



9-11 SEP 2025



KICC, NAIROBI, KENYA

Africa MICE Summit

THEME: Catalyzing Trade and Investment in
Africa through Business Events

PROGRAM OF EVENTS



HOST



CO-HOSTS

EVENT PARTNERS



HOSPITALITY PARTNERS



PRODUCTION PARTNERS



MEDIA PARTNERS



Go Places

EXHIBITORS



DAY 1 – Tuesday, 9th September 2025

08:00 – 09:30

Red Carpet Photos
Registration & Check-in
Exhibition / showcases : Expo Lobby
Networking & B2B Meetings

Wellness Cafe: *facilitated by Recovery International*

09:30 – 10:00

Guest of Honour Arrival, Briefing & Guided Expo Tour

10:00 – 10:45

SESSION 1:

Opening Ceremony

National Anthems

Welcome Remarks : Kezy Mukiri, Convener, Africa MICE Summit – 5 mins

Industry Remarks : Jeffers Miruka, Secretary General, Association of Kenya Business Events, Kenya – 5 mins

Partner Remarks : Mulemwa Moongwa, MPI Africa Project – 5mins

Host Remarks – CPA James Mwaura, Chief Executive Officer, Kenyatta International Convention Centre – 5 mins

Mr. John Lekakeny Ololtuaa, Principal Secretary, State Department of Tourism, Ministry of Tourism, Wildlife, Culture & Heritage

Keynote Address & Official Opening –

Hon. Rebecca Miano, EGH, Cabinet Secretary, Ministry of Tourism & Wildlife, Republic of Kenya

Presentation of FLF Winners

Group Photo

Moderator:
Doris Rwebangira,
Managing Director,
SRC,
Rwanda

10:45 – 11:15

Networking Break

11:15 – 12:30

SESSION 2: From Potential to Powerhouse: Repositioning Africa's MICE Ecosystem

High-Level Panel Session

Panel Objectives:

- Examine the **structural gaps** holding back Africa's MICE industry.
- Discuss **strategic interventions** to reposition Africa as a global business events hub.
- Share **success stories and best practices** from African destinations already making strides.
- Identify opportunities for **PPP investments, regional cooperation, and AfCFTA alignment.**

Keynote :

Dr. Geoffrey Manyara, Senior Economist, UNECA (10MIN)

<p>Moderator:</p>	<p> Panellists:</p> <ul style="list-style-type: none"> • CPA James Mwaura, Chief Executive Officer, Kenyatta International Convention Centre • Glenton De Kock, CEO of Southern African Associations for the Conference Industry (SAACI), South Africa • Hasnain Noorani, MD, Pride Inn Hotels, Resorts & Camps <p>Moderator: Barry Clemens, Group CEO, Hospitality EQ</p>	
<p>12:45 -14:30 Lunch Break Expo Visits & Networking</p>		
<p>13:45 - 14:30</p>	<p>Main Floor: B2B Meetings</p>	<p>Impact Hub: Masterclass facilitated by Ace Mobility: <i>The Business Case for Accessibility: Why Inclusive MICE Means Smart MICE</i></p>
<p>14:30 - 15:45</p>	<p>SESSION 3: Sustainability Track : Greening Africa's Business Events - Policy, Practice & Innovation</p> <p>Keynote: David Pollock, Chief Technical Officer, Verde Cape Town, South Africa [15 Min]</p> <p> Panellists:</p> <ul style="list-style-type: none"> • Antony Lubanga, Assistant Director Capacity Development, Tourism Regulatory Authority [TRA] • Lydia Kimani, Group Sales Manager, Sawela Lodges • Dr. AnnCarol Karanja, Climate Change Expert, Global Tourism Resilience Global Tourism Resilience and Crisis Management Centre - Eastern Africa • David Pollock, Chief Technical Officer, Verde Cape Town, South Africa <p>Moderator : Prof Judy Kepha-Gona, Sustainable Tourism & Travel Agenda (STTA)</p>	
<p>16:00 - 17:00</p>	<p>SESSION 4: Leveraging Cultural Heritage for World-Class MICE Experiences</p> <p>Cultural Performance - Bomas of Kenya [15Min]</p> <p>Keynote: Imran Shah, Founder & CEO, Destination Plus, UAE [15Min]</p> <p> Panellists:</p> <ul style="list-style-type: none"> • Fatuma Ramadhan, Founder, Dada Yangu, Kenya • Gladys Kang'ethe, Marketing Manager - Bomas of Kenya • Carolyn Mwenda, Head of Marketing, National Museums of Kenya <p>Moderator : Prof Judy Kepha-Gona, Sustainable Tourism & Travel Agenda (STTA)</p>	
	<p>Main Floor: Networking B2B Meetings</p>	<p>Innovation Hub: MICE of the Future Showcase & Pitch Session : <i>Winning Ideas from the Future Leaders Forum</i></p>

DAY 2 – Wednesday, 10 September 2025

Focus: *Investment, Innovation & Infrastructure*

08:00 – 09:00

Expo Tours
Pre-scheduled B2B Meetings

Wellness Cafe – **Impact Hub** :
facilitated by Recovery International

MICE Investors & Stakeholders Round Table – *Unlocking Capital for Africa’s MICE Infrastructure & Innovation*

09:00 – 09:20

Welcome Remarks
Session Recaps

09:25 – 09:45

SESSION 5: MICE as a Capital Magnet for Africa’s Economic Transformation

Opening Remarks:

Hon. Rebecca Miano, EGH, Cabinet Secretary, Ministry of Tourism & Wildlife, Republic of Kenya

09:45 -11:00

Panel Discussion

Title: Catalysing Infrastructure Development for Africa’s MICE Venues & Airports



Panellists:

- **John Mwendwa**, Chief Executive Officer, Kenya Investment Authority, [KenInvest]
- **CPA James Mwaura**, CEO, Kenyatta International Convention Centre [KICC]
- **Abderahmane Berthe**, Secretary General, AFRAA
- **Barry Clemens**, Group CEO, HospitalityEQ
- **Gilbert Kibe**, Former DG, Kenya Civil Aviation Authority (KCAA)

Moderator: Nicanor Sabula, CEO, Kenya Association of Travel Agents [KATA]

Key Topics:

- Investment gaps in venue infrastructure
- Airport connectivity for business tourism
- Zoning, logistics and financing models
- Smart venues: data, sustainability, access

11:00-11.30

Expo showcase – Market Place
Health Break

SESSION 6: Opportunity Analysis

11:30 – 12:00

Where’s the Money? Niche Opportunities for Investment in Africa’s MICE Value Chain

Lead Presenter: Londi Khumalo, Founder, Niche Partners

12:00 – 13:00

Panel Discussion: Building Investment Pipelines:

- **Norah Ratemo**, Director General, Kenya Development Corporation
- **John Mwendwa**, Chief Executive Officer, Kenya Investment Authority, [KenInvest]
- **Samantha Muna**, Managing Director, Trianum Hospitality, Kenya
- **Devendra Asher**, Group General Manager at Panari Hotels & Resorts
- **Imran Shah**, Founder & CEO, Destination Plus, UAE

Moderator: *Doris Rwebangira, Managing Director, SRC, Rwanda*

13.00 – 13:30

Action Commitments & Policy Brief

Activities:

- Open-floor reflections by policymakers, investors and financiers
- Quick wins & recommendations for policy makers

Launch : Africa MICE Investment Guide

Closing Remarks & Group Photo

13:30 – 14:30

Networking Lunch

14:30 – 16:00

SESSION 7: The Tech Revolution in Africa : Opportunities for MICE

Keynote:

Digital Distribution & Revenue Growth for Africa’s Hospitality & MICE Sector

- **Havar Bauck** : Co-Founder, HotelOnline [15 Min]
- **Alexander Popov**, CEO & Founder, iactive.pro [15 Min]

Quick Fire Session :

- **Doris Mugambi**, Lecturer, Utalii College
- **Joanne Ndirangu**, Business Development Manager, Shukran
- **Nev Jiwani**, Founder, Go Places

Moderator: *Francis Njue, CEO, Willing Host App*

16:00 – 17:30

SESSION 8:

“Strengthening Associations as Drivers of Growth in Africa’s Business Events Industry”

Lead Discussant: **Jeffers Miruka**, Secretary General, Association of Kenya Business Events, Kenya

Input:

- **Glenton De Kock**, CEO of Southern African Associations for the Conference Industry (SAACI), South Africa
- **Eric Mwanzia**, Chairman, Event Managers Association of Kenya [EMAK], Kenya
- **Frank Murangwa**, Regional Director, International Congress & Convention Association, [ICCA]

Innovation Hub:

Innovation Hub:
MICE of the
Future Pitch Session :
*Winning Ideas from
the Future Leaders
Forum*

DAY 3 – Thursday, 11th September 2025

08:00 – 09:00

Exhibition Tour & Scheduled B2B meetings
Wellness Café & Networking Lounge

09:00 – 09:10

Welcome Remarks
Session Recaps

09:10 – 10:30

SESSION 9 : People as the Powerhouse: Investing in Human Capital for Sustainable MICE Growth

TED Talk:

People Power – Shaping the Future of Africa’s MICE Industry :
Mulemwa Moongwa, MPI Africa Project, Zambia



Panellists:

- **Mark R. Ogendi**, CEO & Principal, Utalii College, Kenya
- **Glenton De Kock**, CEO of Southern African Associations for the Conference Industry (SAACI), South Africa
- **Beatrice Makawiti**, Lecturer, Technical University of Kenya
- **Dr. Esther Munyiri**, Director, Global Tourism Resilience and Crisis Management Centre - Eastern Africa
- **Frank Murangwa**, Regional Director, International Congress & Convention Association, [ICCA]

Moderator : *Jeffers Miruka, Association of Kenya Business Events, Kenya*

10:30 – 11:45

SESSION 10 : Destination Spotlights: What’s happening around the continent?

Lightning Presentations:

- **Zambia:** LeeAnn Sighn, CEO, Impact Communications
- **South Africa:** Glenton De Kock, CEO of Southern African Associations for the Conference Industry (SAACI)
- **Tanzania :** Mariam Ndabagenga, CEO, Popular Links
- **Rwanda :** Doris Rwebangira, Managing Director, SRC Communications
- **Democratic Republic of Congo:** Gadidche Abdi, Director of Sales, Fleuve Congo Hotel
- **Kenya :** Tasneem Adamji, Africa Quest Safaris

Africa Overview: Frank Murangwa, Regional Director, International Congress & Convention Association, [ICCA]

Session Moderator: *Subira Bawji, Event Management Specialist, Tanzania*

11:45– 12:15

Health Break

12:15 – 12:45

Closing Plenary: Lessons and Commitments: What Next?

Vote of Thanks :

Kezy Mukiri, Founder, Africa MICE Hub & Convener, Africa MICE Summit

Closing Remarks : **Barry Clemens**, *Group CEO, Hospitality EQ*

12.45 - 14:00

Networking Lunch
B2B Meetings
Cultural Performances - Bomas of Kenya + Sarakasi Dancers

14:00 - 16:30

EXCURSIONS:
NAIROBI CITY & CULTURAL TOUR

Time:

- **Depart from KICC at 2PM**
- **Cultural & Historic Stops:**
 - o KICC Rooftop
 - o City Market & Heritage Trail
 - o Nairobi National Museum

18:00 - 21:00

AFRICA MICE AWARDS GALA

Chief Guest : Mr. John Lekakeny Oloituaa, Principal Secretary, State Department of Tourism, Ministry of Tourism, Wildlife, Culture & Heritage



Time: 19:00 - 21:00

Venue: Nairobi National Park

Dress Code: Cultural Elegance

African Cuisine | Cultural Performances | Cash Bar