

AFRICA MICE SUMMIT 2026

OFFICIAL PROGRAMME

1–2 October 2026

Tembo International Convention Centre (TICC), Mombasa, Kenya

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

DAY 1 — THURSDAY, 1 OCTOBER 2026

BUILDING AFRICA'S MICE ECONOMY

Investment • Cities • Destinations • Continental Opportunity

08:00–09:00 | REGISTRATION, EXPO OPENING & NETWORKING

09:30–10:00 | SESSION 1:

OFFICIAL OPENING : BUILDING AFRICA'S BUSINESS EVENTS ECONOMY

Positioning Business Events as a Driver of Trade, Investment, Tourism, Knowledge & Economic Growth

The official opening sets the agenda for AMS 2026 and positions business events as an economic platform connecting tourism, trade, investment, cities, knowledge, talent and international business.

Welcome & Convenor's Remarks: *Kezy Mukiri, Convenor, Africa MICE Summit | Founder, Africa MICE Hub*

Kenya's ambition as a MICE destination: *Betty Ichan –Director Marketing Development, Kenya Tourism Board*

Strategic Partner Remarks: *Hasnain Noorani, Managing Director, Pridelnn Hotels, Resorts & Camps, EBS, OGW*

African Industry Perspective: *Valentine Nashipae, Founder/Managing Director, Cube Africa Group*

Global Industry Remarks: *Nitin Sachdeva, Past President, SITE Global*

Global Associations Industry Remarks: *Frank Murangwa, Regional Director, International Congress and Convention Association (ICCA)*

Chief Guest Remarks & Official Opening: *Mohamed Osman Ali, CECM – Tourism, Culture & Trade, Mombasa County*

10:00–11:15 | SESSION 2:

AFRICA MICE INVESTORS FORUM

THE ECONOMICS OF MICE:

From Economic Impact to Building Africa's MICE Economies

How can African destinations move beyond counting visitors and hotel nights to understanding—and intentionally building—the wider economic value generated by business events? This session intends to explore the economic case for MICE and how cities can use business events to stimulate investment, jobs, enterprise development and destination growth.

KEYNOTE ADDRESS:

The Economics of MICE: From Economic Impact to Bankable Investment

Dr. Kevit Desai, Council Chair, Economic Development & Investment Council (EDIC)

HIGH-LEVEL LEADERSHIP CONVERSATION: BUILDING AFRICA'S MICE ECONOMIES

Leveraging City Assets and Economic Sectors to Drive Business Events, Investment & Growth

LEADERSHIP CONVERSATION:

- **Mohamed Osman Ali**, CECM – Tourism, Culture & Trade, Mombasa County
- **Raymond Ngala**, CECM – Trade, Tourism & Cooperative Development, Kilifi County Government
- **John Paul Okwiri, OGW** — Chief Executive Officer, Konza Technopolis Development Authority (KoTDA)
- **Alhaji Lai Mohammed**, Former Minister of Information & Culture, Federal Republic of Nigeria | Chairman, Board of Trustees & Governing Council, Eko Tourism Foundation, Lagos
- **Geoffrey Mukolwe**, General Manager, Encore Hotel | MICE Ecosystem Builder, Nakuru

Moderator: Kezy Mukiri, Founder Africa MICE Hub

11:15–11:40 | NETWORKING BREAK & EXPO TOUR

Africa MICE Marketplace • Exhibition • Hosted Buyer Connections

11:45–12:45 | SESSION 3:

FROM OPPORTUNITY TO INVESTMENT:

Building Commercially Viable MICE Infrastructure in Africa

INDUSTRY KEYNOTE:

BEYOND THE BUILD: Why Investing in MICE Infrastructure Makes Business Sense

Guy Hedderwick, CEO, QA Venue Solutions, Rwanda

A practical industry perspective on what transforms MICE infrastructure from expensive physical assets into productive, commercially sustainable platforms for business and destination development.

WHAT MAKES A MICE INVESTMENT BANKABLE?

INVESTMENT CONVERSATION:

- **John Kashangaki**, Executive Director, Economic Development & Investment Council
- **Anthony Watere**, General Manager, Centum Real Estate
- **Dr. Princess C. Mutisya**, CEO, CR Advocates
- **Barry Clemens**, Group CEO, HospitalityEQ
- **Varun Arora**, Chief Operating Officer, Pridelnn Hotels, Resorts & Camps

Moderator: *Charles Kamau, Head of Strategic Partnerships & Global Engagements, Kilifi County*

The conversation explores investment pipelines, commercial viability, venue utilisation, hospitality and real-estate economics, investment structures, regulation, risk and the partnerships required to develop Africa's next generation of MICE assets.

12:45–13:05 | DESTINATION AFRICA SHOWCASE I — AFRICA IS READY FOR BUSINESS

A fast-paced showcase of African destinations presenting their evolving MICE propositions, products, infrastructure and opportunities.

13:05–14:00 | AFRICA MICE MARKETPLACE & NETWORKING LUNCH

Hosted Buyer–Seller B2B Meetings • Expo Visits • Product Discovery • Business Connections

14:00–15:00 | SESSION 4:

WINNING BUSINESS FOR AFRICA — DESTINATION COMPETITIVENESS

What Makes an African Destination Globally Competitive?

Africa has world-class destinations, growing infrastructure and increasingly ambitious convention bureaux—but competition for international business events is global. What determines whether an association, corporation or international event organiser ultimately chooses an African destination?

DESTINATION CONVERSATION:

- **Christian Manzi**, Director, Destination Marketing, Rwanda Convention Bureau
- **Brenda Kagwiria**, Director, Mombasa Tourism Council, Kenya
- **Betty Ichan** –Director Marketing Development, Kenya Tourism Board
- **Esther Ndilula**, CEO, Namibia Convention Bureau
- **Farirai Nandipa Mabodza, CEM, CEPA** — CEO, Events Professionals in Zimbabwe (IEPZ).

Moderator: *Doris Rwebangira, Chairperson, ICCA Africa Chapter*

15:00–15:50 | SESSION 5:

ROAD TO KIGALI 2027 - THE ICCA CONGRESS AS AN AFRICAN OPPORTUNITY

Turning the ICCA Congress into a Continental MICE Opportunity

The ICCA Congress comes to Kigali in 2027. Beyond hosting a major global industry gathering, how can Africa use this moment to strengthen associations, destinations, businesses, professionals and the wider continental MICE ecosystem?

OPENING ADDRESS

Senthil Gopinath, CEO, International Congress and Convention Association (ICCA)

LEADERSHIP CONVERSATION:

- **Christian Manzi**, Director, Destination Marketing, Rwanda Convention Bureau
- **Frank Murangwa**, Regional Director, ICCA Africa
- **Valentine Nashipae**, Founder & Managing Director, Cube Africa Group

Moderator: Doris Rwebangira, Chairperson, ICCA Africa Chapter

The conversation explores association development, destination collaboration, African ICCA participation, knowledge transfer, suppliers, young professionals, business development and the potential legacy of Kigali 2027 for the continent.

15:50–16:00 | DESTINATION SPOTLIGHT: RWANDA — ROAD TO KIGALI 2027

Rwanda's Business Events Proposition & Journey Towards ICCA Congress 2027

16:00–16:15 | DAY 1: THE TAKEAWAY — BUILDING AFRICA'S MICE ECONOMY

Mulemwa Moongwa : Head of Strategic Partnerships, Africa MICE Hub

A synthesis of Day 1: *Investment • Cities • Destination Competitiveness • Continental Opportunity*

Unpacking Day 2: *How does Africa compete—and win—in the global business-events market?*

16:10 – 17:00 | NETWORKING & AFRICA MICE MARKETPLACE

Expo Visits • Marketplace • Partner Activations • Business Connections

DAY 2

FRIDAY, 2 OCTOBER 2026

COMPETING FOR THE GLOBAL MICE MARKET

Technology • Sustainability • Incentives • Global Opportunity • People

09:00–09:15 | DAY 2 OPENING & REFLECTIONS

Setting the Agenda for Africa's Next MICE Economy

09:15–10:00 | SESSION 6:

THE AI-POWERED MICE ECONOMY - REDESIGNING BUSINESS EVENTS

How Digital Transformation & Artificial Intelligence Are Reshaping How Africa Competes, Connects & Creates Value

Artificial intelligence is changing how destinations identify opportunities, how organisers understand audiences, how businesses design experiences, how events capture knowledge and how organisations measure value.

For Africa, the opportunity goes beyond adopting new technology. The bigger question is whether digital transformation and AI can help *redesign the continent's business-events economy and create new competitive advantages*.

OPENING PROVOCATION

FROM EVENTS TO INTELLIGENCE

How AI Is Redesigning the Business Events Experience

Francis Njue, CEO, Venura Global

A practical look at how artificial intelligence can transform events from moments in time into sources of intelligence—capturing conversations, surfacing insights and extending the value created by business events beyond the room.

PANEL CONVERSATION

REDESIGNING AFRICA'S MICE ECONOMY THROUGH AI:

Where Can Technology Give Africa a Competitive Advantage?

CONTRIBUTORS:

- **Nitin Sachdeva**, CEO, Venture Marketing | Past President, SITE Global
- **Vamshi Velmajala**, CEO, Snapsight
- **Rukiya Jamal**, Head of Partnerships & Resource Mobilisation, SwahiliPot Hub
- **George Muturi**, Founder, MG Innovation Hub

Moderator: Havar Bauck, CEO, HotelOnline

10:00–10:50 | SESSION 7:

FROM GREEN EVENTS TO CIRCULAR MICE — SUSTAINABILITY IN ACTION

Moving from Commitments to Practical African Solutions

Sustainability commitments are increasing across the global business-events industry. The challenge now is implementation.

OPENING PROVOCATION

From Sustainability Commitments to Operational Reality

Walter Alala : General Manager of Group Operations, La Maison Royale Group of Hotels

SOLUTION SHOWCASES & CONVERSATION

- **Musa Gesimba**, Founder, GreenCEO
- **Terry Aketch**, CEO & Founder, Eco-Yugi
- **Mohammed Athman**, Co-Founder, Rafiki PEPS Limited
- **Pracksidis Wandera**, Sustainable Inclusive Business

Moderator: Judy Kepher, CEO, STTA

The session examines practical African solutions across waste, energy, procurement, circularity and sustainable event operations—and how these solutions can become commercially viable and scalable.

10:50–11:20 | NETWORKING BREAK & INNOVATION EXCHANGE

Africa MICE Marketplace • Exhibition • Product Discovery

11:20–12:10 | SESSION 8:

AFRICA'S NEXT INCENTIVE TRAVEL OPPORTUNITY — WINNING THE GLOBAL INCENTIVE MARKET

What Will It Take for Africa to Capture a Greater Share of Global Incentive Travel?

Africa offers some of the world's most distinctive destinations and experiences. Yet converting those assets into a larger share of the global incentive travel market requires more than great products. The conversation will examine global incentive demand, buyer expectations, accessibility, service consistency, experience design, buyer confidence and how Africa can turn exceptional experiences into compelling global incentive programmes.

LEADERSHIP CONVERSATION:

- **Nitin Sachdeva**, Past President, SITE Global, India
- **Alma Martínez**, Founder & Director, SCI Group / SCI Viajes, Mexico | United Kingdom
- **Tasneem Adamji, HSC**, CEO, African Quest Safaris Ltd
- **Alex Horsey**, CEO, Vipingo Ridge, Kenya

Moderator: Tes Poos, Regional Director, SITE Africa

12:10–12:25 | DESTINATION AFRICA SHOWCASE II — AFRICA IS READY FOR BUSINESS

Zambia • Ethiopia • Zimbabwe

A showcase of destination products, infrastructure and opportunities for meetings, incentives, conferences and international events.

12:25–13:15 | SESSION 9:

THE GLOBAL OUTLOOK — THE FUTURE OF THE GLOBAL BUSINESS EVENTS MARKET

Where Is the Global Business Events Market Going Next—and What Does It Mean for Africa?

HIGH-LEVEL VIRTUAL FIRESIDE CONVERSATION

- **Carina Bauer**, CEO, IMEX Group
- **Naledi Khabo**, CEO, Africa Tourism Association

Moderator: *Kezy Mukiri, Founder, Africa MICE Hub*

A forward-looking conversation which aims to turn the global lens towards Africa: *Where does the continent have genuine competitive advantage? What does Africa need to do differently? And where could the next major opportunities emerge?*

13:15–14:15 | AFRICA MICE MARKETPLACE & NETWORKING LUNCH

B2B Meetings • Expo Visits • Marketplace Connections

14:15–15:05 | SESSION 10:

PEOPLE AS THE POWERHOUSE OF MICE — TALENT, LEADERSHIP & SKILLS

Building the Workforce Behind Africa's Business Events Economy

Infrastructure, technology and investment can create opportunity, but people ultimately determine whether destinations can compete and deliver. As technology, sustainability, entrepreneurship and new business models transform the industry, what skills and leadership capabilities will Africa's next generation of MICE professionals require?

OPENING PROVOCATION

Gebert Janssen: Author, *The Real MICE Book*

LEADERSHIP CONVERSATION

- **Mark Rachuonyo**, Principal & CEO, Kenya Utalii College
- **Anne Kaoma**, Executive Director, Zambia Institute for Tourism & Hospitality Studies (ZITHS)
- **Tes Poos**, Regional Director, SITE Africa
- **Cosmas Kimanzi**, Founder & CEO, Index Hospitality Consultants
- **Ann Peggy Ashira**, Founder & President, RIT with Ashira

Moderator: *Mulemwa Moongwa, Head of Strategic Partnerships, Africa MICE Hub*

The session brings together education, industry, professional development and employer perspectives to examine how Africa builds the talent pipeline, professional standards and leadership capabilities needed for its future business-events economy.

15:05–16:00 | SESSION 11: CLOSING PLENARY

THE FUTURE OF MICE IN AFRICA *What Will Define Africa's Competitiveness Over the - Next Decade?*

15:05–15:10 | AFRICA'S INDUSTRY PERSPECTIVE

AFRICA'S MOMENT - *What Must We Do Differently?*

Doris Rwebangira, Chairperson, ICCA Africa Chapter

15:10–15:15 | THE GLOBAL MARKET PERSPECTIVE

WHAT THE GLOBAL MARKET NEEDS FROM AFRICA - *Where Must Africa Raise Its Game to Capture More International Business?*

Nitin Sachdeva, Past President, SITE Global

15:15–15:20 | THE INVESTMENT & BUSINESS PERSPECTIVE

FROM OPPORTUNITY TO BUSINESS - *Making Africa's MICE Economy Work*

Guy Hedderwick: CEO, QA Venue Solutions, Rwanda

15:20–15:30 | PARTNERSHIP IN ACTION

CONNECTING AFRICA & MEXICO THROUGH BUSINESS EVENTS - *Memorandum of Understanding Signing*

Africa MICE Hub & IBTMS Americas [Mexico]

A new platform for collaboration connecting Africa and Mexico through business events, knowledge exchange, industry relationships and market opportunities.

15:30–15:40 | THE MOMBASA DECLARATION 2026

BUILDING AFRICA'S BUSINESS EVENTS ECONOMY - *From Conversation to Commitment*

Presented by: Mulemwa Moongwa, Head of Strategic Partnerships, Africa MICE Hub

The Mombasa Declaration captures the commitments emerging from AMS 2026 across five areas: **Investment • Competitiveness • People • Innovation & Sustainability • Global Market Access**

15:40–16:00 | CONVENOR'S CLOSING ADDRESS

FROM MOMBASA, WHAT HAPPENS NEXT?

Turning the Mombasa Declaration into Action

Kezy Mukiri, Convenor, Africa MICE Summit | Founder, Africa MICE Hub

Summit Closing & Call to Action

18:00 | AFRICA MICE AWARDS GALA

CELEBRATING AFRICA'S MICE EXCELLENCE

Celebrating Innovation, Leadership & Excellence in Africa's MICE Industry