



Mr. Katende Jackson,
Chief Executive Officer
CINAT Group Ltd

CEO Message

Welcome to the second edition of our newsletter dubbed The Gist.

August has been an important month in CINAT Group's transformation journey. Our CINAT RAVE strategic retreat reinforced the importance of clarity, people, partnerships, disciplined execution and measurable results.

As we move forward, our focus is not simply on being busy, but on creating measurable value. Our Maxims - personal growth, achieving results, staying relevant, getting things done and continuous learning reflect the culture we are building.

Our engagement with RIC 2026 highlighted the growing opportunities in technology, logistics, trade and regional value chains across East Africa. These developments reinforce our commitment to helping businesses connect, compete and scale.

As digital transformation accelerates, cybersecurity, data protection and digital trust also remain critical to sustainable growth and the value we deliver to our clients and partners.

I would also like to thank the entire CINAT team for your commitment, collaboration and support throughout the month. From our strategic initiatives and client engagements to communications, events, partnerships and the many activities happening across our divisions, your contribution continues to move the company forward.

Every effort matters, and our progress is a reflection of what we can achieve when we work together.

The CINAT RAVE: Breaking down the vision



Engagement on building strong relationships, partnerships and thought leadership to strengthen CINAT's brand and drive growth.

CINAT Group held its strategic retreat on 6th - 7th August 2026 under the theme "Transformation through Clarity and Strategy," bringing the team together to reflect on the company's evolution, strengthen alignment and define a clear path for sustainable growth. Since its establishment in 2019 as an advertising agency, CINAT Group has evolved into a strategy and operations consultancy spanning Advertising, Marketing, Technology, logistics and trade. The retreat emphasized the need for a more strategic, innovative and opportunity-driven mindset, with a 70% thinking and 30% doing approach. Ultimately, CINAT's growth depends not only on service delivery but also on building its brand, developing people, creating partnerships, generating revenue and strengthening its social capital and brand equity.

Strategic and Cross-Functional Alignment

A major focus of the RAVE was strategic and cross-functional alignment. The team explored the different businesses which include; CINAT Logistics, CINAT Marketing, CINAT Technologies, CINAT Advertising and the support initiatives within the CINAT Group ecosystem, including CINAT Rave, CINAT Grow, CINAT Gist, CINAT Grind, CINATreat Factor, and Breakfast & Learn established for institutional alignment and strategic focus. The discussions provided an opportunity for colleagues to better understand one another's roles, the businesses they support, and how different functions contribute to the broader CINAT Group strategy. The message was clear: different functions, one direction.



One Team, One Direction: Strengthening cross-functional collaboration and alignment across the CINAT Group ecosystem.

Building Social Capital and Brand Equity

CINAT Group's strategic direction places significant emphasis on building social capital and brand equity, with key focus areas including:

- Network memberships and ecosystem development
- Thought leadership and industry influence
- Public relations and corporate presence
- Strategic partnerships and alliances
- Supplier ecosystem development



CINAT Group: Transforming Through Strategy, Innovation and Purpose for Sustainable Growth.

These priorities are intended to strengthen the company's visibility, credibility and relationships, while creating opportunities for sustainable business growth. The team were encouraged to actively represent and build the CINAT Group brand through their work, relationships and everyday interactions

The CINAT Group Maxims

One of the key concepts introduced during the RAVE was Maxims, a mindset centred on personal effectiveness, continuous improvement and results. Team members were encouraged to embrace principles such as actualizing growth, delivering results daily, staying relevant, getting things done and striving for excellence, while identifying their personal driving force and adopting at least two Maxims as guiding principles. The approach aims to build a culture of continuous learning, accountability and performance, where every team member develops their capabilities, solves problems and contributes meaningful value to the Group.

Turning Strategy into Measurable Results

The retreat introduced a commercial mission, reinforcing that every department contributes to revenue and business growth. Teams were assigned clear priorities across sales, finance, creative, operations, suppliers, people and technology, with greater emphasis on measurable results, value creation, accountability and commercial performance rather than activity alone.

Strengthening Accountability and Performance

CINAT Group will strengthen accountability through KPI-based performance appraisals, weekly reporting and structured management meetings, linking individual performance to organizational results and remuneration. The structure will comprise Leadership, Management and Journey Teams, supported by cross-functional functions.



Driving Performance Through Accountability: Clear KPIs, reporting and teamwork for measurable results.

Creating a Stronger Workplace Culture

The RAVE strengthened internal communication, team relations and accountability through initiatives such as a suggestion box, safeguarding focal person, whistleblower email and biometric attendance system. Employee performance will also be recognized through the Grinder of the Month initiative, while departmental anti-visions, MOR methodologies and clearer roles will promote shared ownership, accountability and alignment with the company's vision.

CINAT Group also aims to strengthen its thought leadership and business development through initiatives such as an industry-focused podcast covering advertising, creativity and industry insights. The company will pursue new opportunities through projects, partnerships, proposals and bids, leveraging networks and market intelligence to reduce client acquisition costs and improve the conversion of strategic opportunities.

[Read More](#) ➞

From potential to performance: Can our capacity match our ambition? Lessons from CINAT Group's Breakfast & Learn



CINAT Group team during the Breakfast and Learn session at PSFU

As CINAT Group continues its restoration and growth journey, the company is increasingly recognising that achieving its ambitions requires more than strategy. It requires people who are equipped to translate plans into action, deliverables into results and individual potential into company's performance.

This was the focus of a recent Breakfast and Learn session on "Understanding the Maxims", which provided an opportunity for the CINAT Group team to reflect on five simple but powerful principles that guide how we think, work and contribute to the company's: Actualize Personal Growth, Ensure a Result Every Day, Make Myself Relevant at Work, Get Things Done and Learn to Be the Best.

The first Maxim, Actualize Personal Growth, challenges every individual to turn their potential into meaningful progress through deliberate action, self-reflection and continuous learning...

[Read More](#) ➞

RIC 2026: The Regional Industrialization Conference and the Opportunities Within



RIC 2026: CINAT Group explored how technology, logistics and trade can drive regional industrial growth and competitiveness.

East Africa's industrialization agenda is increasingly moving from ambition to implementation. The just concluded 3rd Annual Regional Industrialization Conference (RIC 2026), held on 18th–19th August 2026 at Kampala Serena Hotel under the theme “Unlocking Industrial Competitiveness through Innovation and Regional Value Chain Integration,” brought together public and private sector stakeholders to examine how innovation, investment, technology and regional value chains can drive industrial transformation. The conference was convened by the Private Sector Foundation Uganda (PSFU), the Alliance for a Green Revolution in Africa (AGRA), and the Ministry of Trade, Industry and Cooperatives (MTIC).

Represented by our CEO, Mr. Katende Jackson, CINAT Group's participation in RIC 2026 provided an opportunity to engage with conversations shaping the region's industrial future while exploring the...

[Read More](#)

We Are Connecting, But We Should Be Secure



Chief Executive Officer Cinat Group

Uganda's digital transformation is accelerating, creating new opportunities for businesses while also increasing exposure to cybersecurity, data protection, operational and technology risks. The inaugural National Cybersecurity Conference 2026, held on Tuesday, 11 August 2026 by Uganda Communications Commission (UCC) at Sheraton Kampala Hotel under the theme “Securing Uganda's Digital Future: Collaboration, Resilience and Trust,” reinforced an important message for business: cybersecurity is no longer simply an IT concern; it is a business, leadership, governance, reputation and continuity issue.

For CINAT Group, this conversation reflects the changing nature of business in Uganda. Having evolved from simply being an advertising agency to a wider conglomerate at the intersection of technology, marketing, advertising, logistics and trade, connecting expertise, relationships, opportunities and resources to help organisations solve business challenges and create sustainable value.

This makes cybersecurity and digital trust increasingly relevant to our work. As businesses become more digitally enabled, the systems that support their operations and growth must be secure, resilient and trusted. Through CINAT Technologies subsidiary, we help organisations leverage technology to improve operations, strengthen customer engagement, manage information and drive efficiency, while considering the broader business environment people, processes, risks, customer needs and long-term strategic objectives.

Technology without strategy can become expensive infrastructure, while strategy without the right technology can limit execution. CINAT Group brings the two together, helping businesses and organisations translate technology into practical business value.

The call at the conference for Uganda to pursue not only a “Connected Uganda 2030” but also a “Secure Uganda” is particularly significant for CINAT Group and the wider business community as it reinforces the need to build organisations that are not only innovative and efficient, but also secure, trusted, responsible and resilient as they navigate an increasingly digital economy.

[Read More](#)

READY TO BUILD A SCALABLE BUSINESS

The first conversation is always about you, your goals, your gaps, your vision. We'll tell you exactly how we'd approach it. No commitment, no fluff.

✉ info@cinat.co
☎ +256-78878022
📍 Akamwesi Mall, Kyebando, Kampala, Uganda

CINAT GROUP



"We don't just support businesses. We design how they grow, scale, and lead."