

PRESS RELEASE

11th June 2024

Rwanda Convention Bureau to Attend 2024 Meetings Show London for the Fourth Time

Rwanda Convention Bureau (RCB) is excited to announce its participation in the 2024 Meetings Show London, taking place from June 19-20. This marks the fourth year of RCB's presence at the prestigious event, reflecting Rwanda's growing influence and appeal in the international meetings, incentives, conferences, and exhibitions (MICE) industry.

This year, the Rwanda Stand will proudly feature representatives from our national carrier Rwandair, professional conference organizers such as Rwanda Events, and Events Factory, Sensitive Productions, Ikaze PCO, and the distinguished venue Kigali Convention Centre (KCC).

Rwanda's Rise in ICCA Rankings: A celebratory highlight is the recent announcement of the ICCA 2023 rankings on May 13th. Rwanda has ascended in the rankings to become the second most popular destination for association conferences and meetings in Africa, just behind South Africa. This milestone underscores Kigali's sustained excellence, maintaining its 2nd place ranking for the fourth consecutive year following Cape Town.

A Testament to Rwanda's Growth: The elevation in ICCA rankings testifies to Rwanda's increasing appeal as a preferred destination for international meetings and events. This recognition reflects the concerted efforts of the Government of Rwanda and its stakeholders in proactively promoting Rwanda as a prime location for MICE. As a result of our participation in the Meeting Show London, Rwanda have successfully bid for and hosted notable events such as the JPI Annual Leadership Conference in 2023 and the International Health Insurance Forum in 2020.

Why Choose Rwanda for Your Next MICE Destination? Rwanda offers unparalleled opportunities for MICE activities, with numerous developments enhancing its appeal:

- **Venues:** 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.
- **Hotels:** Leading hotel brands are establishing a presence in Rwanda, offering world-class accommodations. Notable examples include the Marriott, Four Points by Sheraton, Radisson Blu, Park Inn, and the upcoming Movenpick.

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- **Incentive travellers:** Rwanda boasts premier incentive resorts like the One&Only Gorillas Nest and One and Only Nyungwe House, Singita, and Bisate, offering travellers the epitome of luxury and an unparalleled high-end experience.
- **Travel Visa Policies:** Visa on arrival is available for all visitors, with free visas for citizens of African Union, Commonwealth, and Francophonie member countries.
- **Sustainability Efforts:** Rwanda is dedicated to sustainability, implementing numerous initiatives to enhance the country's environmental health. These include a complete ban on single-use plastics, promotion of reforestation, and significant investments in renewable energy sources.

Rwanda's strategic location, robust infrastructure, and commitment to excellence make it an ideal destination for global MICE events. Join us at the Meetings Show London to learn more about the exciting opportunities Rwanda has to offer.

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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