



MINISTRY OF ICT AND NATIONAL GUIDANCE

Press Release

Uganda Launches National BPO Publicity Campaign and Unveils National BPO Policy

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The Ministry of ICT and National Guidance officially launched the National BPO Publicity Campaign and unveiled the National BPO Policy at Mestil Hotel in Kampala. These initiatives mark a significant step toward positioning Uganda as Africa's leading Business Process Outsourcing (BPO) destination, enhancing the country's visibility to global investors while ensuring a structured approach to sector growth.

With Uganda's youth population averaging 14.9 years and over 70% of those aged 18 to 35 struggling to find employment, the National BPO Policy offers a strategic solution. The policy establishes a framework to promote and regulate the BPO industry, create employment opportunities, and encourage both public and private sector adoption of BPO services. It provides an enabling regulatory environment to streamline business processes, minimize operational costs, and equip Uganda's workforce with the necessary digital skills to meet the demands of the global outsourcing industry. By leveraging the country's young, skilled labour force and favorable business environment, the policy is expected to boost economic growth, improve service delivery efficiency, and increase GDP through investment and ICT-enabled service exports.

Speaking at the launch, Dr. Aminah Zawedde, Permanent Secretary of the Ministry of ICT and National Guidance, emphasized the importance of ensuring inclusive participation in the BPO sector:

"We are a young nation, and the opportunities in BPO must reach every Ugandan—not just in Kampala, but across the country. We must ensure that young people are informed, skilled, and prepared to seize these opportunities. This policy and campaign will drive that awareness and create a clear path for participation."she said.

She also highlighted the National BPO Publicity Campaign's role in amplifying Uganda's global presence in the outsourcing sector and encouraged Ugandan entrepreneurs and businesses to formalize their operations to take full advantage of the expanding BPO sector.

"Through multimedia channels such as documentaries, podcasts, and social media, this campaign will showcase Uganda's strategic advantages in BPO, as well as the country's rich cultural heritage and tourism potential. We will actively engage with stakeholders nationwide to foster a deeper understanding of how BPO can transform lives and businesses." She added.

The National BPO Publicity Campaign is a comprehensive initiative designed to position Uganda as a preferred outsourcing destination. It will emphasize Uganda's thriving digital economy, innovation-driven entrepreneurial culture, and rich tourism appeal, reinforcing the country's position as Africa's premier outsourcing hub.

In his remarks, Hon. Dr. Chris Baryomunsi, Minister for ICT and National Guidance, described BPO as a transformative sector that will create jobs and boost Uganda's digital exports:

"Business Process Outsourcing is a game changer—not just for job creation, but for positioning Uganda as a leader in digital service exports. This campaign will drive awareness, connect Ugandans to new opportunities, and ensure that we fully harness our potential in the global outsourcing industry."

He further reiterated that Uganda's highly educated and multilingual workforce provides a solid foundation for the country to become Africa's top outsourcing destination.

The Ministry of ICT and National Guidance remains committed to implementing the National BPO Policy and leveraging the National BPO Publicity Campaign to attract investment, create employment, and solidify Uganda's position as Africa's leading outsourcing hub.

For more information, visit: <https://ict.go.ug>

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