

UIA strengthens Motor Third Party Insurance awareness in Western Uganda

The Uganda Insurers Association (UIA), in partnership with the Insurance Regulatory Authority (IRA) successfully conducted a Motor Third Party Insurance sensitization engagement across Western Uganda, involving Traffic Police representatives and members of the public in Mbarara and Kabale. The engagements held at Acacia Hotel in Mbarara on 17th March, 2026 and later at Kings Hotel in Kabale on 19th March, 2026, formed part of the Association's Motor Third Party Digital Stickers sensitization Tour for the Western Region. They were aimed at strengthening awareness, compliance and adoption of Motor Third Party digital stickers.

The UIA delegation was led by the Senior Technical Officer (Non-Life), Mr. Martin Okwaja, alongside the Technical Assistant (Non-Life), Mr.

Gilbert Emojong. The sessions focused on enhancing public understanding of Motor Third Party Insurance as a mandatory requirement for all motorists, while also highlighting the role of digital stickers in improving accessibility, verification and enforcement.

The engagements commenced at the Acacia Hotel in Mbarara, where participants received enlightenment on the value and benefits of Motor Third Party Insurance as a critical safety net that protects road users, promotes accountability and ensures financial protection in the event of accidents. The sessions also provided a platform for UIA to gather feedback from enforcement officers and the public on the challenges experienced in the implementation & acquisition of Motor Third Party Insurance.

Speaking at the Kings Hotel in Kabale, Mr. Martin

Okwaja, expressed appreciation towards the Uganda Police Force for their continued collaboration and commitment to enforcing Motor Third Party Insurance. He emphasized the importance of securing insurance for both life and property as a means of safeguarding individuals and communities, reiterating that Motor Third Party Insurance remains a legal requirement for all motorists.

Mr. Gilbert Emojong highlighted the on-going digital transformation within the insurance sector, noting that the rollout of Motor Third Party digital stickers is supported by continuous training and public awareness initiatives. He added that these efforts are intended to enhance compliance levels and ensure that motorists fully understand the process and benefits of acquiring the digital stickers.

Mr. Bonny Okello, the Team Lead of the Insurance

Regulatory Authority (IRA) in Western Uganda, encouraged residents to participate in the on-going Annual Insurance Week activities in Mbarara. He urged the public to take advantage of the Insurance Week platform to deepen their understanding of insurance and its role in financial protection. He further explained that Motor Third Party Insurance provides compensation to third parties in the event of injury or death resulting from road accidents. Mr. Okello reaffirmed the Authority's commitment to ensuring the insurance industry's compliance to the set standards and protecting policyholders.

Representing the Regional Police Commander, the Kigezi Regional Police Spokesperson, Mr. Elly Maate, commended UIA and IRA for organizing a timely and informative engagement for traffic police officers. He appreciated the convenience introduced by



UIA Technical Assistant (Non-Life), Mr. Gilbert Emojong speaking during the engagement

the Motor Third Party digital stickers and called upon traffic officers to lead by example by obtaining the cover themselves. He also encouraged continuous learning and knowledge sharing among officers to strengthen enforcement efforts.

The Western Region engagements on Motor Third Party Insurance and the digital stickers highlight the Association's commitment to increasing insurance awareness, promoting regulatory compliance and supporting the digital transformation of Motor Third Party Insurance in Uganda.