

The newly elected leadership of the Private Sector Federation (PSF) in Kigali has promised to advocate for businesses, promote entrepreneurship, encourage tax compliance, and strengthen collaboration with government agencies.

Ndarubogoye Abdul was elected president in absentia, with Tuyisenge Emmanuel and Rugera Jeannette serving as first and second vice presidents, respectively.

Tuyisenge Emmanuel, first vice president, said the federation will focus on addressing challenges faced by businesses through advocacy.

“Our plan is to work with government agencies, carry out advocacy, and promote entrepreneurship,” he said. “Many businesses are still unregistered. Advocacy will help them formalize, grow, and access opportunities such as taxation benefits.”

He added that the leadership will encourage collaboration among entrepreneurs and promote modern investment that benefits Rwanda and reaches regional and international markets.

Rugera Jeannette, second vice president, said her role is to encourage business owners to join the PSF and keep members engaged.

“Being part of the federation benefits businesses because collective action amplifies their impact,” she said. “It also allows us to continue advocacy and collaborate on government-led initiatives for business development.”

Evariste Nkundimana, a PSF member, said he expects the new leadership to help businesses navigate challenges, provide training, and share government programs.

“Often, challenges arise from a lack of understanding about taxes—when and how to pay,” he said. “We hope the new leaders will provide guidance.”

Martine Urujeni, deputy mayor of Kigali in charge of Economy and Social Welfare, pledged government support to the PSF leadership to accelerate business growth and increase tax collection.

The PSF, founded in 1999 after the 1994 genocide, is a non-profit organization that unites and advocates for private-sector businesses, promotes entrepreneurship, and contributes to Rwanda’s economic development. It has a governance structure from the cell (akagari) level to the national level and organizes international trade fairs to connect local and foreign businesses.