

# PRESS RELEASE

## Rwanda Showcases Its Growing Role as a Leading Meetings Destination at IMEX Frankfurt 2026

The Rwanda Convention Bureau is pleased to announce its participation at IMEX Frankfurt from 19–21 May 2026, one of the world’s leading trade shows for the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry. Rwanda’s presence at IMEX Frankfurt highlights its continued efforts to strengthen its position as a trusted and leading destination for international business events in Africa.

At this year’s trade show, the Meet in Rwanda stand (C500) will feature 7 industry partners, including **Radisson Blu Hotel and Convention Centre Kigali, Mövenpick Kigali Hotel, Kigali Serena Hotel, Groupe Duval, Rwanda Events, Events Factory, and Business Events East Africa**. Together, they will showcase Rwanda’s infrastructure and capabilities in hosting conferences and events, highlighting recent developments, priority sectors driving business tourism, and experiences that continue to elevate the destination’s offering.

Rwanda’s meetings industry continues to experience sustained growth. Kigali currently ranks second in Africa, while Rwanda ranks third in hosting association meetings and events (ICCA Ranking, 2024). In 2025, the country hosted more than 155 events, welcoming over 57,000 delegates. These included major international gatherings such as the UCI Road World Championships, the 13th International AIDS Society Conference on HIV Science, the Global AI Summit on Africa, Mobile World Congress Africa, the Inclusive Fintech Forum, the second edition of Move Afrika by Global Citizen, and the ISO Annual Meeting.

As part of its participation at IMEX Frankfurt, Rwanda will host a press conference to engage media and hosted buyers. The session will highlight strategic investments made to strengthen the MICE sector, what continues to make Rwanda an attractive destination for business events, and will spotlight Rwanda as the host of the ICCA Congress 2027, marking the event’s return to Africa after more than two decades and reinforcing the country’s role on the global meetings and conventions stage.

Visit us at Stand C500, and let’s explore what makes Rwanda the ideal host for your next event.

### Why Choose Rwanda for Your Next MICE Event?

#### Seamless Travel

Visa on arrival is available for all visitors, with free visas for citizens of the African Union, the Commonwealth, and the Francophonie member states.

The national carrier, RwandAir, in partnership with Qatar Airways, connects to over 160 destinations combined, ensuring strong global connectivity.

## World-Class Venues

Rwanda offers key infrastructure to host conferences and events, supported by strong coordination across the MICE ecosystem. Notable venues include the Kigali Convention Centre, BK Arena, Intare Conference Arena, and Amahoro Stadium.

## International Hotel Brands

A growing portfolio of globally recognised hotels, including Radisson Blu, Mövenpick Kigali, Hemingways Retreat Kigali, Kigali Marriott Hotel, Four Points by Sheraton, Park Inn by Radisson, Serena Hotels, Zaria Court Kigali, and Tapestry Collection by Hilton.

## Premium Incentive Experiences

High-end offerings such as One&Only Gorilla's Nest, One&Only Nyungwe House, Singita Kwitonda Lodge, Wilderness Bisate Lodge, and Wilderness Magashi Camp provide exclusive experiences. These include gorilla trekking, Big Five encounters in Akagera National Park, and visits to one of Africa's oldest rainforests, Nyungwe Forest National Park.

## Commitment to Sustainability

Rwanda continues to lead in sustainable tourism through initiatives such as the ban on single-use plastics, reforestation programmes, and investments in renewable energy, reinforcing its position as a clean, green destination

## About the Rwanda Convention Bureau (RCB)

The Rwanda Convention Bureau promotes Rwanda as a premier destination for business events, offering a one-stop solution for assistance, information, and guidance on hosting and organising Meetings, Incentives, Conferences, and Exhibitions. RCB provides valuable resources for meeting planners and promotes local MICE infrastructure and facilities, offering support at every stage of event planning.

## Meet in Rwanda

Rwanda Destination Guide: [amimagazine.global/Destination-Guides/Africa/Rwanda](https://amimagazine.global/Destination-Guides/Africa/Rwanda)

Destination Video: [youtu.be/IOyBMiqPtA0?si=aw2soDAAnUCkdJ4W](https://youtu.be/IOyBMiqPtA0?si=aw2soDAAnUCkdJ4W)

Calendar of Events: [rcb.rw/-2026-Events](https://rcb.rw/-2026-Events)

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