

# SUCCESS FACTORS, MAIN DIFFICULTIES, AND ISSUES TO ADDRESS

1

Patrick Kagenda, CEO Data Care, Uganda, East Africa

Bachelor's Degree – Bsc (Physics and Mathematics)

Masters in Computer Science (Msc CS), Makerere University, Uganda

Since 1993 to Date:

IT as a Programmer,  
Systems Analyst and  
Systems Integrator and  
Now CEO, Data Care





# Anchor Product - Enterprise Resource Planning - PROMISE

## PROMISE ERP VER 2.5



### ProMISe Utility Features

- ProMISe Business Intelligence
- ProMISe GIS
- ProMISe Survey Tools
- Fleet Management
- Point of Sale
  - PharmacyNet
  - ShopNet
- ClinicNet
- Order Processing
- Document Management/Repository

### Countries:

Uganda  
Kenya  
SSudan  
Ethiopia  
Iraq  
North America  
Britain

### Sector:

Health  
Agriculture  
Social Services  
Trade  
Private Sector  
Non Government  
Organisations  
Bilateral Agencies  
Churches

# Data Care Growing Clientele 1/2....





# Data Care Growing Clientele 2/2



## Journey to Export of Services ( Phase 1)

- Referrals/Traceability of our work
- Recommendations by Local Organisations that were exporting
- Recommendations by International Organisations working in Uganda to other Country Offices



# Journey to Export of Services (Phase II) – GO TO MARKET GUIDED BY ITC

## **NTFIII/IV Work: Since 2015 to Date**

- Guidance on Branding ( Online and Offline)
- Development of Export Marketing Plan
- Supporting the Business to Business Events
- National Activities that support the Export of Services ( Bringing the players together)
- Local Business mentors
- Supporting the Certification ISO







# Boarding Pass

Kagenda / Patrick Mr

ZONE: B

## Flight Information

FLIGHT	SEAT	BOARDING TIME	GATE
KQ416	17C	18:05	16

FROM Nairobi Jomo Kenyatta Intl TO Entebbe

Terminal 1A

08 Oct 2019  
18:35

08 Oct 2019  
19:50

**VISA/VISUM** **CHE** 005876541

SUISSE/SCHWEIZ/SWITZERLAND **CHE**

Etats Schengen

VALID FOR 05

DU 27-10-19 AU 31-10-19

TYPE DE VISA C PASSPORT N° B1026205

DELIVRE A Nairobi

AGISSE/STELLET IN Kagenda, Patrick

08-10-19

0058765416UGA6812045M1910315<1051027

# FIRMS' CHARACTERISTICS AND OBSTACLES TO ICT SERVICES TRADE



The report is available at: <https://bit.ly/2MJtD8z>

NTF IV Programme webpage: <http://www.intracen.org/NTF4/objectives-and-documents/>



# Obstacles to trade reported by companies

**"We need to pay 200 shillings as a tax on the use of social media, resulting in problems to promote our services because we cannot market and/or contact new clients"**

IT company exporting software design services to Nigeria.

**"We were asked to have either local presence through a registration process (license) or through a partnership agreement. We decided to get a partnership agreement, but the process is time-consuming (3-4 months) and costly."**

Company exporting Software as a Service (SaaS) and web-based application development to Nigeria

**"We are facing a problem related to the local presence in Tanzania: a foreign branch needs to be owned at 50% by Tanzanian nationals in order to be allowed to sell in that market."**

Company exporting Software design and development services to Tanzania

**"All transactions are subject to 15% withholding tax, imposed by the Uganda Revenue Authority. This tax should be deducted from the payment, but this is not always possible."**

Small-sized IT company on imports of advertising and market research services from Congo (Dem. Rep.).

**"When importing goods needed for our operation, Ugandan authorities request a pre-shipment inspection for dumping prevention reasons; even if it is a useful measure, it can be costly (USD 60 for every shipment above USD 2000) and time-consuming."**

Company importing tracking devices from the UK



THANK  
YOU!

