



The Association of Real Estate Agents of Uganda
&
The International Real Property Foundation
present:

EMPOWERING WOMEN

IN UGANDA REAL ESTATE
CONFERENCE

Kampala, Uganda | Nov 30 & Dec 1, 2012
Imperial Royale Hotel & Convention Center



THE NEED

The real estate and land sector in Uganda is an emerging market, which is currently still in its infancy in terms of development and gender representation. The sector currently consists of real estate developers, mortgage banks, real estate agents, and agricultural practitioners.

The Agricultural Sector is 80% women-driven through subsistence agriculture in rural areas, and with agriculture being the dominant activity on land in Uganda, women have a major stake in this sector. However, women own less than 8% of the land. The challenges at hand call for an innovative approach that both raises awareness and education levels of women in the field of property rights and sets them up to be leaders in the real property arena through training and association affiliations. Gender equality and female empowerment are indispensable for the achievement of human rights and key to effective and sustainable development outcomes.

Land tenure, the relationship between any occupants of the land, is framed by the bundle of rights represented by property rights. Marked inequities in land distribution, coupled with poor individuals' lack of knowledge about their land rights, have fostered the misuse of land; land mismanagement has also accentuated environmental problems in which rural households have limited access to land.

In many instances, the lack of secured land tenure—the right individuals and group have to be effectively protected against forced evictions—has resulted in compulsory expulsion from land or land grabbing by relatives of the deceased husband. Further, women are largely unaware of their land rights and legalization of such rights, and most do not have actual ownership of the land on which they cultivate. Denied ownership translates into women's decreased ability to feed themselves, become small scale agricultural producers, and participate in an active market.

CONFERENCE HIGHLIGHTS

- **Launching of AREA-Uganda's Women's Committee**
- **Discussion on Issues Effecting Women in Uganda's Real Estate Sector**
- **Networking Opportunities**
- **Presentations on the Following Topics:**
 - Real Estate Development
 - Property Management and Agency
 - Mortgage
 - Valuation
 - Women's Property Rights by the Counselors of Real Estate USA
 - Challenges faced by Women Realtors in Uganda
 - Women's Role in Real Estate by the Women's Council of Realtors USA
 - International Real Estate Markets by IRPF
 - The significance of Real Estate Index by the Uganda Central Bank



AREA-Uganda has long identified the important role women play in the real property arena; therefore, it has created a Women's Committee to become the voice of women's real property issues. The committee will work towards promoting training on women's land issues, including a future land certification program, and offering leadership roles for women interested in becoming a voice in the industry and supporting women's entrance to the real estate market.

THE BENEFITS of property rights and secure tenure

A positive relationship exists between the amount of assets (i.e. land and property) that a woman has at the time of marriage and the shares of household expenses allocated to food, education, health and offspring's clothing. Increased household equity and robust property rights are expressed in more positive household investments.

According to the Gender Differences in Asset Rights in Central Uganda study, headship plays a significant role in women's assets rights since female headship is linked with higher probability of land ownership but lesser decision-making power regarding house transactions such as the rights to sell, bequeath or gift assets.

Without formal land property rights, women may be prevented from participating in the financial and social benefits of household landownership.

Property rights that are acknowledged by the law and society can only guarantee women access to control over land-based earnings, rules which hinder women's decision-making and economic endeavor roles and discrimination in the markets for land, labor and capital, to name a few.

Secure property rights to households is considered to heighten land investment, increase land values, decrease the level and probability of conflict and activate economic activity. Knowledge of land laws positively correlates with investment, productivity of land use and land values in Uganda. Conversely, the lack of knowledge of the land law by the majority of the land users may prevent productivity gains. Other barriers often preventing women from transforming land rights into economic rewards encompass gender-specific rules which hinder women's decision-making and economic endeavors.



Founded in 2008 as a Company Limited by Guarantee with a Board of Trustees, the Association of Real Estate Agents of Uganda is an umbrella body of real estate agents, managers, professionals and other organizations with interest in the real estate sector. AREA-Uganda was formed to bring real estate agents/managers and others interested in the sector into one body to work collectively towards developing a professional real estate sector in Uganda and creating awareness of its benefits as an engine for economic growth.

The International Real Property Foundation is an independent, non-profit, public purpose Foundation with a mission to assist in the creation of free, efficient, transparent and equitable real estate markets anchored to private property rights; to develop civil society by establishing an ethical and trained real estate profession committed to protection of the public and organized into representative real property associations; and to promote real property ownership as a key element of strong democracies and poverty alleviation.



Since 2008 AREA-Uganda has been working with the IRPF to strengthen AREA-Uganda's institutional capacity by receiving technical assistance in the areas of strategic planning, non-dues income generation, core real estate courses, and targeted financial support.

www.areauganda.org

www.irpf.org



TOP 5 REASONS TO BECOME A SPONSOR

1. Expand Your Brand

Sponsors will be listed on the conference website, marketing materials and other related media surrounding the event

2. Develop Relationships

Network and connect with existing and up-and-coming leaders in the real estate industry in Uganda

3. Position your Organization as a Leader in Gender Empowerment

Heighten the profile of your organization and host your clients and prospects in an enlightening setting

4. Help establish the premier professional development event for female real estate professionals in Uganda

Support personal and professional development for a diverse group of real estate professionals and advocates from young professionals to entrepreneurs to senior corporate leaders.

5: Help make the dream of Home Ownership for every Ugandan a Reality

Conference sponsors will ultimately assist in creating broadened opportunity for home ownership in Uganda by contributing to the professionalization and organization of the real estate market.

SPONSORSHIP CATEGORIES

PLATINUM: \$5000

- Prime position 3m x 2m stand or 3m x 2m space only
- Joint press and media release sent to media partners
- Company logo and branding on all aspects of the event
- Interviews with leading broadcast and press media
- 1-2 minute corporate promotional video played during the conference

GOLD: \$3000

- 3m x 2m stand
- 6 month advertising banner on AREA-Uganda website
- Main signage logo or company sponsorship at entrance of event hall
- Recognition as an official 'gold sponsor' of the event on marketing materials

SILVER: \$2000

- 3m x 2m stand
- 6 month advertising banner on AREA-Uganda website
- Main signage logo or company sponsorship in session room of event
- Recognition as an official 'silver sponsor' of the event

BRONZE: \$1000

- 3m x 2m stand
- 6 month advertising banner on AREA-Uganda website
- Recognition as an official 'bronze sponsor' of the event

PLATINUM SPONSORS



The Women's Council of REALTORS® is a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders. The Women's Council will be co-sponsoring the conference, lending their expertise and allowing women in Uganda to connect with their network of professionals.



The Counselors of Real Estate is the membership organization established exclusively for real estate advisors who provide intelligent, unbiased, and trusted advice for a client or employer. As a sponsor of the conference, CRE will serve as an information resource, present a seminar on property rights, and provide attendees with opportunities for professional development, knowledge sharing, and networking, all grounded in a culture of camaraderie.

STRATEGIC PARTNERS



Ministry of Lands, Housing & Urban Development

