

## ***A SNEAK INTO ENG IMMANUEL BEN MISAGGA THE CHAIRMAN BUGANDA ROYAL REGATTA COMMITTEE VISION FOR THE REGATTA***

In the vibrant landscape of Buganda's cultural calendar, the Buganda Royal Regatta Committee, led by the visionary Chairman Eng. Immanuel Ben Misagga, is set to make waves and foster positive change in 2024. Rooted in the Strategic Plan of the Kingdom and guided by Owek Ssalongo Robert Sserwanga, the committee not only promises an exhilarating journey into aquatic sports and cultural celebrations but also envisions making substantial contributions to health, the environment, local community, and employment opportunities.

### **Chairman's Vision: A Holistic Approach to Regatta**

In an exclusive interview, Chairman Eng. Immanuel Ben Misagga shared insights into the committee's broader vision, emphasizing the holistic impact they aim to achieve.

### **Promoting the Sport Locally and Internationally:**

Chairman Misagga stressed the significance of showcasing Buganda's water culture globally. "Elevating the regatta to international recognition is our goal. Countries like Spain and the United Kingdom hold water sports in high regard. We want Buganda's rich tradition to be witnessed on a global stage," he asserted.

### **Corporate Engagement: Attracting Yacht Owners and Exhibitions:**

The committee is actively engaging the corporate class to make the regatta an inclusive event. "We envision the regatta attracting yacht owners, boat enthusiasts, and the corporate community. The beauty of Lake Victoria provides an ideal setting for exhibitions, offering a day of leisure and an opportunity for corporate involvement and sponsorship," he stated.

### **Revenue Generation and Youth Empowerment:**

Discussing financial aspects, Chairman Misagga emphasized revenue generation and its connection to empowering the youth. "The regatta is not just about culture and sports; it's a means to generate revenue. This revenue can be reinvested in community development, education, and specifically empowering youth interested in water sports and providing employment opportunities," he elaborated.

### **Employment Opportunities:**

Chairman Misagga highlighted the regatta's potential to create jobs within the community. "Beyond the direct participants, the regatta opens avenues for employment. Whether in event management, hospitality, or related services, we anticipate creating job opportunities for the local workforce. This aligns with our commitment to contributing positively to the community's economic landscape."

**Promoting Health and Environmental Conservation:**

Chairman Misagga highlighted the committee's commitment to promoting health and environmental conservation. "Water sports promote a healthy lifestyle. As participants, they contribute to their physical well-being. Additionally, we are dedicated to conducting the regatta in an environmentally conscious manner, ensuring the original beauty of Lake Victoria is preserved for generations to come."

**Encouraging Youth Participation:**

Chairman Misagga concluded by expressing the committee's commitment to inspiring the younger generation. "Through the regatta, we want to ignite interest in water sports among the youth. Whether as athletes, organizers, or enthusiasts, the regatta serves as a platform for youth to explore and embrace this vibrant aspect of our cultural heritage," he concluded.

As the Buganda Royal Regatta Committee invites enthusiasts to join in making waves, the dynamic blend of cultural celebration, corporate engagement, youth empowerment, health promotion, environmental conservation, and employment opportunities promises a regatta experience that transcends the shores of Lake Victoria, leaving a lasting legacy for Buganda and beyond.