

When Anitha Urayeneza completed her university studies, she didn't seek traditional employment. Instead, she continued building on what she started while still a student: selling products. This decision marked the beginning of a thriving entrepreneurial career. "During my university days, I used to sell jewelry, clothes, and bags to some of my schoolmates and made a small profit. After graduating, I decided to focus on my business outside of school," Urayeneza recalls.

It was through her business activities that Urayeneza met her husband, who was in the same trade. After their wedding, they continued the entrepreneurial journey together, with the husband encouraging her to pursue her passion further.



Anitha Urayeneza, managing director of NBG Ltd

Urayeneza is the managing director of NBG Ltd with notable ventures is the Gisozi-based Romantic Gardens, a luxurious venue offering a beautiful space for various functions, including weddings.

The family also owns a distillery business that produces both gin and whisky under the brand name UNITED.

NBG's success wasn't just financial; it was a powerful act of defiance, a testament to the indomitable human spirit that could not be broken.



Today, Urayeneza along with her husband Norbert Gatera are top leaders at the NBG Group, a diversified Rwandan company encompassing Romantic Gardens, UNITED Gin brand, and a mobile phone company.

The Crown Jewels of NBG

Romantic Gardens based in Gisozi is the crown jewel of NBG. This idyllic hospitality establishment offers a breathtaking ambience for weddings and other special functions.



NBG has expanded its portfolio to include spirits beverages, distilling UNITED Gin brand with both Gin and Whisky, Amerikaan Gin, Ingwe Gin, Bombasic Gin and Fimbo Gin. Complementing this endeavor is a mobile phone distribution company,

further enhancing NBG's diverse presence within the vibrant Rwandan economy.

The company, now employing over 80 locals, credits its success to strong leadership and good governance, highlighting Rwanda's conducive business environment. Rwanda's streamlined registration processes enable entrepreneurs to establish companies within hours, fostering a thriving business landscape.



Urayeneza acknowledges that this success isn't solely her own. She highlights Rwanda's exceptional environment for businesses to flourish, citing strong leadership, a clear vision for the future, and a focus on development.

Having traveled extensively across Africa, she observes that Rwanda stands out for its stability and well-defined business landscape.

"There's no magic formula for success," Urayeneza asserts. "Passion and drive are essential, but a safe and well-governed environment is the oxygen that allows businesses to truly flourish."

Government strategies, a catalyst for growth

Urayeneza reflects on the pre-Rwanda Development Board (RDB) era, highlighting the transformative impact of streamlined processes. Today, the RDB's support system simplifies company registration and regulatory navigation, fostering an entrepreneur-friendly environment.



Rwanda extends a warm welcome to investors, offering key incentives such as tax breaks, strong banking services, special economic zones, and streamlined permits.

Government investment in infrastructure, particularly transportation and communication, further enhances Rwanda's business landscape. Notable developments are also in education, healthcare reforms signifying the shift from overseas treatments to local specialized procedures.

"We Rwandans used to travel long distances abroad for specialized treatments," Urayeneza observes. "Today, thanks to advancements in our healthcare system, complex procedures are now performed right here in Rwanda."

For aspiring entrepreneurs, Urayeneza advocates perseverance despite setbacks, emphasizing eventual success. Despite tax challenges, she remains upbeat about NBG's expansion, with plans to invest in innovative ventures like "Botanical Gardens" in Kagugu.