

AFRICA MICE AWARDS GALA 2025 - CONCEPT NOTE

Date: 11th September 2025 | **Time:** 6:00 PM – 9:00 PM | **Venue:** Nairobi National Park
Theme: Cultural Elegance | **Dress Code:** Cultural Elegance

1. Background

The Africa MICE Awards Gala is a prestigious celebration of excellence, innovation, and leadership in Africa's Meetings, Incentives, Conferences, and Exhibitions (MICE) industry.

2. Objectives of the Gala

- Recognize and celebrate outstanding contributions to the MICE industry in Africa.
- Showcase Africa as a global hub for sustainable, innovative, and world-class business events.
- Provide a networking platform for stakeholders across government, private sector, and development partners.
- Highlight cultural richness and diversity through performances, cuisine, and creative expressions.
- Inspire excellence and future growth within the African MICE ecosystem.

3. Award Categories 2025

Core Judged Categories:

- Best African MICE Destination
- Best Convention & Exhibition Centre
- Best Eco-Hotel / MICE Venue
- Outstanding Professional Conference Organizer (PCO)
- Best Event Supplier / Service Provider
- Best Sustainable MICE Solution
- Innovation in Delegate Experience

Jury Special Recognitions:

- Lifetime Achievement
- Community Impact Award
- Public Service Award

4. Event Highlights

- Live performances by Bomas of Kenya and Sarakasi Dancers.
- Cultural showcase through cuisine, art, and fashion.
- Recognition of outstanding industry leaders and organizations.
- Pyrotechnics during the Sarakasi entry performance and confetti during the group photo finale.
- Networking opportunities with industry leaders, investors, and policymakers.

5. Participation

- Tickets can be purchased at: **www.AfricaMICESummit.org**
- Nominations can be done at: **www.awards.africamicesummit.org**

Individual Awards Gala Ticket: \$100

- Access to the Awards Ceremony
- Gala Dinner & Networking Reception
- Awards Program Booklet & Commemorative Gift

Table of 7: \$600

6. Conclusion

The Africa MICE Awards Gala 2025 offers a unique opportunity to honour and celebrate the pioneers, innovators, and leaders driving Africa's MICE industry forward. Through cultural elegance, recognition of excellence, and strategic networking, the Gala will contribute to positioning Africa as a leading global business events destination.