

Africa MICE Summit 2026

1st - 2nd October 2026

Tembo International Convention Centre,
Mombasa, Kenya

***Building Africa's MICE Ecosystem for Trade,
Investment & Innovation***



**WELCOME TO THE
Africa MICE Summit**



1st - 2nd October 2026



**TEMBO INTERNATIONAL
CONVENTION CENTER**

REGISTER

www.africamicesummit.org



What Is the **Africa MICE Summit**?

Launched in Nairobi, Kenya in 2018, the Africa MICE Summit was founded with a singular vision: to strengthen Africa's competitiveness within the global business events industry. In just eight years, it has grown from a regional dialogue into one of the continent's most consequential annual gatherings.



Policy Dialogue

Convening ministers, regulators and tourism authorities to shape enabling environments for MICE growth across Africa.



Strategic Partnerships

Facilitating high-value connections between governments, airlines, hotel groups, associations and corporate buyers.



Investment Promotion

Connecting destination marketers and convention bureaux with investors and development finance institutions.



Knowledge Exchange

Delivering cutting-edge insights on destination marketing, human capital development and industry innovation.

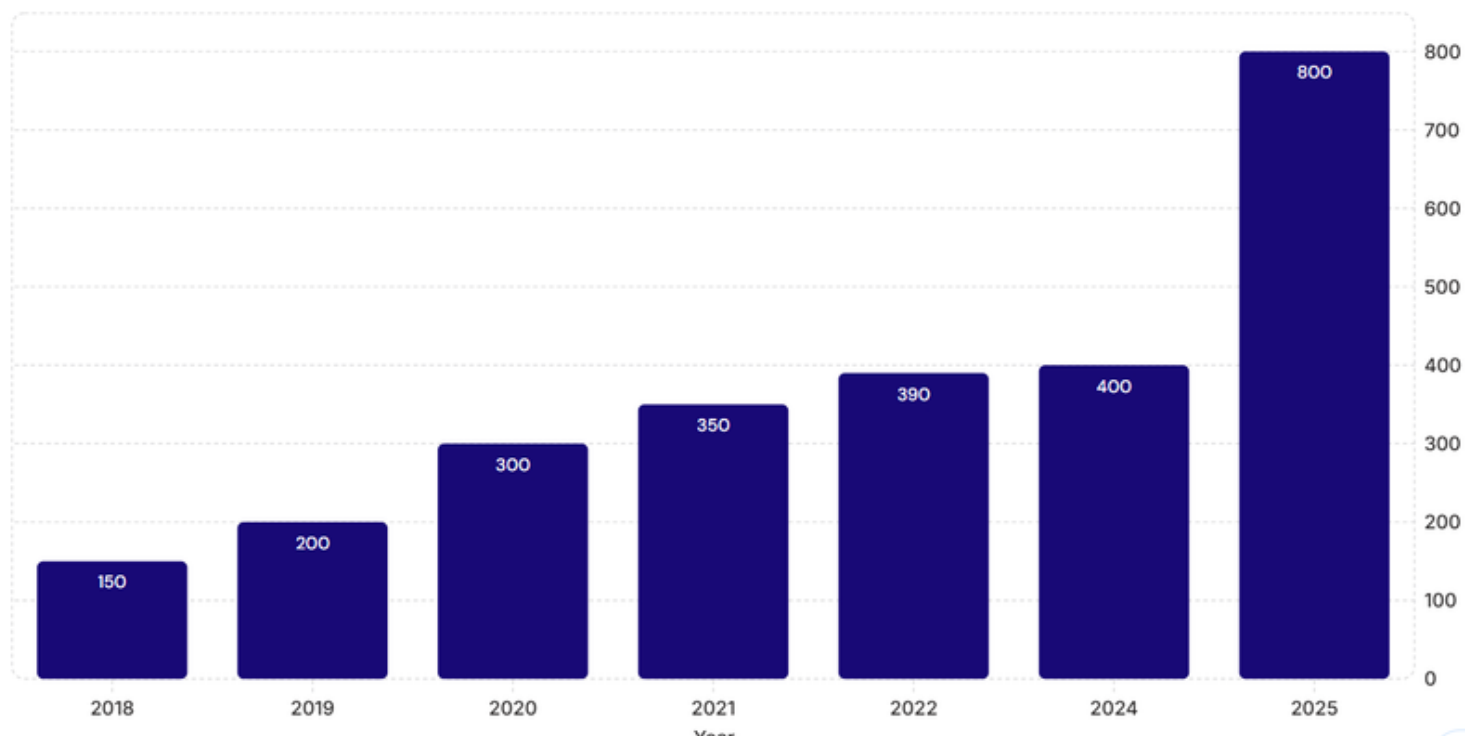
A Platform Supported by Africa's Entire Business Events Ecosystem

The **Africa MICE Summit** is not merely an event—it is an ecosystem. It draws active participation and support from every layer of the business events value chain, ensuring that conversations are grounded in policy, commerce, and practices simultaneously.



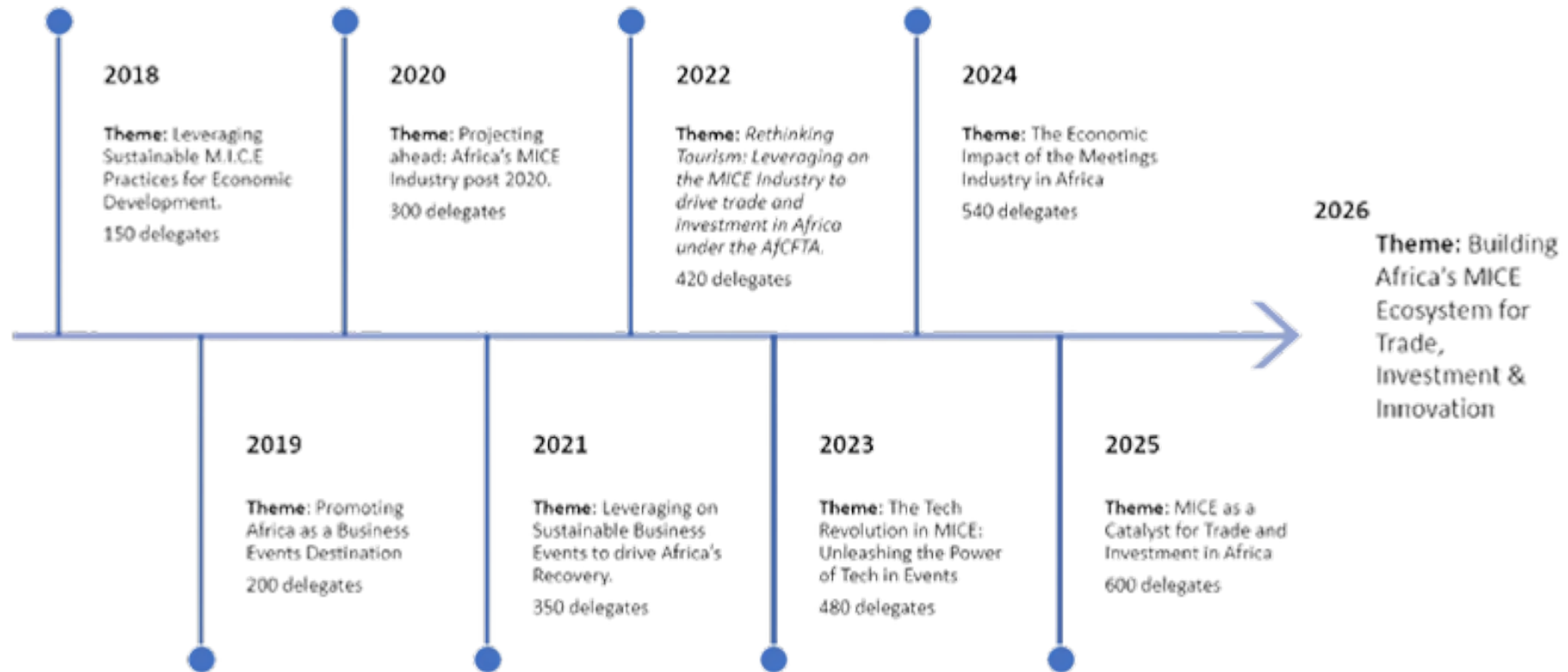
Eight Years of Building Africa's Business Events Ecosystem

From 150 delegates in Nairobi in 2018 to over 800 in 2025, the Africa MICE Summit has delivered consistent year-on-year growth in participation, geographic reach, and continental influence. The 2026 edition targets 500+ delegates across 25+ countries.



Delegate numbers have grown fourfold since inception, with the 2025 Nairobi edition attracting 800 delegates and 45 speakers. The summit's trajectory confirms it's the definitive forum for Africa's MICE industry leaders.

Roadmap of AMS from 2018 to 2026



2018

Venue: **Intercontinental Hotel, Nairobi**

Dates: **29th - 30th November, 2018**

Attendees : **150 delegates**

Nationalities: **6 Countries**

Experts: **18 Speakers**



2019

Venue: **Trademark Hotel, Nairobi**

Dates: **11-13th September, 2019**

Attendees : **200 delegates**

Nationalities : **13 Countries**



2020

Venue: **Virtual**

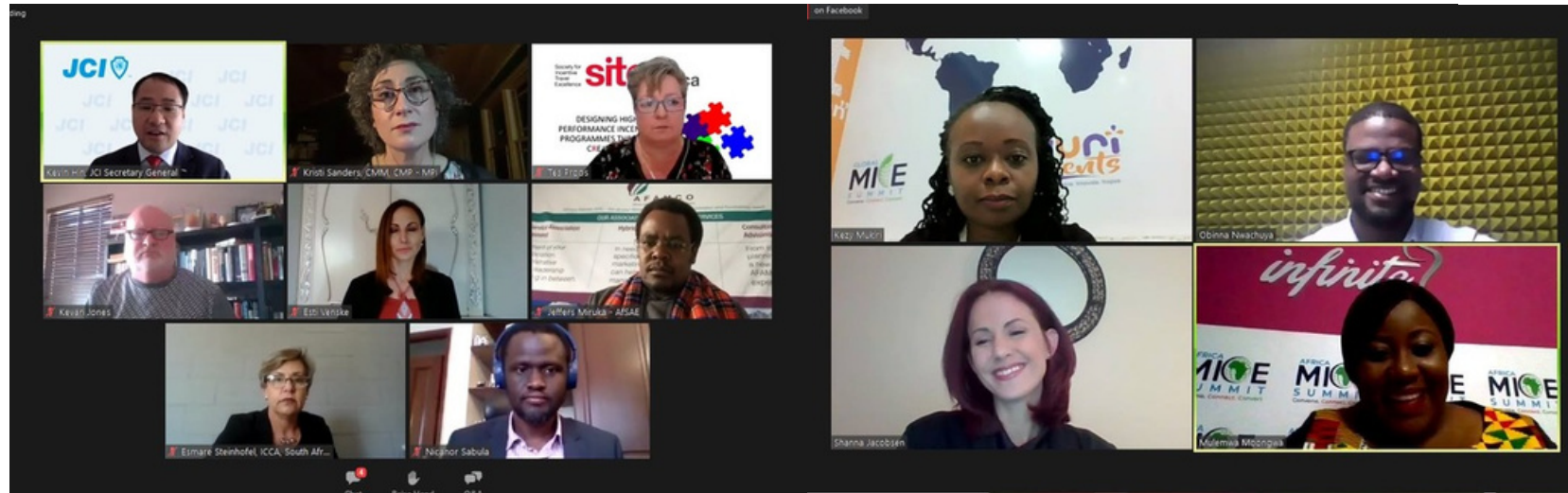
Dates: **9th Sept, 2020**

Attendees: **300 delegates**

Nationalities: **22 Countries**

Experts : **17 Speakers**

Theme: Projecting ahead: Africa's MICE Industry post 2020.



2021

Venue: **Virtual**

Dates: **9th Sept, 2021**

Attendees: **350 delegates**

Nationalities: **19 Countries**

Theme: **Leveraging on Sustainable Business
Events to drive Africa's Recovery.**



The Africa MICE Summit hosts the
AFRICA MICE INDUSTRY
STAKEHOLDERS
ROUNDTABLE:
POLICY MAKERS EDITION

09.09.21



www.africamicesummit.com 2021@africamicesummit.com +254 705 761111 / +254 732 761111



Kezy Maki

Linda Pereira - CPL Events



Dr. Jose da Silva Goncalves



Linda Pereira - CPL Events



Kezy Maki



Linda Pereira - CPL Events



Tes Poos - SITE Africa



Sean Mendes



H.E. Albert Muchanga, Africa Union Comm...

09.09.22

10:00 - 12:00 CAT

#AfricaCollaborates

Join us for the annual Intra-Africa conversation that brings together key stakeholders in the MICE Industry



LEAD DISCUSSANT

"Rethinking Tourism: Leveraging on the MICE Industry to drive trade and investments in Africa under the AfCFTA".



Kezy Mukiri
KENYA



Mulemwa Moongwa
ZAMBIA

HOSTS

The Africa MICE Summit celebrates the AFRICA MICE INDUSTRY DAY with a special panel of TRADE & TOURISM EXPERTS

09.09.22

10:00 - 12:00 CAT

2022

Venue: **Virtual**

Dates: **9th Sept, 2022**

Attendees: **390 delegates**

Theme: *Rethinking Tourism: Leveraging on the MICE Industry to drive trade and investment in Africa under the AfCFTA.*

MICE is emerging as a key tourism sector

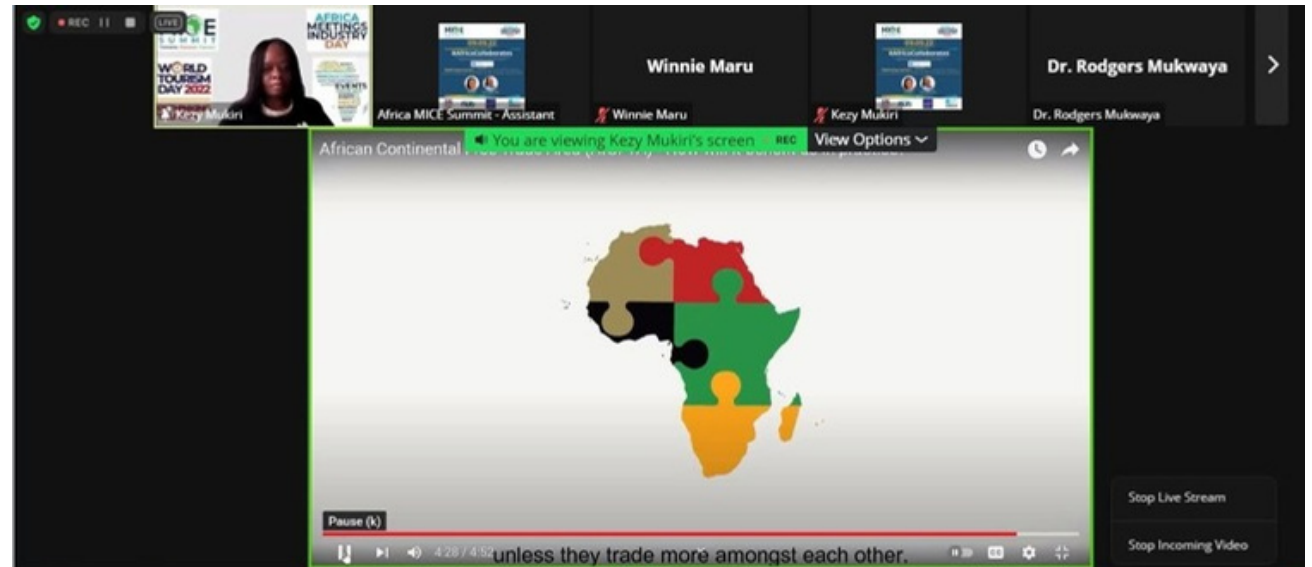
Is part of the tourism industry which...

- ✓ Generates 8.6% of continent's GDP
- ✓ Is labour intensive – 24 million jobs
- ✓ Yields more direct jobs than mining and agriculture

MICE/Business tourism...

- ✓ spending – USD 42 billion in 2019
- ✓ Constitutes about 28% of tourism expenditure
- ✓ Business tourists spend more than leisure counterparts...
- ✓ Is one of the fastest growing tourism sectors
- ✓ Is a high-value-added sector with indirect effects of up to 1:3

Great potential exists but Africa only accounts for 3% of the global MICE industry!



2024

Venue: **Virtual**

Dates: **9th September, 2024**

Attendees: **400 delegates**

#MeetingsMeanBusiness

THE ECONOMIC IMPACT OF THE MEETINGS INDUSTRY IN AFRICA

Join us for a **Lunch n Learn** session as we celebrate the
Africa Meetings Industry Day

  
@zurievents

09.09.24

1PM EAT



Africa MICE Summit 2025: **Back to Face to Face Format**

The 2025 edition at the Kenyatta International Convention Centre (KICC), Nairobi, sets a new benchmark for scale, quality, and influence—confirming the Summit's readiness to host 500+ delegates in 2026.

Participation at a Glance

800

Delegates

45

Speakers

50

Exhibitors

20

Countries

Key Programme Elements

- High-Level Government Participation & Policy
- Dialogue MICE Investors Forum & Roundtable
- Africa MICE Awards Gala
- Destination Showcase Sessions
- Future Leaders Forum (200 Participants)
- Technology & Innovation Sessions
- Sustainability Track
- 11 Innovation Teams Showcased

2025

Venue: **Kenyatta International Convention Center (KICC), Nairobi, Kenya**

Dates: **9th-11th September, 2025**

Attendees: **800 delegates**

Nationalities : **20 Countries**



Africa MICE Summit 2025



Africa's MICE Sector:

The Economic Opportunity

Understanding why MICE is the most powerful catalyst for Africa's tourism and economic transformation.



MARKET CONTEXT

MICE: Africa's Most **Powerful Economic Catalyst**

The global Meetings, Incentives, Conferences, and Exhibitions industry is a multi-trillion-dollar economic sector. In Africa, MICE continues to emerge as the most high-value segment of tourism, delivering far greater per visitor spend, longer stays, and stronger multiplier effects than leisure travel alone.

\$26B

Direct Annual Spending

Generated by Africa's MICE sector across
tourism, hospitality and related
industries



Aviation Growth

MICE drives premium-class air travel demand, incentivising route expansion and connectivity investment.



Urban Development

Convention infrastructure catalyses broader investment in urban regeneration, hospitality and transport.



Trade Facilitation

Business events create measurable trade flows — contracts signed, partnerships formed, markets opened.

360K

Across tourism, hospitality,
logistics, events and ancillary
sectors

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Africa **MICE** Summit **2026**: The Biggest Yet

The 2026 edition of the Africa MICE Summit will be held at the prestigious **Tembo International Convention Centre (TICC)** in **Mombasa, Kenya** — a world-class venue that signals the Summit's arrival as a truly landmark continental event. With a target of 500+ delegates, AMS 2026 will be the most ambitious and impactful edition in the Summit's history.

800+

From across Africa and the global MICE community

25+

Representing the full breadth of the continent

60+

Exhibitions, Showcases & Innovations

60+

Qualified buyers for destination meetings

Who Will Be in **the Room** at **AMS 2026**

The **Africa MICE Summit 2026** brings together the most comprehensive group of business events decision-makers on the African continent. As a Partner, you will be positioned directly before each of these influential stakeholder groups throughout the two- day programme.



Government Leaders

Senior government representatives with tourism, trade, and infrastructure portfolios.



Investors

50+ investors and development finance institutions exploring Africa's tourism infrastructure pipeline



Convention Buyers

Hosted buyers including association executives, corporate planners and incentive buyers



Industry Leaders

Airlines, hotel groups, convention centres, DMCs, technology providers and associations



Tourism Boards

National and city-level destination marketing organizations promoting Africa for international events.



Airlines & Hospitality Groups

Aviation and hotel groups that form the backbone of business travel and delegate experience.



Technology Firms

Companies at the frontier of event technology, AI, and digital transformation in the MICE sector.



Event Organisers

PCOs, DMCs, and event management companies who produce Africa's leading business gatherings.

The Summit Highlights:

The **Africa MICE Summit 2026** features a carefully curated program designed to deliver maximum value to every attendee, from high-level policy dialogue to direct business development opportunities and industry recognition.

High-Level Policy Forum

Ministerial dialogue on enabling environments for MICE growth across African nations.

Infrastructure & Investment Roundtable

Connecting capital with opportunity in venue development and hospitality infrastructure.

B2B Networking Sessions

Structured matchmaking between buyers, suppliers, and strategic partners.

Technology Innovation Showcase

Live demonstrations of the tools and platforms transforming the events industry.

Africa MICE Awards

Celebrating excellence, leadership, and innovation across Africa's business events sector.



Infrastructure & Investment Roundtable:



One of the Summit's most strategically significant sessions is the **Infrastructure & Investment Roundtable** - a **first-of-its-kind platform** designed to directly **connect those who build policy with those who deploy capital** closing the gap between vision and delivery in Africa's MICE infrastructure landscape.

Governments

National and city authorities with infrastructure mandates and investment incentives.

Investors

Private equity, sovereign wealth, and institutional investors seeking MICE opportunities.

Development Banks

Multilateral and continental development finance institutions funding growth.

Convention Centre Developers

Specialized developers delivering world-class conference and exhibition infrastructure.

Hospitality Investors

Hotel groups and hospitality investors expanding Africa's business travel ecosystem.

Innovation & Future Leaders:

The **Future Leaders Innovation Summit** is a **dedicated track** within the Africa MICE Summit program, purpose-built to amplify the voices of Africa's next generation of industry builders. This dynamic session bridges entrepreneurship, technology, and leadership development in the heart of the continent's most important MICE gathering.

1

Startup Innovation

Spotlighting Africa-born startups developing solutions for the global business events and hospitality industry.

2

Youth Leadership

Elevating emerging leaders and giving them a platform to engage directly with senior industry decision-makers.

3

Technology Disruption

Exploring how AI, virtual events, and event-tech platforms are fundamentally reshaping the MICE landscape.

4

Mentorship & Investment Dialogue

Structured sessions connecting startups and future leaders with mentors, accelerators, and venture investors.



Women in MICE:



Women are the backbone of Africa's business events industry, yet their leadership, contributions, and stories remain underrepresented on the continent's most prominent stages. Women in MICE is a dedicated networking and celebration platform within the Africa MICE Summit 2026 program, designed to change that.

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What It Is?

An exclusive, curated networking experience bringing together women executives, entrepreneurs, and rising stars from across Africa's business events ecosystem for an evening of connection, conversation, and celebration.

Why It Matters

By creating intentional space for women's voices, the Africa MICE Summit signals its commitment to inclusive industry growth. This platform inspires the next generation while recognizing the leaders who are already shaping the continent's MICE landscape today.

Hosted Buyer Programme: **Direct Access to Decision - Makers**

The Africa MICE Summit Hosted Buyer Programme is one of the Summit's most commercially valuable features. Through pre-scheduled B2B appointments and targeted networking opportunities, the programme is designed to generate high-value business leads, foster strategic partnerships, and create measurable commercial outcomes for all participating stakeholders.



Association Executives

Regional and international association leaders with mandates to place congresses and conventions in Africa.



Corporate Meeting Planners

Senior corporate event decision-makers from major multinationals operating across Africa.



Incentive Travel Buyers

Buyers of high-value incentive travel programmes, representing premium spend potential.



Conference Producers & DMCs

Event organisers and destination management companies actively scouting new African destinations.

Media & Destination Exposure



IT'S A
MICE WORLD!

DECEMBER 2025-FEBRUARY 2026
FOURTH EDITION

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

Exhibitors & Partners at the Africa MICE Summit benefit from an integrated media and communications campaign that delivers destination exposure across the continent's leading MICE media platforms — before, during, and after the Summit. This is not standard advertising; it is editorial integration within the most trusted voices in African business events.

Africa MICE Hub

Africa's leading digital MICE intelligence platform — feature articles, destination spotlights and news coverage

It's A MICE World Magazine

Pan-African industry publication with reach across tourism boards, convention bureaux and corporate buyers

Africa MICE Forecast

Industry intelligence report distributed to senior MICE industry professionals across the continent

Summit Communications

Website features, programme acknowledgements, social media campaigns, press releases and video interviews

Market Reach:

The Africa MICE Summit is designed to create measurable impact not just during the event itself, but through the networks activated, the deals facilitated, and the policies influenced in its wake. Our expected reach reflects the continental ambition of this platform.

800+

Delegates

Senior industry leaders and decision-makers attending from across Africa and internationally.

20+

Countries Represented

A truly continental gathering spanning North, East, West Central, and Southern Africa.

10+

Media Partners

Regional and international industry media providing coverage before, during, and after the Summit.

5

Summit Tracks

Dedicated program tracks covering **policy, investment, innovation, sustainability and skills development.**

- The Africa MICE Summit 2026 will generate **continental policy engagement**, with outcomes and recommendations shared with governments, development institutions, and international bodies shaping the future of Africa's business events landscape.

Registration Packages

Select your preferred package to join Africa's premier MICE event



Early Bird VIP Experience

\$ 200 USD/Person

Includes

- All summit sessions
- Curated B2B access
- Awards gala entry

Africa MICE Awards Gala

Premium evening celebration

\$100/ person

Includes:

- Awards ceremony access
- Premium dinner
- Premium networking event
- Event program
- Assigned seating

Physical Exhibition Booth

Standard booth package

\$750/ booth

Includes:

- Booth space (3×3 meters)
- 3 exhibitor passes included
- Virtual booth at no extra cost
- Access to exhibitor portal
- Lead retrieval system
- Priority floor plan selection

Association Exhibitor Booth

Member discount rate

\$637.50/ booth

Regular: \$750

Includes:

- Booth space (3×3 meters)
- 3 exhibitor passes included
- Virtual booth at no extra cost
- For KTF, KATO, KAHC, KATA, PERAK members
- Exhibitor portal access
- Lead retrieval system

Virtual Exhibition Booth

Online booth package

\$100/ booth

Includes:

- Virtual booth in digital hall
- Video conferencing with clients
- Digital product showcase
- Live chat with attendees
- Lead analytics dashboard
- Access to all summit sessions

Register today via www.africamicesummit.org

Let's Build the **MICE** Future Together

Africa's business events industry is entering a new era of growth driven by trade integration, infrastructure development, tourism investment, and regional collaboration. The Africa MICE Summit has established itself as the continent's most influential platform driving this agenda.

By partnering with AMS 2026, you will position yourself before Africa's most influential stakeholders and lay the foundation for becoming a continental leader in meetings, incentives, conferences, and exhibitions.

Kezy Mukiri

Founder & CEO

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✔ **Ready to take the next step?** Contact the Africa MICE Summit team to confirm participation.