

Organisers call off Uganda Media Expo

A media expo that was expected to gather hundreds of media practitioners and companies in Uganda has been called off with no new dates for the event. The second Media Expo and Marketing Summit was scheduled to take place in Kampala from 18-19 November 2010 at the Imperial Royal Hotel.

Event manager Jalia Ssebuggwawo said the exhibition has been called due to internal matters within Royal Way Media the company behind the expo.

"It was called off one and half weeks ago. There are some internal issues that need to be solved," Ssebuggwawo said in an interview.

Showcasing innovations

Through the expo, Uganda media were meant to be given an opportunity to showcase new innovations in their companies to customers. The first expo, which was held last year, convened at least 48 media companies including; newspapers, radio, television stations and advertising firms.

According to Ssebuggwawo, a new date for the Expo is still being discussed but the "internal matters" will have to be sorted out first.

The platform aims to provide media firms a chance to update consumers on new products and services in face-to-face interactions. "The Media Expo will provide an opportunity for the industry players to establish and reinforce critical business relationships with senior executives, professionals and auxiliary service providers from different corporate organisations," David Ssempala the event director said on the expo's website.

To benefit from the project, companies are charged between UGX1 million (\$440) and UGX20 million (\$8,810) for exhibition space and sponsorship. Wavah Broadcasting Service (WBS) TV, the *Daily Monitor* newspaper, KFM radio and Clear Media are some of the sponsors.

For more information, go to www.mediaexpo-ug.com.