US Ambassador Popp bids farewell

By Umar Nsubuga

The US Embassy in Uganda has launched the *Freedom250*. The American Edge Campaign, a year-long celebration marking 250 years of American independence, reaffirms the strong partnership between Uganda and the US in trade, health, education and innovation.

The campaign was unveiled last week during a high-level reception hosted by the US Ambassador to Uganda, William W. Popp, at his residence in Kampala. The event also served as Popp's final major public engagement before the end of his diplomatic tour in Uganda.

The reception attracted about 200 guests, including government officials, health experts, American business leaders, youth representatives, and alumni of US exchange programmes.

Popp said the Freedom250 campaign is not only a celebration of America's past, but also a commitment to building stronger future partnerships with Uganda.

"When Ugandans partner with American businesses, study at US universities, or collaborate with U.S. researchers, they gain world-class technology, transparent business practices, cutting-edge research, transformative education and global networks that help them compete internationally," Popp said.

"That is what we are celebrating through Freedom250 and the American Edge campaign," he added.

Popp also praised the enduring friendship between Uganda and the US, saying the relationship has evolved from traditional aid to partnerships based on innovation, trade and shared responsibility.

"We view Uganda as a capable commercial and strategic partner with enormous potential. The future of our relationship lies in deeper cooperation in business, health innovation, entrepreneurship and education," he noted.

Deputy chief of mission Mikael Cleverley said the campaign celebrates 250 years of American innovation, excellence and freedom, while highlighting the impact American partnerships continue to have in Uganda.



Ambassador William Popp

According to embassy officials, the *Freedom250* campaign will focus on four key areas, including shared prosperity through American investments, innovation in healthcare, excellence in education and sports diplomacy.

Popp said he is proud of the partnerships built during his tenure and optimistic about the future of US-Uganda relations.

The embassy highlighted the contribution of American companies in creating jobs and boosting Uganda's economy, as well as the role of US-supported health programmes such as PEPFAR in strengthening Uganda's healthcare system.

Officials also pointed to long-standing partnerships involving Makerere University and Uganda Virus Research Institute in advancing research and disease control.

The campaign activities will continue throughout 2026 through media engagements, exhibitions, digital storytelling and public events leading up to the July 4, celebrations marking America's 250th independence anniversary.

Popp said he is proud of the partnerships built during his tenure and optimistic about the future of the US-Uganda relations.

"*Freedom250* is not just about history. It is about the people, partnerships and opportunities that will shape the next generation of co-operation between Uganda and the United States," he said.

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