

DECEMBER 2025-FEBRUARY 2026
FOURTH EDITION

IT'S A MICE WORLD!



Features:

**Africa MICE Summit
2025 Resounding Success**

**Honouring Africa's MICE
Trailblazers**

**Visa-Free Moves in Africa are
Powering Trade and Investment**

**The Rise of the Bush Conference:
Kenya's Corporate Meetings
in the Wild**



Africa MICE Hub – Research. Innovation. Sustainability. Impact.

The **Africa MICE Hub** is the continent's leading centre for **research, innovation, and sustainable growth** in the Meetings, Incentives, Conferences & Exhibitions (MICE) sector.

We provide the **intelligence, platforms, and partnerships** to unlock MICE as a catalyst for trade, investment, and human capital development across Africa.



Our Pillars of Impact



Research & Knowledge:

Investor guides, fact sheets, and market insights to drive decision-making.



Innovation & Incubation:

Supporting startups, hosting hackathons, and investing in MICE tech and green solutions.



Training & Certification:

Building skills pipelines through industry training, academic partnerships, and global certifications.



Sustainability Leadership:

Consulting for hotels, venues, and event organizers to achieve eco-standards and green certifications.



Networking & Advocacy:

Convening forums and working with policy makers to strengthen Africa's MICE ecosystem.



Why Partner with Us?

- **Investors:** Access a curated pipeline of bankable MICE projects across Africa.
- **Hotels & Venues:** Enhance competitiveness with sustainability consulting, training, and certifications.
- **Industry Leaders:** Scale innovations, showcase solutions, and connect with continental and global markets.

**Join us in building
Africa's next frontier
for business events.**

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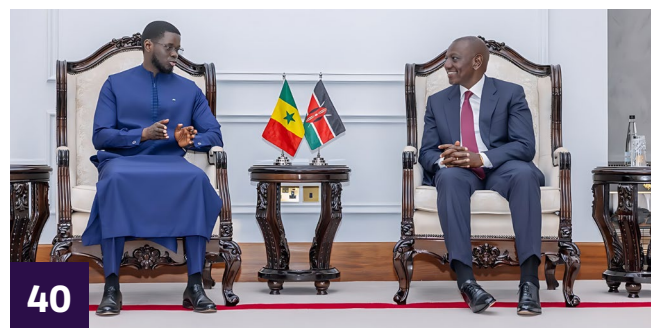
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IT'S A MICE WORLD

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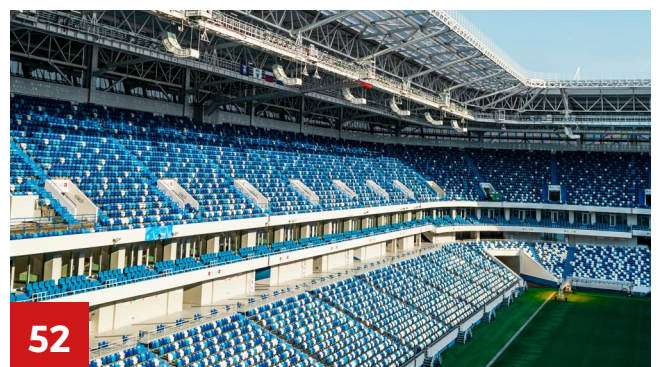
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The Rise of the Bush Conference: Kenya's Corporate Meetings in the Wild




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EXECUTIVE FORWARD

IT'S A MICE WORLD



The year 2025 has marked a remarkable turning point for Africa's MICE industry. Across the continent, we have witnessed a renewed energy and a collective drive by stakeholders, policymakers, and investors to reimagine what meetings, incentives, conferences, and exhibitions can achieve for Africa's growth story.

For us at It's a MICE World, 2025 was equally defining. We proudly re-launched the magazine series on a quarterly publication plan, reaffirming our commitment to providing a consistent,

insightful, and inspiring platform that amplifies the voices shaping Africa's MICE narrative. Our mission remains clear: to tell the stories that matter, highlight the change makers, and spark conversations that move the industry forward.

In this fourth edition, we invite you to explore a wealth of perspectives and milestones. From the outcomes of the Africa MICE Summit 2025, which triumphantly returned as an in-person gathering after the pandemic, to exclusive features on trailblazers redefining the industry, this edition captures both the progress and promise of Africa's MICE landscape. Each story reflects the passion, resilience, and strategic intent driving our continent's event ecosystem toward global excellence.

As we step into 2026, our vision is bold and unwavering: a more vibrant, inclusive, and impactful MICE industry for Africa. The journey has already begun, and in these pages, you will find a glimpse of what lies ahead, including insights into the much-anticipated Africa MICE Summit 2026. Together, let us continue to champion this movement, shaping spaces, fostering connections, and telling Africa's MICE story with purpose.

Warm regards,

Kezy Mukiri

Kezy Mukiri

Convener, Africa MICE Summit 2025
Founder, Africa MICE Hub
CEO, Zuri Events

Africa MICE Summit 2025 Resounding Success



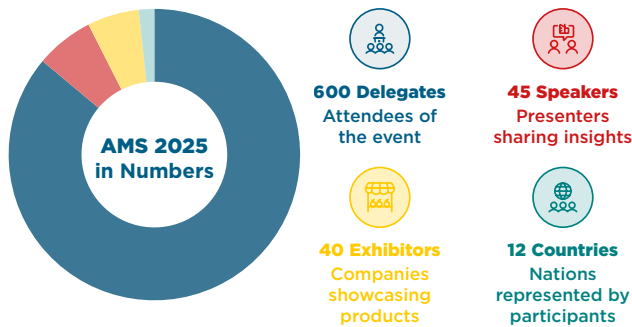
Africa MICE Summit 2025 speakers' group photo with some delegates.

On 9th September 2025, the 7th edition of the Africa MICE Summit (AMS) successfully convened as the first in-person event since 2019 at the iconic Kenyatta International Convention Centre (KICC) in Nairobi, Kenya. Hosted under the theme *Catalysing Trade and Investments in Africa through Business events*, the Summit highlighted the strategic role of the MICE industry as a driver and enabler that accelerates Africa's trade and investment agenda, with a key focus on three pillars: *Sustainability, Technology and People*.

The Chief Guest was Mr. John Lekakeny Ololtuaa, Principal Secretary, Ministry of Tourism & Wildlife, Republic of Kenya, serving as the Guest of Honour on behalf of the Cabinet Secretary, Hon. Rebecca Miano, EGH.

The outcomes of the Summit underscored the immense potential of the MICE sector in Africa and the continent's increasing readiness to harness it. Discussions revealed the urgent need to address existing structural and policy gaps that hinder full sector growth. By bridging these gaps,

Africa stands poised to unlock the full economic, social, and developmental value of MICE, positioning the continent as a dynamic and competitive player in the global business events landscape.



What People are saying about the Africa MICE Summit 2025

The Africa MICE Summit 2025 left delegates inspired, connected, and eager for more

98% of attendees rated the Summit exceptional and would *highly recommend* it to others.

97% described the sessions as *insightful, relevant, and excellently curated*.

Delegates praised the *interactive Q&A sessions, vibrant industry showcases, and thought-provoking panel discussions* for their lasting impact.

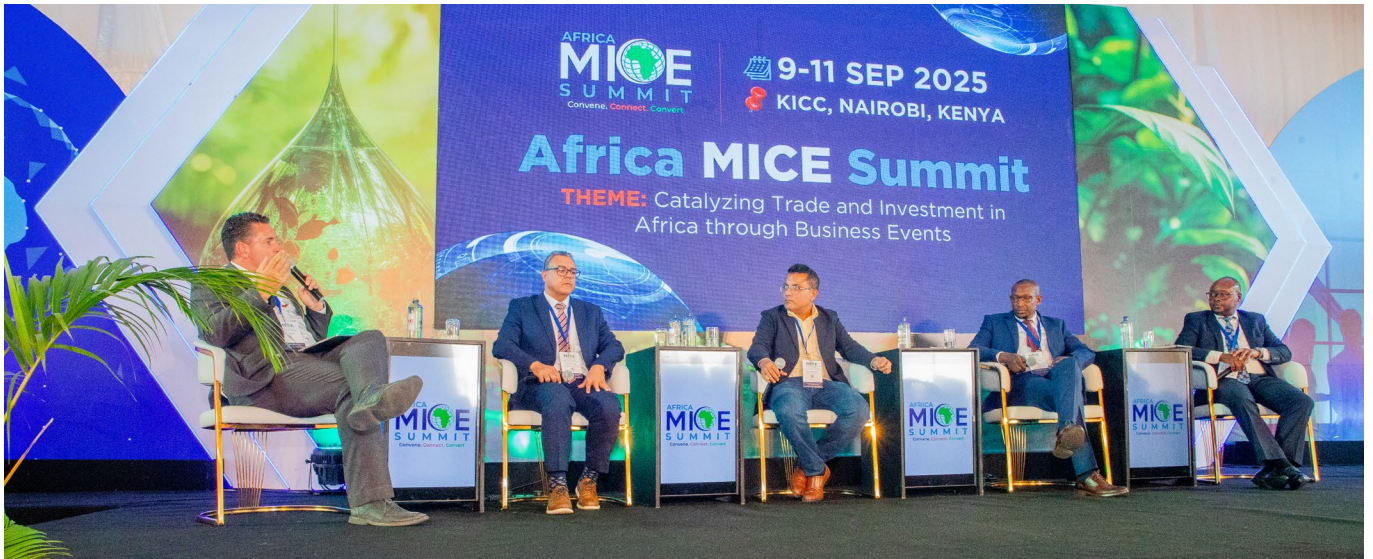
93% of exhibitors reported engaging with *high-quality leads* that truly understood their niche.

88% of participants built *valuable professional connections* through networking experiences.

100% of international delegates applauding the venue, *setup, and authentic cultural immersions*.

Impact

- National recognition for MICE: For the first time, Kenya's Jamhuri Day celebrations will spotlight the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector under the theme "Tourism, Wildlife, and MICE."
- Record media visibility: The Africa MICE Summit 2025 achieved its highest level of media coverage since inception, amplifying Africa's voice on the global MICE stage and showcasing the continent's growing competitiveness as a premier business events destination.
- Strategic partnerships driving business: Partnerships forged during the Summit are translating into tangible outcomes, such as cross-border collaborations, business deals, and destination linkages that strengthen Africa's integration into the global MICE value chain.
- Advocacy for inclusive and sustainable growth: The Summit continues to champion inclusivity and sustainability, inspiring destinations and organisers to embrace green event practices, gender equity, and accessibility across all facets of the industry.
- Public-private partnerships (PPP) boosting investment: Strengthened PPP frameworks are unlocking new opportunities for MICE-related investments, supporting destination marketing initiatives, and enhancing event infrastructure across the continent.
- Bridging structural gaps in MICE development: Emerging discussions from the Summit are driving efforts to address systemic barriers such as fragmented policies, limited data, and skills shortages, paving the way for a more cohesive and resilient MICE ecosystem in Africa.



From left Barry Clemens, Group CEO, HospitalityEQ; Glenton De Kock, CEO, SAACI; Hasnain Noorani, Managing Director, Pridelnn Hotels, Resorts & Camps; CPA James Mwaura, CEO, KICC; and Dr. Geoffrey Manyara.



Delegates arriving at the summit venue.



Chief Guest, Mr. John Lekakeny Ololtua interacting with Exhibitors from Zambia



Delegates join the Bomas of Kenya Cultural Dancers on stage for an engaging cultural performance.



Welcoming remarks by Kezy Mukiri, Convener, Africa MICE Summit.



International delegates group photo.

Gearing Up for the Africa MICE Summit 2026: What to Expect

After the remarkable success of the **Africa MICE Summit 2025**, anticipation is already building for the **2026 edition**, set to take place from 9th to 11th September 2026, in Nairobi, Kenya. As Africa's leading platform for business events professionals, the Summit continues to evolve, bringing together decision-makers, innovators, and destination leaders from across the continent and beyond.

The next edition promises to be bigger, bolder, and more experiential, with exciting new trends and features that will redefine Africa's MICE conversations. Here's what to expect:

1. Broader representation

Expect to see an expanded lineup of African and international destinations showcasing their MICE offerings through dedicated destination pavilions and immersive experiences.

2. Diverse MICE showcases

With more exhibitors, brands, and destination marketers, the 2026 edition will feature a vibrant exhibition arena highlighting the latest in venue design, technology, and event solutions.

TRENDS IN THE MICE INDUSTRY

3. Enhanced networking experiences

More structured networking sessions, speed connections, and B2B matchmaking platforms will give delegates valuable opportunities to connect with investors, buyers, and collaborators.

4. Youth and innovation stage

Recognising the next generation of MICE leaders, this segment will spotlight young professionals, startups, and innovators driving Africa's events future under the Future Leaders Forum.

5. Deeper regional collaborations

Expect more representation from regional MICE bureaus, tourism boards, and associations, working together to strengthen Africa's collective position on the global stage.

**UPCOMING
EVENTS**



Asia Pacific Incentives and Meetings Event (AIME)

9th-11th February 2026
Melbourne, Australia

Meetings Africa

23rd-25th February 2026
Johannesburg, South Africa

FITUR

21st-25th January 2026
IFEMA, Madrid, Spain

ILTM Cannes

1st-4th December 2025
Cannes, France

AFRICA MICE SUMMIT
Convene. Connect. Convert.

Africa MICE Summit 2026

SAVE THE DATE

9 - 11 September 2026

2025

Nairobi, Kenya

Join the waiting list

www.africamicesummit.org info@africamicesummit.org +254 705 761 111

**AN EVENT DOESN'T START WHEN GUESTS ARRIVE
IT BEGINS AT CONCEPTUALIZATION**

Choose The Right Event Partner

Our services

Event Concept Design

End-To-End Sustainable Events Management

Event Consulting



Honouring Africa's MICE Trailblazers

The Africa MICE Awards 2025 spotlights trailblazers in the MICE industry, honouring winners across nine core judged categories and four special recognitions. Celebrating innovation, impact,

sustainability and African relevance. The award ceremony took place on the third day of the Africa MICE summit 2025, at the Nairobi National Park.

Core Judged Categories Winners

- ★ **Best African MICE Destination**
Awarded to: Nairobi Serena Hotel
- ★ **Best Convention & Exhibition Centre** Awarded to: Sawela Lodges Convention Centre
- ★ **Best Eco-Hotel/MICE Venue**
Awarded to: Hotel Verde, Cape Town, South Africa
- ★ **Outstanding Professional Conference Organiser (PCO)**
Awarded to: Conferencing in a Box
- ★ **Best Event Supplier/Service Provider**
Awarded to: Pneuma AV
- ★ **Best Incentive Travel Programme**
Awarded to: Kenya Airways PLC
- ★ **Best Sustainable MICE Solution**
Awarded to: Ace Mobility

- ★ **Best Innovation in Delegate Experience** Awarded to: Zippy Event Solutions

Jury Special Recognitions

- ★ **Distinguished MICE Investor Award**
Awarded to: Hasnain Noorani, Managing Director, Pridelnn Hotels, Resorts and Camps
- ★ **Lifetime Achievement Award**
Awarded to: Gregg Talley, Talley Management Group
- ★ **Community Impact Award**
Awarded to: Amanda Kotze-Nhlapo, Former Convention Bureau Officer, South Africa Convention Bureau
- ★ **Public Service Award**
Awarded to: Ms. Nelly Mukazayire, Rwanda's Minister for Sports and former CEO, RCB

CORE JUDGED CATEGORIES WINNERS

Nairobi Serena Hotel: A Perfect Blend of World Class Facilities, Service Excellence and Authentic Pan-African Hospitality

Winners:

Best African MICE Destination, Africa MICE Awards 2025



Presentation of the Best MICE Destination Award.

What makes Nairobi Serena Hotel stand out as Africa's Best MICE Destination?

Our location and access: Strategically located adjacent to Central Park, within the prime enclave bordered by Kenyatta Avenue, Processional Way, and Nyerere Road, with easy access to key government offices, corporates, UN, embassies and diplomatic missions.

Pan-African DNA: All 196 rooms and suites feature authentic Pan-African décor, artworks, and cultural motifs, seamlessly blended with modern comfort and technology.

Lush gardens in the city: Surrounded by lush tropical gardens, well-manicured lawns, and shaded acacia groves, the hotel offers a rare oasis of calm in the heart of Nairobi, blending city energy with serene relaxation.

AWARDEE SPOTLIGHT

Presidential suites: The hotel boasts two exclusive Presidential suites (Chale and Lamu) located on the sixth and seventh floors, offering unrivalled skyline views, Swahili-inspired interiors, and dedicated butler service for the most discerning guests.

Culinary excellence: Offering a diverse culinary experience showcasing African to international cuisines. Our all-day dining restaurant, Café Maghreb, was ranked among the top 10% of restaurants worldwide in the 2025 Tripadvisor Travellers' Choice Awards.

Meetings and events: Eleven versatile event spaces. Our pillarless grand ballroom has easy access to natural light and in-built LED panel screens, offering a combined capacity of 400 guests in theatre style.

Beyond hospitality, what unique offerings set you apart in the business events landscape?

We go beyond traditional hospitality by offering:

- ⦿ Smart conferencing tools, including high-resolution LED panel screens for enhanced clarity and immersive presentations.
- ⦿ Wellness integration, with access to the Maisha Health Club and spa for delegates seeking balance during intensive events.
- ⦿ Cultural and leisure experiences, including curated excursions to Nairobi National Park and heritage sites.
- ⦿ Inclusive hospitality, with six newly opened boardrooms that have access to natural lighting, featuring wide doors to also cater to people with disabilities.
- ⦿ Diverse culinary offerings, with tailored menus to accommodate all dietary requirements.



We go beyond traditional hospitality by offering Smart conferencing tools, including high-resolution LED panel screens for enhanced clarity and immersive presentations.

Wellness integration, with access to the Maisha Health Club and spa for delegates seeking balance during intensive events.

Are there any new developments or strategies in place to sustain and elevate the legacy of this title?

Absolutely. Nairobi Serena Hotel is actively investing in:

Sustainability initiatives: Nairobi Serena Hotel has integrated its initiatives under three key focus areas, namely Responsible Business, Environment and Community Engagement, under the definition of sustainability.

We continue to play our part by aligning our programmes with the Sustainable Development Goals (SDGs) set out by the United Nations. We have adopted a range of eco-conscious practices:

- ⦿ Solar-powered thermal water heating, saving up to 118 litres of diesel daily.
- ⦿ Water served in reusable glass bottles, reducing single-use plastic.
- ⦿ Farm-to-fork dining, with fresh ingredients sourced directly from local farms.
- ⦿ Sensor-based water taps to minimise water wastage.
- ⦿ Digital signage and reduced paper usage across operations to promote environmental conservation.

Strategic partnerships: We maintain strong relationships with various Chambers of Commerce, the Kenya Association of Hotel Keepers, Embassies, humanitarian organisations, and financial institutions, enabling us to host impactful forums and dialogues that shape regional and global conversations.

Dining and entertainment: We have three restaurants and a bar.

- ⦿ **Café Maghreb & the pool terrace:** Blending African heritage with international influences, we are curating a culinary destination where authentic flavours meet contemporary tastes. All-day dining restaurant serving an international buffet breakfast and lunch, à la carte dinner, and 24-hour brasserie service.
Open daily: 6:30 AM - 10:00 PM
Capacity: 300 guests
- ⦿ **The Mandhari restaurant:** Tuscan-styled fine dining terrace overlooking the pool, featuring seasonal menus, business lunches, and signature chef's creations. Enjoy regional and international specialities with live evening piano music, aperitifs on the cigar deck, or

the exclusivity of the Captain's Table (a private dining room within the restaurant that seats six guests).

Lunch 12:30 PM - 2:00 PM Dinner 6:30 PM - 10:00 PM Capacity: 102 guests

- ⦿ **Herbs and spices restaurant:** Pan-Asian restaurant serving authentic Thai, Japanese, Chinese, Taiwanese, and Korean cuisine, offering vegetarian and non-vegetarian options. Experience indoor-outdoor seating, a cosy ambience, and a terrace bar offering refreshing mocktails and cocktails.

Open daily: 11:00 AM - 11:00 PM
Capacity: 45 guests

- ⦿ **Aksum bar:** Ethiopian-inspired bar overlooking lush gardens. Aksum serves signature cocktails and bar snacks while screening sports. An outdoor smoking zone and garden terrace complement lively cocktail nights and live band performances, making it a vibrant all-day social hub.

Open daily: 8:00 AM - 12:00 Midnight
Capacity: 112 guests



We maintain strong relationships with various Chambers of Commerce, the Kenya Association of Hotel Keepers, Embassies, humanitarian organisations, and financial institutions, enabling us to host impactful forums and dialogues that shape regional and global conversations.

Sawela Lodges – Where Business Meets Nature in Perfect Harmony

Winners:

Best Convention & Exhibition Centre, Africa MICE Awards 2025



Presentation of the Best Convention Centre Award.

What outstanding qualities earned Sawela Lodges Convention Centre the recognition as Africa's Best MICE Convention Centre?

Sawela Lodges Convention Centre earned this recognition through its exceptional blend of state-of-the-art facilities, personalised service, and a serene natural setting that inspires productivity and creativity. Our conference spaces are designed with modern technology, flexibility, and comfort in mind, accommodating everything from high-level corporate meetings to large international conventions.

What truly sets us apart is our commitment to detail, ensuring every event is executed

seamlessly—from customised menus and décor to professional event coordination. The warm Kenyan hospitality and consistent service excellence have made Sawela Lodges a preferred destination for MICE events across Africa.

The location of Sawela Lodges offers a rare blend of business and leisure. How do you leverage this to create a distinctive MICE experience for delegates?

Our location in the heart of Naivasha provides a perfect balance between business and relaxation. We leverage this by offering delegates an immersive experience that goes beyond the boardroom.

After meetings, guests can unwind with team-building activities, nature walks, boat rides on Lake Naivasha, or wellness sessions at our fitness and spa facilities. We also curate themed dining experiences, bonfire evenings, and excursions to nearby attractions, such as Hell's Gate National Park.

This approach ensures every delegate leaves not only with successful business outcomes but also with lasting memories of rejuvenation and connection.

Looking ahead, what's next for Sawela Lodges Convention Centre in expanding your MICE footprint?

Looking ahead, Sawela Lodges is focused on innovation, sustainability, and strategic partnerships to strengthen our MICE presence regionally and internationally.

We are investing in smart conference technology, green event practices, and expanded meeting spaces to cater to evolving client needs. Our goal is to position Sawela Lodges as a leading eco-conscious MICE destination in Africa—where business meets sustainability.

Additionally, we plan to enhance our digital marketing presence and collaborate with global MICE networks to attract new markets and elevate Kenya's profile as a top-tier conference destination.

“

What truly sets us apart is our commitment to detail, ensuring every event is executed seamlessly—from customised menus and décor to professional event coordination. The warm Kenyan hospitality and consistent service excellence have made Sawela Lodges a preferred destination for MICE events across Africa.



Africa MICE 2025 Award Winners' group photo with Kezy Mukiri, Convener of the Awards.

Your World-Class Sustainable Stay Awaits at Hotel Verde, South Africa

Winners:

Best Eco-Hotel/MICE Venue, Africa MICE Awards 2025



Presentation of the Best Eco-Hotel MICE Venue Award.

What key sustainability initiatives have you adopted to uphold and enhance your legacy as a sustainable destination?

Sustainability at Hotel Verde is not a theme; it is the operating system. The property was conceived, built and is run to rigorous third-party standards, with independent certifications such as LEED and Green Star guiding continual improvement.

In practice, this means efficient building services, smart controls and on-site

renewables working together to cut energy use without compromising comfort. Water security is addressed through responsible landscaping, water-saving fittings and reuse systems that ease demand on municipal supply.

Waste is treated as a design problem rather than an afterthought. We specify packaging with suppliers, separate at source across back- and front-of-house, and prioritise composting and responsible diversion, which keeps landfill to a minimum. In the kitchen, menus are planned

around seasonality and proximity, which strengthens local producers and reduces transport miles; careful portioning and repurposing of off-cuts help curb avoidable waste.

Single-use plastics are actively reduced through refills and reusables in rooms and meeting spaces. Behind the scenes, preventative maintenance extends the life of equipment, and procurement favours durable, repairable options.

For MICE clients, the hotel calculates event emissions, reduces them through operational measures, and issues a post-event certificate to delegates confirming that the remaining footprint has been neutralised.

Crucially, none of this asks guests to “make do.” Comfortable rooms, reliable audio-visual, excellent food and attentive service are the non-negotiables. For those who want to go deeper, we offer optional eco-tours that take interested guests behind the scenes to see how systems work in harmony.

The outcome is simple: a venue where environmental performance is built in, guest experience stays front and centre, and every meeting can show a credible climate outcome without extra admin.

How do you balance delivering high-end event experiences with maintaining eco-standards?

Our guiding principle is that sustainability should heighten the guest experience. We start with venues that feel effortless: acoustically considered rooms, stable temperatures, dependable connectivity and power-efficient audio-visual that performs to a professional standard.

These qualities are the product of an efficient plant, good building envelope design and thoughtful operational routines,



Crucially, none of this asks guests to “make do.” Comfortable rooms, reliable audio-visual, excellent food and attentive service are the non-negotiables. For those who want to go deeper, we offer optional eco-tours that take interested guests behind the scenes to see how systems work in harmony.

so planners and delegates experience comfort and reliability rather than constraints.

Culinary delivery follows the same principle. Menus lean into seasonal, locally sourced ingredients with clean, contemporary presentation. Planning focuses on quality and flow for delegates while also minimising waste behind the pass. Portioning and batch-cooking for peak freshness and well-timed service support both standards: plates arrive looking and tasting excellent, and less ends up in the bin.

Material choices are made with longevity and elegance in mind. Reusable service ware is preferred; signage and décor are designed to be repurposed; and supplier partnerships help reduce unnecessary packaging on inbound deliveries.

AWARDEE SPOTLIGHT

For organisers, we quantify each event's footprint, take operational steps to shrink it, then provide delegates with a post-event certificate confirming the remaining balance has been neutralised. This provides conferences and incentives with a clear sustainability outcome without an extra burden on the planning team.

Our location further supports the balance. Being minutes from Cape Town International Airport simplifies transfers, shortens travel time and can reduce emissions associated with local logistics. The net effect is a premium event that feels seamless to delegates while quietly meeting strong eco-standards in the background. Curious guests can opt into an eco-tour during their stay; everyone else simply enjoys a well-run event that happens to be lighter on the planet.

What are your future targets in advancing both sustainability and MICE excellence?

Our future focus is practical, guest-centred and continuous. Rather than chasing flashy statements, we will keep improving the value guests feel by refining the systems that matter most to their stay and their events. Four workstreams guide this approach:

First, menu optimisation. We will deepen seasonal sourcing and keep refining portioning, prep and service timing so food quality stays high and avoidable waste keeps falling. The menu optimisation includes tighter feedback loops between culinary, events and purchasing to match production with delegate behaviour across different event types.

Second, waste optimisation. We will continue to push diversion through better separation, more reusable options, and stronger supplier take-back arrangements, with clear standards embedded in event

operations to ensure consistent results at any scale.

Third, energy optimisation. We will keep tuning building controls, scheduling and preventative maintenance to trim consumption while protecting comfort. Equipment replacements will favour efficient, durable options that integrate smoothly with our existing systems.

Fourth, water optimisation. We will keep prioritising fittings, landscaping and reuse that protect potable supplies and ensure resilience during dry periods, all without affecting service quality.

Across these areas, the goal is steady gains that guests and planners can feel: reliably comfortable venues, excellent food service, and smooth logistics, paired with events that remain carbon-neutral, with certificates issued to delegates after each function. Optional eco-tours will remain available for those who want to learn more about the hotel's sustainability initiatives. In short, we will keep raising experience and reducing impact at the same time, because the future of MICE at Hotel Verde is better hospitality, made lighter.

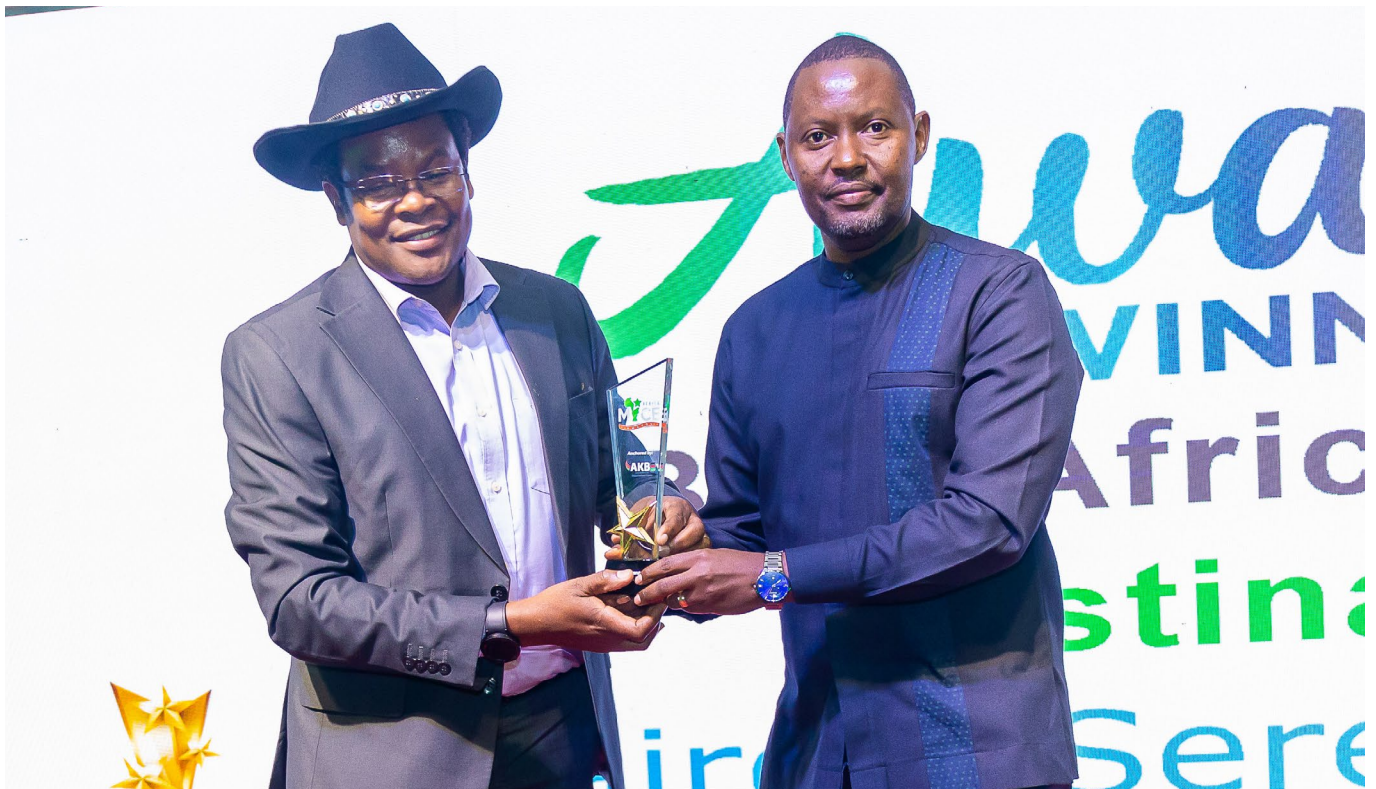


Across these areas, the goal is steady gains that guests and planners can feel: reliably comfortable venues, excellent food service, and smooth logistics, paired with events that remain carbon-neutral, with certificates issued to delegates after each function.

Professional Conference Organisation Made Seamless with ‘Conferencing in a Box

Winners:

Outstanding Professional Conference Organiser (PCO)



Presentation of the Outstanding Professional Conference Organizer Award.

What's the story behind the Conferencing in a Box brand, and what does winning the Outstanding Professional Conference Organiser (PCO) award mean to you?

Conferencing in a Box was born from a simple but powerful insight: great event experiences should not be limited to large budgets, but anyone who wants a seamless event professionally procured, that will leave them (the client) to focus on the content of their conference.

We created Conferencing in a Box to offer an end-to-end event solution that combines event planning, technology, logistics, and audience engagement tools into one streamlined product. Over the years, our clients have given us the opportunity to support them in hosting meetings in Kenya, Uganda, Rwanda, Tanzania, Djibouti, Ethiopia, Ghana, and Senegal.

Winning this award is a deeply meaningful moment for us. It validates our belief that African innovation can redefine global

AWARDEE SPOTLIGHT

standards. It's not just recognition of our product—it's recognition of our team, our partners, and our clients who trusted us to rethink what conferences, workshops, and meetings could look like.

How do you integrate tech-driven solutions to enhance event planning and execution?

At Conferencing in a Box, we have been fortunate to work with a wide array of customers, from pharmaceutical companies to technology companies, all of whom expect us to incorporate technology into the solutions we offer.

Over the years, we have embraced Augmented Reality and Customer Relationship Management (CRM) systems for project management and on-site registration. These innovations complement our continued use of modern audio-visual equipment and modern accounting systems.

What's next for Conferencing in a Box as you continue shaping the future of MICE in Africa?

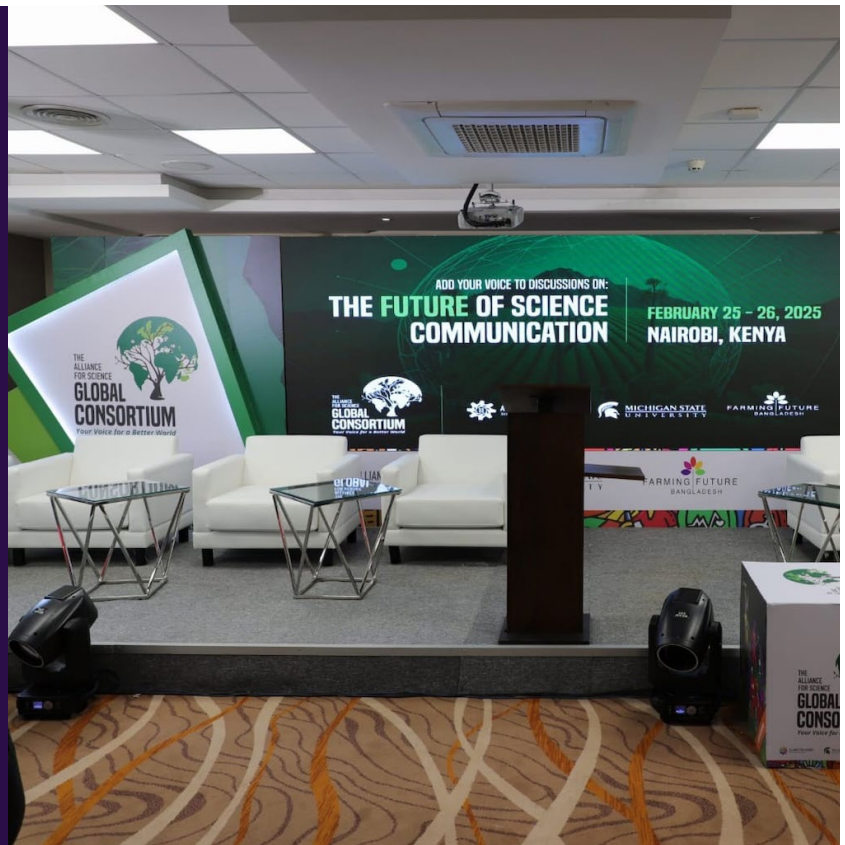
We're focused on scaling, sustainability, and democratising access to world-class event solutions across the continent.

- ⦿ Expansion: increasing our footprint across more African markets through partnerships and local fulfilment hubs.
- ⦿ Sustainability: introducing reusable and eco-friendly event materials to reduce the environmental impact of conferences.
- ⦿ Product innovation: evolving the box to include AI-powered event insights, multilingual support tools, and more customisation for sector-specific events.

Our vision is to make Africa not just a participant in global MICE innovation—but a leader.

“

Over the years, we have embraced Augmented Reality and Customer Relationship Management (CRM) systems for project management and on-site registration. These innovations complement our continued use of modern audio-visual equipment and modern accounting systems.



Pneuma Audiovisual: Elevating Standards and Shaping the Future of Africa's MICE Industry

Winners:

Best Event Supplier/Service Provider, Africa MICE Awards 2025



Presentation of the Best Service Provider Award.

How does Pneuma Audiovisual contribute to raising standards across Africa's event and MICE industry?

Pneuma Audiovisual (AV) stands at the forefront of transforming Africa's events and MICE landscape through technological innovation, ethical leadership, and a deep commitment to raising industry standards.

As a proud UN Global Compact participant and Packaging Producer Responsibility Organisation (PAKPRO) member, our work is grounded in sustainability, fair labour practices, and responsible production. We believe that excellence in events must be matched with excellence in values, ensuring

that every project contributes positively to people, the environment, and the broader industry ecosystem.

“

As a proud UN Global Compact participant and Packaging Producer Responsibility Organisation (PAKPRO) member, our work is grounded in sustainability, fair labour practices, and responsible production.

AWARDEE SPOTLIGHT

Pneuma AV has successfully delivered a wide range of projects across Africa's diverse event environments. This cross-regional experience has given us a deep insight into the unique logistical, cultural, and technical needs of each market, enabling us to adapt, innovate, and consistently deliver world-class event solutions wherever we operate within the continent.

From your expertise, what defines a successful MICE event?

Planning is a key pillar of our success. We place great emphasis on understanding the spaces we work in and on building strong working relationships with venues and the whole team tasked with delivering any event.

This collaborative approach ensures smooth operations, shared accountability, and mutual respect. Equally important is clear communication with clients about what is possible and what is not, helping align expectations and ensuring every event delivers the best achievable outcome.

Central to our mission is prioritising the crew's wellbeing. We invest in ongoing training, risk assessments, and structured safety protocols that guarantee professional execution. Additionally, we promote fair working conditions to support the long-term growth of all our technical and support teams.

We define success in MICE not by scale alone, but by the quality of engagement, clarity of messaging, and measurable outcomes. Because events rely on collaboration, we actively partner with like-minded organisations that share our commitment to quality, sustainability, safety, and innovation.

What emerging technology trends should the industry watch for from Pneuma AV in the near future?

As we look to the future, Pneuma AV is doubling down on the 'Tech Integration' pillar of our business. We are actively investing in AI capabilities to power our internal operations and decision-making, making our event production smarter and more reliable.

For our clients, this means a continued focus on technologies that elevate the human experience. We are investing heavily in solutions that seamlessly blend the 'in-room' and 'online' audiences, ensuring every participant feels connected through high-impact, interactive hybrid event platforms.

Through innovation, planning, regional experience, and ethical leadership, we are helping shape a future where Africa's MICE industry not only meets but surpasses global standards.



We define success in MICE not by scale alone, but by the quality of engagement, clarity of messaging, and measurable outcomes. Because events rely on collaboration, we actively partner with like-minded organisations that share our commitment to quality, sustainability, safety, and innovation.

PANARI GROUP OF HOTELS & RESORTS

Your Premier M.I.C.E Partner



At the **Panari Group of Hotels & Resorts**, we redefine the **MICE** experience by blending luxury, innovation, and sustainability across our flagship locations – **Panari Hotel Nairobi** and **Panari Resort Nyahururu**. Strategically positioned for convenience and tranquillity, our venues offer world-class facilities ideal for Meetings, Incentives, Conferences, Exhibitions, Corporate Events, and Celebrations.

We boast state-of-the-art conference halls with full audiovisual support, PA systems, flexible seating, and high-speed internet. Whether it's a boardroom briefing for 10 or a summit for 1,200 guests, our versatile spaces adapt seamlessly to your event needs. Our resort is also home to team-building grounds, nature trails, and excursions to iconic sites like Thompson Falls and the Hippo Pools—perfect for bonding, inspiration, and retreats.

With a strong focus on sustainability, we incorporate eco-conscious operations across our services, including our acclaimed Outside Catering solutions and farm-to-table dining experiences. Our packages include corporate end-year parties, wedding receptions, and celebration events with bespoke planning, curated menus, and entertainment—all delivered with Panari's signature 5-star service.

From weddings to workshops, anniversaries to AGMs, Panari is your one-stop destination for elevated experiences. We don't just host events; we create unforgettable moments that align with your brand's image and mission.



Contact us: Panari Hotel – 0711 091 000 | Panari Resort – 0709 070 000 | Email: sales@panarihotels.com | Website: www.panarihotels.com
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Kenya Airways: The Pride of Africa

Winners:

Best Incentive Travel Programme, Africa MICE Awards 2025



Presentation of the Best Incentive Travel Program Award.

What key elements make your incentive travel programme stand out from others in the market?

Inter-Africa connectivity lies at the heart of Kenya Airways' MICE incentive travel programme. Our extensive regional network seamlessly links major business and leisure destinations across the continent, offering delegates flexible, convenient, and reliable travel options.

What truly sets us apart is the fusion of authentic African hospitality with world-class aviation standards. Whether delegates are flying to Kenya for a conference or connecting through our hub at Jomo Kenyatta International Airport (JKIA), we ensure a smooth and premium travel experience.

For events in Kenya, our direct flights to key African cities make access easy. For events held elsewhere, JKIA serves as a central gateway, providing effortless inter-African connectivity.

What's on your checklist when crafting a truly memorable incentive journey?

- ⦿ Special delegate discounts: Competitive fares tailored for MICE travellers.
- ⦿ Simplified booking: Easy access via promo codes and a dedicated landing page.
- ⦿ Flexible purchase options: Delegates can book tickets at their convenience.

What's next for Kenya Airways as you continue to innovate in the travel space?

Kenya Airways is charting a forward-looking path that blends innovation, operational excellence, strategic expansion, and regional integration.

We design products with our customers in mind and leverage technology to strengthen our customer-centricity strategies.

Through this well-thought-out approach, we are able to redefine the travel experience and solidify our position as a Pan-African leader in aviation.

“

What truly sets us apart is the fusion of authentic African hospitality with world-class aviation standards. Whether delegates are flying to Kenya for a conference or connecting through our hub at Jomo Kenyatta International Airport (JKIA), we ensure a smooth and premium travel experience.



Not your Ordinary Transport Company: Ace Mobility is Redefining Sustainable MICE Innovations

Winners:

Best Sustainable MICE Solution, Africa MICE Awards 2025



Presentation of the Best Sustainable MICE Solution Award.

What differentiates Ace Mobility from other transport and logistics providers in the MICE sector?

Ace Mobility is Africa's first inclusive and accessible transport company, reimagining how people move for business, events, and leisure. What sets us apart is our commitment to universal access, ensuring that every delegate, tourist, or traveller, regardless of mobility level, can experience Africa comfortably and confidently.

Our fleet includes accessible vehicles equipped with ramps, power lifts, and secure wheelchair fittings, making them ideal for transporting persons with disabilities, seniors, and guests with reduced mobility.

Our dedicated team of trained drivers and support staff provide personalised assistance, ensuring that every journey reflects dignity, professionalism, and world-class service.

How do your solutions contribute to broader sustainability goals such as inclusivity, accessibility, and community benefit?

Ace Mobility's mission aligns closely with several UN Sustainable Development Goals (SDGs): particularly SDG 10 (Reduced Inequalities), SDG 11 (Sustainable Cities and Communities), and SDG 13 (Climate Action).

We are transforming mobility in Africa by:

- ⦿ Promoting inclusive tourism: We collaborate with hotels, parks, and travel operators to make tourist destinations such as the Maasai Mara and coastal Kenya accessible to travellers with disabilities.
- ⦿ Advancing accessible event logistics: We support conference organisers and MICE planners to ensure venues and delegate experiences are inclusive, from transport to accommodation.
- ⦿ Empowering communities: By hiring and training drivers and caregivers from underrepresented groups, including persons with disabilities, we foster economic inclusion.
- ⦿ Championing sustainability: Our fleet includes hybrid and electric vehicles, supporting Africa's green transition while reducing emissions and operational costs.

What advancements can the industry expect from Ace Mobility as the MICE and tourism markets evolve?

As both the MICE and tourism sectors continue to evolve toward sustainability, experience, and inclusion, Ace Mobility is leading innovation through:

- ⦿ Accessible tourism packages: Curated safari and city experiences that accommodate travellers with disabilities

and seniors, using accessible vehicles and hotels with step-free access.

- ⦿ Digital mobility integration: A smart booking and tracking platform connecting event organisers, hotels, and delegates in real time.
- ⦿ Expansion of inclusive transport hubs: Establishing service points in key African destinations such as Nairobi, Kampala, Arusha, and Accra.
- ⦿ Partnerships with airlines and travel operators: To ensure seamless, accessible travel from air to ground for tourists and business travellers alike.
- ⦿ Adoption of Electric Accessible Vehicles (EAVs): Combining green energy with inclusive design to lead Africa's sustainable mobility transformation.

Ace Mobility envisions a continent where inclusive, sustainable, and accessible travel becomes the standard — enabling every visitor to explore Africa's beauty without barriers.



Our fleet includes accessible vehicles equipped with ramps, power lifts, and secure wheelchair fittings, making them ideal for transporting persons with disabilities, seniors, and guests with reduced mobility.

Leading with Creativity: Zippy's Approach to Transforming Delegate Interaction

Winners:

Best Innovation in Delegate Experience, Africa MICE Summit 2025



Presentation of the Best Innovation in Delegate Experience Award

Zippy Event Solutions Ltd is a leading event technology and management company, dedicated to transforming the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector across Africa and beyond.

With a strong focus on innovation and service excellence, the company delivers cutting-edge solutions that enhance efficiency, engagement, and impact for organisers and participants alike.

At the heart of our portfolio is Eventmatic.io, a premier event technology platform

designed for registration and delegate management. We provide end-to-end functionality to streamline event delivery.

From online and onsite delegate management to secure payment processing, smart badge printing, QR code tracking, and self-service kiosks, we ensure seamless registration and efficient check-in while optimising the delegate experience.

We also integrate communication and engagement tools, including targeted email marketing, lead capture for sponsors and exhibitors, and session and activity tracking.

Our advanced analytics and reporting dashboards provide organisers with actionable insights, enabling data-driven decision-making and measurable value for stakeholders.

Whether hosting 100 or 10,000 delegates, we deliver the flexibility and reliability required to execute events of any scale with precision. Trusted by professional conference organisers, associations, government institutions, academic bodies, and private sector brands, we continue to set the standard for innovative event technology.

By combining reliability, adaptability, and intelligence, we position ourselves as a strategic partner for organisations seeking to deliver seamless, impactful, and future-ready event experiences.

“

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Guests arriving at KICC, Nairobi for the Africa MICE Summit 2025 Registration and Photo Moments



The Address Building 7th Floor Workstyle Africa Co-Working Space, Westland's, Nairobi

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Kenya's leading platform for MICE Industry players in business Events for sharing insights, research, and Innovation in the MICE space in Kenya by Supporting communities by facilitating access to global knowledge and expertise.

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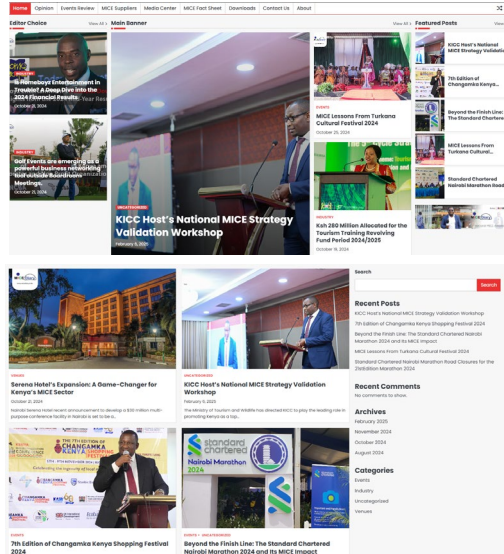
East Africa's No1 digital MICE Media with a sharp focus in Documenting & Amplifying the Business Events Industry through Digital PR and Crafting content that resonates.

Partner



Caspi Public Relations Limited is a Boutique Strategic Communications Consultancy firm registered in Kenya and an Implementation agency for MICE Diary.

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Hasnain Noorani

CEO, Pridelnn Hotels, Resorts and Camps

Recognised with the Distinguished MICE Investor Award at the Africa MICE Awards 2025
Hasnain Noorani - Visionary Leader Driving Africa's MICE Transformation

In Africa's dynamic Meetings, Incentives, Conferences and Exhibitions (MICE) landscape, Hasnain Noorani, CEO of Pridelnn Hotels, Resorts and Camps, stands out as a visionary shaping the continent's future of business events. This recognition with the Distinguished MICE Investor Award at the Africa MICE Awards 2025 affirms his pivotal role in advancing MICE growth through strategic investments, infrastructure development, and long-term commitment.

Under Noorani's leadership, Pridelnn has evolved from a modest 28-room property into a leading hospitality group of eight award-winning properties with over 950 rooms and conference capacities exceeding 15,000, with continued expansion across Kenya. These bold investments, including the Pridelnn Paradise Beach Resort and Convention Centre in Mombasa and the state-of-the-art Pridelnn Plaza Hotel and Convention Centre along the Nairobi Expressway, have significantly expanded Kenya's capacity to host high-level conferences and international events.

These facilities, equipped with modern amenities and large-scale meeting spaces, embody the infrastructure Africa needs to compete globally in the MICE arena.

Beyond infrastructure, Noorani has driven digital transformation across Pridelnn properties, ensuring seamless connectivity for hybrid events and positioning the brand as a tech-savvy partner for international organisers. His emphasis on sustainability and community empowerment also aligns

with global best practices, making Pridelnn a model for responsible hospitality and inclusive economic growth.

A strong advocate for Africa's MICE potential, Noorani continues to champion investment, collaboration, and innovation through platforms such as the Africa MICE Summit, where he shares industry insights on MICE topics. His strong belief in the power of partnerships and collaborations as the engine to move Africa from the margins to the mainstream of global business events is reflected in every Pridelnn project and partnership.

The Distinguished MICE Investor Award not only honours Hasnain Noorani's business achievements but also celebrates his unwavering commitment to elevating Africa's standing on the global MICE map. Through his leadership, Pridelnn continues to prove that African hospitality can deliver world-class experiences.

Currently Vice Chair of the Kenya Coast Tourism Association (KCTA), Hasnain was honoured with the Order of the Grand Warrior (OGW) by President Uhuru Kenyatta and has received multiple CEO and industry awards for all his hotels and ventures, consistently setting industry standards. A serial entrepreneur, Hasnain also founded Cake City, Glory Safaris, Muthaiga Business Centre, and Brickwood Apartments.

Gregg Talley

CEO of Talley Management Group, Inc

Recognised with the Lifetime Achievement Award at the Africa MICE Awards 2025
Gregg Talley - A Lifetime of Impact and Leadership in the Global MICE Industry

For over three decades, Gregg Talley has been a transformative figure in the meetings and events industry. In 1987, he co-founded Talley Management Group (TMG) with his father, driven by a shared vision to deliver world-class association management and event solutions. Under his leadership, TMG has grown into a respected global player, offering comprehensive management and consultancy services to national and international associations while executing major events and conventions across continents.

What distinguishes Gregg is not only his business acumen but also his commitment to advancing the industry beyond borders, particularly across Africa. In 2016, he played a pivotal role in launching the African Society of Association Executives (AfSAE), serving as a Management Advisor and dedicating his time and expertise to train and mentor association leaders across the continent on a pro bono basis.

His continued support has empowered a new generation of African professionals to elevate standards, governance, and sustainability within the region's MICE sector.

Two years later, in 2018, Gregg expanded his global footprint by launching joint ventures in Africa (based in Nairobi, Kenya) and India (based in Delhi), further deepening his engagement with emerging markets. His work bridges global best practices with local potential, fostering stronger association ecosystems, building institutional capacity,

and aligning MICE strategies with national development goals.

Beyond TMG, Gregg is an influential voice in the industry. He actively consults with destinations worldwide on business event strategies, destination competitiveness, and association development. His leadership extends to international platforms, as Past National Chair of the Professional Convention Management Association (PCMA) and Treasurer on the Board of the International Congress and Convention Association (ICCA), roles through which he continues to shape the future of global events and destination strategy.

A frequent traveller to Kenya, where he also has family, Gregg's connection to Africa is both professional and personal. His dedication to supporting the continent's growth in the global MICE ecosystem embodies the collaborative spirit that defines true leadership.

At the Africa MICE Awards 2025, Gregg was honoured with the Lifetime Achievement Award, a recognition reserved for individuals whose enduring contributions have shaped the global MICE landscape through visionary leadership, mentorship, and industry innovation.

The Lifetime Achievement Award celebrates not just a career of milestones, but a legacy of mentorship, cross-continental collaboration, and enduring impact. Gregg Talley's story is one of purpose-driven leadership.

Amanda Kotze-Nhlapo

Former Convention Bureau Officer, South Africa Convention Bureau

Recognised with the Community Impact Award at the Africa MICE Awards 2025
Amanda Kotze-Nhlapo - Trailblazer in the Global Business Events Industry

Amanda Kotze-Nhlapo is a visionary leader in the business events industry, with over 20 years of senior experience.

As the founding Chief Convention Bureau Officer of the South African National Convention Bureau, she positioned South Africa as the continent's top-ranked business events destination, establishing a national bid support programme and aligning growth with government strategy.

Amanda's career began at the Cape Town and Western Cape Convention Bureau, where she served as the Head for six years. There, she led competitive and creative bid strategies to position Cape Town as one of the most sought-after destinations for the business events industry.

She also led the Cape of Great Events Framework and contributed to landmark bids for the 2003 Cricket World Cup and 2010 FIFA World Cup.

Amanda also transformed Africa's flagship trade shows, Meetings Africa and Africa's Travel Indaba, into continental platforms for business exchange.

Under her leadership, Meetings Africa became a pan-African showcase, while Africa's Travel Indaba evolved into a robust trade show attracting buyers and exhibitors from across the continent.

She recently received a special Community Impact Award recognition at the Africa MICE Awards 2025. Her other accolades

include the IMEX Academy Award for Africa, the Trailblazer Award for pioneering leadership, and the Top 40 Women in MICE Lifetime Achievement Award.

She served on the boards of the International Congress and Convention Association (ICCA), Southern African Association for the Conference Industry (SAACI), and the Best Cities Global Alliance, and currently serves in an advisory capacity in Rwanda, supporting an independent event management company to expand its share of the global business events market.

Amanda has a passion for Africa's emerging markets and is celebrated for her strategic acumen, policy fluency, and enduring commitment to Africa's growth through the business events industry.



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Ms. Nelly Mukazayire

Rwanda's Minister for Sports and Former CEO, Rwanda Convention Bureau

Recognised with the Public Service Award at the Africa MICE Awards 2025
Nelly Mukazayire - Exemplary Leadership in Advancing Africa's MICE

At the Africa MICE Awards, the Public Service Award recognises public sector leaders whose policies, programmes, and initiatives have strengthened Africa's standing as a competitive global MICE destination.

This year, the honour was proudly bestowed upon Ms. Nelly Mukazayire, Rwanda's Minister for Sports and former Chief Executive Officer of the Rwanda Convention Bureau (RCB), a leader whose strategic vision and commitment to excellence have profoundly shaped Rwanda's position in the continental and global MICE arena.

Ms. Mukazayire's journey is one defined by purpose, service, and impact. A trained economist and accomplished public administrator, she has spent most of her career within Rwanda's public institutions, where she has played a pivotal role in advancing the nation's economic and tourism agenda.

Her tenure at the Rwanda Convention Bureau marked a transformative period for Rwanda's MICE sector. Under her leadership, RCB elevated Rwanda's reputation as one of Africa's top business events destinations, attracting international conferences, exhibitions, and high-level meetings that showcased the country's world-class infrastructure and efficiency.

The MICE sector's contribution to tourism revenue grew impressively under her guidance, from 15% in 2017 (USD 42 million) to a projected USD 74 million in 2018,

signalling Rwanda's emergence as a leading meetings destination on the continent.

Beyond her work at RCB, Ms. Mukazayire has held several key leadership roles in government, including Deputy CEO of the Rwanda Development Board (RDB), Deputy Chief of Staff in the Office of the President, and Policy Researcher in the Prime Minister's Office. Each role reflected her unwavering dedication to public service and her ability to align policy with national development goals.

In 2024, her leadership journey reached new heights with her appointment, first as Permanent Secretary and later as Minister of Sports, where she continues to champion strategic initiatives that harness sports and events to drive social cohesion, youth empowerment, and economic growth.

Her recognition with the Public Service Award is both a celebration of her outstanding contributions and a reflection of the critical role public leadership plays in shaping Africa's MICE ecosystem. Through her vision, diligence, and commitment, Nelly Mukazayire exemplifies how transformative governance can elevate not only a nation's brand but also the continent's collective competitiveness on the global stage.

As Africa continues to strengthen its MICE footprint, leaders like Ms. Mukazayire stand as powerful examples of what is possible when innovation, policy, and passion intersect in the service of a greater goal.



Financial Literacy For Kids



The Kidpreneur Innovation Hub is a pioneering platform dedicated to nurturing the next generation of innovators and entrepreneurs. Established to empower children and teens aged 7–17, the Hub provides a dynamic environment where young minds can explore creativity, build financial literacy, and develop business skills that prepare them for the future.



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SUSTAINABLE AND GREEN INNOVATION

The Green Events Checklist: Lessons from Zuri Events

By Cynthia Mithamo



For a long time, sustainability in event management has been treated like a formality. We print programs on recycled paper, offer refillable water stations, donate leftover food, and call it a win. But that approach no longer works in today's fast-changing corporate world. The truth is, sustainability has to move from being a nice add-on to becoming a defining part of how we plan and deliver events.

In Kenya and across the East African business space, more organizations are realizing that sustainability is not just about environmental awareness. It is about long-term growth, reputation, and purpose. For institutions that finance development or lead in innovation, how they show up in their events says a lot about their values.

At Zuri Events, we see green event leadership as the natural next step. It is not only about reducing waste. It is about rethinking how we design experiences that are responsible, efficient, and memorable.

Take something as simple as registration. Instead of printing hundreds of badges and paper lists, we now use QR codes that make check-in seamless and waste-free. We use digital screens instead of single-use banners and encourage the use of reusable glass water bottles in place of plastic. Small changes like these might seem minor, but when applied consistently, they create ripple effects that lead to less waste, lower costs, and a stronger sustainability story for every brand involved.

We also believe in keeping our impact local. Working with nearby artisans, caterers, and suppliers not only reduces emissions from transport but also strengthens local economies. It ensures that every event leaves behind a footprint that

supports people and communities, not just a temporary venue setup. Making this transition to green event leadership comes with real benefits. It aligns companies with Environmental, Social, and Governance (ESG) goals, reduces reputational risk, and often saves money through better resource use. More importantly, it shows intention and a willingness to do things differently and lead by example.

At Zuri Events, we are proud to be part of this shift. We see ourselves as Sustainability Advocates, helping our clients go beyond compliance and embrace event practices that reflect who they truly are: responsible, forward-thinking, and ready for the future.

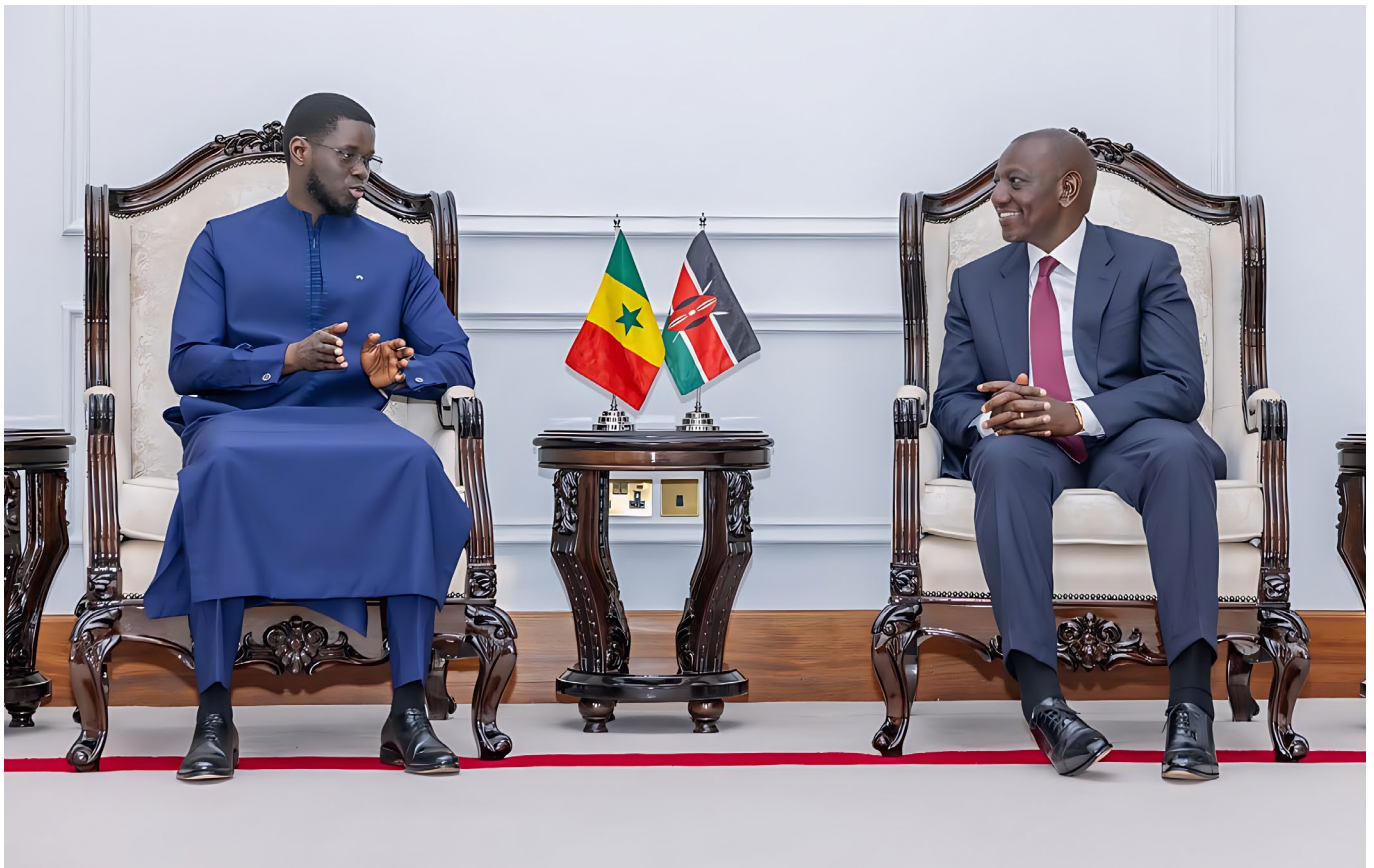
Because the future of events is not about how grand they look. It is about how gracefully they sustain the world around them.



At Zuri Events, we see green event leadership as the natural next step. It is not only about reducing waste. It is about rethinking how we design experiences that are responsible, efficient, and memorable. Take something as simple as registration. Instead of printing hundreds of badges and paper lists, we now use QR codes that make check-in seamless and waste-free.

Visa-Free Moves in Africa are Powering Trade and Investment

Over the past decade, a growing number of nations have implemented visa-free restrictions for African passport holders, adopted broad visa-on-arrival policies or rolled out e-visa systems to facilitate regional travel. Some countries lead in visa openness; others are advancing selective bilateral agreements aimed squarely at lifting trade and tourism. Collectively, these steps help bring together markets that historically have been segmented by administrative barriers.



Several African countries have already introduced broad visa-free regimes for African nationals or substantially eased entry rules in recent years. Benin, Gambia and Seychelles are among the most visa-open African countries. Rwanda, on the other hand, announced an open policy for African travellers and other countries with visa-on-arrival/electronic travel authorisation (eTA) arrangements.

In January 2025, Ghana officially launched a policy allowing visa-free entry for all African passport holders, becoming the fifth African nation to do so. The policy is intended to simplify travel and promote integration across the continent. In July 2025, Kenya removed visa requirements for citizens of most African countries, replacing a previous system that required an eTA for many African travellers.

The most recent visa-free travel agreement is between the Governments of Kenya and Senegal, which became effective on 21st October 2025, allowing citizens of both countries to visit each other for up to 90 days without a visa. This arrangement links East and West Africa, removing administrative barriers for businesspeople, entrepreneurs, students, and cultural exchanges.

At the 2025 COMESA Summit, Kenya's leadership used the platform to advocate for reduced visa barriers among member states. A proposition that, if implemented at scale, would change how trade and investment missions operate in the eastern and southern African corridor.

Lowering intra-COMESA travel friction makes cross-border due transfers faster and less costly, expands the catchment for trade fairs and conventions, and encourages more frequent investor roadshows.



Visa liberalisation underscores the importance of MICE. For example, organisers can design truly regional programmes knowing that delegates from neighbouring countries will be able to attend.

Visa liberalisation underscores the importance of MICE. For example, organisers can design truly regional programmes knowing that delegates from neighbouring countries will be able to attend. Destinations can attract international exhibitions and conventions with the promise of straightforward regional access. Additionally, investors can move more swiftly, reducing the soft costs of entering new markets.

The connection between trade agreements, diplomatic outreach and MICE activity is circular. Governments and private promoters use high-quality conventions, expos and buyer-seller forums to showcase investment pipelines, present public-private partnership opportunities and host curated investor delegations. Visa ease multiplies the reach and impact of those events by enabling a wider and more representative set of attendees.

For Africa's MICE professionals, this moment is an invitation: to design regional events that exploit newfound mobility, to craft buyer programmes that close deals, and to help nations turn access into investment and jobs. With proper planning and partnerships, the free movement of people can become the free movement of capital, technology and opportunity across the continent.

The Future of Event Logistics and Security: Four Pillars for Success

By Bilgram Kagali and BNK Logistics



In the evolving world of events management, logistics and security are the cornerstones of a successful event. As technology advances and attendee expectations grow, organisers must adopt innovative strategies to ensure seamless operations and robust safety measures. This article explores four key technological trends shaping the future of event logistics and security.

Proactive logistics with IoT and AI

Gone are the days of reactive logistics management. The future lies in predictive and proactive planning. By leveraging the Internet of Things (IoT), organisers can track equipment, vehicles, and resources in real time, ensuring everything is in place when and where it is needed. For example, IoT-enabled sensors can monitor the condition of perishable goods or the

location of critical assets, reducing delays and minimising costs.

Artificial Intelligence (AI) takes this a step further by analysing historical data and current conditions to optimise routes, predict potential bottlenecks, and allocate resources efficiently. In doing so, it improves operational efficiency and helps deliver a smoother experience for attendees and organisers alike.

Biometric authentication for seamless security

The future of event security is personalised, seamless, and highly efficient. Biometric authentication, such as facial recognition and fingerprint scanning, is replacing traditional ticketing systems. This technology speeds up entry processes while enhancing security by ensuring only authorised individuals gain access.

For high-profile events, biometric systems can be integrated with AI to detect and flag potential threats in real time. For instance, facial recognition can identify individuals on watchlists or monitor crowd behaviour for signs of unrest. This combination of convenience and security is setting a new standard for event safety.

AI-powered threat detection and crowd management

Managing large crowds is one of the most complex challenges in event logistics and security. AI-powered threat-detection systems are transforming how organisers approach safety. These systems analyse data from surveillance cameras, social media, and other sources to identify potential risks before they escalate.

For crowd management, IoT-enabled sensors and AI-driven analytics provide

real-time insights into crowd density and movement. This data helps optimise traffic flow, prevent bottlenecks, and ensure compliance with safety regulations. In emergencies, these systems can quickly and efficiently guide attendees to safe exits, minimising risks and enhancing overall safety.

Sustainability in logistics and security

Sustainability is no longer a buzzword but a necessity. Event organisers are increasingly adopting eco-friendly practices to reduce their environmental impact. In logistics, this includes using electric vehicles for transportation, optimising routes to minimise fuel consumption, and reducing waste through smart resource management.

In security, energy-efficient systems and digital solutions are replacing paper-based processes. For example, digital ticketing and blockchain-based data management not only enhance security but also reduce the need for physical materials. By integrating sustainability into logistics and security, the events industry can set new standards for responsible event management.

The future of event logistics and security is being shaped by technology, innovation, and a commitment to sustainability. By embracing IoT and AI for proactive logistics, biometric authentication for seamless security, AI-powered threat detection for crowd management, and sustainable practices, organisers can stay ahead of the curve and deliver exceptional experiences.

As the industry continues to evolve, these four pillars will ensure that events are not only efficient and secure but also aligned with the values of a rapidly changing world. The future of events is here—let us embrace it with confidence and creativity.

Youths are Inventing to Enhance the Tourism Industry

By Alfred Mwangi K



Principal Secretary, Ministry of Tourism & Wildlife, Republic of Kenya interacting with the Future Leaders Forum Exhibitors at the Africa MICE Summit 2025.

When over a hundred young innovators gathered at the *Future Leaders Forum (FLF) 2025* at Utalii College, Nairobi, it was not just another event; it was a spark moment. Themed “*Innovating the Future: Youth-Driven*

Solutions for Africa’s MICE and Tourism Growth”, the forum made one thing clear: Africa’s meetings, incentives, conferences, and exhibitions (MICE) industry is entering a new digital era, one powered by youth-built innovation.

Africa's tourism and MICE sectors are evolving fast. The next frontier is not about building more venues but about building smarter systems. The continent's young generation is merging creativity with tech skills to deliver solutions that make event management seamless, destinations more connected, and travel experiences more intelligent.

The spark that shifted my thinking

Not long ago, I sat down with a young developer who had built a complete event management system, registration portal, business-to-business networking, real-time analytics, exhibitor dashboards, and mobile check-ins, everything working flawlessly. No imported templates. Just raw, homegrown innovation.

That conversation reminded me that we are sitting on a goldmine of talent. Across Kenya and beyond, youth are quietly building event-tech solutions that could power national and regional tourism strategies, digitising logistics, tracking engagement, and connecting event attendees to local travel experiences. It is innovation that is not theoretical; it is real, built, and ready.

From code to conferences: Youth-built solutions Taking shape

Across the continent, youth-led startups and student innovators are shaping how events and tourism will run in the next decade. From digital registration systems to mobile guest engagement tools and feedback analytics dashboards, their prototypes are redefining what "efficient" means in the African MICE space.

Many of these innovations focus on solving contextual challenges, connectivity gaps, cost barriers, and accessibility. They are lightweight, mobile-first, and designed for the realities of African users. This kind of



Africa's tourism and MICE sectors are evolving fast. The next frontier is not about building more venues but about building smarter systems. The continent's young generation is merging creativity with tech skills to deliver solutions that make event management seamless, destinations more connected, and travel experiences more intelligent.

tech is not just catching up to the global market, but in many ways, it is leading by example, building inclusively and affordably for scale.

The tech volution ahead: AI, AR and recognition systems

Here is where the future gets even more exciting. The next wave of MICE transformation will not just be digital, it will be intelligent. Artificial Intelligence (AI), Augmented Reality (AR), and recognition technologies are already redefining what is possible.

Imagine stepping into a conference where facial recognition checks you in within seconds, where AR navigation helps attendees locate sessions or exhibition booths, and where AI chatbots answer questions in real-time and even suggest people to network with based on shared interests.

YOUTH INNOVATION

These are not sci-fi concepts anymore; they are real systems already being tested across global events, and Africa is not far behind. In South Africa, the Tourism Technology Grassroots Innovation Programme (TTGI) is backing young innovators developing AR tools for virtual destination previews and AI models to enhance guest experience in hospitality.

Meanwhile, in Kenya, young developers are prototyping AI-driven event assistants that automate scheduling, ticketing, and data reporting. Tools that can make event planning faster, safer, and data-rich for organisers. Once these integrate into the MICE ecosystem, the impact will be massive: smoother operations, enhanced security, and immersive tourism experiences.

Why youth are the key

Young innovators bring more than tech; they bring contextual intelligence. They know the realities of connectivity challenges, mobile behaviour, and regional culture. Their builds are agile, adaptive, and user-centred.

However, what they need is access. Access to funding, mentorship, and live collaboration with industry stakeholders. Imagine if every major summit, expo, or conference in Africa ran on youth-built software, locally hosted, AI-enhanced, and tourism-integrated. That is not a dream. That is a strategy.

The big Picture

FLF 2025 gave us a clear preview of that reality. Students pitched systems ranging from AI-powered safety solutions for tourists to sustainability tracking tools for hospitality. It was not just another learning event; it was proof that Africa's next big MICE tech is already in development, built by young minds who understand both innovation and purpose.

If the industry opens its doors, giving youth a chance to build, test, and scale, the continent could lead the global shift toward smart, tech-enabled tourism.

The future is youth-built

Africa's next global-standard MICE platform? Youth-built.

The next AI concierge for event guests? Youth-built.

The next AR-powered tourism experience? Definitely youth-built.

The future of tourism tech is not waiting. It is being coded right now, in campus labs, startup hubs, and late-night innovation spaces across Africa.

And if *Future Leaders Forum 2025* taught us anything, it is this: Africa's youth are not preparing for the future. They are already engineering it.



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WOODNORK GREEN

Woodnork Green (WNG) is a leading Kenyan branding agency dedicated to transforming ideas into powerful brand experiences. Strategically based just outside Nairobi, we combine creativity, craftsmanship, and innovation to deliver outstanding branding solutions that resonate long after the event ends.

Company Expertise

Our expertise spans fabrication of branding structures, large-format and digital printing, corporate merchandising, and thoughtfully curated gifting. Whether you need striking event installations, customised signage, or premium promotional items, we bring bold ideas to life with impact and style.

We pride ourselves on being a reliable partner for the MICE industry, helping brands stand out in competitive markets through tailor-made solutions.

Guided by our core values; **creativity, teamwork, sustainability, quality and reliability**, we work collaboratively with clients to craft distinctive branding that enhances visibility, engages audiences and creates lasting impressions.

Our eco-conscious approach includes using sustainable materials, energy-efficient processes and recycling initiatives, supporting both our clients' and our own environmental commitments.

TRAVEL & ACCOMODATION

The Rise of the Bush Conference: Kenya's Corporate Meetings in the Wild

By Harriet James, Travel and Conservation Reporter

A herd of elephants is wading through a river in a savanna landscape. The elephants are of various sizes, including adults and young calves. They are moving from left to right across the frame. The water is a muddy brown color. In the background, there is a line of green trees and bushes, and distant hills under a sky with scattered clouds. The lighting suggests it might be late afternoon or early morning.

In recent years, a refreshing new trend has taken root in Kenya's corporate travel scene—one that trades fluorescent boardrooms for golden savannahs, plastic name tags for sundowners by the campfire, and the hum of projectors for birdsong at dawn. The “bush conference,” as it is fondly called, is redefining how meetings, retreats, and strategy sessions are held.

Across Kenya's wilderness lodges and national parks, organisations are choosing to host business gatherings where wildlife, fresh air, and panoramic views are as much a part of the agenda as quarterly reports and PowerPoint slides.

Kenya offers a perfect mix of accessibility, authenticity, and adventure for corporate events. A short drive or charter flight from Nairobi lands executives in some of the most breathtaking wilderness settings, yet with all the trappings of modern conferencing: WiFi, projectors, comfortable meeting rooms, and fine dining. It is a balance few destinations achieve so seamlessly.

"There is a growing trend for companies from around the world to hold their conferences and meetings in the African bush. It's not just a novelty, it's a shift in how we approach creativity, collaboration, and wellbeing at work," notes the World Travels Market 2025 report.

From Tsavo, Naivasha, Laikipia, Amboseli to the Maasai Mara, Kenya's safari lodges are positioning themselves as corporate sanctuaries, places where strategy and storytelling unfold side by side under vast African skies. The wilderness has always been a teacher, and now, it is also becoming one of the most inspiring boardrooms in the world.

Among the pioneers of this movement is Sopa Lodges Kenya, a brand that has transformed safari hospitality into a well-rounded business experience. Their promise is simple yet alluring: *Meetings, Incentives, Conferences & Exhibitions in the wild*. From Masai Mara Sopa Lodge, Amboseli Sopa Lodge to Samburu Sopa Lodge, the brand blends professional facilities with authentic safari adventure.

Imagine breaking for tea while watching giraffes graze in the distance, or wrapping up a strategy session before heading out on a late afternoon game drive. The lodges come equipped with meeting rooms, audiovisual setups, and curated team-building experiences such as bush breakfasts, Maasai-themed dinners, and fireside storytelling under a starlit sky.

In Tsavo East National Park, Voi Safari Lodge has also become a favourite among companies seeking intimate and inspiring meeting spaces. Its naturally bright and airy conference hall accommodates 30 to 50 delegates and offers WiFi, LCD projectors, public address systems, and writing materials.

Here, the setting itself becomes part of the experience. Delegates can step out from serious boardroom discussions to panoramic



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decks overlooking elephants at a nearby waterhole. It is conferencing with a view, literally, and a reminder that productivity doesn't have to happen in enclosed spaces.

The appeal of bush conferencing lies in its ability to blend business purpose with the rejuvenating power of nature. The open air, birdsong, and sight of wildlife grazing beyond the lodge lawns create an atmosphere that sparks creativity and collaboration. The change in scenery helps teams think differently, free from the rigidity of city offices and fluorescent lights.

Team-building also happens naturally here. Shared experiences like bush breakfasts, evening bonfires, or guided walks build



connection and trust in ways formal exercises rarely do. These settings make meetings memorable; a presentation followed by elephants crossing the horizon lingers far longer than one in a typical hotel ballroom.

Kenya's competitive edge lies in its combination of convenience and wilderness. With a well-developed tourism infrastructure, good roads, and domestic flight connections, it is easy to reach destinations that feel completely removed from city life. Yet once there, the silence, the stars, and the rhythm of nature remind delegates that they are far from the boardroom. It is this seamless balance of accessibility and escape that makes Kenya stand out from other conference destinations.

Of course, hosting a conference in the wild comes with its own considerations. Lodges must ensure reliable electricity, strong connectivity, and comfortable amenities without losing the authentic bush experience. For organisers, it is about striking a balance, maintaining professionalism while embracing the adventure.

Travel logistics also require planning, especially for lodges farther into the parks, which may require charter flights or longer road transfers. Agendas must account for daylight hours and allow time for safari excursions, which are often the highlight of the trip. And while WiFi might not always match city speeds, many organisers find that the slower pace enhances focus and creativity.

Sustainability has also become a key part of the bush conferencing conversation. Many corporations now prefer venues that practice responsible tourism, from using solar power and reducing plastic



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waste to supporting local communities and wildlife conservation. Choosing eco-conscious lodges allows companies to align their events with their values, ensuring their presence in these fragile ecosystems benefits both people and nature.

As remote and hybrid work continue to shape how companies operate, the demand for experience-driven meetings is only growing. Kenya's bush conference model is adapting to this evolution. Lodges are introducing dedicated "work and wild" packages that blend professional conferencing facilities with nature-based wellness sessions, cultural experiences, and curated safaris. The result is a more holistic approach to business travel, one that values creativity, mental health, and shared experience as much as productivity.

A high-angle, wide shot of a large sports stadium. The stadium is mostly empty, with rows of blue and white seats visible. The roof is a complex, multi-tiered steel structure with a translucent, ribbed covering. The sky is a clear, bright blue. The text "SPORTS" is in the top left corner, and the main title is in the upper right. The author's name is in the lower right.

SPORTS

Versatile Sports Infrastructure is on the Rise and MICE is at the Centre of it

By Susan Agoi

Global, continental, and domestic sports events have seen increased investment in sports infrastructure, creating tangible opportunities for the MICE industry. Stadiums that were once built purely for sport are now being reinvented as multipurpose venues with the capacity, hospitality and technology required for business events.

Modern stadiums have large seating capacity, adaptable seating tiers, corporate hospitality suites, high-speed connectivity, LED screens, hospitality lounges, conference rooms, and ancillary spaces. These features enable stadiums to host not only football matches and athletics, but also major trade shows, business summits, product launches, corporate gala dinners, and large-scale conventions.

Recurring sports events such as the FIFA World Cup, the Africa Cup of Nations (AFCON), and the Premier League create demand for venues with scale, technology, hospitality, and connectivity. When a country or region bids to host, for example, a World Cup or continental tournament, the legacy often includes upgraded stadiums, improved transport links, hotels, digital infrastructure, and event-ready facilities. This infrastructure, in turn, enables the hosting of MICE-type events, turning the sports economy into a broader event economy.

Sports have a natural inclination toward investment. The year 2034 is close to a decade away, yet Saudi Arabia is planning to build the King Salman Stadium, with a capacity of over 92,000, ahead of the 2034 World Cup. Features include VIP lounges, gardens and rooftop walking paths. In Africa, the FNB Stadium in Johannesburg, South Africa, is one of the continent's largest stadiums, with a seating capacity



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of over 90,000, initially rebuilt for the 2010 World Cup and now hosting football, concerts, and large-scale events.

Besides their large capacity, sports stadiums offer unique, non-traditional venues for MICE. The serene outdoor setting provides memorable experiences for attendees. Additionally, the distinctive environment and social significance of a sports stadium can be a major draw for conferences, gala dinners, product launches, and other corporate events.

The integration of the sports industry and the MICE sector has even led to the strategic concept of Sport MICE, which leverages major sporting events and infrastructure to drive business engagement, attract investment, and develop tourism. Utilising stadiums for MICE events on non-match days also helps generate revenue beyond the core sports seasons, maximising the return on investment for the facility.

For MICE, this convergence presents a strategic moment and new opportunities to invest in stadium-based event offerings, collaborate with sports-facility managers, and tap into the trend of high-capacity modern venues in emerging markets.

AKBE: UNITING KENYA'S MICE INDUSTRY THROUGH COLLABORATION, POLICY, AND PURPOSE



The Association for Kenya Business Events (AKBE) is increasingly the connective tissue of Kenya's MICE economy—aligning hotels, venues, PCOs, DMCs, AV firms, exhibitors, airlines, universities, and destinations behind a single promise: Kenya delivers world-class meetings with African warmth and operational discipline. In a fragmented marketplace, AKBE's mandate is inspirational; set standards, build capacity, advocate smarter policy, and aggregate market intelligence so government and industry can row in the same direction.

From a private-sector lens, AKBE reduces friction and raises the bar. It offers a neutral platform for competitors to co-design solutions, including service charters, dispute-resolution norms, sustainability guidelines, and a national supplier directory. Continuous professional development, practical toolkits, and peer learning close skill gaps for SMEs without big-company training budgets. Equally important, AKBE's aggregated demand signals help hotels, venues, and specialist suppliers right-size inventory, price more confidently, and invest in the kit; staging, connectivity, translation and security that wins international business.

On the government side, AKBE is a trusted counterpart that speaks with one voice for the industry. The association convenes policy roundtables across tourism, immigration, transport, trade, and security, so visas, temporary imports (ATA Carnets), event safety, and airlift are treated as part of a single customer journey rather than siloed files. It champions a predictable national events calendar, incentives for shoulder-season business, streamlined permitting, and measurement frameworks that let Treasury and counties see the fiscal multiplier of MICE. When the public sector needs rapid feedback on draft regulations or infrastructure priorities, AKBE delivers structured, evidence-based market inputs.

Data is AKBE's biggest unlock. By standardising post-event reporting and championing a Kenya-specific economic-impact model, the association moves decisions from anecdote to evidence. Destination managers get demand heatmaps; counties can justify investment in convention precincts and last-mile infrastructure; and policymakers can benchmark Kenya against continental peers. The same data underwrites legacy and sustainability programs; tracking local supplier spend, youth internships, carbon footprints, and knowledge transfer, so events leave measurable benefits, not just memories.

Collaboration is the operating system. AKBE brokers MoUs between counties and national agencies, aligns marketing with the national destination brand, and packages sectoral congresses (agriculture, health, fintech, creative industries) that mirror Kenya's growth priorities. With airlines and airports, it co-creates bid dossiers that combine route connectivity with competitive fares. With universities, it seeds ambassador networks to attract association congresses. With city managers, it pilots "event-ready" precinct standards; cleaner streets, smart signage, reliable bandwidth, that improve resident life as much as delegate experience.

Looking ahead, AKBE's agenda is unapologetically ambitious: codify a Kenya MICE Code of Practice, roll out a national skills accreditation pathway, operationalise a one-stop Events Desk for permits and customs, and scale a digital marketplace that matches international planners to vetted suppliers in real time. The goal is not simply more events but better events—high-value meetings that leave skills, supply-chain opportunity, and policy innovation in their wake. In short, AKBE turns coordination into a competitive advantage, leveraging Kenya's innate hospitality and strategic location to build a durable business events powerhouse.



About Us

Ignite Trade Africa is a Pan-African platform committed to advancing trade, entrepreneurship, and sustainable business growth across the continent. We empower businesses—especially SMEs and youth-led enterprises—to access markets, build capacity, and unlock opportunities that drive Africa's economic transformation.

Operating at the intersection of policy, investment, and enterprise development, Ignite Trade Africa leverages the MICE industry to convene stakeholders, foster collaboration, and inspire action. Through trade fairs, business summits, exhibitions, and capacity-building workshops, we curate dynamic experiences that bring together entrepreneurs, investors, policymakers, and development partners to shape Africa's trade and innovation agenda.

Our events serve as gateways for SMEs and entrepreneurs to showcase products, access mentorship, and connect with markets, while also providing governments and institutions with platforms to advance policy dialogue, forge partnerships, and mobilize investment. By combining thought leadership with practical opportunities, Ignite Trade Africa ensures that every engagement delivers lasting impact.

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