



# Uganda



## Country Overview:

*Location:* East-Central Africa, west of Kenya, east of the Democratic Republic of the Congo

*Size:* 241,038 sq km

*Population:* 35,873,253 (July 2012 est.)

*Capital:* Kampala

*Exports-commodities:* coffee, fish and fish products, tea, cotton, flowers, horticultural products; gold

*Imports-commodities:* capital equipment, vehicles, petroleum, medical supplies; cereal

*Currency:* Ugandan shillings (UGX)

*Ethnic groups:* Baganda 16.9%, Banyakole 9.5%, Basoga 8.4%, Bakiga 6.9%, Iteso 6.4%, Langi 6.1%, Acholi 4.7%, Bagisu 4.6%, Lugbara 4.2%, Bunyoro 2.7%, other 29.6% (2002 census)

*Religion:* Roman Catholic 41.9%, Protestant 42% (Anglican 35.9%, Pentecostal 4.6%, Seventh-Day Adventist 1.5%), Muslim 12.1%, other 3.1%, none 0.9% (2002 census)

*Government type:* Republic

*Chief of State/Head of Government:* President Lt. Gen. Yoweri Kaguta MUSEVENI (since seizing power on 26 January 1986)

*Language:* English (official national language), Ganda or Luganda (most widely used of the Niger-Congo languages), other Niger-Congo languages, Nilo-Saharan languages, Swahili, Arabic

*Uganda is the 112th largest economy in the world.*



## Republic of Uganda / Uganda

### Meetings and Negotiations

-Best to address people directly with Mr. Mrs. or Miss followed by the surname.

-Most Ugandans have a more traditional tribal name, which they usually say first, then a Christian name. Example: Kasozi George. One might refer to him as Mr. Kasozi.

-Men Greeting Men- a handshake is appropriate.

-Men greeting Women- a handshake or a nod of acknowledgment is appropriate.

-Greetings between Men & Women- a handshake is usually appropriate but it is best to wait for the woman to extend her hand. Otherwise, a bow or slight nod of the head will suffice.

-The higher the status of a Ugandan, the more they will be excused for tardiness. This will be

applied to both social and business settings. The more prestigious an event is, the **later** the guests are expected to arrive.

-Punctuality tends to be **more** valued in business situations.

-It is always best to treat the business card with respect.

### Business Attire

-Dress is highly valued and people who dress well are respected.

-For Men- a suit is common for formal business situations. In rural areas a nice collared shirt is acceptable.

-For Women – a suit is common for formal business situations. They will avoid wearing anything too tight or revealing.

-Make sure shoes are cleaned and polished. People will **look down** on you if you have worn looking shoes.

### Behavior

-When two people of the opposite sex talk there is very little to **no** touching. The only appropriate touching is the handshake.

-Ugandans usually prefer indirect eye contact. Holding direct eye contact can be considered **aggressive**.

-Personal space tends to be minimal. Ugandans often talk very close to one another. Less than an arm's length away is quiet common.

-It is **rude** to point at people, as pointing is reserved for dogs, so usually the whole hand/ arm is used.

### Gift Giving

#### Appropriate Gifts:

-food items, books

#### Gifts to Avoid:

-expensive gifts

## Business Tips continued

### Conversation

-Speak slowly and enunciate. Most native Ugandans have a difficult time understanding fast, strung-together English.

-Greetings and a good amount of small talk almost **always** occur before talking about business.

-Stories, proverbs, and the like

are common means of expressing a point indirectly and require the implicit knowledge of the listener.

-Humor plays a big role in communicating and most Ugandans enjoy a good joke. However, it is best to **avoid** sarcasm as it may not translate well, if at all.

-Spending time in silence versus

conversation is often times interpreted as **rude**.

#### Topics to Discuss:

-food, sports, weather

#### Topics to Avoid:

-asking about someone's ethnicity, politics