MOVIT'S AMERICAN BREAKTHROUGH SIGNALS NEW ERA FOR UGANDAN PRODUCTS

MOVIT ENTERS USA MARKET

By Titus Kakembo

Ugandan cosmetics manufacturer Movit Products has taken a decisive step onto the global stage after dispatching its first consignment of body lotions to the United States, marking a milestone many industry players describe as a turning point for Uganda's manufacturing and export ambitions.

The breakthrough was last week celebrated at the company's production facility in an event attended by officials from the Uganda Free Zones and Export Promotions Authority, leaders from the Uganda Manufacturers Association, private sector players and members of the media.



Alinda (second-left) with the Movit products team flagging off their first consignment of body lotions to the United States at the company's production facility last week

GROWING CONFIDENCE

For a company that started as a modest trading business in Kampala's crowded Kikubo commercial hub in 1987, the export shipment represents far more than another business transaction. It reflects the growing confidence among Ugandan manufacturers that locally made products can compete in some of the world's most demanding markets.

Speaking during the flag-off ceremony, UFZEPA Chief Executive Officer, Hez Alinda, described Movit's entry into the American market as a major endorsement of Uganda's improving manufacturing standards and export capacity.

EMBRACING VALUE ADDITION

According to Alinda, Movit becomes the 13th Ugandan company operating under the free zones framework to penetrate the highly competitive USA market out of more than 70 manufacturers currently registered within the programme.

He said Uganda is steadily moving away from dependence on exporting raw materials and increasingly embracing value addition as the country pushes for industrial transformation.

"The global export market is worth more than $ 35 trillion dollars and Uganda must position itself to claim a share of it," Alinda said.

"We are also introducing traceable barcodes for products manufactured in Uganda to strengthen consumer confidence and improve credibility on the international market."

For Uganda, where policymakers have long pushed industrialisation as a pathway to employment creation and economic transformation, Movit's success offers a practical example of what Uganda's value addition can achieve in terms of creating opportunities.

The Executive Director of Movit Bruce Mpamizo said products derived from banana, avocado and various herbal plants are increasingly being processed into beauty and health enhancers.

Besides body lotions, the company now manufactures perfumes, toothpaste and a growing range of personal care products, many of them made using more than 50% locally sourced raw materials.

The company's expansion has also generated significant employment opportunities.

Movit currently employs more than 600 workers directly, while an estimated 2,000 others earn livelihoods through businesses linked to the company's supply chain, distribution and logistics network.

Its products are now available in more than 13 African countries, underlining the growing regional footprint of Ugandan manufacturing brands.

Industry analyst Allan Senyondo believes Movit's successful entry into the US market could encourage more Ugandan companies to invest in value addition and export-oriented manufacturing.

MEETING GLOBAL STANDARDS

Movit Executive Director Bruce Mpamizo said the company's breakthrough into the American market demonstrates that Movit is capable of meeting world-class standards despite intense global competition.

"This achievement is a testament that Uganda can produce goods which match international quality standards. It is the result of years of research, innovation and persistence in a fluid and highly competitive market," Mpamizo said.

He reflected on the company's journey from a small enterprise in Kikubo to one of East Africa's leading cosmetics manufacturers, saying local entrepreneurship can thrive when backed by resilience, innovation and strategic investment.

Over the years, Movit has diversified beyond conventional beauty products into a broader portfolio that incorporates locally sourced natural ingredients.

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