

# New Hisense museum to spur practical learning among children

PHOTO BY ALOYSIUS KASOMA

Research done at the UC Davis Centre for Neuroscience in California shows that curiosity helps us learn about a topic, and that being in a curious state helps the brain memorise unrelated information.

The benefits are greater when curiosity is stimulated at an early age. Appealing to a child's curiosity from an early age is what Hisense, a global leader in consumer electronics and home appliances, is targeting with its technology museum, launched recently in Kampala.

Hisense says the museum, developed in partnership with Ximing Group, serves as the flagship of the company's 2026 environmental, social, and governance strategy, moving beyond traditional retail to create a permanent centre for social impact and science, technology, engineering, and mathematics education.

"Our students are always sitting in classrooms and learning things theoretically every day. When theory meets practical experience, understanding deepens. We are trying to enable learners to see, in practice, the things they learn theoretically," Haewoong Im, the marketing director for Hisense Middle East FZE, said.



**L-R: Asim Waseem Ahmed, the Ximing Group boss; Ou; Liu MingShu, the Ximing Group managing director and Wilson Sun, the Hisense East Africa general manager during the launch of the technology museum, launched recently in Kampala**

The museum, designed specifically for school children and the general public, features interactive exhibits on the physics of light, climate-smart engineering, artificial intelligence-powered systems, and colour theory.

Jason Ou, the president of Hisense Global MEA and India, said Uganda is a central pillar of the

company's global social strategy. He added that Hisense is moving beyond standalone products to integrated, service-based intelligent solutions.

Joseph Ssezibwa, the headteacher of Canaan Junior School in Kamuli district, welcomed the museum as one that will enhance practical learning.