

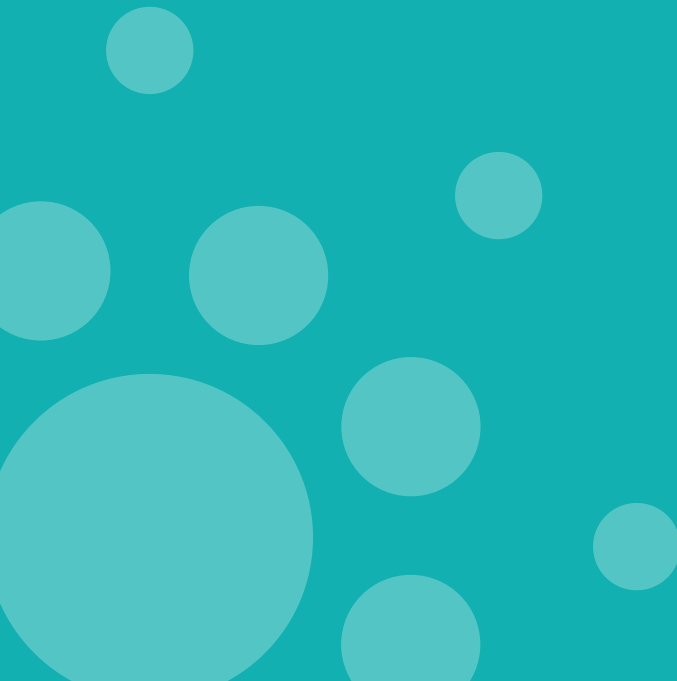


KTA ANNUAL SYMPOSIUM

THEME

Digital Trade, AI and the Creative Economy as Drivers for Digital Transformation

Convener's Profile





KTA Advocates



KTA Advocates stands as a pioneering force in Uganda's legal landscape with 15 years of remarkable impact, celebrated for its commitment to innovation and excellence. As an award-winning law firm recognised by prestigious entities such as IFLR, WTR1000, and Chambers and Partners, we specialise in the dynamic realms of technology, media, telecommunications, and intellectual property (IP). Our extensive expertise also encompasses commercial law and dispute resolution, enabling us to deliver tailored legal solutions across diverse sectors.

Since our inception in 2009, KTA Advocates has established itself as a premier IP and technology law firm in Uganda. We proudly serve a wide array of clients, from industry titans in banking and e-commerce to leaders in sports, entertainment, fintech, and tourism. Our reach

extends into the vibrant areas of content creation, music, publishing, and sustainability.

At the heart of KTA Advocates are our core values: Dependability, Pragmatism, Innovation, and Boldness. These principles not only guide our operations but also shape the KTA Annual Symposium—a unique platform dedicated to fostering thought leadership and engaging discussions on the critical intersections of intellectual property and technology within Uganda.

Join us at the symposium as we explore digital trade, AI, and the Creative Economy as drivers of digital transformation.



Centre for Law, Policy and Innovation Initiative (CeLPII)



The Centre for Law, Policy and Innovation Initiative (CeLPII) is poised to become a transformative force in Uganda's legal and policy landscape. As the leading implementer of the KTA Annual Symposium, CeLPII aims to bridge the gap between innovation and regulatory frameworks, fostering an environment conducive to sustainable development and entrepreneurship.

CeLPII envisions itself as Uganda's leading hub for legal, policy, and innovation solutions that drive sustainable development and promote social justice. Its mission is to empower innovators and entrepreneurs by navigating the complexities of the Ugandan regulatory landscape, facilitating the creation of impactful solutions to the nation's pressing challenges through interdisciplinary research, capacity building, and stakeholder collaboration.

CeLPII has made significant strides in enhancing Uganda's regulatory environment through its partnership with KTA Advocates. The Centre has pioneered discussions on leveraging Intellectual Property (IP) and technology to meet Sustainable Development Goals (SDGs), with a special focus on the digital economy.

CeLPII is committed to advancing Uganda's innovation ecosystem by advocating for progressive legal reforms, conducting cutting-edge research, and offering capacity-building programs. With a focus on collaboration and evidence-based solutions, CeLPII is set to lead the charge towards a more responsive legal framework that supports sustainable development in Uganda.

About The 8th KTA Annual Symposium





Contextualising Digital Transformation and the Symposium's Significance in Uganda

Introduction

Uganda stands at a pivotal moment in its development, with a clear ambition to transform into a digitally empowered society by the year 2027. This vision is underpinned by the Ugandan Digital Government Strategy, which outlines a comprehensive framework for leveraging digital technologies to foster innovation, enhance productivity, and improve the nation's competitive position. Complementing this strategic direction is the Digital Transformation Roadmap for 2023/24 – 2027/28, a detailed operational plan designed to guide Uganda's journey towards becoming a digitally inclusive and economically vibrant nation. This roadmap recognises the transformative power of Information and Communication Technologies (ICTs) in driving economic growth, streamlining government efficiency, and empowering its citizens. The 8th KTA Annual Symposium is particularly significant as it directly aligns with these national objectives, providing a crucial platform for stakeholders to engage with and advance the country's digital transformation agenda.

The key areas of focus within Uganda's digital transformation strategy encompass the development and expansion of digital infrastructure and connectivity, the enhancement of digital services across both public and private sectors, the strengthening of cybersecurity and data privacy frameworks, the cultivation of digital skills and literacy among the population, the promotion of innovation and entrepreneurship within the digital space, and the integration of environmental sustainability into digital initiatives. These interconnected elements form the foundation of Uganda's aspirations for a digitally driven future. The symposium's chosen subtopics, AI and misinformation, renewable energy for digital infrastructure, AI and the creative economy, and digital trade, are strategically aligned to address these critical enablers and challenges that are central to the national digital transformation agenda. By focusing on these specific areas, the symposium aims to make a meaningful contribution to the broader national dialogue and outline the practical steps required for progress.



KTA Advocates, with its 15 years of remarkable impact on Uganda's legal landscape and its specialisation in dynamic fields like technology, media, telecommunications, and intellectual property, alongside the Centre for Law, Policy and Innovation Initiative (CeLPII), which is dedicated to bridging the gap between innovation and regulatory frameworks, are uniquely positioned to convene this crucial dialogue. Their combined expertise in the legal and technological domains provides a robust foundation for hosting a symposium that is both relevant and authoritative. KTA Advocates' award-winning reputation and CeLPII's mission to foster an environment conducive to sustainable development and entrepreneurship through innovation and policy make them ideal conveners for this timely and important event.

Deep Dive into the Interplay of Digital Trade, Artificial Intelligence, and the Creative Economy as Catalysts for Digital Transformation.

Digital trade emerges as a significant engine for economic growth, offering unprecedented market opportunities and the ability to transcend traditional geographical limitations, which is particularly vital for a landlocked country like Uganda seeking to expand its economic horizons. The adoption of digital technologies enables businesses to reach new customers, streamline operations, and participate in global value chains. While Uganda acknowledges the immense potential of digital trade to drive its economic development, realising this potential hinges on effectively addressing existing challenges in areas such as digital infrastructure, including reliable internet access and connectivity, as well as the establishment of supportive and harmonised policy frameworks. The strong correlation observed between a nation's level of digital adoption and its economic development underscores the critical need for Uganda to overcome these hurdles to fully capitalize on the benefits of digital trade.

Artificial Intelligence stands as a transformative force with the capacity to revolutionise a wide array of sectors within Uganda, spanning from agriculture and healthcare to the financial industry and the burgeoning creative economy. AI-driven innovations have the potential to enhance



productivity, improve efficiency, and create new opportunities for growth and development across various domains. However, the integration of AI in Uganda is still in its nascent stages, necessitating a focused effort on developing the requisite infrastructure, cultivating a skilled workforce capable of harnessing AI technologies, and carefully considering the ethical implications that arise from their deployment. While there is considerable enthusiasm surrounding the potential of AI to contribute to Uganda's progress, a strategic and thoughtful approach is essential to ensure its responsible and impactful adoption.

The creative economy in Uganda finds itself at a critical juncture in the digital age. The digital space presents new and exciting avenues for artists, musicians, publishers, and other creative professionals to showcase their work, reach broader audiences, and explore innovative forms of expression. However, this digital shift also introduces significant challenges, particularly concerning the protection of intellectual property rights in a digital environment and the profound impact of increasingly sophisticated AI-generated content on traditional creative practices. The emergence of AI in fields such as music and the visual arts, for instance, raises fundamental questions about ownership, artistic authenticity, and the very definition of creativity. Navigating this evolving landscape requires a careful re-evaluation of existing business models and legal frameworks to ensure that the creative economy can thrive in the digital era.

Topical Analysis

AI and Its Role in Misinformation, Disinformation & Personality Rights Infringement

The digital space in Uganda has become a significant arena for the dissemination of information. Still, it has also emerged as a breeding ground for misinformation and disinformation, particularly during politically sensitive periods such as elections. The rapid and widespread reach of social media platforms, combined with the viral nature of online content, means that unverified and often false claims can quickly spread, potentially undermining public trust in institutions and influencing



democratic processes. The experience in Uganda mirrors global trends where digital platforms have become key vectors for the propagation of misleading information, highlighting the urgent need to understand and address this challenge.

Artificial Intelligence presents a complex duality in the context of misinformation and disinformation. On the one hand, AI technologies can be exploited to create and disseminate increasingly sophisticated forms of false information, including deepfakes —essentially AI-manipulated videos and images that appear authentic—and cloned voices that can convincingly impersonate individuals. The rapid advancements in generative AI make it easier than ever to produce realistic fake content that can be used for malicious purposes, such as political manipulation in the lead-up to the 2026 general elections and financial fraud. The potential for misuse is particularly concerning in contexts where digital literacy levels may vary. On the other hand, AI also offers powerful tools that can be used to combat misinformation, such as algorithms for content moderation, fact-checking, and detecting manipulated media. This “double-edged sword” nature of AI necessitates a nuanced approach to harnessing its potential while mitigating its risks.

Addressing the pervasive issue of misinformation and disinformation in Uganda requires a comprehensive and multifaceted strategy. This includes the development and implementation of appropriate regulatory frameworks to address harmful online content, coupled with efforts to enhance media literacy and critical thinking skills among the population. Current legal frameworks may need to be adapted to specifically address the unique challenges posed by AI-driven misinformation, learning from international best practices in this rapidly evolving field. Furthermore, technological solutions that leverage AI can play a crucial role in identifying and countering the spread of false information. Still, these must be implemented ethically and with due regard for freedom of expression.

How AI is Transforming Uganda’s Creative Economy

Artificial Intelligence is increasingly being recognised as a powerful tool for innovation and transformation within Uganda’s creative sectors, including music production, graphic design, and potentially publishing.



AI-powered tools offer creatives new avenues for artistic expression, can enhance efficiency in production processes, and enable them to reach broader audiences through digital platforms. Examples such as the use of AI to recreate voices in music and to rapidly generate design concepts in graphic design illustrate the potential of this technology to augment human creativity and drive innovation within the creative economy.

However, the integration of AI into the creative economy also raises significant ethical and legal considerations, particularly concerning issues of copyright, ownership, and artistic integrity. The question of who holds the rights to creative works generated with the assistance of AI, or even entirely by AI, is a complex one that existing legal frameworks may not adequately address. Furthermore, the potential for AI to mimic existing artistic styles and even the voices of well-known artists raises concerns about originality and the risk of unauthorised exploitation.

For instance, just as Azawi had uploaded her song “Masavu,” an AI-generated version was immediately uploaded, featuring her and the late Moze Radio. This sparked controversy about ownership and how royalties from the AI-generated version should be shared. As AI continues to evolve, Uganda’s legal and regulatory landscape will need to adapt to address the unique challenges and opportunities it presents, ensuring a fair and sustainable environment for creative professionals.

For this sector to thrive in the digital age, it will be crucial not only to explore the potential of AI but also to address existing cultural perceptions and ensure that artists are fairly compensated for their creative endeavours.

How Creatives can Leverage Digital Trade and E-commerce platforms

Uganda’s creative economy is poised for significant expansion, driven by the rapid growth of digital trade and the increasing adoption of e-commerce platforms. As mobile internet penetration deepens and mobile money becomes a dominant force in online transactions, creatives across various sectors, including music, film, fashion, visual arts, and content creation, are presented with unprecedented opportunities to reach broader audiences, monetise their work, and participate in the global digital economy. Digital platforms provide a gateway for creatives to showcase their talent, connect with consumers, and generate revenue



through direct sales, streaming services, and crowdfunding initiatives.

Despite this promising landscape, several challenges continue to hinder creatives from fully harnessing the potential of digital trade. Limited digital infrastructure, including inconsistent internet connectivity and high data costs, remains a barrier, particularly for creatives in rural areas. Many Ugandan creatives also face constraints in digital literacy, which limits their ability to effectively market their work, engage with e-commerce platforms, and leverage digital financial tools for secure transactions. Furthermore, concerns about intellectual property protection, piracy, and online payment security deter many from fully embracing digital trade.

To unlock the full potential of digital trade for Uganda's creative economy, it is imperative to implement targeted policy interventions and industry-driven solutions. Strengthening digital infrastructure and improving internet affordability will enable more creatives to engage in e-commerce and expand their market reach. Enhancing digital literacy through capacity-building initiatives can equip creatives with the skills needed to navigate online platforms, utilise data analytics for audience engagement, and optimise digital marketing strategies. Additionally, reinforcing legal frameworks around intellectual property rights and digital payments will build trust in the online marketplace, ensuring that creatives receive fair compensation for their work.

Aligning Uganda's digital trade policies with regional and international frameworks, such as the African Continental Free Trade Area (AfCFTA), will further enhance market access and cross-border trade for Ugandan creatives. Addressing challenges like digital taxation and fostering a regulatory environment that supports innovation will be crucial in positioning the creative economy as a key driver of Uganda's digital transformation. By embracing digital trade and e-commerce, Uganda's creatives can tap into new revenue streams, expand their influence beyond national borders, and contribute to the country's growing digital economy.

Symposium Objectives

The 8th KTA Annual Symposium aims to achieve the following objectives:

- To foster a dynamic dialogue and facilitate the sharing of knowledge and insights on the intricate intersections of digital trade, artificial



intelligence, and the creative economy within the Ugandan context.

- To identify and critically analyse the key challenges and emerging opportunities for leveraging digital trade, AI, and the creative economy as powerful drivers for Uganda's ongoing digital transformation.
- To thoroughly explore the ethical and legal ramifications of the increasing role of AI, particularly in the context of misinformation and disinformation, as well as its impact on the creative sector.
- To comprehensively discuss the vital role of a robust and sustainable renewable energy infrastructure in providing the necessary power to support the continued growth and expansion of Uganda's digital ecosystem.
- To provide a valuable forum for networking and collaboration among a diverse range of stakeholders from various sectors, encouraging partnerships and the exchange of ideas.
- To contribute to the development of well-informed policies and strategic initiatives that will effectively guide Uganda's digital future in a manner that is both inclusive and sustainable.

Target Audience

The symposium is designed to engage a wide array of stakeholders who are invested in Uganda's digital ecosystem. This includes:

- Policymakers and regulators from key government ministries and agencies such as the Ministry of ICT and National Guidance, the Uganda Communications Commission, and the National Information Technology Authority-Uganda.
- Legal professionals specialising in technology law, intellectual property rights, commercial law, and related fields.
- Technology innovators, entrepreneurs, and representatives from startups operating in the digital space.
- Professionals and practitioners within the creative industries, including artists, musicians, publishers, animators, designers, and content creators.
- Academics and researchers from universities and research institutions focusing on AI, technology policy, economics, and the creative arts.
- Representatives from financial institutions and providers of digital payment services.



- Representatives from civil society organisations and advocacy groups working on digital rights, access, and development.
- International development partners, donor agencies, and investors interested in Uganda's digital transformation journey.

Objectives and Outcome

The 8th KTA Annual Symposium anticipates achieving several key outcomes that will contribute to advancing Uganda's digital transformation:

- Deepen participants' understanding of digital trade, artificial intelligence, and the creative economy in Uganda, focusing on current trends and future potential.
- Identify policy and regulatory reforms to foster digital growth, innovation, and a more enabling business environment.
- Raise awareness of AI's opportunities and risks across various sectors, informing responsible adoption and governance.
- Strengthen collaboration and networking among stakeholders, fostering new partnerships and initiatives.
- Develop comprehensive policy papers capturing key discussions, insights, and policy recommendations for stakeholder engagement and legislative influence, especially on the principal legislation on Artificial Intelligence in Uganda.
- Produce a detailed symposium report to document critical takeaways and guide follow-up actions

8th KTA Annual Symposium Program





Date: Friday 24th October 2025

Time	Activity
7:30 am- 8:30 am	Arrival and registration
8:30 am- 8:45 am	Welcome remarks & agenda for the day
8:45 am- 9:00 am	Keynote Address: Driving Inclusive Growth through Digital Trade, AI, and the Creative Economy: The Policy Agenda Under National Development Plan IV
9:00 am- 10:00 am	Panel Discussion: Formulating a Policy Framework on AI: Bridging Uganda’s Priorities with Lessons from Abroad <i>This panel will examine how Uganda can establish a policy framework for artificial intelligence that aligns with national development priorities and capacity while incorporating emerging best practices.</i>
10:00 am- 10:30 am	Coffee Break & Musical Interlude
10:30 am- 11:30 am	Panel Discussion: ‘The Business of Digital Trade: Building Uganda’s E-Commerce Ecosystem’ <i>This discussion explores the evolving landscape of e-commerce in Uganda, highlighting key trends, major players, and emerging opportunities shaping the digital marketplace. Panelists will examine what’s driving growth, the challenges hindering expansion, and the policies and innovations needed to strengthen Uganda’s position in the regional digital economy.</i>
11:30 am- 12:00 pm	Networking Session and Activity: Sympo Bingo



Time	Activity
12:00 pm – 1:00 pm	Speaker Presentation: Enhancing the African Fashion Industry Through Technology <i>A masterclass on the British Council's Creative DNA & Tech-Stitched Programme</i>
1:00 pm- 2:00 pm	Lunch
2:00 pm – 3:30 pm	Policy Hackathon Session: An interactive session that will bring together government policymakers, industry players and civil society to dissect policy challenges and co-create solutions. Participants will form teams to address policy challenges on the following topics: Artificial Intelligence Regulation: How can Uganda design policies that enable the safe, inclusive, and innovative use of AI? Digital Trade: What policies can Uganda adopt to grow e-commerce and digital trade, expand opportunities for SMEs, and ensure that all citizens can participate meaningfully in the digital economy? The Creative Economy: What Policy Interventions Can Uganda adopt to support the creative industries? Participants will be expected to: • Define the policy problem • Identify solutions • Develop a plan for implementation The team leaders will then present the policy proposal to the broader audience.
3:30 pm – 4:30 pm	Afternoon Fireside Chat: AI and Its Role in Misinformation, Disinformation & Personality Rights Infringement



Time	Activity
4:30 pm- 5:00 pm	Concluding Remarks
5:00 pm- 7:00 pm	Cocktail Networking Event



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