Uganda names Top 50 Brands

By Walter Wafula

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As one of activities to commemorate Uganda gaining independence from the British in 1962, the Private Sector Foundation Uganda has identified and honoured its Top 50 Brands of the last five decades.

The Top 50 Brands in Uganda were revealed by the Private Sector Foundation Uganda (PSFU) and the government of Uganda last week, following the nomination of over 100 brands.

And the top brands are...

Centenary Bank, Stanbic Bank and Diamond Trust Bank Uganda Limited emerged among the top three brands in the country's financial services sector, under the Banking, Finance and Insurance category.

K-Gas, MTN Uganda, and Airtel Uganda emerged the best brands in the Engineering, Energy and ICT category. The manufacturing industry which had the most number of entries had brands including: Pepsi, Bell Lager, Splash, Coca Cola, Euro foam, Star Café, Graphic Systems, Uganda Baati, Cable Corporation Limited and Roofings Limited.

Leading brands were voted by consumers, via SMS, and the PSFU.

Commenting on their award, Allen Ayebare, the corporate affairs manager of Centenary Bank said, the award shows that the lender is a people's bank, responding to the unique needs of different categories in the market and serving them efficiently.

"We are grateful to our customers for voting us the best bank. We pledge to continue serving them by developing affordable products and services for other categories and using a variety of platforms to reach them," Ayebara said.

The Skills, Health, Education, Media and Professional Organisations category included brands such as Rainbow International School, Kings College Budo and Uganda Funeral Services in the lead.

Under the Tourism, Transport, Haulage, Media Trade and Commerce, Sekanyolya Systems limited. Hotel Africana and Goelodges Uganda emerged as the best brands according to the results. Among the media brands that were nominated; New Vision, Daily Monitor, Wavah Broadcasting Services (WBS) TV and MultiChoice Uganda (DStv), made to the list of Top 50 Brands in Uganda. Uganda Small Scale Industries Association and Uganda Women's Entrepreneurs Association Limited are among the few brands that were honoured under the special categories of the awards.

All winning brands and companies were recognised with a plaque shaped in the map of Uganda, and were handed out at the awards gala dinner.

Supporting local business

Speaking at the awards, Uganda's Prime Minister, Amama Mbabazi urged Ugandans to support local industries by buying products that are made in Uganda.

PSFU and the government recognised the brands for their great service to Ugandans over the last 50 years although some of the brands have not celebrated a decade in business - an aspect that has led to criticism of the awards.

Uganda will celebrate 50 years of independence from the British government on October 9th, 2012. As part of activities to mark the milestone, the government has organised yearlong jubilee celebrations running under the tag "Uganda 2012 - a 50 Year Journey". The celebrations focus on the achievements during that period as a foundation for future progress and prosperity.

As the apex body of the private sector in Uganda, PSFU was designated by the government to lead and involve the business community in the celebrations.

View the List of Uganda's Top 50 Brands

ABOUT WALTER WAFULA

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