

AFRICA MICE INVESTORS & STAKEHOLDERS ROUND TABLE

PROGRAMME



DATE

Tuesday,
21st July 2026



TIME

7:30 AM –
11:00 AM



VENUE

Trademark Hotel,
Nairobi, Kenya



FORMAT

Invite-Only
Strategic Breakfast
Roundtable

7:30 AM – 8:00 AM	THE CONVERGENCE – Arrival, Registration & Executive Networking Breakfast
8:00 AM – 8:15 AM	SETTING THE COMPASS – Africa's MICE Investment Imperative: Why Now, Why Us
8:15 AM – 8:30 AM	THE BIG PICTURE – From Events to Economics: Repositioning MICE as Africa's Next Investment Frontier
8:30 AM – 9:15 AM	BUILDING THE STAGE – Infrastructure, Destinations & the Architecture of Africa's Business Events Future
9:15 AM – 10:00 AM	POWERING THE ECOSYSTEM – Technology, Talent & the Innovation Engine Driving Africa's MICE Competitiveness
10:00 AM – 10:30 AM	UNLOCKING THE CAPITAL – Investment Pipelines, Partnerships & Financing Africa's MICE Ambition
10:30 AM – 10:50 AM	THE NAIROBI COMMITMENT – Actionable Outcomes, Strategic Pledges & the Road to the Africa MICE Summit 2026
10:50 AM – 11:00 AM	THE CHARGE FORWARD – Closing Remarks & Group Photo



Attendance is by Reservation.



samuel@zurievents.com

| info@africaMICESummit.org

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+254 705 761 111

CONVENED BY:

AFRICA MICE HUB | AFRICA MICE SUMMIT 2026



◆ EVENT THEME ◆

*Building Africa's Business Events
Ecosystem for **Trade**, **Investment**
and **Innovation***

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