



OPPORTUNITIES



HOTELS DEMAND CERTIFIED PRODUCTS AS INDUSTRY PREPARES FOR AFCON

BY ALOYSIOUS KASOMA

As hoteliers gear up for the Pamoja Africa Cup of Nations 2027, Ugandans have been advised to adopt regulatory means in order to tap into the coming opportunities.

According to Dr Dennis Mugimba, the chairperson of the AFCON 2027 Local Organising Committee, it is estimated that visitors ranging from 1.5 million to 1.8 million, will come to Uganda next year as the country hosts AFCON together with Kenya and Tanzania.

The chief executive officer of the Uganda Hotel Owners Association, Jean Byamugisha, has called for urgent standardisation across Uganda's poultry and agricultural value chains, warning that the lack of certification continues to lock farmers out of lucrative markets such as hotels — as Uganda prepares for AFCON.

Speaking during a poultry symposium at Gudie Leisure Farm in Najjera, Wakiso district recently, Byamugisha said the hospitality sector operates under strict food

FARMERS TIPPED ON STANDARDS FOR AFCON OPPORTUNITIES



Byamugisha

safety and quality standards that suppliers must meet.

"In the domestic market, consumers may not mind how chicken is handled or transported, but in hotels, we are legally bound to protect our guests. One of the biggest impediments to growth, especially in agriculture, has been the issue of standardisation,"



Baswaza

she said. Byamugisha noted that Uganda's hotels must also align with international food safety standards due to the increasing number of foreign visitors.

She stressed that certification applies to all agricultural products supplied to hotels, including indigenous chicken, broilers, honey

VAST OPPORTUNITIES IN POULTRY SECTOR

Prof. Gudula Naiga Basaza, the managing director of Gudie Leisure Farm, highlighted the vast potential within the poultry value chain, saying at least 52 viable business opportunities exist.

"This symposium has brought together stakeholders to explore how we can make poultry more competitive so that it creates jobs, generates revenue and contributes meaningfully to the economy," she said. Basaza emphasised that poultry farming extends far beyond rearing birds, describing it as a network of interconnected enterprises.

"When you look at poultry, it starts with hatcheries, feed suppliers, labour providers and housing constructors, all the way to traders, processors and marketers," Basaza said.

and fresh produce.

"Certification is not selective, it applies to every consumable product entering the hospitality space," she noted.

Byamugisha urged farmers to invest in proper handling, hygiene, packaging and branding if they are to penetrate formal markets.