

Godfrey Sserwamukoko, iWayAfrica



By [Louise Marsland](#)

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iWayAfrica Uganda, appointed Godfrey Sserwamukoko as managing director and board member last year, amid significant growth in the local market and an increased uptake of communication services in Uganda.



Godfrey Sserwamukoko, MD, iWayAfrica Uganda.

Longtime iWayAfrica chairman, John Nagenda, said at the time: “We are delighted to appoint Godfrey Sserwamukoko to the board of iWayAfrica Uganda as managing director. Godfrey has already demonstrated his leadership capabilities as he rebuilt iWayAfrica over the past two years. We are confident of his ability to nurture the great talent we have and take the company from strength to strength in Uganda.”

Sserwamukoko outlined his plans in an interview with [Bizcommunity.africa](#) at the end of 2017.

■ What is your new business focus?

Growth of the upcountry market channels.

■ How does the Ugandan marketplace compare with other countries in Africa?

As with other African countries, the next frontier is proliferation of high bandwidth terrestrial data solutions into previously low bandwidth pre-LTE wireless or VSAT monopoly areas especially by the wireless LTE/Wi-Fi platforms. These gradually become wired fibre on a basic 3km radius for major cities, municipalities and towns – so this is creating cut throat competition in the infrastructure rollout business.

■ What is your main challenge?

Price downshift pressures as a result of the stagnating economy.

■ Why is there significant growth within the local market?

This growth is mainly in the consumer spectrum around mobile related services such as mobile money and entry level internet access for social media access – this is good for the whole market spectrum given that graduation from mobile to

fixed access links happens in three to five year cycles.

■ What is your core strategy?

Core strategy is to have service built on four core principles: reliability, speed, responsiveness and great customer care.

■ The biggest trend to note in your industry?

Impressive uptake of data service on mobile computing platforms offering opportunities for infrastructure builds in the Wi-Fi hotspot business.

■ How do you make an impact in the industry?

We offer a 360 degree communication solution profile countrywide either employing our terrestrial fibre, wireless networks or satellite VSAT solutions. We have unique competences in all the technology solutions enabling us to deliver on our strategic intent.

■ Where do you draw your creative inspiration?

Experience and synergies within the Gondwana Group – we have a unique group of experiences and competencies that provide an enabling environment to successfully think and create on the go.

■ How do you inspire others?

I am a hands-on person given my background, so I live by the motto that if my employees succeed I succeed as well.

■ Your life philosophy?

I trust God. Period.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

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