

Women in creative sector call for more funding, collaboration

BY BUSEIN SAMILU

KAMPALA. Women in Uganda's creative industry have called for increased financial support and stronger collaborations to enable them to expand their ventures and achieve financial independence.

The call was made during the Annual Women's Day Forum organised by the American Chamber of Commerce of Uganda, where participants discussed opportunities and challenges facing women in the creative economy.

Speaking at the event, Ms Louisa Kiwana, the co-founder and director of Kunda Kids and creator of the children's show Kunda and Friends, said women in creative spaces play a vital role in shaping society through storytelling, innovation, and leadership.

"As women in creative spaces, we are storytellers, builders, innovators, and leaders. Through our ideas, art, voices, and work, we can inspire change," Ms Kiwana said.

She noted that many women in the industry have had to work harder to gain recognition and called for greater support systems.

"When one woman succeeds, she creates space for many more to follow. Together we can build communities where creativity thrives and where the

next generation believes that anything is possible," she added.

According to Eva Zalwango, the General Manager of the American Chamber of Commerce of Uganda, opportunities in the creative sector are expanding, but women still face barriers.

"At American Cham Uganda, we believe strongly in strengthening private sector growth through inclusive participation. When women thrive in business and leadership, economies grow stronger, innovation expands, and communities prosper," she said.

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Budget. In the 2025/26 Financial Year, the government allocated Shs66 billion to support the creative arts industry.

She noted that the creative economy, comprising industries such as fashion, film, music, digital media, design, crafts, advertising, and cultural tourism, has become one of the fastest-growing sectors globally.

The forum was held ahead of International Women's Day celebrations, which Uganda marked at Kololo Ceremonial

Grounds yesterday.

Participants urged the government and private sector to prioritise funding for women-led creative ventures and encouraged women in the industry to support each other through mentorship and partnerships.

In the 2025/2026 Financial Year, the government allocated Shs66 billion to support the creative arts industry as part of efforts to boost the sector.

Speaking at the same event, Ambassador Rosa Malango, the Special Presidential Envoy for Tourism and Trade and former UNDP Resident Coordinator, said women play a significant role in Uganda's creative economy.

"Uganda's creative economy contributes between three and 4.1 percent to our GDP, equivalent to about Shs4.2 trillion. Between 42 percent and 55 percent of the creative workforce, particularly in film, audio-visual, and crafts, are women," she said.

Amb Malango emphasised that the creative sector should be recognised as a key industry rather than merely a hobby, noting that technology and global market trends present growth opportunities. She added that with the right support, creative entrepreneurs can transition from the informal economy to organised industrial value chains, helping the sector contribute more significantly to national development.

