

PRESS RELEASE

29th May 2024

Rwanda Celebrates a Decade of Success at IMEX 2024 with Major Milestones

Frankfurt, Germany - May 2024 - Rwanda Convention Bureau (RCB) is proud to announce its memorable participation in IMEX 2024, marking the 10th year of Rwanda's attendance at this prestigious global event focused on all things meetings, incentives, conferences, and exhibitions (MICE). This year was particularly special due to several key highlights that underscore Rwanda's growing prominence on the international stage.

Celebrating 10 Years at IMEX: Day one of IMEX 2024 saw a significant celebration at the Rwanda stand, commemorating a decade of RCB's exhibition at IMEX Frankfurt, which was the first entry for Rwanda's MICE Industry to the Global Market. Carina Bauer, CEO of IMEX, joined the celebration, highlighting the strong partnership and growth Rwanda has experienced within the MICE industry over the past ten years. This year RCB was joined by 9 private sector companies including Kigali Convention Centre and Radisson Blu, Kigali Marriott Hotel and Four Points by Sheraton, Kigali Serena Hotel, Rwanda Events, Events Factory, Business Events East Africa, IKAZE PCO Planitswiss and Sensitive Communications. This exponential growth of the destination has been possible to the visionary leadership of Rwanda that has prioritized Rwanda's MICE Industry as a driver for economic development.

Rwanda's Rise in ICCA Rankings: Another celebratory highlight was the announcement of the ICCA 2023 rankings on May 13th, making it known that, Rwanda has gone up in the rankings, now standing as the second most popular destination for association conferences and meetings in Africa, just behind South Africa. This marks a significant milestone for Rwanda and its capital city, Kigali, which has maintained its 2nd place ranking for the fourth consecutive year, following Cape Town.

Frank Murangwa Honored with late Paul Flackett IMEX Academy Award: A standout moment at this year's event was the IMEX Gala Dinner on day two, where Frank Murangwa, a founding member of RCB, was awarded the prestigious Paul Flackett IMEX Academy Award. In a room filled with industry leaders, Frank was recognized for his unwavering dedication to his role at RCB and his significant contributions to the MICE industry. This accolade is a monumental recognition for both Frank and the MICE sector in Rwanda.

A Testament to Rwanda's Growth: The elevation in ICCA rankings is a testament to Rwanda's increasing appeal as a preferred destination for international meetings and events. This recognition highlights the concerted efforts of the Government of Rwanda and its stakeholders in actively promoting Rwanda as a prime location for MICE activities.

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Rwanda

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The commitment of both the government and the private sector to the MICE industry is evident in the substantial development of infrastructure. Notable examples include the state-of-the-art Kigali Convention Centre (KCC), the versatile Intare Arena, the BK Arena and not forgetting, the eagerly anticipated, newly renovated 45,000-seat Amahoro Stadium.

The hospitality sector has also seen significant investment, with the establishment of world-class hotels such as the Marriott, Four Points by Sheraton, Radisson Blu, Park Inn, and the upcoming Movenpick.

These developments underscore Rwanda's dedication to providing top-tier facilities and services that cater to the needs of international conferences and events, further solidifying its position as a leading MICE destination in Africa.

Looking Forward: Rwanda Convention Bureau remains committed to further enhancing the country's reputation as a capable and preferred destination for international conferences and events. With continued dedication and strategic initiatives, RCB aims to sustain and grow Rwanda's position in the global MICE industry.

Meet In Rwanda:

Calendar of events: <https://rcb.rw/-2024-Events-.html>

Meeting Planners Guide: https://rcb.rw/IMG/pdf/mpg_2023-24_v2.pdf

Incentive Planners Guide: https://rcb.rw/IMG/pdf/ipg_xx_new_compressed.pdf

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