Global Gateway

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CONCEPT NOTE

MSME Week Uganda 2026



MAKING MSMEs GREEN

Promoting Climate Resilience and Sustainability in Micro, Small and Medium Enterprises (MSMEs)

19th-21st November 2026

fsme federation of small & medium-sized enterprises

Government of Uganda

Enabel

1.0 ABOUT MSME WEEK

Since 2018, the Federation of Small and Medium-Sized Enterprises, together with other SME Ecosystem Actors, has convened the annual Micro, Small, and Medium Enterprise Week as a premier event that celebrates the innovation and contributions of Uganda's Micro, Small, and Medium-Sized Enterprises to the country's economic development.

The MSME Week 2026 will therefore be the largest gathering of MSMEs and other MSME support entities in Uganda, and it will attract over **1,500 participants** Although the MSME Week traditionally takes place in the last week of June; to coincide with the Global MSME Day on 27th June, this year's activities have been pushed to November 2026 to facilitate better planning.

For the first time, this year's event has received an **anchor partner, the WeWork project**, and together we shall organize regional versions of the MSME week in **West Nile, Busoga, and the Albertine/Rwenzori**.

2.0 THEME

The theme for the MSME week 2026 is: "**Making MSMEs Green**: *Promoting climate resilience and sustainability in Micro, Small and Medium Enterprises (MSMEs)*". The event will be focused on empowering MSMEs to thrive in the green transition – boosting climate literacy, access to finance, and resilience. It will bring together various initiatives working to support the green transition of MSMEs, especially financial institutions, corporate entities, and international development institutions that seek to increase their support and capacity-building for MSMEs.

2.1 THE MSME WEEK OBJECTIVES

- To recognize the role and contribution of MSMEs to the economy
- To enhance awareness and showcase MSME products and services
- To enhance business linkages and networking among Micro, Small, and Medium Enterprises (SMEs)
- To assist MSMEs in identifying and exploiting various opportunities available in the market
- To enhance MSMEs' awareness of the costs and benefits of adopting green practices



2.2 THE VENUES

MSME Regional Week Kampala
UMA Show Grounds

MSME Regional Week Busoga -
Bugembe Stadium Ground

MSME Regional Week Albertine/ Rwenzori -
Fort Portal City-Boma Grounds

MSME Regional Week West Nile -
Arua City-OPM Grounds



2.3 THE DATES

MSME Regional Week Albertine/Rwenzori	02nd - 06th November 2026
MSME Regional Week Busoga	1st - 2nd October 2026
MSME Regional Week West Nile	29th - 30th October 2026
MSME Regional Week Kampala	19th - 21st November 2026

3.0 WHO CAN PARTICIPATE?

- Existing Micro, Small, and Medium-sized
- Young people and start-up entrepreneurs
- NGOs that work with MSMEs
- Government Ministries, Agencies, and Departments
- Business support organizations
- Financial Service Providers
- Multinational Corporations that work with MSMEs
- Investors: Venture capitalists, private equity firms, financial institutions, and development banks.
- Academics and Researchers
- Media



5.0 ORGANIZERS

fsme
federation of small & medium-sized enterprises

The MSME Week 2026 is organized by the **Federation of Small and Medium-Sized Enterprises in Uganda (FSME)**. FSME is the umbrella business association for Micro, Small, and Medium-Sized Enterprises in Uganda. The organization was founded in 1990.

4.0 CO-ORGANIZERS

WeWork
Green and Decent Jobs for Youth

The events is co-organized by the **"WeWork – Green and Decent Jobs for Youth"** (2023- 2028) project. The project is part of Enabel's country portfolio in Uganda and is aligned with the 5-year partnership between the Government of Uganda and the Kingdom of Belgium for the period 2023-2028, as well as with the contribution agreement between Enabel and the European Union. The specific objective of the WeWork project is "Young people, especially young women, acquire skills and find decent jobs or self- employment opportunities in agriculture and the green and sustainable economy.



6.0 WHY ATTEND MSME WEEK?

Networking

A fertile ground for expanding your business network and forging strategic partnerships





Obtain Trade and Industry Insights

The event provides attendees with industry and trade insights

Brand recognition

You will gain access to expert insights through 1-1 business matching



7.0 MSME OF THE YEAR



7.1 MSME Leadership Award

7.2 MSME Life Achievement Award

7.3 MSME Support Professionals Award

- MSME Accountant of the Year
- MSME Lawyer of the Year
- MSME Marketeer of the Year

7.4 MSME Products/Service

- MSME best branded product of the year
- MSME's best quality product of the year

7.5 MSME Companies

- MSME Digital Company of the Year
- MSME Decent Job Creator of the Year
- MSME Start-up of the Year
- Woman-Led MSME of the Year
- Youth-Led MSME of the Year
- Green MSME of the Year
- MSME Exporter of the Year
- Most Innovative MSME of the Year
- Most Creative MSME of the Year
- Micro-sized MSME of the Year
- Small-sized MSME of the Year
- Medium-sized MSME of the Year
- MSME Social Enterprise of the Year

7.6 MSME Enablers

- MSME Bank of the Year
- MSME MFI of the Year
- MSME SACCO of the Year
- MSME Government Ministry, Department, and Agency of the Year
- MSME Development Partner of the Year
- MSME Fintech of the Year
- MSME Local Government of the Year

7.7 Sector Categories

- **Listed in the detailed guidelines**
  District Level categories.
- **Listed in the detailed guidelines**
  Detailed guidelines on MSME Award criteria, categories, award process, and steps for sending nominations are available on FSME's website.

8.0 WORK STREAMS

The National MSME Week 2026 is organized into six main work streams.



8.1 KEYNOTE ADDRESSES

Each day will start with a keynote speech that inspires, educates, and aligns MSME week participants with the event's theme.

8.2 PLENARY SESSIONS

Keynote Addresses will be followed by plenary sessions, where the MSMEs will get an opportunity to engage with the keynote speakers and share their own experiences.

8.3 MASTERCLASSES

Masterclasses will be organized in the afternoons. They will be expert-led, intensive, and interactive sessions that will take a deep dive into topics of interest to MSMEs, such as taxation, climate finance, the circular economy, etc

8.4 SIDE EVENTS

MSME Enablers could also organize side events to showcase their work with the MSME sector. These will be privately sponsored and will be led by the Partner.

8.5 FIRE-SIDE CHATS

Fireside chats will also be organized. They are informal, structured one-on-one conversations between a moderator and a guest, held in a relaxed setting to encourage storytelling and engagement.

8.6 OPPORTUNITIES ZONE

An opportunity zone will organize Business-to-Business Meetings (B2B). In addition, pitching sessions will be organized for MSMEs to connect with investors and financiers.

9.0 DAY 1

Kick-off Day | Setting the Stage for Impact

19TH NOVEMBER 2026

Time	Key theme and topics	Remarks
7:00-9:00 am	**Registration**	
9:00-10:00 am	**Opening Ceremony:** Keynote address by a high-level government official	
10:00-11:00 am	**Panel discussion I:** Enhancing the climate resilience of MSMEs to avoid disruption of economic activity, job loss, and income insecurity	
11:00-11:30 am	**Networking break** Group photo will be taken at the start of the break	
11:30-12:30 pm	**Master classes** • Master class I: Green public procurement and ensuring MSMEs' access to local content opportunities • Masterclass II: Role of the digital economy in greening MSMEs • Masterclass III: Placing gender concerns at the centre of the MSMEs greening agenda	
12:30-1:30 pm	**Visit to the opportunities zone and exhibition**	
1:30-02:30pm	**Networking lunch**	
02:30-3:30 pm	**Side events (to be organized by the MSME Enablers)**	
02:00-3:30 pm	**Panel discussion II (Luganda)** • Oyinza otya okuddukanya bizinensi yo okusobola okugikulaakulanya? • Nkwata ntya ensimbi mu bizinensi yange, okusobola okugyikuzza?	
3:30-4:00 pm	**Health break**	
4:00-5:00 pm	**Fireside chats (To be sponsored by the MSME Enablers)**	
5:00-6:00 pm	**Entertainment/Exhibition/Closure**	

9.1 DAY 2

Building Momentum | Deepening the Engagement

20TH NOVEMBER 2026

Time	Key theme and topics	Remarks
7:00-9:00 am	**Registration**	
9:00-10:00 am	**Opening Ceremony:** Keynote address by a high-level corporate executive (CEO/Director level)	
10:00-11:00 am	**Panel discussion II:** Offering financial incentives such as grants, low-interest loans, and tax benefits to MSMEs to adopt environmentally sound practices	
10:00-10:30am	**Networking break** Group photo will be taken at the start of the break	
10:30-12:30 pm	**Master classes** • Master class I: The role of MSMEs in creating green and decent jobs for youth • Masterclass II: Supporting skills development, technology transfer, and peer learning to build MSME capacity for green entrepreneurship • Masterclass III: Promoting formalization, particularly in sectors like recycling and waste management, where informal enterprises are prevalent	
12:30-1:30 pm	**Visit to the opportunities zone and exhibition**	
1:30-02:30pm	**Networking lunch**	
02:30-3:30 pm	**Side events (to be organized by the MSME Enablers)**	
02:00-3:30 pm	**Panel discussion II (Luganda)** Nfuna ntya “kapital” ezisoboka okutumbula bizinensi yange	
3:30-4:00 pm	**Health break**	
4:00-5:00 pm	**Entertainment/Exhibition/Closure**	

9.2 DAY 3

Moving Forward | Turning Insights into Action

21ST NOVEMBER 2026

Time	Key theme and topics	Remarks
7:00-9:00 am	**Registration**	
9:00-10:00 am	**Opening Ceremony:** Keynote address by a high-level corporate executive (CEO/Director level)	
10:00-12:30 am	**Open House with MSMEs:** The Open House	
12:30-1:30pm	**Visit to the opportunities zone and exhibition**	
1:30-2:30pm	**Networking lunch**	
2:30-7:30 pm	**MSME awards**	
7:30-8:00pm	**Closure**	

10.0 2023 HIGHLIGHTS

















10.0 2023 HIGHLIGHTS
CONTINUED














MSME Week Uganda 2026
KAMPALA MAIN EVENT
MASTER PLAN LAYOUT
UMA Multipurpose Hall
Lugogo Show Grounds, Kampala
Celebrating the Innovation & Contribution of MSMEs in Uganda
LEGEND
1 REGISTRATION AREA (Outside – Front Left)
2 PRESS / MEDIA AREA (Outside – Front Right)
3 MAIN ENTRANCE
4 MAIN STAGE (Centre Back)
5 VIP ROUND TABLES (10 People Each)
6 THEATRE SEATING
7 EXHIBITION BOOTHS (CENTRAL AISLES)
8 EXHIBITION BOOTHS (INSIDE RIGHT WALL)
9 EXHIBITION TENTS (OUTSIDE LEFT WALL)
10 EXHIBITION TENTS (OUTSIDE RIGHT WALL)
11 OPPORTUNITY ZONE & FOOD ZONE (Outside – Right Side Tent)
LED Screen
Centre Stage Backdrop
KEY FEATURES
Spacious conference layout with clear zoning and flow
High visibility exhibition spaces
Dedicated VIP seating and theatre section
Professional stage with dual LED screens and centre backdrop
Outdoor networking and dining experience in dedicated tent
CAPACITY SUMMARY
VIP ROUND TABLES 10 TABLES (10 PAX EACH) – 100 PAX
THEATRE SEATING – 400 – 500 PAX
EXHIBITION BOOTHS (CENTRAL AISLES) – 40 – 60 BOOTHS
EXHIBITION BOOTHS (INSIDE RIGHT WALL) – 15 – 20 BOOTHS
EXHIBITION TENTS (OUTSIDE) – 20 – 30 TENTS
*Capacities are approximate and subject to final setup.
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0 5 10 15 20m
VIEW FROM THE FRONT ENTRANCE
VIEW OF OPPORTUNITY & FOOD TENT
MSME Week Uganda 2026
Empowering MSMEs. Driving Innovation. Building a Stronger Uganda.


MSME Week Uganda 2026
VIP


MSME Week Uganda 2026


07
MSME Week Uganda 2026
AGROFRESH SOLUTIONS
08
BRIGHTBIZ CONSULT
Fresh ideas. Smart solutions. Stronger harvests.
AGROFRESH SOLUTIONS
BrightBiz
Empowering Businesses. Building Tomorrow


MSME Week Uganda 2026
OPPORTUNITY ZONE
Innovate • Connect • Grow

NOTES

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10.0 REFERENCES

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03 OECD. (2021). Facilitating the green transition for ASEAN SMEs: A toolkit for policymakers.

04 Sharma, M., Onyutta, J., Wright, G., & Singh, P. (2025, October 31). How locally led adaptation can make the inherent resilience of MSMEs in Uganda's cattle corridor bankable. https://www.microsave.net/.





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