



Meet in Rwanda

# QUARTERLY NEWSLETTER

7<sup>th</sup> Edition





## WELCOME MESSAGE

As we reflect on 2025, we look back on a year of meaningful milestones for Rwanda's meetings and events industry. Throughout the year, the country hosted more than 155 events, welcoming 57,255 delegates across sectors including health, technology and innovation, agriculture, education, sports, and entertainment.

Key highlights included Rwanda's standing in the ICCA rankings, with Kigali ranked 2nd and Rwanda 3rd in Africa for hosting association conferences. Most notably, Rwanda has been announced as the host of the 66th ICCA Congress in October 2027, marking the return of the ICCA Congress to Africa after 23 years.

The year also saw the successful hosting of major international events in 2025, including the UCI Road World Championships 2025, the 13th International AIDS Society Conference on HIV, the Global AI Summit on Africa, the Aviation Africa Summit and Exhibition 2025, and Mobile World Congress.

In this 7th edition of our quarterly newsletter, we reflect on key developments from 2025, share more on Rwanda's hosting of the ICCA Congress, and preview major events and tradeshows planned for 2026.

We extend our sincere appreciation to our industry partners, stakeholders, and all delegates who chose to Meet in Rwanda. Here's to 2026 filled with opportunities, collaboration, and shared growth.

Watch the end of year recap video [here](#)



# ICCA

## IS COMING BACK TO AFRICA IN 2027

Rwanda has been announced as the host of the 66th ICCA Congress, which will take place in Kigali in 2027. This marks the Congress's return to the African continent after 23 years, a milestone representing a significant moment for both Rwanda and the African continent, underscoring the region's growing prominence and leadership within the international MICE industry. The Congress is expected to welcome more than 2,000 delegates from around the world, offering a platform for meaningful connections and helping shape the future direction of the meetings sector.

"It is a great honor for Rwanda to host the ICCA Congress and to welcome the global association community back to Africa for the first time in twenty years. This historic occasion reflects the continent's growing prominence and leadership within the international MICE industry. Made possible through the steadfast support of our partners and stakeholders, both local and regional, this milestone provides an important opportunity to offer distinguished experiences and to present, not only Rwanda's capabilities but also the collective strength and potential of our regional partners." **Janet Karemera, CEO, Rwanda Convention Bureau.**

Read the full press release [here](#)

Watch the ICCA Congress 2027 Announcement [here](#)



# 2025 WRAPPED

 **155+**  
Events




 **57,000+**  
Delegates



 **120+**  
Countries  
Represented



 **7**  
Roadshows and  
Tradeshows Attended



# KEY EVENTS OF 2025





▶ **4th Global NCD Alliance Forum**  
Delegates: 500+  
Dates: 13<sup>th</sup> February 2025  
Venue: Kigali Convention Centre



▶ **2nd Edition of Move Afrika Global Citizen**  
Delegates: 2000+  
Dates: 21<sup>st</sup> February 2025  
Venue: Kigali Convention Centre



▶ **Giants of Africa**  
Delegates: 1000  
Dates: 26<sup>th</sup> July – 2<sup>nd</sup> August 2025  
Venue: BK Arena



▶ **Aviation Africa Summit & Exhibition**  
Delegates: 1000  
Dates: 2<sup>nd</sup> – 5<sup>th</sup> September 2025  
Venue: Kigali Convention Centre



▶ **Inclusive Fintech Forum**  
Delegates: 700+  
Dates: 24<sup>th</sup> - 26<sup>th</sup> February 2025  
Venue: Kigali Convention Centre



▶ **Africa Health Agenda International Conference (AHAIC)/AMREF**  
Delegates: 500+  
Dates: 2<sup>nd</sup> - 6<sup>th</sup> March 2025  
Venue: Kigali Convention Centre



▶ **UCI Road World Championships**  
Delegates: 3300+  
Dates: 21<sup>st</sup> – 28<sup>th</sup> September 2025  
Venue: Kigali Outdoor



▶ **PMI® Global Summit Series Africa**  
Delegates: 1000+  
Dates: 14<sup>th</sup> – 21<sup>st</sup> September 2025  
Venue: Kigali Convention Centre



▶ **Basketball Africa League**  
Delegates: 500+  
Dates: 2<sup>nd</sup> - 6<sup>th</sup> March 2025  
Venue: Kigali Convention Centre



▶ **Global AI Summit on Africa**  
Delegates: 500+  
Dates: 3<sup>rd</sup> April 2025  
Venue: Kigali Convention Centre



▶ **ISO Annual Meeting**  
Delegates: 900+  
Dates: 6<sup>th</sup> – 10<sup>th</sup> October 2025  
Venue: Kigali Convention Centre



▶ **Mobile World Congress (GSMA)**  
Delegates: 3000+  
Dates: 21<sup>st</sup> – 23<sup>rd</sup> October 2025  
Venue: Kigali Convention Centre



▶ **African Coffee and Tea (ACT) Expo**  
Delegates: 500  
Dates: 7<sup>th</sup> – 8<sup>th</sup> July 2025  
Venue: Kigali Convention Centre



▶ **13th International AIDS Society Conference on HIV Science**  
Delegates: 3000+  
Dates: 13<sup>th</sup> - 17<sup>th</sup> July 2025  
Venue: Kigali Convention Centre



▶ **OIF Ministerial Meeting**  
Delegates: 400  
Dates: 19<sup>th</sup> – 21<sup>st</sup> November 2025  
Venue: Kigali Convention Centre

# TESTIMONIALS

Delegates and event organizers shared the following reflections on their experience in Rwanda.

▶ UCI Road World Championships 2025  
- September 2025



“ Rwanda’s exceptional organization and attention to detail delivered a seamless championship, with Kigali surpassing all expectations and offering a warm welcome the global cycling community will long remember. ”

David Lappartient,  
UCI President

▶ International AIDS Society Conference  
on HIV - July 2025



“ Thank you to the people of Rwanda for making this a defining moment. Delegates called it the best conference ever, highlighting the impact on the community and attendees. ”

Ariane Brusselmans,  
Director, Conferences at  
the International AIDS  
Society

▶ Global Health EDCTP - June 2025



“ We are happy to host our event in this beautiful country. The hospitality has been amazing. Great experience having our event at KCC; a great venue with amazing facilities. I hope to be back soon. ”

Sandra Hamsh,  
Communications Officer,  
Global Health EDCTP

▶ Financial Alliance for Women 2025  
Summit - May 2025



“ First time in this country for this summit, and the people of Kigali have been incredibly warm and welcoming. ”

Boitumelo Gaetsewe,  
Delegate for Financial  
Alliance for Women  
Summit

# INDUSTRY INSIGHTS

## ICCA Skills Hub in Rwanda

Rwanda welcomed the ICCASkills Hub in 2025, offering two programmes, CICS and CICE, to strengthen expertise in the association meetings industry. Hosted by Rwanda Events and supported by the Rwanda Convention Bureau, the programmes combined brought 36 professionals from over seven countries.

Participants gained practical skills in bidding, destination selection, sustainability, decision-making, and the use of business intelligence for market development. The ICCASkills Hub served as a strategic investment in developing talent and advancing MICE capabilities across the continent.

Join the upcoming ICCASkills Hub training!

CICS Course: 16<sup>th</sup> – 18<sup>th</sup> March 2026

CICE Course: 31<sup>st</sup> August – 2<sup>nd</sup> September 2026.

For more information and to register, visit

<https://www.iccaskills.org/iccaskills/interest/Site/Register>



# How the ICCA Skills Hub Shaped Participants' Experience

**Q** What impact has the CICE training had on your decision-making and strategic approach in your role?

**A** The CICE training strengthened my decision making by enabling a more structured, strategic, and data-driven approach to client engagement, lead sourcing, and bid preparation, with sustainability and legacy considered earlier in the process.

**Gatete Leonidas**  
Business Development  
Rwanda Convention Bureau

**Q** What aspect of the CICS programme most refined your understanding of the industry?

**A** The CICS programme clarified the full international association meetings value chain, emphasizing strategic positioning, destination readiness, stakeholder alignment, and the role of PCOs in delivering long-term impact.

**Yvonne Ishimwe**  
Marketing and Communications  
Officer | Events Factory



## RwandAir Expands Regional Connectivity with New Coastal Routes

RwandAir has strengthened its East African network with new direct flights from Kigali to Zanzibar and Mombasa, giving travellers effortless access to two of the region's most sought-after coastal destinations. Operating four times a week on Mondays, Wednesdays, Fridays, and Sundays.

The service opens new possibilities for delegates attending events in Rwanda, who can now extend their trip with a relaxing getaway before or after their meetings. It also creates an ideal opportunity for incentive travelers looking to combine their business activities with exploration across East Africa.



For more information:  
[www.rwandair.com](http://www.rwandair.com)



# MARKETING ACTIVITIES

RCB and industry partners took part in major international tradeshows, engaging with global MICE stakeholders to showcase Rwanda's strengths as a business events destination, stay informed on industry trends, and build new strategic partnerships.



► **IMEX Frankfurt 2025**  
20<sup>th</sup>- 22<sup>nd</sup> May 2025

Showcased Rwanda's strengths as a destination for seamless, world-class meetings.



► **ASAE Annual Meeting & Exposition**  
9<sup>th</sup>- 11<sup>th</sup> August 2025

Engaged with association leaders to showcase Rwanda as a strong host destination for international events.



► **ICCA Congress**  
9<sup>th</sup>- 12<sup>th</sup> November 2025

Joined global industry leaders in discussions on the impact and legacy of major international events.



► **IBTM World**  
18<sup>th</sup>- 20<sup>th</sup> November 2025

Connected with buyers and planners to share why Rwanda stands out as a meetings destination.

This year, RCB participated in several roadshows where our Business Development and Sales team engaged with international organizations to promote Rwanda as a premier destination for high-impact conferences and events.



7<sup>th</sup> August 2025  
Washington, DC



11<sup>th</sup> August 2025  
Los Angeles



14<sup>th</sup>-20<sup>th</sup> September 2025  
Lagos, Nigeria



11<sup>th</sup> August 2025  
Addis Ababa, Ethiopia

# KEY BIDS WON

RCB and industry partners continue to actively pursue and secure international events for Rwanda. We are pleased to share that the following events have been confirmed for 2026.



66th ICCA Congress  
YEAR: 2027



Global Off-Grid Solar  
Forum & Expo 2026  
YEAR: 2026



Mobile World  
Congress  
YEAR: 2026



Africa Health Agenda  
International Conference  
(AHAIC)/AMREF  
YEAR: 2027 & 2029

## CONNECT WITH US AT THE FOLLOWING TRADESHOWS IN 2026



IAPCO Annual Meeting  
February 25<sup>th</sup> - 28<sup>th</sup>, 2026



ASAE Annual Meeting & Exposition  
August 15<sup>th</sup> - 18<sup>th</sup>, 2026



ICCA Congress  
November 8<sup>th</sup> - 11<sup>th</sup>, 2026



IMEX Frankfurt  
May 19<sup>th</sup> - 21<sup>st</sup>, 2026



IMEX Las Vegas  
October 13<sup>th</sup> - 15<sup>th</sup>, 2026



IBTM World  
November 17-19, 2026

# KEY EVENTS 2026



▶ Ultra X 110 Rwanda  
Dates: 24<sup>th</sup> - 25<sup>th</sup> January 2026  
Venue: Burera & Musanze District



▶ Africa Men's Volleyball Club  
Championship  
Date: 20<sup>th</sup> April - 3<sup>rd</sup> May 2026  
Venue: Kigali Convention Centre



▶ Tour du Rwanda  
Dates: February 22<sup>nd</sup> - March 2<sup>nd</sup>, 2026  
Venue: Kigali Outdoor



▶ Africa CEO Forum  
Date: 14<sup>th</sup> May 2026 - 15<sup>th</sup> July 2026  
Venue: Kigali Convention Centre



▶ Inclusive Fintech Forum  
Dates: 10<sup>th</sup> - 12<sup>th</sup> March 2026  
Venue: Kigali Convention Centre



▶ Nuclear Energy Innovation Summit  
for Africa  
Dates: 19<sup>th</sup> - 21<sup>st</sup> May 2026  
Venue: Kigali Convention Centre



▶ ATP Challenger (75 & 100)  
Dates: 2<sup>nd</sup> - 15<sup>th</sup> March 2026  
Venue: Kigali Convention Centre



▶ BAL (Basketball Africa League) Finals  
Dates: 22<sup>nd</sup> - 31<sup>st</sup> May 2026  
Venue: Kigali Convention Centre



▶ FIFA Series  
Dates: 23<sup>rd</sup> - 31<sup>st</sup> March 2026  
Venue: Kigali Convention Centre



▶ International Security Conference on Africa  
(ISCA)  
Dates: 24<sup>th</sup> - 25<sup>th</sup> May 2026  
Venue: Kigali Convention Centre



- ▶ **Kigali International Peace Marathon**  
Dates: 14<sup>th</sup> June 2026  
Venue: Kigali Outdoor



- ▶ **Africa Food Systems**  
Date: 1<sup>st</sup> - 5<sup>th</sup> September 2026  
Venue: Kigali Convention Centre



- ▶ **Mobile World Congress**  
Date: 16<sup>th</sup> - 18<sup>th</sup> June 2026  
Venue: Kigali Convention Centre



- ▶ **Africa Drone Forum (ADF)**  
Dates: 4<sup>th</sup> - 5<sup>th</sup> September 2026  
Venue: Kigali Convention Centre



- ▶ **GOGLA 2026**  
Dates: October 2026  
Venue: Kigali Convention Centre

## Stay in touch with RCB for the next edition!

Stay connected with us as we close out the year and look ahead to what's next.

Follow us across our social media platforms and subscribe to our quarterly newsletter for the latest insights on Rwanda's MICE industry.

Explore our website ([www.rcb.rw](http://www.rcb.rw)) for the full events calendar and past newsletter editions

Interested in hosting your next event in Rwanda or learning more about the destination?  
Contact us at [sales@rcb.rw](mailto:sales@rcb.rw)