



AFRICA MICE AWARDS 2026

Celebrating Excellence in Africa's Business Events Industry



2nd October 2026



Mombasa, Kenya





RECOGNISING EXCELLENCE ACROSS AFRICA'S MICE ECOSYSTEM

The Africa MICE Awards celebrates outstanding achievements across the continent's meetings, incentives, conferences, and exhibitions sector. Our mission is to drive innovation, investment, and economic transformation.



ECONOMIC DRIVER

Supporting trade, investment,
job creation



EXCELLENCE BENCHMARK

Setting industry
standards



GLOBAL VISIBILITY

Positioning Africa on
the global stage



DRIVING AFRICA'S BUSINESS EVENTS FUTURE THROUGH FIVE CORE THEMES



**1. INNOVATION &
SUSTAINABILITY**



**2. DIGITAL
TRANSFORMATION**



**3. PAN-AFRICAN
EXCELLENCE**



**4. TALENT &
LEADERSHIP**



**5. TRADE &
INVESTMENT**

60+ AWARD CATEGORIES ACROSS 12 SECTIONS

Covering Africa's Entire MICE Value Chain

 A. DESTINATION & GEOGRAPHIC EXCELLENCE — (4) —	 B. CONVENTION BUREAUS — (4) —	 C. VENUES & INFRASTRUCTURE — (5) —	 D. EVENT DELIVERY — (6) —	 E. SUPPLY CHAIN — (7) —	 F. INNOVATION & TECHNOLOGY — (5) —
 G. SUSTAINABILITY & ESG — (3) —	 H. TRADE & INVESTMENT — (3) —	 I. PEOPLE & LEADERSHIP — (7) —	 J. POLICY & INSTITUTIONAL — (4) —	 K. MEDIA & COMMUNICATIONS — (3) —	 L. SPECIAL CONVENOR'S AWARDS — (2) —

From Africa's Leading MICE Destination to Best Green Venue – Excellence Starts Here



DESTINATION & GEOGRAPHIC EXCELLENCE

- ◆ Leading MICE Destination
- ◆ Leading MICE City
- ◆ Best MICE Destination
- ◆ Emerging MICE Destination



VENUES & INFRASTRUCTURE

- ◆ Best MICE Hotel
- ◆ Best Hybrid Venue
- ◆ Best Green Venue
- ◆ Best Airport

Celebrating Innovators, Rising Stars, and Transformational Leaders



INNOVATION & TECHNOLOGY

- ◆ Excellence in Event Technology
- ◆ Best AI Solution
- ◆ Best Hybrid Platform



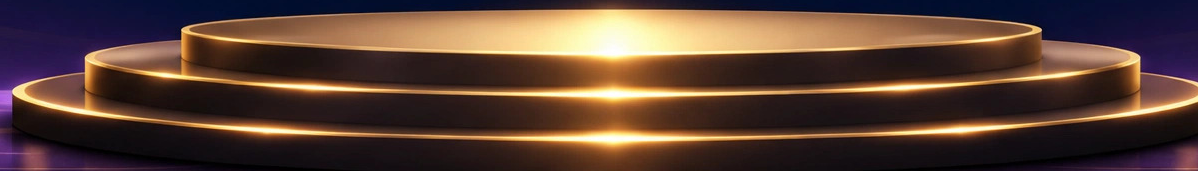
PEOPLE, TALENT & LEADERSHIP

- ◆ Convening Leader of the Year
- ◆ MICE Rising Star
- ◆ Women Leading MICE
- ◆ Best Talent Programme



SPECIAL CONVENOR'S AWARDS

- ◆ Lifetime Achievement
- ◆ Legacy Project



Nominate Today and Unlock Unmatched Industry Benefits



1

INDUSTRY RECOGNITION

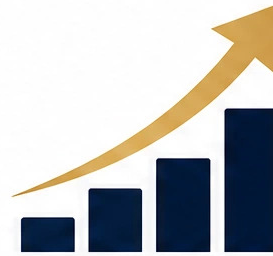
Gain prestigious recognition from peers



2

NETWORKING WITH 500+ LEADERS

Connect with decision-makers and investors



3

BUSINESS GROWTH

Boost brand visibility and attract new business



4

PREMIUM BRANDING

Leverage recognition in marketing year-round



5

MEDIA COVERAGE

Amplify your story across Africa and globally

Your Roadmap to the Africa MICE Awards 2026 — Key Dates & Milestones



03 June

Launch &
Call for Entries



**03 June –
15 July**

Submissions



05 Aug

Shortlist
Announced



06-25 Aug

Public
Voting



**31 Aug –
02 Sep**

Final
Deliberation



2nd Oct

Awards
Gala Night

An Unforgettable Night of Celebration — The Africa MICE Awards Gala



2nd October 2026



Mombasa, Kenya

WHAT TO EXPECT



High-level
government,
CEO & investor
attendance



Continental &
international
media
coverage



Premium
networking
with 500+
leaders



Destination
showcases



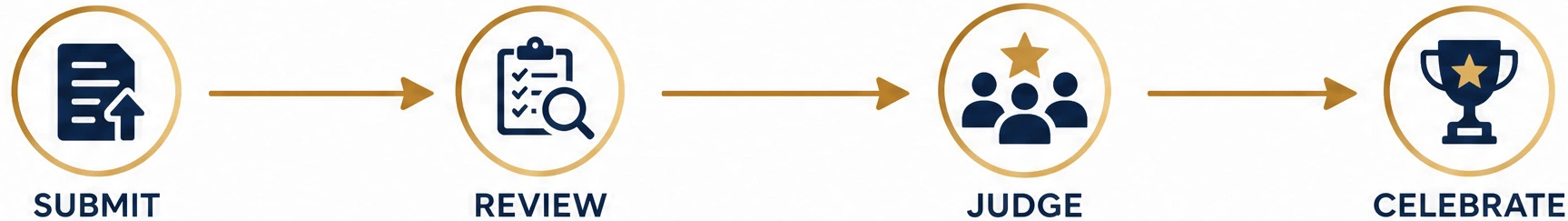
Live
entertainment



Black-tie
dinner



A Transparent, Credible Process Led by Independent Industry Experts



INDEPENDENT JURY PANEL:

- Industry experts
- Government representatives
- Academic institutions
- Private sector leaders
- International MICE professionals
- Sustainability specialists



EVALUATION CRITERIA:

- Innovation & creativity
- Economic impact
- Sustainability & ESG
- Industry influence
- Scalability
- Inclusivity

Partner With Us — Elevate Your Brand at Africa's Premier MICE Awards

Position your brand alongside Africa's most influential business events leaders. Gain unmatched visibility across **54** nations.



PLATINUM SPONSOR \$25,000



GOLD SPONSOR \$15,000



CATEGORY SPONSOR \$10,000



SILVER SPONSOR \$8,000



BRONZE SPONSOR \$4,000

MAXIMUM IMPACT. LASTING VALUE.



Connect with Africa's top business events decision-makers



Amplify your brand across a 54-nation MICE network



Showcase leadership and build industry credibility



Drive business growth and strategic partnerships



Align your brand with excellence, innovation, and impact

Don't Miss Your Moment — Act Now!



NOMINATE

Submit before
15th July 2026



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africa-mice-awards](https://africamicesummit.org/africa-mice-awards)



SPONSOR

Partner for
brand visibility



awards@africaMICESummit.org



ATTEND

Buy your ticket

Individual:
\$100

Table of 8:
\$750



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Excellence. Innovation. Celebration.



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