AFRICA MICE SUMMIT

Convene. Connect. Convert.

2026

BUILDING AFRICA'S BUSINESS EVENTS ECOSYSTEM FOR TRADE, INVESTMENT AND INNOVATION

EVENT REPORT

Tembo International Convention Centre, Mombasa, Kenya

1–2 October 2026

AFRICA MICE SUMMIT

Convene. Connect. Convert

INTRODUCTION & STRATEGIC CONTEXT

Background of the Africa MICE Summit

Launched in **Nairobi, Kenya**, in 2018, the **Africa MICE Summit** was established with a singular vision: **to strengthen Africa's global competitiveness in the Meetings, Incentives, Conferences, and Exhibitions (MICE)** industry. Over its eight-year evolution, the Summit has transitioned from a localized, regional conference into the continent's premier Pan-African convening platform for policymakers, convention bureaus, event organizers, venue operators, and trade investors.

By bridging public policy dialogue with private sector commerce, the Africa MICE Summit addresses systemic barriers to sector growth, advocates for intra-African travel ease, and promotes standardized professional development across the continent.



AFRICA MICE SUMMIT

Convene. Connect. Convert

Virtual Summit



KEZY MUKIRI

Founder, Africa MICE Hub
Convener, Africa MICE Summit

WHY AFRICA MICE SUMMIT & ITS IMPACT ON THE TOURISM ECOSYSTEM

The Strategic Need for the Summit

While business events generated $1.3 trillion in direct spending worldwide in 2025, Africa currently secures only ~4% of international and regional association meetings (ICCA 2025 data).

The core challenge facing the continent is not a lack of market potential, but rather an execution gap characterized by visa friction, fragmented infrastructure, and high air travel costs. The Africa MICE Summit serves as the catalyst to close this gap by transforming isolated investments into integrated, bankable MICE ecosystems.

AFRICA MICE SECTOR AT A GLANCE

Direct annual spend generated by Africa's MICE sector across hospitality and travel	$26 Billion
Direct jobs supported across the value chain (logistics, AV, transport, venues)	360,000 Jobs
MICE delegates spend ~5x more per day than traditional leisure tourists	5x Delegate Spend Multiplier

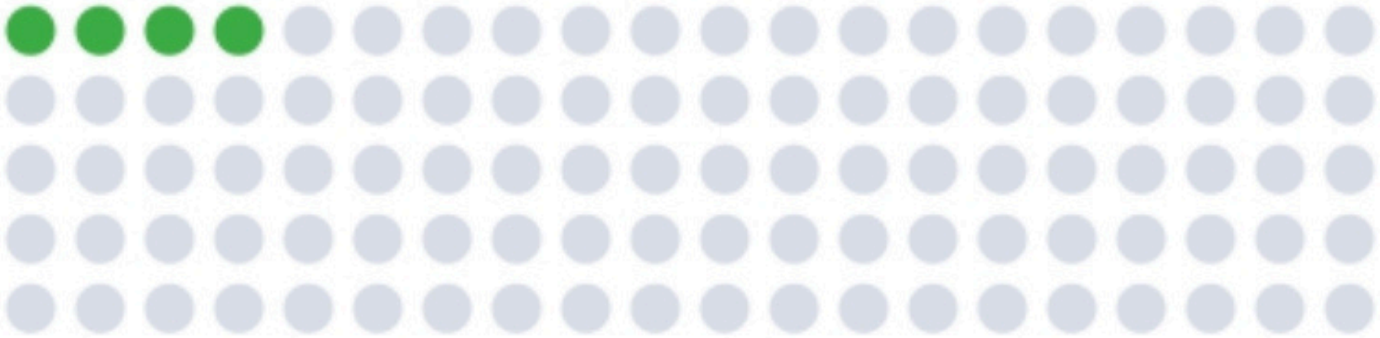
$1.3T
Direct global spending by business events in 2025

4%
Africa's share of association meetings(ICCA 2025)

1.6B
People on the continent: a people-dependent sector

80+
International associations coming to Kigali for ICCA 2027

FIGURE 0.1 · AFRICA'S SHARE OF EVERY 100 ASSOCIATION MEETINGS



What holds Africa back
Visa friction, limited direct air links and slow responses to buyers mean African destinations are shortlisted, then passed over.

What works
Destinations that sell as ecosystems, from airport to venue to experience, and that bid together as a continent, win more business.

What holds Africa back
Visa friction, limited direct air links and slow responses to buyers mean African destinations are shortlisted, then passed over.

> **"We don't have a potential problem. What we have is an execution problem.**
>
> DORIS RWEBANGIRA · CHAIRPERSON, ICCA AFRICA CHAPTER

SUMMIT SESSIONS AND STRATEGIC OUTCOMES

BUILDING AFRICA'S BUSINESS EVENTS ECOSYSTEM FOR TRADE, INVESTMENT AND INNOVATION

The Africa MICE Summit 2026 moved from conversation to commitment

The **Africa MICE Summit 2026** convened from **October 1st–2nd, 2026,** at the Tembo International Convention Centre (TICC) / PrideInn Paradise in Mombasa, Kenya, under the theme "Building Africa's Business Events Ecosystem for Trade, Investment and Innovation".

The summit brought together over 500 delegates, regional tourism ministers, convention bureau directors, private conference organizers, technology innovators, destination management companies, and institutional investors.

Two strategic days defined the summit agenda

Day 1: Building Africa's Business Events Economy

01 Focused on macro-economic infrastructure, project financing, air connectivity, visa facilitation, distributed secondary-city development, and bidding pipelines.

Day 2: Competing for the Global MICE Market

02 Centered on technological transformation, audited circular sustainability standards, global incentive travel acquisition, human capital development, and international bilateral partnerships.



KEY OUTCOMES FROM DISCUSSIONS

Official Opening — Building Africa's Business Events Economy

Context & Focus: High-level opening session setting the strategic imperative for African nations to transition from passive meeting hosts to proactive event owners and developers

Key Discussion Outcomes:

1. **Create and Own Africa-Based Events**

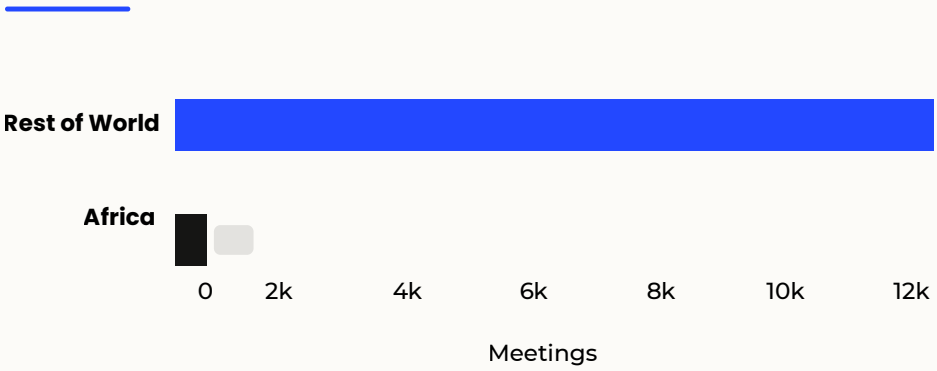
PCOs and event organizers were urged to conceptualize and launch indigenous, continent-focused congresses in high-growth sectors such as healthcare, artificial intelligence, food security, and agriculture, rather than relying exclusively on bidding for international events originating outside the continent.

Global Market Share

4%

Africa's Global Share

Out of 12,434 qualifying international association meetings hosted globally in 2025, Africa hosted only 497, representing approximately 4%.



Sector Ownership

Create and own Africa-based events in high-growth sectors such as healthcare, artificial intelligence, food security, and agriculture.

Africa MICE Hub

Deploy the Africa MICE Hub as a centralized Pan-African digital platform and directory for profiles, destination data, facilities, and B2B matchmaking .

Policy & Aviation

Remove visa friction, expand direct point-to-point intra-African flight routes, and reduce high aviation taxes and landing fees.

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2. **Capture Global Market Share:**

Out of 12,434 qualifying international association meetings hosted globally in 2025, Africa hosted only 497 (representing ~4%). Panelists emphasized that the market already exists, requiring coordinated bidding and aggressive destination marketing to convert this 96% gap into local economic value.

3. **Deployment of the Africa MICE Hub:**

Promoted the Africa MICE Hub as a centralized Pan-African digital platform and directory enabling stakeholders to share profiles, access destination data, showcase facilities, and schedule B2B matchmaking meetings directly.

4. **Open Borders and Open Skies:**

Highlighted that physical meetings precede trade. Growth requires removing visa friction, expanding direct point-to-point intra-African flight routes, and reducing high aviation taxes and landing fees.

5. **Integrated Pan-African Ecosystem:**

Called on governments, venues, airlines, hotels, and technology providers to operate as one interconnected business-events ecosystem rather than competing in isolation.

6. **Year-Round Economic Engine:**

Emphasized that while a conference lasts 3 to 4 days, a structured MICE economy generates 365-day demand across agriculture, transportation, technology, and local supply chains.

7. **Measurable Execution & Accountability:**

Mandated that all summit priorities be tied to named owners, clear metrics, and firm deadlines to prevent commitments from remaining mere "wish lists".

8. **Equipping Convention Bureaus:**

Recommended equipping national and regional convention bureaus with dedicated staff, market data, operational funding, and clear performance KPIs.

9. **Distributed Secondary-City Infrastructure:**

Urged destinations to develop competitive MICE facilities beyond capital cities (e.g., Mombasa, Kilifi, Naivasha) to distribute economic gains nationally.



AFRICA MICE INVESTORS FORUM — THE ECONOMICS OF MICE & COMMERCIALLY VIABLE INFRASTRUCTURE

Context & Focus:

Keynote addresses and panel discussions analyzing project financing, infrastructure integration, and destination competitiveness.



MACRO INFRASTRUCTURE INTEGRATION

MICE INFRASTRUCTURE MUST BE PLANNED AS A CONNECTED ECONOMIC SYSTEM

Specialized Assets

Coastal Port Logistics

Package Mombasa's port, maritime logistics, and coastal assets into specialized congresses, such as a Pan-African Coastal and Blue Economy Investment Summit.

Flight Contribution

4,300

Jobs per flight · KSh 3B GDP

Each additional international flight landing at Moi International Airport was linked with an estimated 4,300 jobs and KSh 3 billion in GDP contribution.

Delegate Multiplier

5×

Spend v sleisure · 4 return visitors

A business delegate spends approximately 5 times more than a leisure tourist and generates secondary return travel averaging 4 additional visitors per satisfied delegate.

End-to-End System

Complete Journey

Destination competitiveness depends on the complete end-to-end delegate journey: venues, last-mile transit, traffic management, hotel capacity, utilities, and lighting .

Key Discussion Outcomes:

1. **Mombasa Blue Economy Proposition:**
Urged Mombasa to package its port, maritime logistics, and coastal assets into specialized congresses, such as a Pan-African Coastal and Blue Economy Investment Summit, measuring success through investment generated rather than delegate headcounts alone.

2. **Air Connectivity as a Job Engine:**
Economic assessments presented by EDIC linked each additional international flight landing at Moi International Airport with an estimated 4,300 jobs and KSh 3 billion in GDP contribution.

3. **Private-Sector-Led Convention Bureaus:**
Called for convention bureaus to be professionally run and private-sector-led, backed firmly by government policy without being constrained by bureaucratic government departmental operations

4. **Connected Infrastructure Planning:**
Destination competitiveness depends on the complete end-to-end delegate journey. Venues, last-mile transit, traffic management, hotel capacity, utilities, and lighting must be planned as connected productive infrastructure.

5. **High-Yield Multiplier Effect:**
Highlighted that a business delegate spends approximately **5 times more** than a leisure tourist and generates secondary return travel (averaging 4 additional visitors per satisfied delegate).

6. Niche Positioning (Kilifi & Konza Technopolis):

- Kilifi was advised to differentiate itself through agriculture-led MICE themes (cashew, coconut, mango value chains) and a year-round festival model to eliminate seasonal occupancy dips.

- Konza Technopolis presented its specialized proposition for science, technology, and innovation conventions, leveraging its smart-city infrastructure, EPZ, drone testing zones, and university ecosystems.

7. Venues as Economic Platforms:

Bomas International Convention Centre and TICC emphasized that convention centers must operate as economic-development platforms rather than passive "landlords" renting floor space.

8. Overcoming Coordination Gaps:

Identified that Mombasa's primary constraint is not hotel bed capacity (with existing infrastructure capable of hosting up to 2,000-delegate conferences), but rather destination coordination, bidding assembly, and unified marketing.



DESTINATION SPOTLIGHTS & ROAD TO KIGALI 2027 (ICCA CONGRESS)



Context & Focus:

Case studies on winning association bids and leveraging international milestones for continental growth.

Pan-African milestone.

ICCA 2027

Persistence in Bidding
Rwanda securing the ICCA

Congress 2027 after 4 previous unsuccessful attempts was celebrated as a victory for all of Africa.

Pan-African milestone.

GLOBAL ACQUISITION DISCIPLINE

Winning the global market requires discipline in bidding and lead conversion

01

Track **300–500**

Mature global destinations track 300–500 meeting opportunities annually, actively bid for 100–200, and win 50–100.

02

Share **Continent-wide portal**

Establish a continent-wide lead-sharing portal where convention bureaus can pass non-returning or unaccommodated event leads to partner African cities.

03

Strengthen **Ambassadors & readiness**

Strengthen local associations, ambassador programs, and digital touchpoint readiness ahead of 2027.

Bid more, bid better, bid together

4
Times Rwanda lost the ICCA bid before winning

2004
Last ICCA Congress in Africa, held in Cape Town

12,000+
Association businesses in ICCA's network

Read the RFP, meet the deadline

Christian Manzi of theRwanda Convention Bureau stressed careful RFP reading and on-time responses; a lost bid can set up a later win.

Respond fast

Farirai Nandipa Mabodza of IEPZ said quick responses to RFPs and involving event professionals from the bidding stage decide repeat bu sin e ss.

Share leads across Africa

Panellists proposed a continental platform for PCOs and bureaux to pass on leads when an event will not return to their city.

Ethiopia · COP32

Kirubel Kefeleu of Addis International Convention Center described infrastructure upgrades and a high-level government committee preparing for COP32.

Nairobi · a dedicated bureau

Susan Mukuhi of Nairobi County called for a dedicated convention bureau, better data collection and a Nairobi conference package for organisers.

300–500
TRACK · MEETINGS A YEAR

100–200
PURSUE · BIDS

50–100
WIN · EVENTS

> **"Hosting the congress is not really Kigali... it's the whole African continent, because we're going to bring more than 80 international associations to the continent.**

Session5 · RoadtoKigali2027



KEY DISCUSSION OUTCOMES

1. **Kigali 2027 as a Continental Platform:**
Rwanda securing the ICCA Congress 2027 (after 4 previous unsuccessful attempts) was celebrated as a victory for all of Africa. The event will bring over 80 international association decision-makers to the continent.

2. **Bidding Pipeline Discipline:**
Revealed that mature global destinations track 300–500 meeting opportunities annually, actively bid for 100–200, and win 50–100. African destinations must build systematic tracking and bidding capabilities to compete globally.

3. **Africa-Wide Leads-Exchange Network:**
Proposed establishing a continent-wide lead-sharing portal where convention bureaus can pass non-returning or unaccommodated event leads to partner African cities.

4. **Strengthening Local Associations & Ambassador Programs:**
International associations require credible local chapters. Destinations were encouraged to establish local ambassador programs among academic, medical, and scientific leaders to champion future bids.

5. **Digital Touchpoint Readiness:**
MICE businesses were advised to upgrade their web portals, case studies, and digital storytelling immediately to appear market-ready to global buyers ahead of 2027.





COMPETING FOR THE GLOBAL MICE MARKET

The AI-Powered MICE Economy — Redesigning Business Events

Context & Focus: Keynote and panel examining how generative artificial intelligence and event intelligence platforms are transforming destination discovery, operations, and delegate satisfaction.





Digital Imperative

Human-Centered Technology

Automating routine logistics to protect

high-value human connection.

DIGITAL & ACCESSIBILITY TRANSFORMATION

AI can make MICE more discoverable, inclusive, and frictionless

Machine-Readable Data

Destinations mustpublishstructured, accurate, and machine-readable data to remain discoverable as international buyers increasingly use AI tools to source venues and entry requirements.

Operational Automation

UseAI to automateadministrative tasks, routine logistics, and post-event data analysis while freeing event professionals to focus on relationship building, trust, and high-value human connection.

Assistive Accessibility

DeployAI-powered assistivetools for navigation, closed-captioning, and personalized event access.

Fintech Integration

Integrate local digitalpayment systems such as M-Pesa and automated badge issuance into registration workflows.

Key Discussion Outcomes:

1. **Generative Engine Optimization (GEO):**
As international buyers increasingly use AI tools (e.g., ChatGPT, Claude) to source venues and entry requirements, destinations must publish structured, accurate, and machine-readable data to remain discoverable.

2. **Human-Centric AI Deployment:**
AI should automate administrative tasks, routine logistics, and post-event data analysis, freeing event professionals to focus on relationship building, trust, and high-value human connection

3. **Inclusive & Accessible Event Design:**
Highlighted the deployment of AI-powered assistive tools for delegates with disabilities, improving navigation, closed-captioning, and personalized event access.

4. **Localized Payment & Registration Journeys:**
Recommended integrating local, seamless digital payment systems (such as M-Pesa) and automated badge issuance into registration workflows to reduce queues and friction.

5. **Data Governance & Ecosystem Connectivity:**
Emphasized that AI cannot function on fragmented data; standardizing data ownership, consent, and privacy framework across venues and organizers is essential.

FROM GREEN EVENTS TO CIRCULAR MICE — SUSTAINABILITY IN ACTION



Smarter, greener and verifiable

On Day 2, the summit looked at how Africa can leapfrog: AI that turns events into lasting intelligence, and sustainability that can be measured and audited rather than claimed.

The AI-Powered MICE Economy

- Make destinations discoverable to AI: accurate, official, machine-readble visa, venue and entry information
- Capture event intelligence and convert connections into business through timely follow-up
- Localise the delegate journey, from M-Pesa payments to visa guidance and check-in
- Design for delegates with different abilities through assistive AI
- Back African-owned AI with local talent, IP and local investors

Green Events to Circular MICE

- Segregate, track and audit every waste stream, and report ESG per event
- Turn organic waste into biogas and briquettes for kitchens and water heating
- Put verified sustainability metrics into RFPs and procurement
- Set aside and measure the share of event spend kept in host comunities
- Offer electric taxis, tuk-tuks and ride-hailing to cut delegate emissions

> **This is a human industry. People travel to meet people, to build trust, to exchange ideas, to form partnerships and to do business.**
>
> The AI-Powered MICE Economy

> **We are moving into an era of accountability.**
>
> JUDY KEPHER • CEO, STTA
>
> Sustainability in Action

6 months

Maximum prison term under Kenyan law for falling to segregate waste,or a fineof 20,000

ISO 14001

Environmental standard used to train community waste groups for events

WATCH-POINT • GREEN CLAIMS

Verify it or remove it

Judy Kepher warned that new EU rules on greenwashing restrict unverified environmental claims. Organisations selling to EU buyers should review every brochure, banner and web page that says eco and back it with certifications such as EDGE or LEED.

Context & Focus: Practical strategies for transitioning from passive environmental pledges to audited, circular ESG practices.



Key Discussion Outcomes:

1. **Verifiable ESG Reporting & RFP Metrics:**
MICE buyers must require standardized sustainability metrics in procurement RFPs. Destinations and venues must provide audited proof of energy, water, and waste performance rather than unverified claims.

2. **Regulatory Compliance & Anti-Greenwashing:**
Warned of strict anti-greenwashing regulations (such as EU directives) requiring all public claims like "eco-friendly" or "sustainable" to be backed by recognized certifications (e.g., ISO 14001, LEED, EDGE). Legal compliance in jurisdictions like Kenya mandates waste segregation at the source.

3. **Circular Waste & Biogas Energy Conversion:**
Showcased models where organic food and venue waste are segregated and directed into biogas digesters for cooking energy or converted into fuel briquettes.

4. **Inclusive Community Supply Chains:**
Highlighting models (such as Eco Yugi) that train local self-help groups and community-based organizations to ISO standards to manage event waste streams, ensuring local economic inclusion

5. **Delegate Carbon Footprint Reduction:**
Recommended incorporating electric vehicle options (electric taxis and motorbikes) for airport and hotel transfers, alongside localized sourcing to reduce transport emissions.

WINNING THE GLOBAL INCENTIVE MARKET



Context & Focus:
Winning Global Incentives

Key Discussion Outcomes:

1. **High-Yield Incentive Economics:**
Incentive travelers represent a high-spend demographic (spending between $6,500 and $45,000 per delegate). Winning this business requires unreplicable, inspirational experiences, transparent pricing, and rapid DMC response times.

2. **Source-Market Specificity:**
Recommended tailoring products to specific source markets (e.g., Latin America, India, West Africa) by addressing language, cultural preferences, and precise travel requirements.



3. **Frictionless Sales Support:**
IBuyers require upfront clarity on health protocols, visa processing, and air access options. Destinations should target source markets within a realistic 6- to 8-hour travel radius or direct one-stop connections.

4. **Bilateral Trade & Market Partnerships:**
Announced a formal strategic partnership between the Africa MICE Summit and IBTM Americas to drive reciprocal event marketing, outbound trade, and delegate exchanges between Latin America (Mexico) and Africa.

THE GLOBAL MARKET OUTLOOK



Context & Focus:
The Global Market Outlook

1. **Limited Sales, Bidding and Marketing Intelligence**
A major barrier to winning more international events is the limited availability and application of market intelligence to guide destination marketing, sales, and bidding. African destinations need better insights into buyer expectations, market trends, competitor destinations, and bidding processes to develop competitive proposals and target opportunities effectively.

2. Fragmented Continental Collaboration
Limited collaboration among African destinations and industry stakeholders weakens the continent's collective competitiveness. Stronger partnerships, information sharing, joint bidding, and coordinated marketing are essential to positioning Africa as a connected and attractive business events destination.

3. Demand for In-Person Meetings Amid Budget Constraints
Despite constrained budgets, demand remains strong for face-to-face meetings that deliver tangible value through networking, knowledge exchange, and business development. African destinations must demonstrate value for money through competitive packages, quality service delivery, and measurable event outcomes.

4. Aligning Africa's Value Proposition with Buyer Expectations
Africa must ensure its MICE offering responds to international buyers' priorities, including accessibility, infrastructure, safety, service standards, sustainability, and return on investment. Authentic cultural and destination experiences should also be integrated meaningfully into event programmes to complement their themes and objectives, enhance delegate engagement, and differentiate African destinations.

Strategic Recommendations for Increasing Africa's Share of Global Business Events

The session identified four priority areas for strengthening Africa's competitiveness and attracting a greater share of international business events

.

1. Strengthen Destination Sales and Bidding Capabilities

Invest in market intelligence, professional bid development, lead generation, buyer engagement, and targeted international sales. Equip convention bureaux and destination marketing organisations with the data, skills, and resources required to identify opportunities and submit competitive bids.

2. Improve International Perception of African Destinations

Address outdated perceptions through consistent, evidence-based destination marketing and stronger international public relations. Showcase Africa's infrastructure, accessibility, safety measures, professional capabilities, successful event delivery, and distinctive delegate experiences to build buyer confidence.

3. Elevate Service Standards and Professional Skills

Strengthen workforce development, industry training, service quality, and operational standards across the MICE value chain. Prioritise event management, bidding, sales, destination marketing, technology adoption, sustainability, and international client servicing to ensure consistently high-quality experiences.

4. Build Stronger African Collaboration

Establish stronger partnerships between African destinations, convention bureaux, industry associations, venues, and private-sector stakeholders. Promote joint bids, cross-border itineraries, shared market intelligence, coordinated international marketing, and knowledge-sharing platforms to position Africa as a connected and competitive business events region.

PEOPLE AS THE POWERHOUSE OF MICE — TALENT, LEADERSHIP & SKILLS



1. **Competency-Based Education (70/30 Model):**

Called for an overhaul of university and vocational MICE curricula, shifting from theory-heavy degrees to competency-based learning structured around 70% practical, hands-on exposure and 30% classroom instruction.

2. **Shared Academic-Industry Accountability:**

Employers and educators must jointly design curricula, provide guest lectures, conduct practical assessments, and offer structured, paid internships.

3. Closing the Leadership Gap:

Identified that Africa does not lack raw talent, but rather experienced leaders who actively mentor incoming professionals

4. Portable Continental Baseline Standards:

Recommended establishing Africa-wide baseline competency standards so qualifications are portable across borders while allowing destinations to retain their unique cultural character.

People are the powerhouse of MICE

Africa's MICE education still leans on certificates and short courses,and many careers in the industry begin by accident. Session 10 brought educators and employers together to close the gap between what institutions teach and what events need.

70/30

Hands-on vclassroom learning in Zambia'scompetence-basedcurriculum reform

> **"Africa doesn't have a talent or skill problem; Africa doesn't have a standard problem. Africa has a leadership gap.**

Session 10 · People as the Powerhouse of MICE

Teach what graduates can do

Competency-based curricular, reviewed regularly with industry, covering AI, ethics, leadership and sustainabilty .

Share responsibility

Industry defines competencies, co-designs curricular and assesses learners, instead of offering one-off internships.

Earn while you learn

Vocationalpathways, stackable modules and the hotel floor as a practical classroom.

The gaps

Kenya's qualification criteria do not yet include MICE, there are no formal qualifications for incentives, curricular update slowly and graduates often lack practical experience.

Standardise the basics

Panellists backed shared continental fundamentals so qualifications travel across Africa's 54 countries, tailored to each destination's strengths.

Recruit locally

In Session 8, Alex Horsey said Vipingo Ridge recruits within 10-15 km, hosts around 72 trainees and pairs each with experienced staff.

THE ASK · INDUSTRY

Mentor the next generation

The panel's closing challenge : when academia sends students, spend the time to mentor them. Panelists also proposed a continent-wide survey of employers to map the skills the industry actually needs.

The Mombasa Declaration & Future Outlook



The primary deliverable of the 2026 summit was the formal adoption of The Mombasa Declaration 2026. Designed as an annual framework to transition the industry from conversation to measurable execution, the Declaration establishes five core pillars of continental accountability.



THE MOMBASA DECLARATION 2026
SIX STRATEGIC PILLARS

1.Investment & Infrastructure:
Mobilizing capital, supporting project preparation facilities, and treating venues as drivers of regional trade.

2.Destination Competitiveness:
Fostering cross-border collaboration, joint bidding, and continent-wide lead-sharing when events rotate out of a host city.

3.People, Talent & Professionalism:
Standardizing core competencies, updating tertiary curricula, and mandating annual Continuing Professional Development (CPD).

4.Innovation, Technology & Sustainability:
Driving responsible AI integration, machine-readable destination profiling, and audited green event standards.

5.Global Access & Inter-African Mobility:
Centralizing business opportunities via the Africa MICE Hub and advocating for open skies, visa-on-arrival policies, and reduced aviation taxes.

6. Inter-and-intra African Collaboration
Strengthening cross-border collaboration among African destinations, governments, businesses and MICE professionals to share knowledge, expand opportunities and grow Africa's business events economy together.



By executing the Six commitments, the Africa MICE Summit continues to solidify its role as the continent's chief catalyst for business event growth, turning continental conversations into sustained economic impact.

PARTERSHIPS IN ACTION



1. Africa MICE Summit Partners with ICCA to Strengthen Africa's Business Events Ecosystem

The partnership brings together industry knowledge, global expertise and new opportunities to advance Africa's MICE ecosystem, while creating stronger connections between African destinations, convention bureaux, associations, organisers and international business events stakeholders.

As Africa's business events sector continues to evolve, the collaboration reinforces the importance of global partnerships, knowledge exchange and stronger industry networks in positioning the continent as a competitive business events destination.

2. The Africa MICE Summit 2026 closed with an important milestone — the affirmation of our partnership with IBTM.



The partnership reinforces a shared commitment to strengthening the business events industry, creating connections between markets and opening new opportunities for African MICE professionals, destinations and businesses to engage with the global business events community.

As we close this year's Summit in Mombasa, we are proud to carry this collaboration forward and continue creating platforms that connect Africa to the world.

From conversation to collaboration. From connection to opportunity.

SUMMARY OF SUMMIT ATTENDANCE & ACCREDITATION



1. Attendance Metrics Overview

Attendance and participation for the Africa MICE Summit 2026 were tracked across three primary dimensions: **Registrations** (measuring market demand), **Daily Check-ins** (measuring daily venue footfall), and **True Unique Attendees** (measuring individual participants):

- **AMS Portal Registrations:** 533 registered profiles.
- **Total Daily Check-Ins (Footfall):** 550 cumulative check-in instances (270 on Day 1; 280 on Day 2).
- **True Unique Attendees:** 353 individual delegates, buyers, exhibitors, and stakeholders.
- **Pre-Summit Masterclasses (Sept 29–30):** 58 cumulative participants attended the SITE Africa Incentive Travel Masterclass and ICCA Advantage Masterclass.
- **Badges & Accreditation Produced:** 700 physical badges issued alongside 800 Awards wristbands.

Delegate Category Breakdown & Behavior Analysis

- The 353 unique attendees represented a broad cross-section of the business events industry. **Trade Visitors** formed the largest single cohort **(28%)**, followed by **Delegates (25%) and Crew/Operations staff (17%)**, highlighting an audience reaching far beyond standard conference attendees.

- Overall multi-day retention across both days stood at 55.8% (197 unique attendees attended both days, forming the core summit audience). **MICE Buyers** exhibited the highest engagement and retention rate (88.9%), followed by **Exhibitors (65.8%) and Delegates (64.8%).**



CONCLUSION & OPERATIONAL NEXT STEPS



The **Africa MICE Summit 2026**, convened at the **Tembo International Convention Centre in Mombasa**, marked a transformative shift in how business events are conceptualized, structured, and executed across the African continent. Moving decisively beyond the conventional approach of isolated destination marketing and passive venue rentals, the summit established a Pan-African framework positioning MICE as essential economic development infrastructure.

By bringing together over 500 delegates, regional leaders, buyers, and industry innovators across 25+ countries, AMS 2026 demonstrated that business events serve as powerful direct levers for trade integration under the **African Continental Free Trade Area (AfCFTA)**, foreign direct investment, and high-yield job creation.

Key Strategic Imperatives

The insights and consensus generated across the summit's two core days established six strategic imperatives for the continental business events ecosystem:



1.Transitioning from Venue Landlords to Integrated MICE Ecosystems:
Standalone convention facilities cannot drive economic transformation in isolation. Destinations must plan venues, air transit, last-mile transport, hotel inventory, utilities, and digital infrastructure as one connected, productive economic system.

2.Establishing Project Preparation Facilities:
To bridge the capital gap in MICE infrastructure, African governments and financial institutions must establish dedicated early-stage feasibility facilities—allocating 3–5% of projected capital expenditure to bring bankable projects to market.

3.Pipelining and Bidding Discipline:
Capturing a larger share of the global association meetings market requires systematic bidding capabilities. Destinations must adopt pipeline discipline—tracking hundreds of opportunities annually, submitting structured bids, and leveraging local academic and professional ambassador networks.

4. **Verifiable ESG and Circular Sustainability:**
Unverified environmental claims are no longer viable in the global marketplace. Venues and event organizers must adopt audited circular waste models, source-level waste segregation, and certified ESG reporting standards (such as ISO 14001 and LEED).

5. **Practical, Competency-Based Talent Development:** Closing the industry's leadership and technical skill gaps requires aligning academic curricula with real-world industry needs through a 70% practical to 30% classroom learning framework, complemented by structured executive mentorship.

6. **Deploying Machine-Readable Data & Localized AI:**
As global event planners increasingly rely on generative search engines for destination discovery, African MICE stakeholders must publish authoritative, structured data on visa rules, venue specs, and destination facts while integrating localized digital touchpoints like M-Pesa.



Actionable Next Steps for AMS 2027



To maintain momentum and ensure rigorous follow-through leading into the 10th milestone edition of the summit, the organizing body and sector partners will execute the following operational commitments:

1.Enforce the 48-Hour Service Rule:
All participating convention bureaus, venues, and destination management companies (DMCs) will implement a standard operating policy guaranteeing an initial response to international buyer inquiries within 48 hours.

2.Publish Standardized Destination Fact Packs:
Develop and distribute unified destination profiles detailing entry visa guidelines, health protocols, venue dimensions, and transport options to eliminate sales friction for global buyers.

3.Deploy the Africa MICE Hub Lead-Sharing
Module: Activate the digital lead-exchange functionality within the Africa MICE Hub portal to enable convention bureaus to share non-competing association leads across regions.

4.Transition to Conversion-Based Reporting:
Evaluate and present post-event metrics at AMS 2027 based on concrete commercial conversion—tracking total proposals submitted, contracts converted, and physical economic impact delivered on the ground.

HOST PARTNER

TEMBO INTERNATIONAL CONVENTION CENTRE BY PRIDEINN

HOST DESTINATION PARTNER

REPUBLIC OF KENYA

KENYA Tourism Board

HOST CITY PARTNER

MOMBASA COUNTY

EVENT SPONSORS

MICE hub

zuri events Imagine. Innovate. Inspire

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