

PRESS RELEASE

3rd March 2024

Rwanda Convention Bureau Participates in Meetings Africa 2024

The Rwanda Convention Bureau (RCB) proudly participated in Meetings Africa 2024 for the 8th time through its Marketing Directorate. The event, held from February 26 -28, 2024, in Johannesburg, South Africa, was followed by a Roadshow from February 29 to March 1, 2024, where representatives from Rwanda's MICE sector met with corporate companies based in Johannesburg to strengthen Rwanda's position as a premier destination for Meetings, Incentives, Conferences, and Exhibitions.

Meetings Africa, the leading MICE trade fair in Africa, provides a platform for suppliers and buyers to transact business through organized appointments. This year's event, the 18th edition was led by the South Africa Convention Bureau and aimed to create a market access platform for African business events products. By fostering industry growth, Meetings Africa contributes significantly to the continent's economic development.

The trade show featured a dedicated Educational Day, executed in collaboration with key global, continental, and national industry associations. It served as the most formidable platform on the continent for exhibitors to showcase their offerings to international and local buyers, African associations, and corporate planners. The event attracted over 600 highly qualified hosted buyers, allowing exhibitors to meet face-to-face with the world's most influential buyers and contribute to Africa's growth.

RCB's participation this year was marked by a significant presence, including 290 face-to-face meetings with different associations who came from all over the world, 200 of which were from Africa. These interactions underscored Rwanda's growing prominence as a MICE destination.

Partnerships: RCB has continuously collaborated with various local stakeholders in the MICE sector. In 2023, RCB expanded to 11 partners, totalling 26 team members. This year, in 2024, RCB further increased its partnerships to 14, with a combined team of 29 members. The 2024 partners include Four Points by Sheraton, Kigali Serena Hotel, Radisson Blu Hotel, Ikaze PCO, PlanitSwiss, Business Events East Africa, Rwanda Events, Events Factory, Travel Zuri, Intare Conference Arena, BK Arena, RwandAir, and Bourbon Coffee.

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Hot Leads: Through networking meetings with the participating international hosted buyers, associations, and organizer companies, RCB secured 9 hot and potential leads for future events to be hosted in Rwanda in the coming years. These promising leads reflect the increasing interest in Rwanda as a leading MICE destination and the successful efforts of the government of Rwanda & Rwanda's private sector, in promoting the country's vibrant MICE landscape.

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: <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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