



Left to right: First Lady Janet Museveni, President Museveni, Moses Mawa, the founder of Imagine Uganda Initiative, Vice President Jessica Alupo, and Mohammed Bagonza, head of State House Diaspora Unit during the endorsement of Mawa's initiative in Kyankwanzi on March 8, 2025. PHOTOS/COURTESY OF MOSES MAWA.

How Moses Mawa built Canada's largest African TV network

Turning things around. From launching a 24-hour Afroglobal TV channel in Canada to spearheading the President-endorsed Imagine Uganda initiative, Moses A. Mawa is turning media, leadership and diaspora networks into platforms for national influence and global impact.

BY PHILIP MATOGO

Moses A. Mawa does not think small. When he talks about media, leadership or Uganda's place in the world, he speaks in the language of legacy.

From his base in Canada, he has built platforms that connect Africa to the diaspora and ambition to action — founding Silvertrust Media, launching the 24-hour Afroglobal TV channel, and creating the Transformation Institute for Leadership and Innovation. But titles only tell part of the story. At the heart of his work is a restless drive to shape narratives, spotlight excellence and position Uganda and Africa on the global stage.

That vision crystallised in Imari-

President Museveni on March 8, 2025 in Kyankwanzi to advance Uganda's trade, tourism, investment, leadership and diaspora engagement. For Mawa, it is less a project and more a declaration: that Uganda must be seen, heard and taken seriously in global conversations.

A serial entrepreneur and social innovation advocate, Mawa has co-founded Marcus Garvey Institute with Dr Julius Garvey, son of the legendary Marcus Mosiah Garvey, and their associate Michael Dawson, produced television and film, honoured global icons, published magazines across Africa, and authored books celebrating extraordinary lives. Whether hosting Nobel laureates, collaborating with the son of Marcus Mosiah Garvey, or producing transformational media content commissioned in Canada, his through-line is consistent: 'service to community, humanity and divinity, what he calls a "Legacy Mindset".'

Mawa is not simply building organisations, but platforms for influence, and betting that bold storytelling can move nations.

You own and operate a 24-hour African Television station in Canada. Tell us how you achieved this.

I set up Silvertrust Media in 1996 while I was a Film Studies student at Carleton University. We are celebrating 30 years in the media business in Can-

years. Eventually, I also established the Transformation Institute for Leadership and Innovation, a non-profit social innovation organization that undertakes the Crossover Mentorship Programme for youth and women, among others.

The Afroglobal Television channel was launched in 2016. I started off with one of our current signature programmes, known as Planet Africa, which featured the best of Africa and the Diaspora, as well as Destiny and Arise, which were broadcast on various stations, before launching the Afroglobal Television network. We also air movies, music, documentaries, talk shows, and other programming.

I serve as the president and chief executive officer of the largest African and Diaspora media organisation in Canada, spanning TV broadcasting, publishing and special events. Afroglobal TV channel is on Canada's broadcasting platforms, including Rogers Cable, Bell Canada, Telus, Eastlink, and Ignite.

What lessons does your journey in this regard provide for Uganda's media? How do we harness our TV stations to compare with Canada's?

The principal lesson is that we need to give young people a chance to dream. If I could just dream, start a media company that could grow to the present level, which means there are many people who can start production services, especially for film and TV, which can grow, even in association with existing ones, and succeed. It is possible to do this in other sectors as well, and grow our economy.

Canadian and Ugandan broadcasting stations could venture into collaboration initiatives such as co-producing programmes. For example, a Ugandan station does not need to send a journalist to cover an event or a political story in Ottawa, Canada or a business story at the Toronto Stock Exchange. Afroglobal Television can get the production done,

initiative to imagine Uganda as a country to do business with?

Imagine Uganda showcases the Pearl of Africa in strategic areas such as trade, investment, tourism, leadership and the Diaspora. We advance Uganda's Vision 2040 through economic and commercial diplomacy, with special focus on Agro-Industrialisation, tourism, mineral development, science, tourism development, and innovation or ATMS.

The initiative includes a world-class magazine; documentaries, TV programming and podcasting; on-line showcase with the power of social media that include a WhatsApp channel; promote tourism, trade, investment and the Diaspora internationally through events; provide media and public relations services, as well as undertake the Most Influential Ugandans in the Diaspora initiative.

Early 2025, I was invited to meet President Yoweri Museveni at his country home in Rwakitura, following endorsement of the Imagine Uganda initiative by Vincent Waiswa Bagire, the permanent secretary of the Ministry of Foreign Affairs. The president then challenged me to produce the first issue of Imagine Uganda magazine within 60 days, which he launched in Kyankwanzi on March 8, 2025.

Imagine Uganda has an amazing team, including our vice president Jacqueline Tumusiime in Canada, as well as associates in Uganda and other parts of the world. We have received immense support from Mohammed Bagonza or the State House Diaspora Unit, as well as Ambassador Johnny Muhindo of the Diaspora Desk at the Ministry of Foreign Affairs. This demonstrates Uganda as a great place to visit, invest in, and trade with.

You have lived in Canada for some time. In what areas can Canada and Uganda cooperate to benefit both countries?

Canada has a comparative advantage in many areas, which include agriculture, manufacturing, technology, and financial services. We also have a dynamic Ugandan Diaspora network, whose expertise can be harnessed, just like many of our other sons and daughters worldwide, which is why we developed the Most Influential Ugandans in the Diaspora programme, which profiles our best and brightest abroad.

Imagine Uganda aims to increase tourism numbers from Canada, by working with the Uganda Tourism Board as well as the Diaspora, which has many members who could be visiting home more often and investing at home as well. Today the Ugandan Diaspora remits about \$1.6 billion per year. There is a need for the nation to invest a little bit more in growing that number, as Kenyans remit about \$5b and Nigerians more than \$23b annually.

Where do you think Uganda will be in the next ten years, if we imagine Uganda in a better light?

Uganda can achieve exponential growth by embracing technology and strategic educational goals that focus on AI.

With the endorsement of our President, we are now in conversation with public and private sector establishments, to collaborate in credibly telling Uganda's success stories overseas through Imagine Uganda, via the magazine, which is distributed through our embassies, high commissions as well as multilateral institutions such as the IIN, AIT, FII

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Quick notes. In a half hour global television special, Moses was featured on CNN due to his entrepreneurial impact in 2013.

He holds a Bachelor of Arts degree in Film Studies from Carleton University.

In Uganda, he is the managing director of Radio Armani, which he founded with his sister, the late Hon. Jessica Eriyo, former MP, Minister and Deputy Secretary General of the East African Community.

Mawa received the Toronto Police Community Service Award; the Harry Jerome Media Award; York Regional Police Civic Leadership Award; Reelworld Visionary Award; National Ethnic Press & Media Council, Excellence in Media Award presented by the Lieutenant Governor of Ontario; and the Queen of England's Diamond Jubilee Medal, presented to him by the Government of Canada.



Moses Mawa, founder of Afroglobal TV Canada.