



QUARTERLY NEWSLETTER

5th Edition
April - June 2025



Global
AI Summit
on Africa

Kigali, Rwanda | 3-4 April 2025



Meet in
Rwanda



WELCOME MESSAGE

Dear Reader,












A bit later than usual, our quarterly newsletter arrives following an exciting and busy season of conferences, summits, and major events. From April to June, Rwanda hosted a dynamic mix of activities across key sectors. Kigali welcomed the Global AI Summit on Africa. In sports and entertainment, the city came alive with the Basketball Africa League, Nile Conference, and the Kigali International Peace Marathon. Events such as the African Conference on Agricultural Technologies (ACAT), the International Security Conference on Africa (ISCA), and the EDCTP Forum brought together experts and decision-makers for timely conversations on innovation and development. These events, among others, continue to demonstrate why Rwanda is an ideal destination for conferences and events on the continent.

This edition features Kigali's and Rwanda's latest recognition in the global meetings industry, including Kigali being ranked 2nd in Africa for the fifth consecutive year by the International Congress and Convention Association (ICCA). Beyond events, this edition also highlights new industry developments, alongside a look at key events for July to September and sales and marketing activities. We sincerely thank all the event organizers for choosing Rwanda as their host destination, and our industry partners for their collaboration and partnership in making these events a success this quarter.

Warm Regards,
Rwanda Convention Bureau team

#MeetInRwanda

KEY EVENTS: APRIL - JUNE 2025

	<p>Global AI Summit Dates: 3 - 4 April, 2025 Number of delegates: 2000+ Venue: Kigali Convention Centre</p>		<p>The Financial Alliance for Women Annual Summit Dates: 24-31 May, 2025 Number of delegates: 600 Venue: Kigali Convention Centre</p>
	<p>The Navigators Africa, IA 25 Dates: 17-21 April, 2025 Number of delegates: 563 Venue: Kigali Serena Hotel</p>		<p>The Africa Federation of Internal Auditors Conference (AFIIA) Dates: 24-31 May, 2025 Number of delegates: 1077 Venue: Kigali Convention Centre</p>
	<p>International Council of Commercial Arbitration Dates: 4-6 May, 2025 Number of delegates: 300 Venue: Kigali Convention Centre</p>		<p>Kigali International Peace Marathon Date: 8 June 2025 Number of delegates: 7,000+ Venue: Kigali</p>
	<p>African Congress of Accountants (ACOA) Dates: 6-9 May, 2025 Number of delegates: 1727 Venue: Kigali Convention Centre</p>		<p>EDCTP Forum Dates: 15-20 June, 2025 Number of delegates: 900+ Venue: Kigali Convention Centre</p>
	<p>International Security Conference on Africa (ISCA) Dates: 14-16 May, 2025 Number of delegates: 774 Venue: Kigali Convention Centre</p>		<p>African Conference on Agricultural Technologies (ACAT) Dates: 30th June, 2025 - 4th July, 2025 Number of delegates: 615 Venue: Kigali Convention Centre</p>
	<p>Basketball Africa League, Nile Conference Dates: 17th -25th May, 2025 Venue: BK Arena</p>		

INDUSTRY INSIGHTS:

INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION (ICCA) RANKING

On May 20, 2025, the International Congress and Convention Association (ICCA) released its annual country and city rankings for international association meetings. Kigali was ranked as the second most popular city in Africa, while Rwanda holds third place among African countries.

These results are a reflection of the hard work and collaboration across our entire events ecosystem. They also show the growing trust that international associations place in Rwanda as a reliable and inspiring destination for conferences and events.

On June 3rd, 2025, Christian Manzi, RCB Destination Marketing Director, shared what this recognition means for Rwanda and the events industry. He also highlighted the ICCASkills Africa Hub in Kigali, which will deliver two capacity-building programs: CICS (Certified International Convention Specialist) and CICE (Certified



International Convention Executive). These programs are designed to equip junior and experienced professionals with the essential skills and knowledge needed to thrive in the meetings industry.

CICS (Certified International Convention Specialist) from 15 to 17 July 2025

CICE (Certified International Convention Executive) from 14 to 16 October 2025

Watch the full interview here: <https://www.youtube.com/watch?v=6eInf3lcygs&t=17s>



INDUSTRY INSIGHTS

MICE AUDIT



On 12 June, Rwanda's MICE (Meetings, Incentives, Conferences, and Exhibitions) stakeholders convened to discuss progress and preliminary findings from the ongoing MICE Destination Audit, supported by the International Finance Corporation (IFC).

The discussions aimed to review initial insights, highlight emerging opportunities, and identify priority gaps that need to be addressed. Stakeholders exchanged ideas on how to shape a strategic plan to strengthen Rwanda's position in the MICE sector and move closer to the country's vision of becoming Africa's top events destination.

A GROWING HUB FOR SPORTS

Since 2021, Rwanda has hosted over 70 international sports events, generating more than \$50 million. This reflects the country's development as a sports hub in the region.

One notable example is Rwanda's hosting of the Basketball Africa League (BAL). Since the league's inaugural season, Rwanda has hosted the BAL games at BK Arena in 2021, 2022, 2023, and 2024. In 2025, Rwanda hosted the Nile Conference from May 17 to 25. The event brought together four teams, fans, and basketball enthusiasts from around the world.

Alongside the games, the BAL Innovation Summit took place from May 21 to 22 at the Kigali Golf Resort & Villas. The summit convened representatives from the sports industry, talent, policymakers, investors, and other stakeholders to discuss partnerships and development.



The BAL and other key sporting events, including the 18th Kigali International Peace Marathon, which took place on June 8, 2025, and attracted more than 7,000 participants from across the globe, continue to position Rwanda as a premier destination for sports events.

The Pinnacle Kigali



Perched in Rebero with sweeping views of Kigali's rolling hills, The Pinnacle is where luxury meets soul, a retreat designed to make every guest feel like family. The Pinnacle blends Pan-African excellence, global sophistication, and warm, familial charm. In August 2025, The Pinnacle Members Club will launch, a curated community offering exclusive access to spaces, events, and experiences.

The Pinnacle offers eight deluxe king rooms and one presidential suite, ensuring personalized attention and comfort. Its amenities include four signature restaurants (French fine dining, Japanese teppanyaki, Mediterranean, and Afro-Asian fusion), two niche bars, a cultural lounge and club, wellness facilities with spa and gym, sports courts, a home theater, and an entertainment arcade.

For business and events, The Pinnacle offers secure boardrooms and versatile venues, including the Ishami Rooftop Terrace and Pinnacle Lounge, which can accommodate up to 200 guests.

Sustainability is integral to its design and daily operations, with initiatives such as electric airport transfers, solar energy, greywater recycling, and a fully cashless system. As a welcome offer, **The Pinnacle is extending a 50% promotional rate until the end of 2025.**



MARKETING ACTIVITIES

→ IMEX Frankfurt

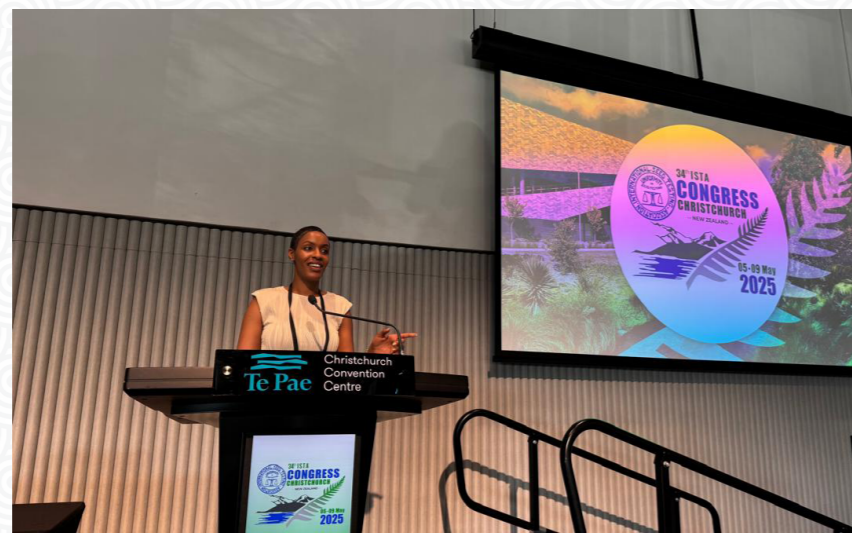
From May 20th to 22nd, RCB and Industry partners attended IMEX Frankfurt 2025. Following the momentum of last year's 10 years of Rwanda's participation at the tradeshow, RCB, alongside 14 industry partners, engaged with planners, buyers, and decision-makers from around the world. Together, we showcased Rwanda's growing business events landscape, highlighting the country's capacity, creativity, and commitment to excellence in hosting meetings and events.



→ ISTA Congress 2028

The Rwanda Convention Bureau, together with industry partners, participated in the ISTA Congress 2025 held from May 1-5 in New Zealand, where Rwanda's bid to host the ISTA World Congress in 2028 was presented.

Carolyne Nkwihoreze, MICE Sales Manager, delivered a presentation showcasing Rwanda's strengths as an ideal destination for the congress. Following the presentation, Rwanda was officially selected as the host of the ISTA World Congress in 2028.



→ ISTA

The International Seed Testing Association (ISTA) is a global organization focused on developing and publishing standardized seed testing procedures to safeguard seed quality and support international trade.

More details about the conference to follow

#MeetInRwanda

KEY EVENTS: JULY - SEPTEMBER 2025



African Coffee and Tea (ACT)

Dates: 7 - 8 July 2025
Number of delegates: 500
Venue: Kigali Convention Centre



International AIDS Society Conference on HIV

Dates: 13 - 17 July 2025
Number of delegates: 3,000
Venue: Kigali Convention Centre



Giants of Africa

Dates: 26 July - 2 August, 2025
Number of delegates: 400
Venue: BK Arena



Trade and Development Bank Group AGM 2025

Dates: 29 - 31 July, 2025
Number of delegates: 399
Venue: Kigali Convention Centre



Sportsbiz Africa

Dates: 9-10 September 2025
Number of delegates: 800
Venue: Kigali Convention Centre



PMI® Global Summit Series Africa

Dates: 14 - 21 August 2025
Number of delegates: 1,000
Venue: Kigali Convention Centre



The Aviation Africa Summit & Exhibiton

Dates: 4- 5 September 2025
Number of delegates: 800
Venue: Kigali Convention Centre



Kwita Izina

Dates: 5 September 2025
Number of delegates: 5,000
Venue: Kwita Izina Kinigi Site



UCI Road World Championship

Dates: 21- 28 September, 2025
Number of delegates: 3,000
Venue: Kigali Outdoor

UPCOMING SALES ACTIVITIES



- 📍 Washington, DC
- 📅 7th August 2025
- 📍 Los Angeles Roadshow
- 📅 11th August 2025



- 📍 ASAE Annual Meeting & Exposition
- 📅 9th-11th August 2025



LAGOS

- 📍 Nigeria, Lagos Roadshow
- 📅 September 2025



ICCA

- 📍 ICCA Congress
- 📅 9th - 12th November 2025



ADDIS ABABA
ETHIOPIA

- 📍 Ethiopia, Addis Ababa Roadshow
- 📅 TBC



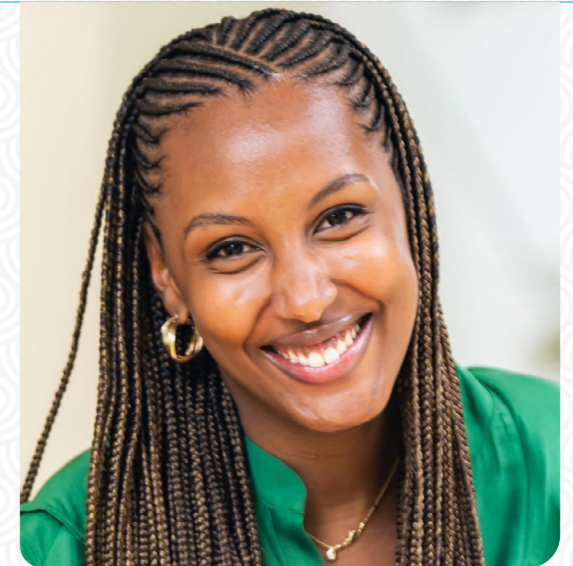
- 📍 IBTM Barcelona
- 📅 18th - 20th November 2025

RCB UPDATES:

JOIN US IN WELCOMING MAËVA SEKA HAGUMA, DEPUTY CEO AND YVES NGENZI, DIRECTOR OF EVENTS COORDINATION

Maëva brings solid experience in high-level event coordination and leadership, having worked with the CHOGM Secretariat, served as Senior Advisor to the Director of Cabinet in charge of Events in the Office of the President, and most recently as Deputy Principal Private Secretary to His Excellency, the President of the Republic of Rwanda.

We're confident that her leadership will help further position Rwanda as a top destination for world-class events.



Yves Ngenzi is a tourism professional with over 20 years of experience in hospitality, travel, and tourism development. He most recently served as Managing Director of the Rwanda Chamber of Tourism.

We trust that he will lead the Events Coordination Team effectively, playing a key role in advancing Rwanda's growth as a leading MICE hub.



Stay in touch with RCB for the next edition!

Follow us on all our social media platforms and **subscribe** to our quarterly newsletter for the latest updates and exciting insights on Rwanda's MICE industry

Interested in hosting your next event in Rwanda or learning more about the destination? Contact us at sales@rcb.rw.



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