



BUY INSURANCE

Unit Trust | Motor Vehicle
Fire & Burglary | Funeral Cover
Education Policy |
Workman's Compensation

0200 900 503 0393 240 685

Women Urged to Take Bigger Role in Insurance Growth

Women have been urged to move from the margins to the centre of Uganda's insurance sector, with industry leaders saying their participation is key to expanding coverage, deepening trust and driving financial inclusion.

Speaking at a recent Women in Insurance (WIN) event in Kampala, Uganda Institute of Banking and Financial Services (UIBFS) chief executive Goretti Masadde said empowering women should be viewed as an economic strategy, not merely a social cause.

"Women are movers of economies, often from the very foundation," Masadde said, adding that women's influence in households, communities and informal markets makes them central to the growth of insurance. She said insurance penetration remains low and called for stronger collaboration across sectors to widen access and improve uptake of financial products.

"Financial inclusion cannot be achieved in silos because it requires collaboration across sectors," she said.

Masadde noted that women already shape financial decisions in homes and businesses, making them both a key market and a powerful channel for insurance awareness.

She added that products such as microinsurance, agricultural insurance and digital solutions could transform the sector, but only if women are involved in their design and leadership.

"Empowering women is not about taking space from others. It is about balancing the equation," she said.

Insurance Training College chief executive officer Saul Sseremba, who delivered the keynote address, said empowerment must go beyond rhetoric and



Goretti Masadde, chief executive officer, Uganda Institute of Banking and Financial Services (UIBFS), Guest of Honour



Saul Sseremba, chief executive officer Insurance Training College, keynote address

be matched with competence, courage and solidarity.

"Empowerment is not something that can be handed to women. It is already within you," Sseremba said, urging men to support women by opening doors and creating opportunities. He said women must also be bold enough to claim their space in decision-making rooms.

Sseremba noted that while women make up more than 60% of the global insurance workforce, their representation drops sharply at senior levels, showing that the challenge is not participation but

progression.

He said women's role as custodians of family welfare makes them well suited to an industry built on trust.

"When women lead, organisations become more customer-centric, more inclusive, and more responsive," he said.

The speakers also highlighted persistent barriers to women's advancement, including low awareness, skills gaps and structural obstacles within institutions.

But they said the sector is at a turning point, with new



Maama Insurance/President WIN, Greening the smartest most brave ladies

opportunities emerging in digital insurance, microinsurance and agriculture insurance.

Women in Insurance vice president Evelyn Nkalubo said the organisation has grown over the past six years into a visible platform for promoting women's participation in the industry.

She said WIN had deliberately celebrated Women's Day later in the year because of a packed industry calendar, including

Insurance Week and other key engagements.

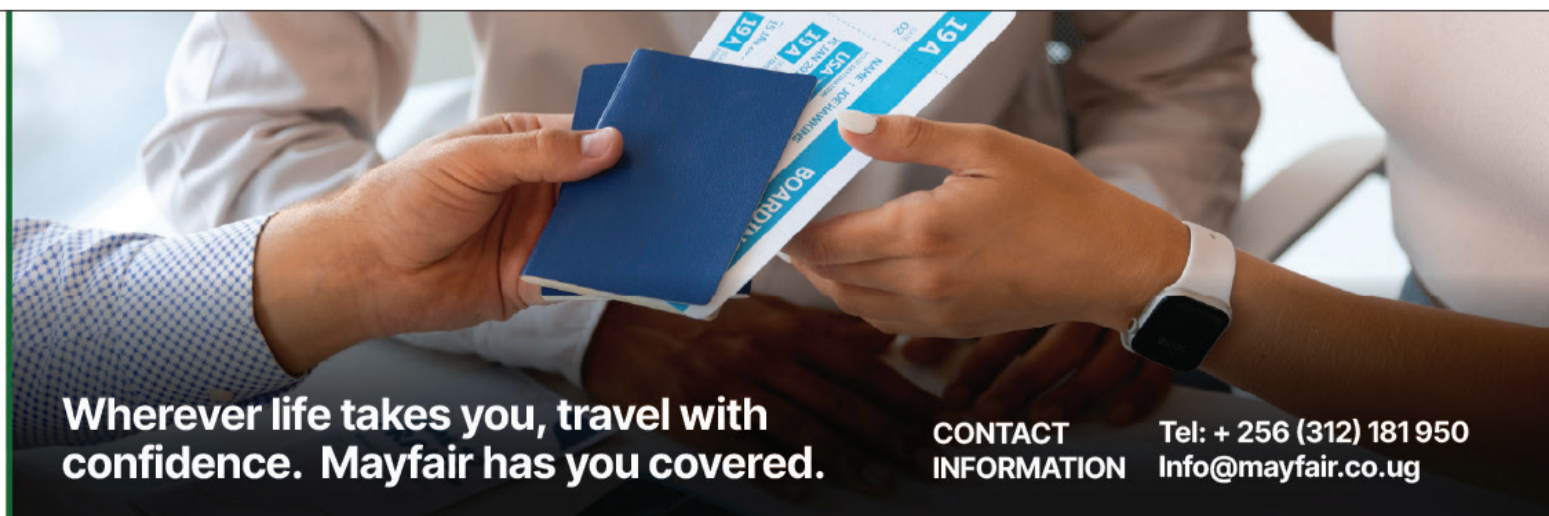
She said the organisation had made notable progress through mentorship, outreach, industrial visits and community initiatives, including support to Kawempe National Referral Hospital.

Nkalubo also said WIN was strengthening its regional footprint through the Insurance Women's Association and urged members to widen their

professional networks across Africa.

"Meaningful progress will require more than goodwill. It will take calling for stronger institutional support, mentorship and more deliberate inclusion of women in leadership, strategy and innovation," she said.

She said giving women greater influence in the insurance industry would not only benefit the sector, but also households, businesses and the wider economy.



Wherever life takes you, travel with confidence. Mayfair has you covered.

CONTACT
INFORMATION

Tel: + 256 (312) 181 950
Info@mayfair.co.ug