

Remarks by Ms. Josephine Mukumbya, aBi GCEO at the Launch of the Harvest Money Partnership between aBi and Vision Group on 14th August 2018 at New Vision, Industrial Area

The Group CEO New Vision Printing & Publishing Company Ltd.

Representative of aBi Trust Board

Management and Staff of Vision Group

Members of the Press, and Ladies & Gentlemen;

It is my pleasure to be here at the launch of our partnership with Vision Group for the 2018 Harvest Money campaign and 3rd Farmers' Expo. aBi was founded by the governments of Uganda and Denmark to address challenges specifically within the agricultural sector, as part of its broader mission of promoting private sector agribusiness development to enhance wealth creation in Uganda.

It is in light of this important mission that aBi has partnered with Vision Group to establish a platform that will create an exciting opportunity within the agricultural sector by stimulating competitiveness of Uganda's agribusiness sector. The Harvest Money Expo will also enable key actors in agribusiness to share experiences, perspectives, challenges and expectations, which will ultimately lead to harnessing of the existing opportunities within this sector.

This year's campaign is aimed at promoting climate smart farming especially for coffee, cereals, beans, oil seeds and horticulture, through the Vision Group's Harvest Money pull out. This partnership also offers aBi a Ush 100 Million platinum sponsorship package for the 3rd Farmers' Expo, which has become a national calendar event for agribusiness actors, focused on promoting the transfer of new technology within the sector and endorsing agriculture as a viable alternative livelihood in Uganda.

In addition to this sponsorship, we have also partnered with Vision Group in particular, Bukedde TV and Radio, and Urban TV to air the riveting *Kabulonda Mpeke Town* farming drama series, a television production aimed at promoting agribusiness through dissemination of knowledge, changing attitudes and advancing good agricultural practices. We hope that you are all enjoying this product and we commend Vision Group for broadcasting this drama show.

aBi will be able to showcase its work, impact and lessons learnt, including testimonies of beneficiaries and expert opinion articles on agribusiness, in the Harvest Money pull out published every Friday and at the Expo. We are extremely excited about the impact that this sponsorship and drama series will have on the growth of the agribusiness sector in Uganda.

I thank you for listening to me.