

PRESS RELEASE

28th August 2024

Rwanda's MICE Sector: A Decade of Remarkable Growth and Global Recognition

The Rise of Rwanda's MICE Industry: In just a decade, Rwanda's MICE industry has surged to impressive heights. Since the inauguration of the Rwanda Convention Bureau (RCB) in 2015, the country has hosted over 800 international events, a testament to the government's unwavering commitment to making meetings and events a cornerstone of economic growth. This dedication has driven Rwanda to retain the second-place ranking in Africa, for association conferences and meetings in the ICCA 2023 rankings.

This achievement is especially significant as it aligns with RCB's 10th anniversary, showcasing the formidable collaboration between private sector industry partners and the Government of Rwanda in establishing Rwanda as a leading MICE destination.

A decade ago, Rwanda's MICE infrastructure consisted of only a handful of key hotels but now, the country boasts state-of-the-art facilities, including the Kigali Convention Centre, Kigali Convention & Exhibition Village, Intare Conference Arena, BK Arena, and the newly renovated Amahoro Stadium, which seats 45,000 people. With the upcoming Bugesera International Airport, set to open in 2026, the nation's capacity to host large-scale international events will expand considerably, offering modern infrastructure designed to handle up to 14 million passengers annually and ensuring seamless arrivals for delegates at major global events.

Rwanda's hospitality sector has also grown tremendously, welcoming world-renowned brands like the Kigali Marriott Hotel, Radisson Blu Hotel, and Four Points by Sheraton, alongside the upcoming Mövenpick scheduled to open its doors in 2025. Paired with luxury lodges like One & Only Gorilla's Nest, Bisate Lodge, and Singita Kwitonda Lodge, this confirms Rwanda's allure as a leading destination for both business and leisure.

Additionally, the destinations national carrier, RwandAir, in partnership with Qatar Airways, now connects to over 160 destinations combined, ensuring seamless travel. Rwanda has developed a robust security and intelligence infrastructure, ranking it among the safest nations in Africa and globally. Kigali, the capital city, is especially noted for its cleanliness and safety, distinguishing itself across sub-Saharan Africa for its exceptional organization and environmental standards.

As Rwanda marks its 10th year at IBTM Barcelona, the country proudly celebrates the extraordinary growth of its MICE sector. From a modest start with just two partners, Rwanda's presence at IBTM has grown to include over 20 enthusiastic partners, all ready to showcase the country's achievements on the global stage.

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Events hosted: Fueled by strategic investments from both the government and private sector, in the past decade, Rwanda has successfully hosted major global events, such as the 73rd FIFA Congress in 2023 with over 1500 delegates and the Women Deliver Conference in 2023, attracting over 5,000 participants. The Basketball Africa League (BAL), running annually from 2021 to 2024, brought in more than 1,000 delegates each year. Other standout events include the International Conference on AIDS and STIs in Africa (ICASA) 2019 that brought in 4000+ delegates, Commonwealth Heads of Government Meeting (CHOGM) 2022, International Telecommunication Union (ITU) 2022, and the World Economic Forum in 2016 to name a few.

Rwanda has successfully secured noteworthy bids from IBTM Barcelona, including both past and upcoming events. These include the Mojaloop Conference 2023 (300 delegates), the Junior Chamber International (JCI) Africa and Middle East Conference 2024 (500 delegates), and the Jehovah's Witness Congress 2025 (3,000 delegates).

Join s at IBTM 2024: This year, Rwanda proudly showcases some of our top MICE venues, DMCs, and PCOs, including the Intare Conference Arena, Kigali Convention Centre, Kigali Serena Hotel, Kigali Marriott Hotel, and leading professional conference organizers such as Business Events East Africa, Sensitive Group Ltd, Global Events Africa Ltd, CUBE, Events and Media Services Group, Planitwiss, and Rwanda Events Group.

We invite both new and returning IBTM Barcelona meeting buyers to visit the Rwanda stand (Stand No: M35). Discover firsthand why Rwanda is emerging as a leading destination for international meetings and events, and explore how we can help you bring your future events to life.

About the Rwanda Convention Bureau (RCB):

RCB promotes Rwanda as a premier destination for business events, offering a one-stop solution for assistance, information, and guidance on hosting and organizing Meetings, Incentives, Conferences, and Exhibitions in Rwanda. We provide valuable resources for meeting planners and promote the local MICE infrastructure and facilities, offering support at every step of event planning.

Meet In Rwanda

[Calendar of events](#)

[Meeting Planners Guide](#)

[Incentive Planners Guide](#)

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About hosting your event in Rwanda

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