater treasure hunt! The joy on their faces as they swam around was priceless.

Our car rides were another adventure in themselves. With the windows down and our favourite playlist blasting, we sang along, made silly jokes, and played road trip games like "I Spy." Sometimes, we took detours just to explore new places, stopping for ice cream along the way. These simple moments in the car, filled with laughter and bonding, became some of my most cherished memories.

Thrills & Adventure at Turtles Family Fun Park!

The highlight of our holidays was our trip to Turtles Family Fun Park! The kids could hardly contain their excitement as we arrived, their eyes lighting up at the sight of all the games and rides waiting for them.

Swinging High:

The swings were their first stop. They took turns soaring higher and higher, challenging each other to see who could swing the highest. Their laughter echoed in the air as they felt the thrill of the wind rushing past them.

Bumper Cars Madness:

Next, we hit the bumper cars! They each took the wheel, crashing into each other

with playful screams and laughter. The joy of spinning and bumping around was unbeatable!

Trampoline Mania:

The trampoline area was a non-stop burst of energy! They bounced as high as they could, attempting tricks mid-air, and laughing whenever someone wobbled on the landing.

Watching their excitement, their competitive spirit and their teamwork throughout the day made my heart full.

Cherished Memories & Lasting Lessons

As my leave ended, I reflected on the beautiful moments we shared. This holiday was not just about fun; it was about teaching, learning, and growing together. My kids learned responsibility

through housework, teamwork through games, and the simple joy of being present with family.

Looking back, I would not trade this time for anything in the world. The laughter, the lessons, the love—it all made this holiday one for the books! These memories will stay with us forever, reminding us that the best moments in life are the ones we share with those we love.



"Drive for Formalisation"

Elizabeth Agira

Communications Officer

EACH REGISTERED BUSINESS PUMPS FRESH BLOOD INTO THE MARKET

Starting a business is an exciting adventure. However, one important step can make a huge difference: registering the business. Many people might think that they can operate without registering, but doing so brings many benefits. Not only does it protect the owner, it also plays a big role in boosting the economy.

First, let's look at what registering a business means. When someone registers their business, they officially declare that their company exists. This process usually involves choosing a name, filing paperwork, and paying some fees. Once registered, the business has a legal identity. This identity allows the business owner to work more confidently and offers several

advantages.

One of the biggest benefits of registering is protection. When a business is registered, it separates the owner's personal finances from the company's finances. This is important because if the business runs into trouble or faces lawsuits, the owner's personal assets stay safe. This protection allows entrepreneurs to take risks and invest in their ideas without the fear of losing everything.

Another advantage is credibility. A registered business looks more trustworthy to customers, suppliers, and investors. People feel more confident when buying from a company that is registered. This trust can lead to increased sales and customer loyalty. Investors are more likely to support a registered business, seeing that the owner has taken steps to operate legally and responsibly.

Now, let's think about how registering a business helps the economy. When businesses are registered, they contribute to file taxes. This tax money helps fund schools, roads, and other public services. Without registered businesses, governments would have less money to support communities. Registered businesses also create jobs. More businesses mean more job opportunities for people, which leads to less unemployment. When people earn money, they spend it, and this spending helps local economies grow.

On top of that, registered businesses tend to follow rules and regulations that keep consumers safe. For example, they comply with health and safety laws, ensuring

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When a business is registered, it separates the owner's personal finances from the company's finances.



Photo: Internet

that products are safe to use. This thoughtfulness protects customers and builds a better community overall. It encourages fair competition, which improves the quality of goods and services available. Those who operate without registration may not feel obliged to follow these rules, which puts consumers at risk.

Registered businesses can also access more resources. They may qualify for loans and grants that unregistered businesses cannot. These funds can help expand a business, hire more employees,

or improve services. With more resources, businesses can innovate and modernise, keeping the economy strong and forward-thinking.

Lastly, registering a business can lead to networking opportunities. Registered businesses often join trade associations. These connections can open doors to partnerships, new clients, and mentorship. Networking helps businesses grow by sharing ideas and strategies. Learning from others can lead to great success.

To sum it up, registering

a business is not just a formality; it plays an essential role in protecting owners and promoting growth. It builds credibility, contributes to the economy, and encourages safe and fair practices. It helps create jobs and ensures that businesses can access critical resources. Every time someone takes the step to register a business, they are not just building their future. They are also helping the community and the economy to thrive.

So why not register your business today and pump some fresh blood into the market?



“The Fashion Police”

Stella Namuganza

Communications Officer

OFFICE FASHION: BALANCING PROFESSIONALISM, STYLE, AND MODERNITY

The workplace dress code isn't what it used to be. Those old rules about suits and ties? They're crumbling fast.

Today's office fashion reflects our changing work culture - one that values both looking sharp and feeling comfortable. As someone who's watched these shifts first hand, I can tell you it's less about rigid expectations and more about finding your professional sweet spot.

Take tech companies and start-ups. Walk into their offices and you'll spot everything from premium jeans paired with sleek blazers to designer sneakers that cost more than traditional dress shoes. Meanwhile, step into a law firm or bank, and tailored suits still reign supreme - though even these bastions of formality are loosening up.

Creative industries have always played by different rules. The advertising executive in dramatic black layers, the publishing director in vintage prints, the architect in architectural shapes - their clothes are extensions of their creative identities.

So what works now? I've found three approaches that consistently hit the mark:

First, elevate your casual pieces. Those tailored pants you love? They work beautifully with a simple silk top. Your favourite midi skirt pairs perfectly with a structured jacket. The goal is comfort that



Photo: Internet



Photo: Internet

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Meanwhile, step into a law firm or bank, and tailored suits still reign supreme - though even these bastions of formality are loosening up.

doesn't sacrifice polish.

Second, build around neutrals but don't bore yourself to death. Navy, charcoal, beige and black create a foundation, while punches of colour in accessories or statement pieces keep things interesting. I've seen a perfectly cut charcoal suit transformed by a jewel-toned scarf or a textured linen blazer.

Third, your accessories should work as hard as you do. The days of flashy status symbols are fading. Instead, we're seeing understated quality: clean-lined leather bags, minimal but interesting jewellery, and watches that whisper

rather than shout.

What's next? The office wardrobe is evolving toward sustainability (goodbye fast fashion), inclusivity (less rigid gender divides), and practicality (fabrics that move from video calls to in-person meetings without missing a beat). Many professionals are embracing monochromatic dressing - wearing different shades of one colour creates a look without much effort.

When in doubt about what's appropriate, I tell friends to notice what respected leaders wear, invest in quality basics, and remember that

grooming matters as much as clothing. A perfectly pressed shirt with well-maintained shoes always beats designer labels with loose threads.

Yes, we're dressing more casually than ever, but looking sloppy still sends a message - and not one that says "promote me." The sweet spot is clothing that makes you feel confident while respecting your workplace culture.

After all, what we wear to work isn't just about following rules. It's about how we present ourselves to the world, and how that presentation makes us feel when we walk through the door.



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