

# DUTCH EMBASSY, VISION GROUP EXPLORE NEW PARTNERSHIP

By Nelson Mandela Muhozi

The Embassy of the Kingdom of the Netherlands and Vision Group are exploring a broader partnership aimed at strengthening Uganda's agriculture sector through the Harvest Money initiative.

The renewed collaboration was discussed yesterday during a high-level diplomatic luncheon hosted by the Netherlands Ambassador to Uganda, Frederieke Quispel, at the embassy residence in Kololo, Kampala.

The luncheon was attended by several diplomats, including the Algerian Ambassador to Uganda, Mourad Amokrane, Ethiopian Ambassador Etsegenet Bezabih Yimenu, Indian High Commissioner Shri Upender Singh Rawat, Italian ambassador Mauro Massoni and Denmark's Ambassador Signe Winding Albjerg.

Also, present were Vision Group's chief executive officer Don Wanyama, designated editor-in-chief Sidney Miria Babanga, head of sales Hope Nuwagaba Mugenyi and head of marketing and communications Lorraine Tukahirwa.

Ambassador Quispel praised the long-standing relationship between



PHOTO BY MIRIAM NAMUTEBI

**L-R: Rawat, Quispel, Wanyama and Massoni exchange greetings during a diplomatic luncheon hosted at the Netherlands Embassy residence in Kololo, Kampala, yesterday**

the Netherlands and Vision Group, saying the partnership had matured into a model capable of attracting broader international participation.

"Our discussion today centres on how we can collaborate more on the Harvest Money project. Relatedly, we wish to thank all of you for your physical participation during the

Harvest Money Expo earlier this year to witness what was really happening out there," Quispel said.

She added that the Netherlands was ready to support a new phase of co-operation centred on agricultural transformation and knowledge exchange.

The Harvest Money Expo, initiated

## BEYOND AGRICULTURE

Vision Group used the engagement to present to the diplomats in attendance the partnership opportunities in climate change mitigation, youth empowerment, women leadership, education and governance programmes. Among the initiatives showcased were the Royal Green Command tree-planting campaign, the Green Schools Initiative, Pakasa Youth Awards, Women Achievers project and Champions of Integrity campaign.

by Vision Group in 2013, has grown into Uganda's largest agricultural trade fair, attracting an average of 17,000 visitors annually.

### PARTNER WITH US

Wanyama lauded the extended partnership with the Netherlands. He highlighted the strategic role Vision Group continues to play as Uganda's leading multimedia company with a combined audience reach of over 11 million people and control of more than half of Uganda's advertising market.

According to Wanyama, the company intends to leverage its television, radio, print and digital platforms to support development-oriented campaigns in agriculture, climate change, youth empowerment, governance and education.

In a presentation shared with the diplomats, John Eremu, the manager of the New Vision Foundation, the social enterprise and charity arm of Vision Group, outlined several opportunities available for foreign missions and international investors through the Harvest Money Expo. These include hosting national pavilions similar to the popular "Dutch Village," sponsoring training sessions and masterclasses and bringing trade delegations and agribusiness companies to Uganda to explore investment opportunities.

Eremu said such partnerships would strengthen bilateral relations and also provide direct access to Uganda's agricultural value chain while increasing visibility for participating countries and businesses through Vision Group's nationwide media platforms.