ELITE BRANDS AWARDS INTERNATIONAL

MARK OF INTERNATIONAL EXCELLENCE OF QUALITY AND SERVICE

13TH International Awards GALA DINNER

DATE: 17.12.2026

Venue: Serena Hotel Kampala Uganda

18+ COUNTRIES PARTICIPATING

Organized By:

JUBILANT STEWARDS OF AFRICA (USA)
Impacting Lives

United SMEs Association of Kenya
united we bargain, divided we beg





www.jubilantstewards.org +254719408244 admin@jubilantstewards.org

ELITE BRANDS AWARDS INTERNATIONAL INTRODUCTION

Elite Brands Awards International is an industry leadership recognition survey organized by Jubilant Stewards of Africa(JSA).

JSA is a Non-Governmental Organization and is set to celebrate industry leaders from various countries of Africa for their innovation and leadership recognizing the quality of goods and services production, creating job opportunities, growing the economy and transforming the society.

The main emphasis of the event is to encourage organizations and individuals to go beyond their comfort zone in their service to humanity.



AWARDS INTRO CONTINUATION

This being the Global Excellence Awards Dinner to organize simply differentiates us from the beginners, Jubilant stewards is also responsible for organizing seven editions of the renowned Pace Setters awards over the previous years which was quite a success.

From the past experiences, we have gained a vast range of skills and techniques in place for enhanced accountability and transparency in all our operations.

This include shortlisting and contacting the nominated participants, organizing for the event and ensuring other accompanied advantages such as media mention and publications.

The publicity increases the brand popularity among members of the public in general.



AWARDS INTRO CONTINUATION

For it to be an actual industrial leadership recognition survey there must be competitors and among them a winner, for one to be pronounced as the winner there will be a systematic process to be followed, this will include:-

- Advertising and communication campaigns to make the event known to the public and other involved parties for awareness.
- Selection of the potential participants in the various SME's industrial sectors, and reaching out to inform them of their selection and nomination for the event participation as a competitor against others in their industrial sector. The organizations and individuals that will show interest in participating and are not shortlisted will be required to do an online application through a link that will be provided.
- Sending Emails to those who will have qualified passed the shortlisting stage and informing them more about the event and the different ranking categories that will be involved in the competition.
- The winners will be chosen competitively through a thorough process that will partly involve a public vote and a panel of judges who ensure the competition is fair and transparent for every participant involved.



AWARDS INTRO CONTINUATION…..

The main aim of the event will be to recognize and celebrate the key players in various categories of the industrial sectors who have continuously achieved outstanding results and made positive contributions within the industry growth and development within the dynamic business environment.

The awards not only consider companies excellence in the industry but also contemplate the service delivery process involved and how organizations make special efforts for the benefit of human kind. It also aims at endorsing the best industry leadership ethics and practices.

After completion of the survey, the nominated members will converge for a Gala dinner where the winning industry champions will receive their awards for being the best in their industrial sector.

The winners will be notified at least three weeks prior to the award ceremony, with details of the specific award and category placed.

The event will help in contribution to the progressive growth of the economy by enhancing the creativity and innovation among the different industrial sectors while creating a considerable competitive edge among them, the different participants will also have equal opportunities to compete against one another.



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Objectives

- Recognizing excellence among different industrial sectors and awarding the leading organizations for their great efforts and commitment in providing the best commodities to consumers and being excellent in other aspects that will be considered in making them be at the top rank.
- Promoting creativity and innovation by encouraging the adoption of innovative practices and technologies to increase competition in the different industrial sectors. This also includes the maximum utilization of the available resources to avoid any wastage incurred and also increasing income produced.
- Since the awards bring individuals from different industrial sectors together, fostering collaboration which will strengthen partnerships and close relationships between industry stakeholders which will in turn encourage the exchange of brilliant development ideas within the industrial sector.
- As the industrial leadership recognition survey Elite Brands Awards International Seeks to inspire future leaders by motivating emerging talents and companies to strive for excellence and contribute positively to the industrial sector while aiming for top position in their respective sector.



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AWARDS THEME

INVESTING IN THE FUTURE

Entrance red carpet with stations



Entrance red carpet with stations



Rationale

The purpose of the Elite Brands Awards International is to acknowledge and honor excellence in the different industrial sectors for continued growth and development, Over the last years when we organized these events, it has acted as a marketing strategy for many companies where Small and Medium Enterprises are given opportunities to advertise what they sell or produce during the gala and also through Elite Brands Awards International magazines where we advertise all the companies that were awarded and what they do.

The event participants will also gain an increased brand visibility through media mentions and publications which will help create a greater recognition among members of the public. This initiative will serve as a platform to showcase the accomplishments of industry leaders and inspire a continued growth and innovation among different organizations in the same industrial sector while creating a healthy and conducive environment for competing.



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Target Audience

Since we are an all-inclusive kind event, we will attract a diverse audience including:

- ✓ Industry Leaders
- ✓ Top Executives
- ✓ Government Officials and Policy Makers
- ✓ Academicians and Researchers
- ✓ Top media houses
- ✓ Entrepreneurs and Startups
- ✓ Young Professionals



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Event Highlights

- **Gala Dinner and Awards Ceremony**: An elegant evening event featuring a formal dinner, entertainment, and the presentation of awards.
- **Keynote Speeches**: Inspirational talks from guest speakers who might include top government officials and prominent figures in the industrial sector.
- **Networking Opportunities**: Sessions and spaces dedicated to fostering connections and collaborations among attendees will be highly considered.
- **Exhibitions**: Showcasing innovative products, technologies, and services by the attending industrial companies.



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PACESETTERS AWARDS CEREMONY


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GALA DINNER




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Venue

- The 13th Elite brands Awards International shall be held in a prestigious Hotel in Kampala Uganda on 17th December 2026 from 6:00 PM – 9:00 PM EAT.
- The Elite brands awards International 2025 was held at Argyle Grand Hotel Nairobi Kenya.
- Initially we have awards events at;
- The Elite Brands Awards International 2024 were held at a Argyle Grand Hotel Nairobi Kenya on 29th May 2026 from 5.00 PM – 9.00 PM EAT.
- Continental Chapter 2024 were held at Argyle Grand Hotel on the 13th of December 2024 from 5:00 PM - 9:00 PM EAT.
- Eastern African Chapter 2023 were held at Weston Hotel on the 30th of June 2023 from 6:00 PM - 9:00 PM EAT.
- 2022 Awards were successfully held at Panari Hotel on the 30th of June 2022 from 6:00 PM - 9:00 PM EAT while the East African Chapter was held at Serena Hotel Kampala Uganda on 15th December 2022.
- 2021 Awards were held at Panari Hotel Nairobi 15th December 2021.
- 2020 awards were held on 17th December at Ole Sereni Hotel Nairobi



Awards category

The Elite Brand Awards International recognizes the following categories;

- ✓Businesses
- ✓Governments and its agencies
- ✓NGOs
- ✓Top professionals (Individuals)





Companies/Businesses

Businesses being the core back bone of the economy, Elite Brand International Awards is held annually to recognize the professionals and institutions that are leading in their industry in terms of;

- ✓ Brand visibility
- ✓ Sales, profitability, revenue, and other financial data
- ✓ Number of employees
- ✓ Growth/ physical expansion
- ✓ Success of a product line
- ✓ Increased market share or tapping into new markets

Business Ethics - Integrity and customer care service

The Elite Brand International Awards committee ranks various institutions using a growth index formula to level the playing field among businesses of all sizes. This considers both revenue growth for a period of three years and employee growth over the same period. Organizational growth, however, means different things to different organizations. The awards consider this organizational growth. For 2024-2025, how businesses and institutions have been able to cope with the dynamic and unforeseen economic period caused by high taxation rates and political instability.





SOME OF PAST AWARDEES AND PARTNERS



















































SOME OF PAST AWARDEES AND PARTNERS

















































Government and Agencies

- The Elite Brand International Awards looks at contributions of governments, their agencies, public servants and non-governmental organizations in the economic, social, and political transformation of societies with a view of transforming or improving human welfare development.
- Elite Brand Awards International pays special attention to various interventions geared towards raising income in improving people's well-being and economic capabilities as well as social and political reorganization. This, therefore, means a case in which people are well fed, clothed, and have access to clean water, quality education, affordable healthcare, sanitization, and security alongside leisure.



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Individuals

Elite Brand Awards International recognizes the region's most exceptional individual leaders.

The Elite Brand Awards International honor’s individuals who are excelling in their careers, giving back to the community, and raising the profile of their country. The individuals must be of;

- ✓ Organized or initiated community projects
- ✓ High integrity
- ✓ Extra millers with seasoned initiatives
- ✓ Gifted differently
- ✓ Tangible impacts
- ✓ Unquestionable character





Uniqueness of The Elite Brands Awards International

- The Elite Brands Awards International is very different from other awards held regionally.
- Other awards just look at profits and industry leadership without considering business ethics in achieving the said success.
- Unlike other awards, Elite Brands Awards International cut across different sectors;
- It will consider;

✓ Individuals

✓ Businesses

✓ Governments' agencies and

✓ NGOs





Implementation Plan

I. Pre-Event:

- Launch marketing and communication campaigns.
- Open nominations and application process for awards.
- Secure partnerships and sponsorships.

II. Event Execution:

- Coordinate logistics including venue setup, catering, and event management.
- Facilitate award presentations and networking sessions accompanied with some entertainment.
- Manage media coverage and public relations.

III. Post-Event:

- Conduct post-event evaluations and feedback collection.
- Share event highlights and success stories through various channels.
- Plan for future editions and continuous improvement.



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Budget and Funding

A detailed budget has been prepared outlining the costs associated with venue, catering, logistics, marketing, and other event expenses. Funding is sourced through sponsorships, partnerships, and ticket sales.



United SMEs
Association of Kenya
United we bargain, divided we beg

Raffle Run

- Yes, the primary aim of event is not to raise money for charity, but we won't miss the opportunity to do something good for our community.
- We will hold a raffle or auction with donated prizes. This will offer sponsors the chance for a shout out, while at the same time raising money for a worthy cause.
- We will announce on the night how much has been raised to accelerate the feel-good factor, or save the good news for follow up communication.





Award Entertainment

- The songs to be chosen for the Elite Brands Award International ceremony will have a big impact on the ambience.
- Music will be used to introduce speakers, announce winners and celebrate a category or company collecting their prize.







Some of the Media Highlights

- https://www.the-star.co.ke/news/2024-08-22-kenyan-firms-top-list-of-international-awards-to-be-held-in-nairobi
- https://www.capitalfm.co.ke/news/2023/06/leading-firms-in-10-east-african-countries-to-be-honoured-in-nairobi/
- https://nation.africa/kenya/business/leadership/top-firms-to-be-feted-at-the-annual-pacesetters-awards-3654630
- https://www.the-star.co.ke/counties/rift-valley/2021-12-23-leading-firms-honored-in-industry-leadership-awards-held-in-nairobi/
- https://citizen.digital/business/zenka-named-most-outstanding-mobile-loans-app-of-the-year-2816632/?amp
- https://www.the-star.co.ke/news/2023-05-26-east-africas-top-firms-entrepreneurs-to-be-honoured-in-nairobi-awards/
- https://www.capitalfm.co.ke/news/2022/12/leading-kenyan-companies-to-be-honored-for-exemplary-work/
- https://www.africannewsagency.com/the-exchange/kenyan-sme-cake-city-opens-ninth-branch-as-part-of-ongoing-expansion-strategy-b2aea57a-a330-572e-bfd7-cf667e50b20f/
- https://www.jubilantstewards.org/pacesetter-award-industry-leadership-recognition-survey/
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- https://nation.africa/kenya/business/enterprise/home-grown-fries-3751356
- https://www.nation.co.ke/counties/nairobi/US-NGOs-offer-free-health-care-low-income/1954174-4850362-lulh2dz/index.html
- https://taifaleo.nation.co.ke/?p=13240
- https://www.ceo.co.ug/service-cops-pledges-to-keep-innovating-after-winning-pacesetters-award-in-financial-innovation/
- https://www.the-star.co.ke/counties/rift-valley/2021-12-23-leading-firms-honored-in-industry-leadership-awards-held-in-nairobi/
- https://kbc.co.ke/local-news/article/33872/angela-ndambuki-named-pacesetter-in-enabling-business-growth-technology
- https://www.the-star.co.ke/business/2021-12-12-top-companies-to-be-feted-in-a-major-industry-leaders-award/
- https://www.africa-press.net/kenya/all-news/top-companies-to-be-feted-in-a-major-industry-leaders-award
- https://twitter.com/tv47ke/status/1328551533227765763
- https://allmedialink.com/tanzania-media-list/tanzania-newspaper/mzalendo
- https://www.bing.com/ck/a?!&&p=e70be642604ca47cJmltdHM9MTcxNzk3NzYwMCZpZ3VpZD0wMWNiOWYwY

Some Media Appearances

- https://www.newvision.co.ug/category/business/ugandan-firms-set-to-shine-at-international-e-NV_196980
- https://dailynews.co.tz/tanzania-shines-at-pacesetters-awards-local-firms-and-leaders-earn-continental-recognition/
- https://allafrica.com/stories/202401110400.html
- https://www.htsyndication.com/daily-news/article/tanzania-shines-at-pacesetters-awards%3A-local-firms-and-leaders-earn-continental-recognition/78405669
- https://theexchange.africa/tag/pacesetters-awards-east-africa/
- https://www.chronicle.co.zw/sa-based-goat-breeder-wins-pacesetters-award/#:~:text=SOUTH%20Africa%2Dbased%20Zimbabwean%20Boer,in%20Tanzania%20last%20week%20Friday
- https://www.newvision.co.ug/category/business/ugandan-firms-set-to-shine-at-international-e-NV_196980

- https://www.the-star.co.ke/news/2024-10-18-uganda-firms-to-be-honoured-in-key-international-awards



SH645B UNICORNS

ectronics company officially joined the rica's unicorns. n in business is a mpany valued at lion (Sh129 billion), rivately owned and

ding $5 billion (Sh645 Prateek Suri becomes e continent to achieve unicorns are Flutter er Cash, MNT-Halan, nded in 2017.

ntrepreneur with a identified a gap in ordable electronics.

d to create products ed and could afford ality," Suri said in a been a region brim- ess to cutting-edge limited. Maser was e that."

ncludes a range of and consumer elec- he needs of African

hasis on local manu- capture a significant tively short period. apid growth to stra- nderstanding of the ring commitment to aunched, there were er we could compete ds," Suri recalled. cusing on what the uilding strong rela- s, we could carve out

hat propelled Maser's nvest in local manu- nts.

n fueled by its inno- he company has em- s (IoT), artificial intel- o enhance its product ustomer experience. t has seen relatively chieve unicorn status. nts unique challenges, nities," Suri said.

savvy population that nologies, and that's a ceed here, you need

WEDNESDAY, AUGUST 28, 2024

RECOGNITION

LOCAL FIRMS TOP REGIONAL AWARDS LIST

Jubilant Stewards of Africa Executive Director Jared Oundo (right) handing over the Pacesetters Awards certificate to Evans Aikins of Amenfiman of Rural Bank Ltd Ghana, flanked by Francisca Amoakah from Amenfiman of Rural Bank as Westlands Laser Eye Hospital CEO Dr Vaibhav Pednekar looks on, last year. [Nanjinia Wamuswa, Standard]

Kenyan firms are among the top entities set to be honored in the seventh Pacesetters International Awards.

This is an annual industry leadership recognition programme organised by the Pacesetters Awards Organising Committee in collaboration with Jubilant Stewards of Africa (JSA), the United SMEs Association of Kenya, and other partners.

The event will be held on Friday in Nairobi. Some notable firms include Afia drink manufacturer Kevian Kenya Ltd, bus company Ena Coach, micro-lender Mwananchi Credit Ltd, digital lender Little Pesa, City Walk Ltd, SGA Security, and Brighter Monday.

Other participants include Healing Tree Eye and Laser Hospital, Prime Plot Properties Ltd, Robisearch Limited, and Westlands Laser Eye Hospital.

In addition to Kenyan firms, regional companies such as Insight Security Tanzania, Presscane Ltd Malawi, Digit Vehicle Tracking Ltd Uganda, Amenfiman Rural Bank, and Admission World Consult Ltd Ghana will also participate.

The award brings together firms from various countries across the globe to celebrate top industry leaders for their innovation, quality products, and service delivery.

It also recognises job creation, exemplary leadership, economic growth, and societal transformation.

Winners in various categories are carefully selected through a competitive and thorough process involving a public vote and a panel of judges.

Speaking during the press briefing in Nairobi, JSA Executive Director Jared Oundo said that in light of current economic uncertainties and global disruptions, governments must enact measures that promote stability, encourage entrepreneurship, and foster sustainable development.

„We are excited to present the Pacesetters Awards as a platform to highlight industry leaders who demonstrate brilliance, innovation, and a commitment to serving humanity," he said.

„These awards not only acknowledge achievements within the industry but also inspire others to exceed expectations and contribute positively to societal advancement."

According to the list, new entrants include Cooperative Bank, Equity Bank, and Kingdom Bank. Other companies in this category are Watu Credit, Muthokinju Paints and Cement, East African Cables, Southfront Properties Ltd, and Dama Mobile Spares.

[Nanjinia Wamuswa]

QUOTE

"While various organisations are already

HUSTLENOMICS

WHY TUKTUK'S SUCCESS MIRRORS THAT OF TIKTOK

O

So tasty that it did not need any

like tea. Its best competitor in

Mugeta Island, cooked by Lilian

Let's forget about the bread for now.

expected that 40 years after tuktuk

it would have been replaced by four-

Instead, the three-wheelers

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'Why has the tuktuk defied Schu

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Slow traffic

Tuktuk's presence after 40

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Our love for tuktuk is

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growth. When will

Why can't we

kipia iko wapi?

INNOVATIVE FIRMS SET TO BE FETED

Top companies will be recognized for innovation, quality products, services, job creation and leadership in the annual Pacesetters Awards Kenya (PSA) by the Jubilant Stewards of Africa (JSA), a non-governmental organisation.

The award, which will happen this Friday, will feature organisations, individuals, businesses and government agencies. PSA awards seek to encourage these groups to go beyond the call of duty in their service to humanity. Some of the sponsors and partners of this year's award include a Kenyan mobile network operator and telecommunications firm, a regional motor dealer, microfinance, a bank and a media house.

According to the sources privy to the top list some of the companies that will feature in the list include last year's award winners like Quipbank Trust Limited, digital lender Zenka Finance, Thika Based Blue Nile Rolling Mills, Mombasa-based Myspace Properties Ltd and the Kenya Union of Clinical Officers (Kuco).

Kevin Rotich

How Zenka Finance proved to be on top



The turbulent Covid-affected period hasn't been easy for businesses in Kenya. Needless to say, it also had an impact on online lending companies. Many made a difficult decision to freeze their activities or limit their scope. How-

Apart from searching for innovative solutions, such as an AI-based chatbot supporting its top-class CC or omnichannel access for the customers (via Google Play Store, App Store, and USSD), Zenka has always been consumer-centric.

To make the lending process even more affordable, the company allows potential customers to try its services at no cost and verify whether they suit their needs. Zenka's 0% first loan has already become a sort of their trademark.

The client-oriented approach combined with innovativeness definitely pays off!

Zenka Finance has just proved again to be a market challenger, setting the highest standards and constantly raising the bar on the digital lending market.

Zenka's mobile app has just been awarded in the Mobile App of the year 2021 in the Interface Design and User Experience category. On top of that, the company was named Silver Winner in two other categories - Loan App and Social Impact.

"Winning such a prestigious award against top market players and being Silver Winner in two other categories is a great honor for Zenka. The victory motivates us to keep up the highest standards and continue delighting our customers who, without a doubt, voted in large numbers to show their support and participate in our success." - said Duncun Motanya, Zenka's Country Manager.

Not only do customers appreciate Zenka Finance. So does the broadly-defined industry. Shortly after the aforementioned awards, a Non-Governmental Organization dedicated to improving living standards, social ethics, dignity, and empowerment of communities - Jubilant Stewards of Africa (JSA) has also honored Zenka Finance with The Pacesetter in Digital Lending title.

As JSA stated on their website, the Pacesetters Awards were initiated to recognize and appreciate key industry players leading the country's economy via innovation, quality product and service provision, job creation, and leadership. Zenka is a perfect match for it.

All these honors go well with the previous ones Zenka Finance received so far for being Most Preferred Mobile Loan App in 2020 (Digital Tech Excellence Awards), Outstanding Mobile Loans App of the Year 2020 (Pacesetters Awards), Most Preferred Non-Banking in 2019 Platform In Kenya (Fini Awards) and Most Promising Mobile Loans Platform in 2019 (Digital Tech Excellence), to name







Top SMEs make it to key award shortlist

Shortlisted names of top companies and personalities for the Pace Setters Awards 2020 have been released.

The awards are coordinated by the Jubilant Stewards of Africa (JSA), an NGO that works on improvement of living standards, social ethics, dignity and empowerment of communities.

JSA Executive Director Jared Oundo said the award this year targets small and medium enterprises (SMEs).

"We initiated the awards to recognise and appreciate key industry players, leading our economy via innovation, quality product and service provision, job creation and leadership," he said. "This is not about their balance sheet but due to their contributions in the industry."

Some of the institutions nominated for the award include Blue Nile Rolling Ltd, a steel manufacturer in Thika, digital lender Zenka Finance, real estate firm MySpace Properties, Quipbank and Nzoia Sugar Company.

Noah Kipkemboi of KTN News has been nominated in the personality's category.

held in Mombasa last week.



Zenka Digital Limited team receives a trophy and certificate during the Annual Industry Leadership Recognition Programme dubbed Pacesetters Awards (PSA) organised by Jubilant Stewards of Africa (JSA), a non-governmental organization to celebrate industry pacesetters. Receiving the Award is Felipe Sanhueza, the Director of Zenka Digital (third right), and Fridah Cheque, the Marketing Specialist of Zenka Digital (second right).

Firms to be feted for crisis-based solutions

Elizabeth Kivuva
ekivuva@ke.nationmedia.com

Several companies will in June be awarded for their ability to innovate solutions for growth under the pandemic environment and threats of geopolitical conflicts.

The Annual Top Companies awards dubbed Pacesetters Awards (PSA) will be hosted in five African countries' capital cities starting in Nairobi (June),

to honour industry leaders for their innovation, quality products, service provision, job creation, exemplary leadership, economic growth, and societal transformation.

As a result, these awards are based on the economic and social impact rather than the balance sheet.

The last two years' awards ran under the theme "investing in the future", as institutions and entrepreneurs went into innovation to achieve their dreams

been able to innovate and solve various problems. The survey recognizes the challenges and idiosyncrasies that have been created by Covid-19 and other pandemics such as Russian Ukraine war," stated the organiser Jubilant Stewards of Africa (JSA), a non-governmental organization.

" Such pandemics have come with new deviations and introduced uncertainties in various institutions and

Pictorial



Vehicle and Equipment Leasing Limited team receives a trophy during the Annual Industry Leadership Recognition Programme dubbed Pacesetters Awards organised by

UGANDAN FIRMS SHINE IN ELITE BRANDS AWARDS

By Lydia Lakareya

Ugandan firms are gearing up to showcase their excellence at the prestigious Elite Brands Awards International, set to take place on December 13, at the Argyle Grand Hotel in Nairobi, Kenya.

This year's ceremony will see over 18 countries participating, highlighting the best brands across Africa and beyond. Organised by Jubilant Stewards of Africa and the United SMEs Association of Kenya, the event promises to be a remarkable celebration of innovation, quality and service delivery.

The Ugandan firms being recognised include Service Cops Ltd, Digit Vehicle Tracking Limited, Uganda Professional Chefs Union, Extreme Adventure Park Bunika, Go Electric Ltd Uganda, Uganda Crop Care, and major banks such as Equity Bank Uganda and Centenary Bank. Other notable awardees include Workers MP Dr Abdulhu Byakatonda (Uganda), Youth Go Green Uganda, and the Uganda Petroleum Authority.

These organisations have been selected for their outstanding contributions to various sectors, reflecting Uganda's growing influence in the regional business landscape.

The Elite Brands Awards International is the eighth of its kind and serves as a vital platform for recognising the crème de la crème of African brands. The event aims to promote ethical practices, innovation and leadership among SMEs and mid-sized institutions.

"We aim to honour those who have shown a remarkable commitment to excellence and community empowerment," Jared Ounde, the executive director of Jubilant Stewards of Africa, said.

He added that the brands being awarded are not just about showbiz because they represent true industry leaders who have made a significant impact in their communities.



Ounde (seated, second-right) with some of the CEOs and top leaders of various firms from across Africa during last year's event in Dar-es-Salaam, Tanzania at Serena Hotel

The Elite Brands Awards International also seeks to uplift and recognise companies that excel in various fields, including service delivery, innovation, and ethical business practices.

This year's event will also feature various categories, including pace-setter in research and development, transport and parcel company, as well as fastest growing eye and laser hospital. Kenya's University of Nairobi, Ena Coach and Healing Tree Eye, as well as Laser Hospital are just a few examples of leading firms honoured in the past Pacesetters International Awards.

Ounde highlighted the significance of including Ugandan firms in this international forum, saying: "These awards provide an excellent opportunity for Ugandan companies to showcase their products and services on a global stage. It's a chance for them to network with industry leaders and share best practices."

Ounde said the awards have been hosted in various locations, including Kampala and Dar-es-Salaam, and now expand to Nairobi, emphasising the continental reach of the initiative.

» The awards provide an excellent opportunity for Ugandan companies to showcase their products.

Among the Ugandan firms set to be honoured, Service Cops Ltd stands out as a leader in providing financial technology, bespoke proprietary enterprise platform and business process outsourcing solutions to a range of industry verticals in Uganda and beyond.

Digit Vehicle Tracking Limited, a pioneer in tracking technology, has transformed the logistics and transportation industry in Uganda.

The Uganda Professional Chefs Union has made significant strides in promoting culinary excellence in the country.

Extreme Adventure Park Bunika offers thrilling experiences while promoting eco-tourism and adventure sports in Uganda.

Go Electric Ltd Uganda focuses on providing innovative electric vehicle solutions, contributing to Uganda's goals of reducing carbon emissions and promoting renewable energy sources.

The presence of major banks like Equity Bank Uganda and Centenary Bank highlights the importance of financial institutions in supporting SMEs and promoting economic growth.

Youth Go Green Uganda exemplifies the spirit of innovation and community engagement, addressing environmental issues and promoting sustainable practices among the youth.

Award Winners Benefits

The main purpose of the award is to raise the profile of the awardees and help them grow.

- Brand visibility
- Brand the event with rollup banners and giveaways merchandise to the attendees
- Media publicity and select interview slots
- Trophies and certificates
- Social media support
- Networking opportunities
- Independent SWOT analysis from experts
- Training



Sponsors Value

- We will ensure that the sponsors get VALUE for their money.
- The sponsors will appear in our adverts as agreed.
- They will be allowed to exhibit during the award and get special mentions and coverage in the media.
- Brand the event with rollup banners and giveaways merchandise to the attendees
- Interviews with the media covering the event
- Plus, all the benefits the award winners will enjoy







Social Media Promotion

- We will make use of Social media since it offers the perfect platform to both build excitement about the Elite Brands Awards International ceremony and share all the headlines on the night.
- Using different media, we will offer the winners extra glory
- We will set up a dedicated hashtag for the awards so that our guests can join the conversation and share pictures and news from the evening.
- This sort of ‘social proof’ will show Elite Brands Awards International are a not-to-be-missed event and create buzz for next year.



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‘PARTY AFTER PARTY’

- Once the official business is out of the way, it’s time for everyone to let their hair down and hit the dance floor.
- We will book a great band that’s guaranteed to get the crowd buzzing
- In addition to a band – if our budget will stretch to it – we will arrange some visual entertainment such as a high-energy dance group or aerial performers.
- This helps to hold attention between judging rounds and make the Elite Brands Awards International ceremony and gala dinner an event in its own right, even outside of the award-giving.







Conclusion

The Elite Brand Awards International is a significant event that aims to elevate the industrial sector by celebrating achievements, fostering innovation, and inspiring future growth. By bringing together key stakeholders, the awards will catalyze positive change and development within the industry.

We look forward your support and participation in making the 2024 Elite Brand Awards to International a landmark event for the industrial sector in Africa.



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For more information contact :

+254719408244/+254 720 675161

admin@jubilantstewards.org

www.jubilantstewards.org

P.O. Box 26777-00504 Nairobi, Kenya





THANK YOU!

Merci

Asante Sana

Weebale

Murakoze Urakoze

Ni thengio muno

Erokamano

Kongoi

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Danke



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