



Meet in
Rwanda



WELCOME MESSAGE

Dear Reader,

We're pleased to welcome you to the latest edition of the RCB Newsletter, where we reflect on a vibrant start to the year and the continued growth of Rwanda as a destination for impactful events and conferences.

The first quarter of 2025 opened with a dynamic calendar of events across health, technology, agriculture, sports, and entertainment. From January to March, Rwanda welcomed policymakers, professionals, and innovators from around the world for gatherings that encouraged meaningful dialogue and collaboration. Key events hosted in the first quarter included the 4th Global NCD Alliance Forum, the Africa Health Agenda International Conference (AHAIC), and the Africa Health Economics and Policy Association. These brought important conversations around health, agriculture, and policy to the forefront. Rwanda also hosted the 2nd Inclusive Fintech Forum and the 6th Africa's Business Heroes Summit and Grand Finale, which focused on innovation, entrepreneurship, and technology.

On the sports and entertainment side, events such as 2nd Edition of Move Afrika - Global Citizen Tour du Rwanda, Ultra X, and Race Around Rwanda added to the season's energy. The quarter concluded with the Advancing Medical Education in Africa Conference, reflecting Rwanda's ongoing investment in knowledge exchange and health system development. Beyond hosting events, Rwanda continues to gain recognition on the international stage. At Meetings Africa 2025 in Johannesburg, Rwanda received the Gold Award in the Large Stands Category. This milestone was made possible by the continued support of partners who share in our vision and ambition.

As more global stakeholders consider Rwanda for their conferences and gatherings, this momentum speaks not only to our readiness but also to our shared commitment to delivering meaningful, high-quality experiences. Whether you're a planner, industry partner, or participant, there's never been a better time to connect with Rwanda's dynamic MICE sector. We look forward to collaborating with you to create unforgettable, impactful experiences in the heart of Africa.

Warm regards,

Rwanda Convention Bureau Team.

A Year of Resilience for Rwanda's MICE Industry

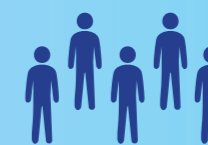
In 2024, Rwanda hosted 115 conferences and events, welcoming 52,315 delegates and earning over USD 84.8 million in revenue. Although this marked a 10.7% drop from the previous year due to shocks to the ecosystem, MICE continued to play a vital role in supporting Rwanda's tourism and economy.

#MeetInRwanda

2024 KEY ACHIEVEMENTS



Over USD
\$ 84.8M
REVENUE GENERATED



52,315
DELEGATES



115+
EVENTS
ORGANIZED



78.5%
Of the targeted revenue earnings

Watch this recap of major events hosted in Rwanda in 2024:
<https://youtu.be/bz4yVJkwHC4?si=5PDZV3ARdcg9bnLN>

1. KEY EVENTS HOSTED A RECAP OF EVENTS HOSTED FROM JANUARY TO MARCH 2025

	<p>International Conference on NTD Research in Africa Date: 20 - 22 January, 2025 Number of delegates: +500 Venue: KCC</p>		<p>ULTRA X 110 Rwanda Date: 25 - 26 January, 2025 Number of delegates: +80 Venue: Burera and Musanze District.</p>
	<p>4th Global NCD Alliance Forum Date: 13 - 15 February, 2025 Number of delegates: +550 Venue: KCC</p>		<p>2nd Edition of Move Afrika - Global Citizen Date: 21st February, 2025 Number of delegates: 5,000+ Venue: BK Arena</p>
	<p>Tour du Rwanda 2025 Date: 11 - 15 February, 2025 Number of delegates: +200 Venue: Across the country</p>		<p>Inclusive FinTech Forum 2025 Date: 24 - 26 February, 2025 Number of delegates: +500 Venue: KCC</p>
	<p>ATP 75 Challenger and ATP 100 Challenger Date: 24th February, 2025 - 9th March, 2025 Number of delegates: 67+ Venue: IPRC</p>		<p>The Pan-Africa Plastic and Reconstructive Surgery Conference Date: 24 - 28 February, 2025 Number of delegates: 600+ Venue: Kigali Serena Hotel</p>
	<p>Africa Health Agenda International Conference (AHAIC)/AMREF Date: 2nd - 6th March, 2025 Number of delegates: +1,200 Venue: KCC</p>		<p>Africa's Business Heroes (ABH) Date: 13th - 15th March, 2025 Number of delegates: +478 Venue: KCC</p>

INDUSTRY DEVELOPMENT: ZARIA COURT KIGALI AND INZOVU MALL

Africa's new hub for sports, events, & hospitality



Zaria Court Kigali is a landmark development strategically located at the gateway to Kigali Sports City, adjacent to BK Arena and Amahoro Stadium. With bookings starting on June 1st, this infrastructure will allow Kigali to be a destination where innovation, sports, creativity, and global exchange thrive. Designed to host a wide range of high-profile events — from international tournaments to cultural showcases — Zaria Court exemplifies the power of place-making to generate social, economic, and environmental impact at both local and continental levels.

Zaria Court Hotel

A 4 - star urban lifestyle hotel offering 80 rooms, including multiple accessible rooms, with seamless proximity to major venues.

F&B Outlets:

- All-Day Dining Restaurant - Global cuisine with local flair
- Sports Bar - For match-day buzz and post-event socializing
- Lobby Bar & Pool Bar - Light bites and elevated casual experiences
- Rooftop Lounge - Kigali's premier sunset view with curated cocktails overlooking Amahoro Stadium and Zaria Court

Wellness Amenities:

Spa, gym, and pool deck

Meetings & Events:

- 80 sqm meeting room + 86 sqm pre-function space
- Expandable for up to 120 guests
- Ideal for MICE, press events, delegations, and executive workshops

Kigali's Premier Retail & Event Destination



Opening in late 2025, Inzovu Mall is set to become Kigali's leading hub for shopping, entertainment, and business events. With a projected 5.5 million

annual visitors, including a strong flow of conference delegates, the mall will reinforce Rwanda's position as Africa's second-most popular conference destination.

Key features include:

- A state-of-the-art conference hall and terrace, perfect for meetings, networking, and social events.
- 40 premium retail stores, an 800 Sqm food court, a fine dining restaurant, and the largest leisure park in the region (3,200 Sqm).
- Direct access to the 4-star Odalys aparthotel with 95 rooms for added convenience, complemented by a 60-meter-high Ferris wheel
- A 7,000 Sqm Grade A office complex, duty-free shopping, and a calendar of 100+ annual events.

Inzovu Mall is positioned to be Kigali's flagship destination for business, lifestyle, and retail experiences.

INDUSTRY INSIGHTS:

ICCA EXPANDS ICCA SKILLS PROGRAMME WITH NEW EDUCATION HUB IN KIGALI

The International Congress and Convention Association (ICCA) has taken a significant step in global capacity-building by launching an Education Hub in Kigali, Rwanda, as part of its ICCASkills programme.

In partnership with the Rwanda Convention Bureau and Rwanda Events Group Ltd., ICCA will offer two ICCASkills classes in 2025, providing a globally recognized certification training for professionals in the meetings and events industry. Through this initiative, the hub will equip Rwanda's MICE workforce with relevant, industry-leading expertise



INDUSTRY LEADERS BRIEFING BREAKFAST IN PREPARATION OF THE INAUGURAL AFRICA COFFEE AND TEA EXPO (ACT)

The Africa Coffee and Tea Expo (ACT), Africa's first continent-wide showcase of its kind, will be held at the Kigali Convention Centre on July 7-8. Organized by Rwanda Events, the Rwanda Convention Bureau, and the National Agriculture Export Development Board, it will bring together 800 - 1,000 stakeholders.

At the Industry Leaders' Briefing Breakfast, Deputy CEO Candy Basominger underscored the expo's power to boost exports and highlighted that ACT will serve as a key platform for promoting sustainability, forging new trade partnerships, and shining a light on emerging African producers.



UPCOMING EVENTS APRIL - JUNE 2025

Chartered Institute of Logistics and Transport (CILT) Africa Forum

Date: 28 - 30 April, 2025
Number of delegates: 300
Venue: KCC

13th Aviation Stakeholders' Convention and the 2nd Africa Aviation Safety and Operations Summit

Date: 11-13 May 2025
Number of delegates: 400
Venue: KCC

International Security Conference on Africa (ISCA)

Date: 19-21st May 2025
Number of delegates: 600
Venue: KCC

Basketball Africa League (BAL)

Date: 17 - 25 May, 2025
Venue: BK Arena

The African Conference on Agricultural Technology (ACAT)

Date: 9-13 June 2025
Number of delegates: 800
Venue: KCC

African Congress Accountant (ACOA)

Date: 6th - 9th May 2025
Number of delegates: 2,000
Venue: KCC

The Africa Federation of Internal Auditors Conference (AFIIA Conference)

Date: 26- 31st May 2025
Number of delegates: 1,200
Venue: KCC

Rwanda Future Skills Forum

Date: 1 - 6 June, 2025
Number of delegates: 1,000
Venue: Kigali Marriott Hotel

ICCA _ International Council of Commercial Arbitration

Date: 4 - 6 June, 2025
Number of delegates: 400
Venue: KCC

Kigali International Peace Marathon

Date: 8 - June, 2025
Venue: Kigali Outdoor

The Global Alliance for Chronic Diseases (GACD)

Date: 9-12 June 2025
Number of delegates: 1,000
Venue: Kigali Marriott Hotel

EDCTP Forum (European and Developing Countries)

Date: 15 - 20 June, 2025
Number of delegates: 1,200
Venue: KCC

RCB UPDATE

RWANDA CONVENTION BUREAU WELCOMES **CHRISTIAN MANZI** AS THE NEW DIRECTOR OF DESTINATION MARKETING

We are pleased to announce Christian Manzi as the new Director of Destination Marketing. Christian has over 6 years of experience in the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry, along with more than 15 years in sales, strategic partnerships, and project management.

We wish him great success in his new role and look forward to seeing his continued impact on Rwanda's growth as a leading MICE destination.



MEET US AT:



STAND E500

BUY YOUR TICKETS FOR UPCOMING SPORTS EVENTS



The 2025 Nile Conference group phase will be hosted in **Kigali, Rwanda from 17th - 25th May, 2025 at the BK Arena.**

Buy your ticket now: <https://ticqet.rw/#/>



Discover Rwanda:

<https://ucikigali2025.rw/about-the-championships/>

Stay in touch with RCB for the next edition!

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