PRESS KIT

Dr. Hillary Emmanuel Musoke Kisanja

Senior Presidential Advisor on Agri Business and Value Addition Development, with special duties



Official portrait of the Senior Presidential Advisor.
Photograph: Office of the Senior Presidential Advisor.

THE OFFICE IN BRIEF

Appointment
Senior Presidential Advisor, Office of the President

Remit
Agri business and value addition development

Continental role
Board Director and Country Director for Uganda, The African Agenda Forum

Office
Parliamentary Building, Kampala

The office is charged with the President's programme to move Ugandan agriculture from subsistence to a modern, commercial sector, and with the value addition agenda at the centre of the national economic plan. It carries the President's skilling programme for young people into the value chain, from the four-acre model and the Parish Development Model to the Presidential Skilling Centres. He represents Uganda in continental and international fora, and serves on the board of The African Agenda Forum.

Dr. Hillary Emmanuel Musoke Kisanja is Senior Presidential Advisor on Agri Business and Value Addition Development, with special duties, in the State House of the Republic of Uganda.

He is charged with the President's programme to move Ugandan agriculture from subsistence to a modern, commercial sector, and with the value addition agenda that sits at the centre of the national economic plan. His work runs from the household farm gate to the continental trade table.

He represents Uganda in continental and international fora, and he has carried the office into the African Agenda Forum, where he serves as Board Director and Country Director for Uganda.

> Africa's future will be grown, not borrowed. From farm to factory to global markets, we must add value to what we produce. The African Agenda Forum is the platform to align policy, investment, and youth in agribusiness so that Africa feeds itself and the world, on our own terms.

The African Agenda Forum
The African Agenda Forum, 31 October 2026, TAAF Grand Launch 2026
https://www.theafricanagendaforum.com/launch/

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The office at a glance

TITLES AND APPOINTMENTS

PERIOD	ROLE	SOURCE
2024 to date	Senior Presidential Advisor on Agri Business and Value Addition Development, with special duties	Office of the Senior Presidential Advisor, 1 November 2026
2026	Board Director and Country Director for Uganda, The African Agenda Forum	Pulse Kenya, 19 August 2026
2024 and 2025	Private Secretary to H.E the President in charge of Youth, Agriculture, Value Addition and Export Promotion	State House Uganda, 21 June 2024

EDUCATION

Social Sciences, Business Administration and Management, 2007.

LinkedIn (self-declared), 1 January 2024

RECOGNITION

World Book of Records, certificate of excellence, Palace of Westminster, London, 13 September 2025

New Vision, 13 September 2025

FURTHER VERIFIED POSITIONS

9 July 2025 — The coffee price resilience position, recorded on 9 July 2025.

GCIC Agro Security, 9 July 2025

11 May 2025 — Representing the Office of the President at the social entrepreneurs policy inclusion forum.

Nile Post, 11 May 2025

PUBLISHED ESSAYS

Sustainable wealth creation for Ugandans in diaspora

1 April 2026

New Vision, 1 April 2026

Aligning the 2026 Cabinet with wealth creation

30 June 2026

New Vision, 30 June 2026

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THE REMIT IN FOUR MOVEMENTS

Value addition

The President's programme for the next five years is the Decade of Value Addition: coffee, tea, fruit, dairy and grain processed in Uganda, packaged in Uganda and sold in Uganda's markets and beyond. Production without profitable markets leads to post-harvest loss and poverty.

Skilling and youth

The Presidential Skilling Centres turn training into a route into the value chain, and the Presidential Initiative on Skilling the Girl Boy Child has brought thousands of young people into it. Agriculture is presented as a commercially viable career rather than subsistence work.

Agriculture as wealth creation

The four-acre model, the Parish Development Model and Emyooga form the backbone of the household wealth agenda. The office carries these to demonstration farms, where the argument is made in the field rather than on paper.

Trade, investment and the diaspora

The office carries Uganda's value addition case to continental and international platforms: the African Agenda Forum, the World Food Forum, the UK-Africa Business Summit, and the diaspora engagement series in Kampala.

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Selected engagements

Every engagement below is dated, placed and sourced.

The African Agenda Forum, launch

31 October 2026 | Hilton Hotel, Nairobi, Kenya

The Forum launched on 31 October 2026 at the Hilton Hotel in Nairobi under the theme "Unstoppable Africa: Shaping the Next Decade". Uganda's country director sits on the Forum board, with a focus on African production and value addition.

The African Agenda Forum, 31 October 2026

World Food Forum 2026

13 October 2026 | FAO headquarters, Rome, Italy

Represented Uganda at the flagship event of the World Food Forum at the Food and Agriculture Organisation of the United Nations, speaking in the session "Leading from the Front: Africa's Youth Driving Agrifood Systems Transformation". He met Abebe Haile-Gabriel, FAO Assistant Director-General and Regional Representative for Africa, and Kazuki Kitoka of the FAO Office for Youth and Women.

New Vision, 1 November 2026

First processed beef consignment to Ethiopia

2 June 2026 | Kawempe, Kampala, Uganda

Flagged off the first consignment of processed Ugandan beef to the Diamond Hotel and Restaurant Group in Ethiopia at a press briefing at the Ranchers Finest premises in Kawempe, Kampala.

State House Uganda, 2 July 2026

Launch of the diaspora engagement series

1 April 2026 | Kampala

Attended the launch of the diaspora engagement series in Kampala, a series launched to strengthen Uganda-diaspora ties, with more than 130 diaspora participants present.

New Vision, 1 April 2026

The 15th UK-Africa Business Summit

16 September 2025 | Royal Horseguards Hotel, London

Attended the 15th UK-Africa Business Summit in London, where he unveiled Uganda's roadmap for a high-value, climate-resilient agriculture.

EasternEye, 16 September 2025

World Book of Records award

13 September 2025 | Palace of Westminster, London

Received a certificate of excellence from the World Book of Records at the awards presented in the Palace of Westminster, London.

New Vision, 13 September 2025

SCAIAFU alternative livelihood programme for fishing communities

17 April 2025 | Ssenyi landing site, Buikwe district

Attended the SCAIAFU alternative livelihood programme for fishing communities at Ssenyi landing site in Buikwe district, a State House project reported as transforming the fishing communities of Buikwe.

New Vision, 17 April 2025

State House-sponsored students sit DIT examinations

13 March 2025 | Uganda

State House-sponsored students sat for the DIT examinations, with more than 4,200 students sitting under the State House sponsorship.

State House Uganda, 13 March 2025

Ghetto SACCO leaders and the Shs1.2 billion pledge

1 August 2024 | State House, Entebbe

Ghetto SACCO leaders met the President at State House, Entebbe, where a Shs1.2 billion pledge was fulfilled.

State House Uganda, 1 August 2024

Trends Agro demonstration farm launch

21 June 2024 | Wakiso district

The Trends Agro demonstration farm was launched in Wakiso district, carrying the four-acre model and Hass avocado.

State House Uganda, 21 June 2024

Subway skilling centre showcase

8 June 2024 | Kampala

Students of the Subway skilling centre showcased their products, in an initiative the President lauded.

State House Uganda, 8 June 2024

PISGBC beneficiaries addressed at Nakulabye

5 June 2024 | Nakulabye centre

PISGBC beneficiaries were urged to make high quality products, in an address by Minister Kasule Lumumba.

State House Uganda, 5 June 2024

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Photography

PRESS PHOTOGRAPHY



Official portrait of the Senior Presidential Advisor.
Photograph: Office of the Senior Presidential Advisor.

Rights class: office
Publish, and offer as a press download.

Office of the Senior Presidential Advisor, 1 November 2026, Business card and its decoded QR vCard
Held by the office



Press briefing at the flagging off of the first consignment of processed Ugandan beef to Ethiopia, Kawempe, Kampala, 2 June 2026.
Photograph: Presidential Press Unit, State House Uganda.

Rights class: ppu
Publish with the credit line shown.

State House Uganda, 2 July 2026, Uganda's Ranchers Finest Ships First Consignment Of Processed Beef To Ethiopia
https://statehouse.go.ug/ugandas-ranchers-finest-ships-first-consignment-of-processed-beef-to-ethiopia/



Launching the Trends Agro demonstration farm, Wakiso district, 21 June 2024.
Photograph: Presidential Press Unit, State House Uganda.

Rights class: ppu
Publish with the credit line shown.

State House Uganda, 21 June 2024, Demonstration Farm Launched In Wakiso
https://statehouse.go.ug/demonstration-farm-launched-in-wakiso/

CREDIT SCHEDULE

musoke-portrait.jpg
Photograph: Office of the Senior Presidential Advisor.
Publish, and offer as a press download.

sh-beef-briefing-2026.jpg
Photograph: Presidential Press Unit, State House Uganda.
Publish with the credit line shown.

sh-trends-2024.jpg
Photograph: Presidential Press Unit, State House Uganda.
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PRESS PHOTOGRAPHY

Coverage is linked to its original article rather than republished. Where a photograph belongs to another publisher, it is not carried on this site.

MEDIA COVERAGE

Ugandan youth-led agricultural initiatives seek more support at World Food Forum
2026-11-01 | New Vision | Report
https://www.newvision.co.ug/category/agriculture/ugandan-youth-led-agricultural-initiatives-se-NV_242849_112026

TAAF Grand Launch 2026
2026-10-31 | The African Agenda Forum | Official record
https://www.theafricanagendaforum.com/launch/

African Agenda Forum to launch in Nairobi, targeting continental policy, trade and creative economy
2026-10-25 | KBC Digital | Report
https://www.kbc.co.ke/african-agenda-forum-to-launch-in-nairobi-targeting-continental-policy-trade-and-creative-economy/

Africa's biggest names to converge in Nairobi for African Agenda Forum launch
2026-08-19 | TNX Africa | Report
https://www.tnx.africa/events/article/2001555692/africas-biggest-names-to-converge-in-nairobi-for-african-agenda-forum-launch

African Agenda Forum names 54 country directors
2026-08-19 | Pulse Kenya | Report
https://www.pulse.co.ke/story/african-agenda-forum-names-54-country-directors-2026081911005195904

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2026-06-30 | New Vision | Opinion
https://www.newvision.co.ug/category/blogs/aligning-the-2026-cabinet-with-wealth-creatio-NV_235172_062026

Remittances to Uganda hit $2.5 billion in 2025
2026-04-02 | Daily Monitor | Report
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Govt launches diaspora engagement series to strengthen Uganda-diaspora ties
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UK-Africa business summit 2025 focuses on trade and tech
2025-09-16 | EasternEye | Report
https://www.easterneye.biz/ukafrica-business-summit-trade-partnerships/

Uganda at the UK-Africa business summit
2025-09-16 | tralac | Report
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World Book of Records awards six high-profile Ugandans
2025-09-13 | New Vision | Report
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2025-07-09 | GCIC Agro Security | Media review
https://www.gcic.go.ug/taxonomy/term/185

Social Entrepreneurs Unite to Demand Policy Inclusion
2025-05-11 | Nile Post | Report
https://nilepost.co.ug/sairus%20kiggundu/257707/social-entrepreneurs-unite-to-demand-policy-inclusion

State House project 'transforms Buikwe fishing communities'
2025-04-17 | New Vision | Report
https://www.newvision.co.ug/category/agriculture/state-house-project-transforms-buikwe-fishing-NV_209287

PISGBC Beneficiaries Urged To Utilise Digital Platforms To Boost Their Knowledge
2025-03-07 | UBC | Official release
https://ubc.go.ug/2025/03/07/pisgbc-beneficiaries-urged-to-utilise-digital-platforms-to-boost-their-knowledge/

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Every fact published on this site carries a source that can be checked.

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Primary source | Held by the office

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Ugandan youth-led agricultural initiatives seek more support at World Food Forum
Press report | https://www.newvision.co.ug/category/agriculture/ugandan-youth-led-agricultural-initiatives-se-NV_242849_112026

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KBC Digital — 25 October 2026
African Agenda Forum to launch in Nairobi, targeting continental policy, trade and creative economy
Press report | https://www.kbc.co.ke/african-agenda-forum-to-launch-in-nairobi-targeting-continental-policy-trade-and-creative-economy/

TNX Africa — 19 August 2026
Africa's biggest names to converge in Nairobi for African Agenda Forum launch
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Press report | https://www.newvision.co.ug/category/agriculture/state-house-project-transforms-buikwe-fishing-NV_209287

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State House Uganda — 7 March 2025
PISGBC Beneficiaries Urged To Utilise Digital Platforms To Boost Their Knowledge
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PISGBC Beneficiaries Urged To Utilise Digital Platforms To Boost Their Knowledge
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President Museveni Meets Ghetto SACCO Leaders, Fulfils Shs1.2 Billion Pledge
Official release | https://statehouse.go.ug/president-museveni-meets-ghetto-sacco-leaders-fulfils-shs1-2-billion-pledge/

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State House Uganda — 8 June 2024
Subway Skilling Centre Students Showcase Their Products, President Museveni Lauded for The Initiative
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State House Uganda — 5 June 2024
Make High Quality Products - Minister Kasule Lumumba Tells PISGBC Beneficiaries
Official release | https://statehouse.go.ug/make-high-quality-products-minister-kasule-lumumba-tells-pisgbc-beneficiaries/

State House Uganda — 31 May 2024
Beneficiaries of President Museveni's Skilling Initiative At Kigoowa Showcase Acquired Skills
Official release | https://statehouse.go.ug/beneficiaries-of-president-musevenis-skilling-initiative-at-kigoowa-showcase-acquired-skills/

State House Uganda — 29 May 2024
Showcasing of Products By Students Of The Presidential Skilling Centres Kicks-Off
Official release | https://statehouse.go.ug/showcasing-of-products-by-students-of-the-presidential-skilling-centres-kicks-off/

LinkedIn (self-declared) — 1 January 2024
Profile: Dr. Hillary Emma Musoke
Primary source | https://www.linkedin.com/in/dr-hillary-emma-musoke-08405323a