

Digital business cards introduced in Uganda

 By [Walter Wafula](#)

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Business executives and individuals can now issue digital contacts to their counterparts after BlueCube, a short messaging service (SMS) company, introduced a service to replace paper contacts with e-business cards.



The electronic card, which is stored and issued in an SMS format by BlueCube on behalf of its clients contains contact information that the owner would like to share with the public or associates. The e-business card can then be accessed via a mobile phone by the client. The user sends a request for a person's card to Bluecube by sending an SMS to the code 8777, from any of Uganda's mobile operators.

Curbing environmental waste

Pius Kamugisha, BlueCube MD, said the e-business card not only makes it easy for businesses to interact but it also curbs environmental waste. The innovation is seen as a cost-cutting measure for businesses and individuals who utilise business cards.

"We want to cut your printing costs, reduce that extra weight in your wallet, curb environmental waste and save you embarrassment when you are asked for one right after you have given out your last one," Kamugisha said at the launch of the e-cards in Kampala.

Invisible business directory

The innovation is an invisible business directory that can never be lost because it's in the system at anytime someone needs it. E-business cards now become part of the many mobile phone enabled products that have been introduced in Africa. The most significant and relevant ones are mobile money transfers and SMS trading tools offered by MTN in Uganda.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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