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Growing Uganda's global tech presence through international partnerships

Uganda

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ITC News

Uganda's IT sector is gaining global recognition; strategic support and international collaborations are creating transformative opportunities for local businesses like Sumic IT Solutions.

Uganda, one of East Africa's fastest-growing economies, has a dynamic start-up ecosystem in the fintech, food tech, software and data sectors. With access to global accelerator programmes, grants, and events, these start-ups drive economic growth, create high-value jobs, and contribute significantly to national development.

Tech company Sumic IT Solutions, founded in 2019, exemplifies how strategic support can unlock global opportunities. Focused on digital solutions, the company has expanded beyond Africa, securing partnerships with three Japanese firms valued at \$30,000 through the International Trade Centre's Netherlands Trust Fund Phase V (NTF V) FastTrackTech programme.

'The key factor in our success was Sumic's participation in the NTF V Export Marketing Plan training and coaching programme in 2023,' says CEO Cirus Sumika. 'This prepared my team for international markets by taking us through export audits, tailored market entry strategies, and competitive pricing and promotion tactics. It enabled us to join the Uganda-Japan Connect (UJ-Connect) business matching programme, which led to partnerships with three Japanese firms: Fvital Inc, eftax Co, and Japan AI Consulting Corporation.'

Fvital Inc., for instance, was seeking a partner to develop a smartphone application for a neonatal resuscitation system. 'We needed a company with strong development expertise and extensive experience,' says Michiko Kiyokan, head of the company's Global Health Department, which

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In Tokyo, meeting and pitching SUMIC to potential partners

via Slack, combined with improved microphones and stable Wi-Fi, helped overcome these obstacles. Sumic's use of human and AI translators, along with its motivation to understand Japanese business culture also helped to smooth the process. While the project is ongoing, the neonatal resuscitation app is an important step in healthcare innovation.

NTF V played a key role in supporting the relationship between Sumic and FVITAL. 'The programme provided a structured framework, including process guidelines, documentation, contracts, and financial support for this offshore development partnership,' says Sumika. 'Combined with the Uganda-Japan Connect business matching initiative, this support enabled us to successfully engage with international partners.'

Some of Sumic's other key projects include creating the Halo Dish app for halal tourism with eftax Co. and collaborating with Japan AI Consulting Corporation on a proof of concept for AI-based team performance optimisation.

Sumic IT Solutions also presented its solutions at the China International Import Expo (CIIE) thanks to support from NTF V, further strengthening its foothold in Asia. 'The expo provided opportunities to connect with industry leaders, understand the Chinese market, and explore business prospects across the region,' says Sumika. 'Key highlights included a visit to Alibaba Headquarters and securing leads beyond Japan, which is paving the way for future collaborations.'

New revenue sources

These developments have been transformative for Sumic IT Solutions. With 70% of its revenue now coming from Asian markets, the company has achieved substantial financial growth. As a result, Sumic has reinvested in infrastructure, enhancing its technological capabilities and improving operations. The company has also grown its workforce, creating new job opportunities and advancing professional development for local talent in Uganda.

'These collaborations have elevated Sumic's global profile, establishing our business as a reliable provider of high-quality digital solutions,' says the CEO. 'Our partnerships have strengthened our technological expertise and allowed us to tailor services to the specific needs of international markets.'

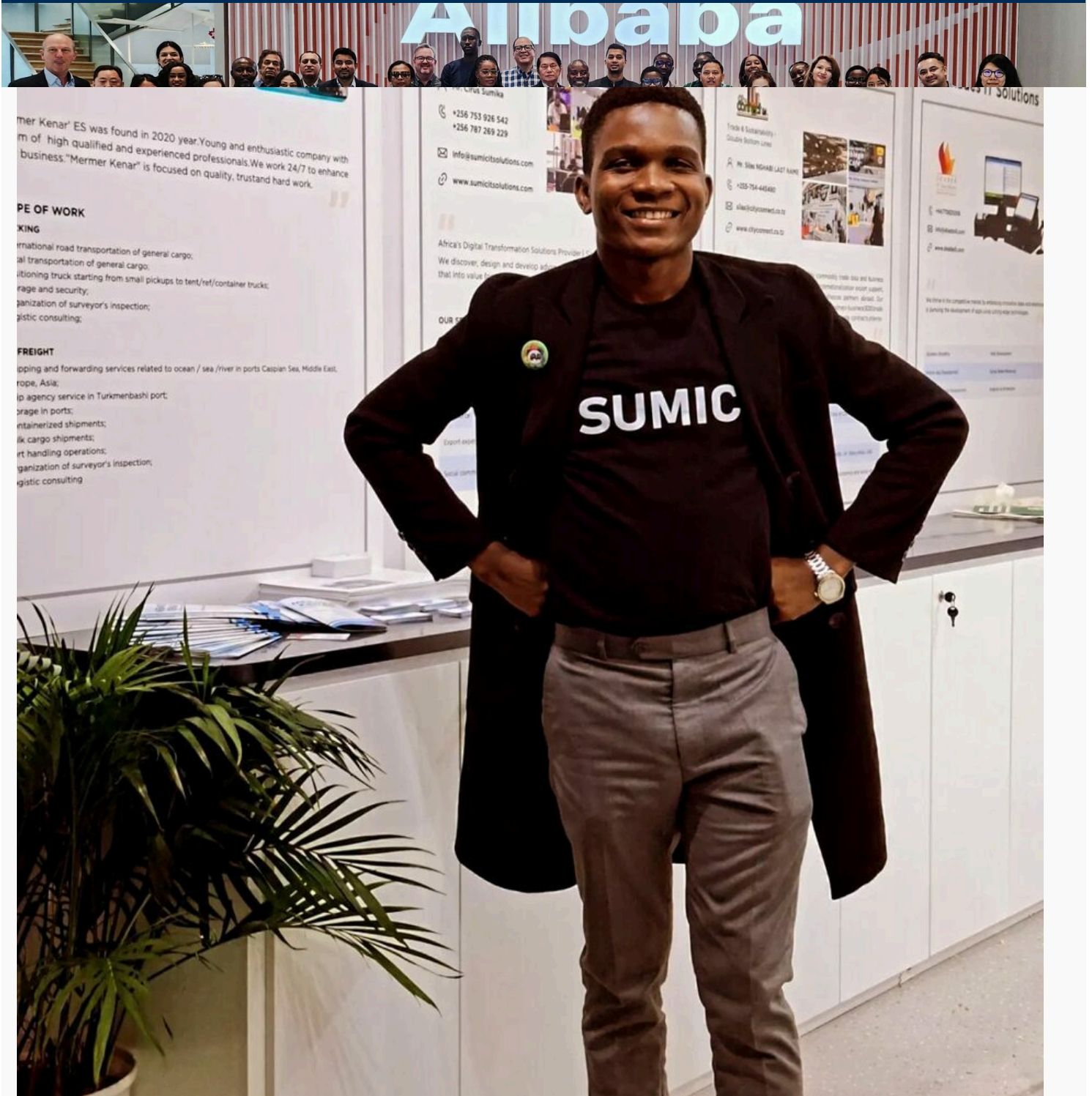
Plans to set up overseas office






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Cirus had the opportunity to exhibit his company, SUMIC IT Solutions during the 7th China International Import Expo 2024, thanks to support from NTFV in Uganda. Looking ahead, Sumic IT Solutions plans to establish its first overseas office in Japan, a strategic move to solidify its presence in Asia. This will allow the company to work more closely with its partners, offer localized support, and pursue new business opportunities in the region. The 



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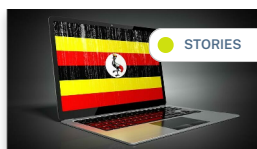


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