

mikutano

E - NEWSLETTER OF KENYATTA INTERNATIONAL CONVENTION CENTRE



Kicc_Kenya





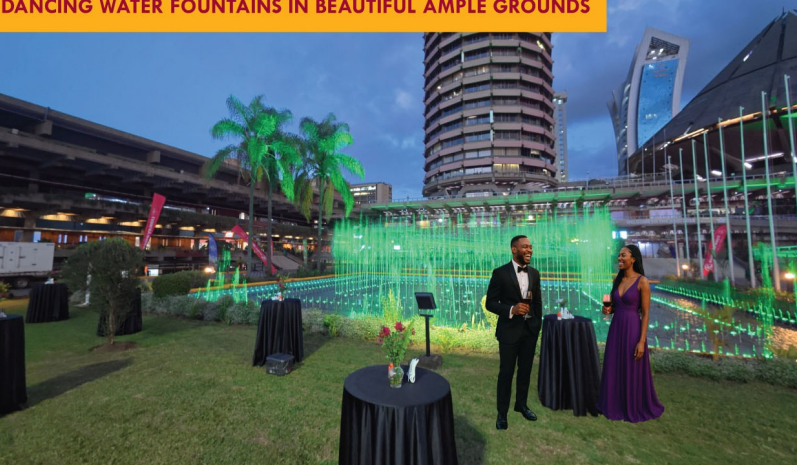
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Convention Centre

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This spectacular water, music and colourful light show, synchronized to music creates a dynamic attraction offering a world class experience at KICC. The fountains are designed with cutting-edge technology, advanced robotics and artificial intelligence, enabling the water jets to move in perfect harmony with traditional and contemporary music.

Mikutano: Kenyatta International Convention Centre E-Magazine

Welcome Message from the CEO



CPA JAMES MWAURA, CEO Kenyatta International Convention Centre (KICC)

Happy New Year! Welcome to the latest edition of Mikutano. It is our pleasure to bring to you a wealth of insights, updates, and stories that show case the vibrant world of KICC. The Kenyatta International Convention Centre (KICC) continues to reaffirm its position as the anchor of Kenya's growing Meetings, Incentives, Conferences, and Exhibitions (MICE) industry. As a national landmark and strategic asset, KICC continues to champion Kenya's ambition of becoming Africa's leading destination for business tourism.

The Kenyatta International Convention Centre (KICC), Africa's premier convention facility, continues to host high-profile global summits including the COMESA Heads of State Meeting in October 2025, SAM 2025 -Africa Financial Inclusive Week October 2025, International Tower Exchange Conference and Expo (ITW 2025) September 2025 among key events.

The Corporation increased Kenya's visibility in key international MICE markets—South Africa, Europe, Singapore, China, Australia and Japan by participating in leading industry shows and bidding sessions.

During the 2024–2025 financial year, KICC also successfully hosted several major international conferences, including: International Tower Exchange Africa 2024, OFF-Grid Solar Forum & Expo, 9th Africa Economic Zones Organisation (AEZO) Annual Meeting. 60th Anniversary of Kenya's Diplomatic Journey and the International Air Travel Association (IATA) Ground Handling Conference 2025.

It has been a productive time and we thank you our valued readers for choosing us over and over again. Welcome to this edition of Mikutano, as you choose from our increased and diversified products.

Note from the Editor

Jamba! in this Mikutano edition, KICC proudly shares professionally composed articles on how the Convention Centre has been and continues to be a major contributor to the exemplary performance of the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry in Kenya. We invite you to delve into our achievements, innovations, and the extraordinary experiences we create. This will be a valuable resource as you contemplate your plans for your next meeting at KICC.

We are striving to elevate KICC to new heights in the realm of conventions and beyond. Together, we uphold the highest standards of excellence, innovation, and service delivery. Our collective efforts will ensure that KICC remains an inspiration of professionalism and a preferred MICE destination. As you navigate through these pages, I hope that you find inspiration and valuable information that enriches your understanding of KICC's role as a leader in the events and conferencing industry.

This edition focuses on articles on the use of technology and innovation in business tourism, new growth in MICE. It also highlights the KICC Virtual Exhibition and Trade Platform, KICC products and the revival of the Kenya National Convention Bureau. It also provides the cost of the various products for those interested.

In line with the Corporation's strategic growth agenda, the Convention Centre is expanding its portfolio beyond traditional MICE offerings by positioning the Centre as a versatile venue for a wide range of contemporary events. Leveraging its iconic architecture, expansive



Silvia Mochorwa
Editor &

Corporate Communications Manager

grounds, and state-of-the-art facilities, KICC is now actively partnering with event planners and organizers to host lifestyle, cultural, entertainment, and community-focused events. A dedicated marketing and publicity campaign has been launched to reposition the Convention Centre as the go-to destination for diverse event experiences in the region

Have a good read!

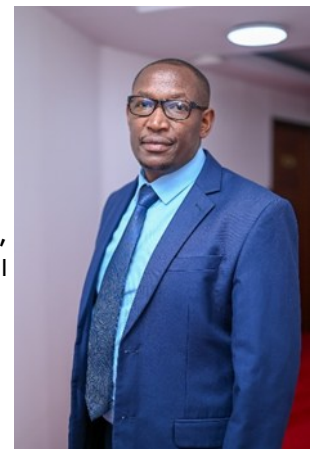


Beautiful KICC grounds

Kenya's Conference Tourism Driving Economic Growth

Kenya is redefining the future of its tourism and hospitality sector in line with Vision 2030 and the Bottom-up Economic Transformation Agenda (BeTA). **CPA JAMES MWAURA**, CEO Kenyatta International Convention Centre (KICC) explains the central role KICC plays to the MICE sector.

CPA CS JAMES MWAURA,
CEO Kenyatta International
Convention Centre (KICC)



Recognised as a critical driver of national growth, tourism remains central to Kenya's economic development, with strong linkages to agriculture, manufacturing, and the service industries. While globally renowned as a premier wildlife and cultural destination, Kenya acknowledges that its tourism sector has yet to fully realise its economic potential on the international stage.

To address this, the government and stakeholders are charting a bold, transformative path that integrates technology, sustainability, inclusivity, and MICE tourism as key accelerators of growth.

The Ministry of Tourism and Wildlife is also in the process of establishing and fast tracking the operationalisation of the Kenya National Convention Bureau (KNCB) in recognition of the need to rise to the dynamic facets of challenges in the Kenya's MICE sector.

Transforming tourism through technology and Innovation

Kenya is embracing digital transformation to enhance visitor

experiences and strengthen global competitiveness. From mobile platforms and artificial intelligence to data-driven marketing and virtual tours, technology is revolutionizing destination promotion, bookings, and payments, ensuring seamless travel experiences for both leisure and business tourists.

MICE tourism: The new growth frontier

Globally, the MICE industry generates an estimated USD 2.5 trillion annually and employs more than 26 million people (AIPC, ICCA, UFI). Kenya is strategically positioning itself to capture a greater share of this dynamic subsector, which is the fastest growing in global tourism. Nairobi, East Africa's business capital, stands at the heart of this transformation.

The Kenyatta International Convention Centre (KICC), Africa's premier convention facility, continues to host high-



Tsavo Ballroom is the crown jewel of Kenyatta International Convention Centre

profile global summits including the upcoming COMESA Heads of State Meeting in October 2025, SAM 2025-Africa Financial Inclusive Week October 2025, International Tower Exchange Conference and Expo (ITW 2025) September 2025 among key events.

In addition to this, in the 2024–2025 financial year, KICC also successfully hosted five major international conferences, including: International Tower Exchange Africa 2024, OFF-Grid Solar Forum & Expo, 9th Africa Economic Zones Organisation (AEZO) Annual Meeting, 60th Anniversary of Kenya's Diplomatic Journey and the International Air Travel Association (IATA) Ground Handling Conference 2025.

Beyond traditional forums, KICC is diversifying into contemporary events such as creative expos, youth innovation forums, gaming and digital culture conventions, fashion showcases, and global investment summits reflecting Kenya's modern and cosmopolitan identity.

Meetings have the power to fuel innovation, build networks, and accelerate growth. Kenya is ready to harness this power by offering world class facilities, sustainable infrastructure, and uniquely Kenyan experiences that merge business with leisure.

This writer's election as Chair of the ICCA Africa Chapter further elevated Kenya's global standing, unlocking access to strategic data, insights, and platforms critical for securing rotational international conferences.

Kenya's position in the global MICE landscape According to the 2024 International Congress and Convention Association (ICCA) rankings, the global MICE industry continues to recover strongly.

Developed economies lead the space, with the United States topping the global list with 709 meetings, followed by Italy and Spain. Europe remains dominant, while Asia is rapidly rising with strong performances by Japan, China, and South Korea.

In Africa, South Africa leads with 98 international meetings, followed by Morocco and Rwanda. Kenya ranks fourth, hosting 29 international meetings, reaffirming Nairobi's growing influence as a regional conference hub.

The upcoming Bomas Convention Centre is expected to further enhance Kenya's competitiveness and hosting capacity. For conference tourism to develop, world class conference facilities, improved connectivity, and the creating of tailored event packages. The growth of MICE also calls for attracting more high-profile meetings and conferences by investing in ultra-modern and support long-term sustainability.

The growth of MICE also calls for attracting more high-profile conference facilities. Embracing technological innovations will be key to keeping Kenya competitive in the evolving tourism landscape by investing in Artificial Intelligence (AI)-driven services, smart energy management, and

Upcoming Events and Conferences

International Global Maternal Health Congress (IGHC) 25th–27th March 2026

International Federation for Social Workers 2026

Africa-France Summit 14th–15th May 2026 ISO 2026

Annual Meeting Conference 2nd–6th October 2028

International Union Forest Research Organisation 5th–11th August 2029

International Congress for Actuaries 2029

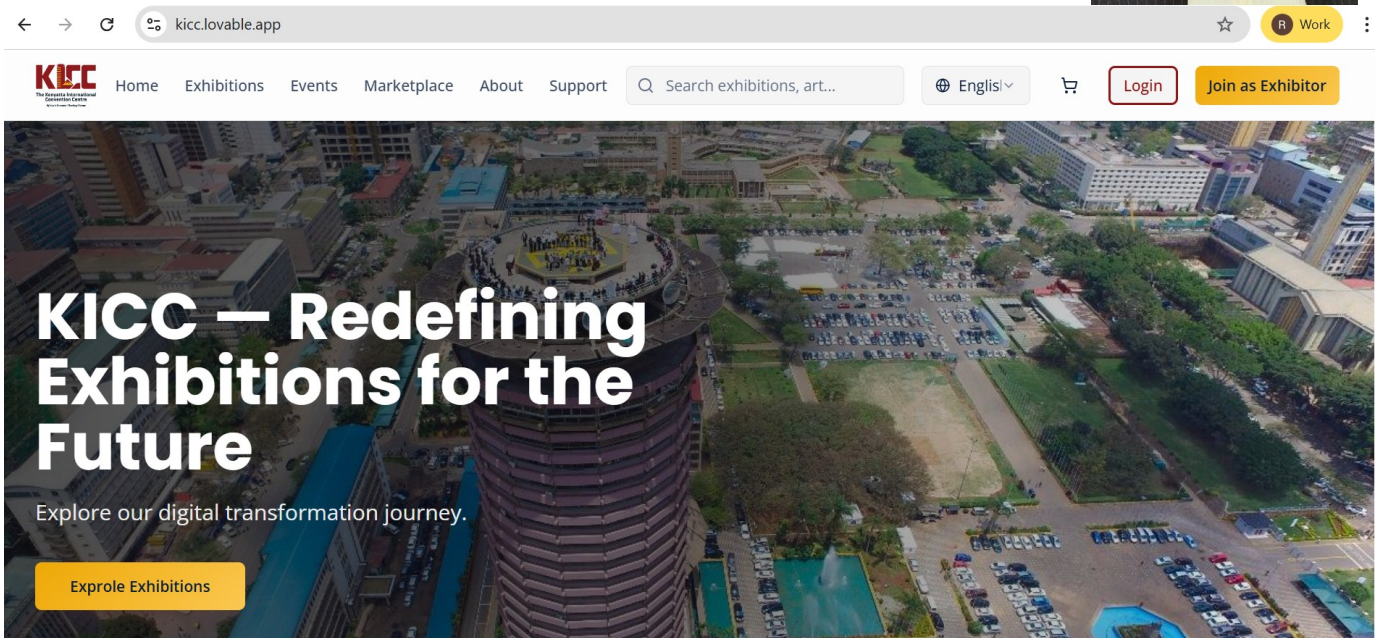
digital wayfinding to enhance visitor experiences in the destination.

About the author CPA, CS James Mwaura is the Chief Executive Officer of the Kenyatta International Convention Centre (KICC) and serves as the Chairperson of the International Congress and Convention Association (ICCA) African Chapter

This article was published in *It is a MICE World Magazine* Sept-Nov 2025

KICC Virtual Exhibition and Trade Platform

BY AGNES MUTHAURA
KICC ICT MANAGER



The KICC Virtual Exhibition & Trade Platform on the KICC Website

This is an online marketplace and exhibition hub that functions like a digital expo, allowing buyers and sellers to interact, transact, and engage in real time. Unlike conventional websites, this will be a specialized exhibition ecosystem, modelled around successful platforms such as *Alibaba* and *Amazon*, but uniquely tailored for art, galleries, culture, and creative enterprises.

Objectives

1. To create a digital marketplace for art, galleries, and cultural enterprises, providing visibility to local and international buyers.
2. To empower youth, women, and PWDs by offering them free participation on the platform.
3. To provide a trusted payment gateway, with KICC acting as a guarantee between buyers and sellers.
4. To expand the reach of KICC exhibitions beyond physical spaces into global virtual markets.
5. To generate sustainable revenue for KICC

through subscription fees for premium exhibitors, while promoting inclusiveness.

Scope of Work

Virtual Exhibition Halls – Interactive spaces that replicate physical galleries, allowing exhibitors to showcase paintings, sculptures, photography, fashion, and other creative works.

E-Commerce Functionality – Direct purchase of artworks, crafts, and creative products via integrated payment solutions (mobile money, cards, international transfers).

Ticketing System – Buyers and visitors can purchase tickets for online events, showcases, or hybrid exhibitions.

Secure Payment Gateway – KICC to act as guarantor/escrow, ensuring secure transactions and building trust between buyers and sellers.

Free Participation for Marginalized Groups – Youth, women, and PWDs will exhibit for free, encouraging inclusion and empowerment.

Subscription Model – Other exhibitors will pay a tiered subscription fee to access the platform.

Networking Features – Virtual meeting rooms, chat functions, and live showcase options for exhibitors and buyers.

Analytics Dashboard – For exhibitors to track visitor engagement, sales, and customer interest.

Target Groups- Primary Users: Artists, galleries, creative entrepreneurs, cultural organizations.

Beneficiaries: Youth, women, and PWDs (with free access to the platform), organizations and individuals.

Buyers/Audience: Local and international art collectors, investors, curators, tourists, and the public.

Partners: Payment platforms, logistics providers, development partners, and sponsors.

Implementation Strategy

- **Phase 1: Requirement gathering, system Design and prototype Development** – Gather system specifications from all the stakeholders and design a prototype that will display the functional specifications of the proposed platform. Develop and build a prototype of the platform to incorporate all technical, operational and functional requirements from the KICC stakeholders.

- **Phase 2: System Development, Testing and Deployment-** Develop the system by incorporating all the functional and non-functional requirements. This will entail integration with payment gateways and other external systems such as IPRS, AGPO, Etims, eCitizen and all other related systems. Integration Testing and User Acceptance Testing will be conducted in this



(Right) H.E President William Ruto is welcomed to the KICC Stand by KICC CEO James Mwaura. (In the background) ICT Manager, Agnes Muthaura and Principal Marketing Officer, Salima Kibathi, at the KICC exhibition booth during the Jamhuri week celebrations

phase for quality assurance. Deployment of the platform to live environment will be done on approval and signoff by the KICC management.

• **Phase 3: System support and Annual Maintenance**

Annual subscriptions for hosting services, security services, user support services, system administration services, system updates and upgrades.

6. Sustainability Model

- Free access for marginalized groups to promote inclusion.
- Subscription fees for other exhibitors to cover platform maintenance and growth.
- Commission-based revenue from sales (small percentage of completed transactions).
- Sponsorship and advertising opportunities from corporate partners.

7. Expected Impact

- Increased market access for local artists and cultural entrepreneurs.
- Empowerment of youth, women, and PWDs through exposure and trade opportunities.
- Strengthening Kenya's position as a hub for digital exhibitions and creative industries.
- Revenue generation and brand positioning for KICC as a leader in innovation within the MICE sector

8. Performance & Security.

- Guarantee minimum system uptime of 99.9%.
- Provide secure authentication mechanism for different user accounts creation Implement security monitoring tools to ensure 100% security of the system.

9. Support & Maintenance.

- Provide on-site and offsite technical support staff to support users and perform system administration, troubleshoot, and ensure uninterrupted service.
- Ensure real-time monitoring of transactions for optimization and data analytics.
- Hosting Services
- Manage licenses and subscriptions

Access to the Virtual & Trading Platform

<https://kicc.lovable.app>

Understanding MICE

Meetings, Incentives, Conventions & Exhibitions tourism has become a key driver of economic growth around the world. This vibrant sector, which encompasses everything from corporate meetings and incentive travel to conventions and exhibitions, not only boosts local economies but also creates memorable experiences for participants. In this article, I will explore the fascinating world of MICE and discover how this dynamic sector can benefit our country.

MICE refers to a specific segment of tourism that focuses on organizing events for specific groups, such as:

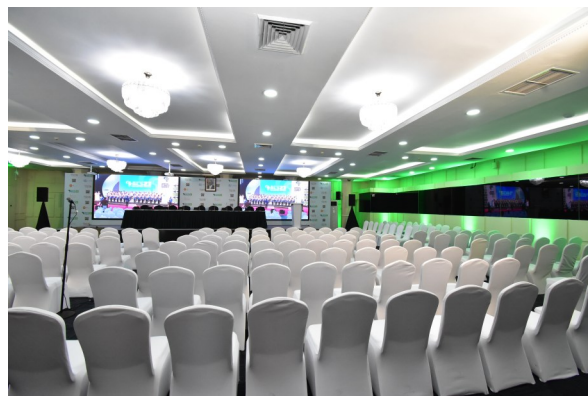
Corporate meetings: Events that bring together employees, clients, or partners to share information, collaborate, and strengthen relationships.

Incentive travel: Reward trips offered to employees or clients for their high performance or specific achievements.

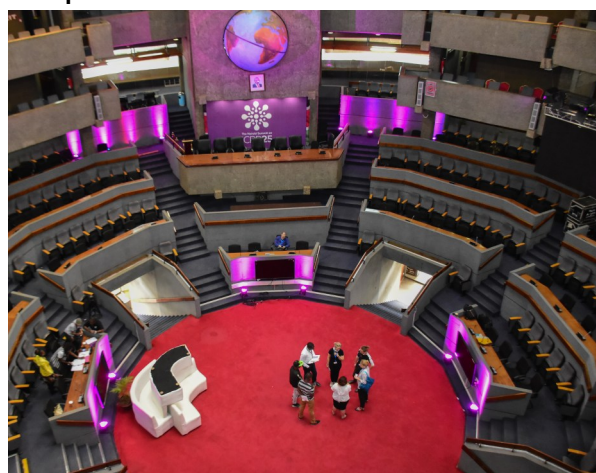
Conventions: Large-scale gatherings of professionals from a specific industry or association to share knowledge, network, and develop new ideas.

Exhibitions: Events that showcase products, services, and technologies to a target audience of potential buyers, distributors, and industry professionals.

BY **ROSEMARY KAMAU**
KICC PRINCIPAL
CORPORATE
COMMUNICATIONS
OFFICER



Above, KICC Aberdares Hall and below, the KICC Amphitheatre



The Nairobi National Park is located in the city of Nairobi. Delegates attending conferences at KICC can enjoy game drives at the park as an incentive. Above, is a giraffe at the park with KICC in the background.

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The Benefits of MICE

MICE tourism offers a wide range of benefits for various stakeholders, including cities, businesses, and individuals. Here is a closer look at the key benefits:

Economic impact: MICE tourism generates significant revenue through direct and indirect spending, contributing to local economic growth and prosperity.

Job creation: The MICE industry creates jobs in various sectors, including hospitality, transportation, event planning, and construction, leading to increased employment opportunities.

Destination promotion: MICE events showcase cities to a global audience, promoting their attractions, infrastructure, and hospitality offerings, and attracting visitors and investment.

Infrastructure development: Hosting MICE events can incentivize cities to invest in infrastructure development, such as improved transportation networks, convention centers, and hotels, benefiting both residents and visitors.

Social and cultural benefits: MICE events can foster cultural exchange, promote social cohesion, and enhance the city's image and reputation.

For businesses:

Brand awareness and reputation: MICE events provide a platform to showcase brands, products, and services to a targeted audience, increasing brand awareness and enhancing reputation.

Lead generation and sales: MICE events offer valuable opportunities to generate leads, connect with potential clients, and boost sales.

Customer relationship management: MICE events provide a platform to strengthen relationships with existing customers, build loyalty, and enhance customer satisfaction.

Employee motivation and retention: Incentive travel programs and corporate events can motivate employees, improve morale, and increase employee retention.

leading to innovation and business growth. Overall, **MICE tourism plays a vital role in promoting economic growth, job creation, destination promotion, and knowledge sharing.** It offers a multitude of benefits for cities, businesses, and individuals, contributing to a vibrant and sustainable tourism industry.



Above and below the KICC Tsavo Ballroom



KICC Shimba Hills Hall

The Challenges of MICE

MICE tourism, while offering numerous benefits, also presents various challenges that need to be effectively addressed for sustainable growth and success. Here are some key challenges:

1. High costs: Organizing and hosting MICE events can be expensive, involving venue rental, catering, transportation, accommodation, and other logistical costs. This can be a barrier for smaller businesses and organizations with limited budgets.

2. Competition: The MICE industry is highly competitive, with destinations and businesses vying for a share of the market. This requires effective marketing and branding strategies to differentiate and attract participants.

3. Economic and political factors: Economic downturns, political instability, and safety concerns can impact the MICE industry, leading to cancellations or reduced participation.

4. Seasonality: The demand for MICE events can be seasonal, with certain periods experiencing higher demand and others experiencing lower demand. This can create challenges for businesses and destinations in terms of resource allocation and staff scheduling.

5. Sustainability: The MICE industry can have a significant environmental impact, and there is a growing demand for sustainable practices. This includes reducing waste, energy consumption, and carbon emissions, and adopting eco-friendly practices throughout the event planning and execution process.

6. Technological advancements: The rapid evolution of technology requires MICE organizers to constantly adapt and adopt new technologies to enhance the event experience and stay competitive. This can involve integrating virtual reality, augmented reality, artificial intelligence, and other innovative technologies into events.

7. Changing customer expectations: Participants in MICE events increasingly expect personalized experiences, customized content, and seamless integration of technology. Meeting these expectations requires flexibility, innovation, and a focus on customer satisfaction.

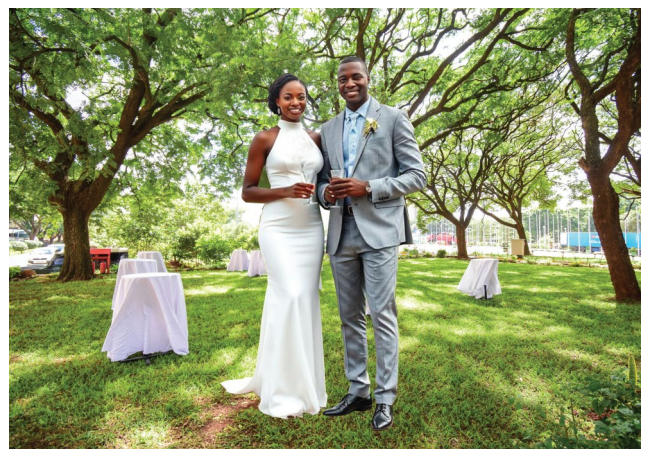
8. Risk management: MICE events involve various risks, such as cancellations, accidents, and security breaches. Effective risk management strategies are essential to mitigate potential losses and ensure the safety and security of participants.

9. Human resource challenges: The MICE industry requires skilled professionals with expertise in event planning, management, marketing, and logistics. Attracting and retaining qualified talent can be a challenge, especially in competitive markets.

10. Data and analytics: Collecting and analyzing data on participant behavior, preferences, and trends can help MICE organizers make informed decisions, improve event planning, and optimize the overall experience. However, data privacy and security concerns need to be addressed.



The vast KICC Courtyard has the capacity to hold various types of farming equipment and large machinery exhibitions



The beautiful KICC grounds has lush green trees and lawns for weddings, parties, corporate cocktails and other outdoor events.

Latest Trends in MICE

The MICE tourism industry is constantly evolving, with new trends emerging each year. Here are some of the latest trends to watch for:

1. Education and training: MICE industry professionals are increasingly seeking education and training to stay up-to-date on the latest trends and best practices.

2. Sustainability: MICE event organizers are increasingly focused on sustainability, adopting eco-friendly practices, reducing waste, and minimizing their environmental impact.

3. Personalization: MICE events are becoming increasingly personalized to meet the specific needs and preferences of each group, with customized experiences and tailored activities.

4. Technology: Technology plays an increasingly important role in the planning and execution of MICE events, from registration management to real-time translation and virtual reality experiences.

5. Bleisure: The trend of combining business travel with leisure activities is growing, with MICE events incorporating leisure experiences and opportunities for participants to explore the destination.

6. Health and safety: Health and safety have become a top priority for MICE event organizers, who are implementing measures to reduce the risk of COVID-19 and other health threats.

7. Destination marketing: MICE destinations are increasingly investing in marketing and promotion to attract more events and participants.

Ideas taken from MICE MAGAZINE

<https://www.micemag.com/what-is-mice-tourism-benefits-challenges-2025/>



KICC greenroom overlooking the beautiful dancing fountains



KICC Shimba Hills is ideal for movies, presentations and church services



KICC VVIP lounges are sophisticated and tastefully furnished



KICC executive meeting rooms are well equipped for hybrid meetings

THE KICC DANCING FOUNTAIN SETS A NEW STANDARD

The Kenyatta International Convention Centre (KICC) in Nairobi hosts a state-of-the-art dancing water fountain that has become a signature feature of the venue. This installation blends precision water jets, programmable lighting, and music synchronization to deliver immersive, choreographed performances for visitors and event-goers.

What makes the fountain unique is its ability to orchestrate dozens of water streams with LED light cues and sound, creating complex, repeatable shows. The control system allows rapid cue programming, enabling customized performances for conferences, galas, cultural events, and casual strolls around the precinct.

Looking ahead, the KICC fountain is poised for ongoing updates and evolving shows, with potential collaborations with artists and new seasonal programming. As a centerpiece of the venue's outdoor experience, it continues to drive footfall, enrich visitor experiences, and reinforce KICC's role as a leading beacon for innovative event experiences.

BY JAIRUS MEJDAH KAMAU

KICC CORPORATE
COMMUNICATIONS OFFICER



Designed for versatility, the fountain can produce a wide range of effects from delicate mists to high-arching plumes while shifting palettes from bold, saturated colors to subtle, ambient tones. The result is a dynamic, multi-sensory experience that adapts to different themes and times of day.

Beyond spectacle, the fountain serves a strategic role for KICC's branding and Nairobi's image as a modern, tech-forward hub. It functions as a landmark for media coverage, promotional campaigns, and social gatherings, drawing local crowds and international visitors to the venue.

The fountain enhances the overall guest experience by elevating outdoor moments around events and conferences. It provides a dramatic backdrop during receptions and main program moments, helping to create memorable impressions that linger long after guests depart.



KICC grounds and water fountains create a memorable atmosphere that can not be found anywhere in the world

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THE BOMAS INTERNATIONAL CONFERENCE CENTRE (BICC)

BY **ROSEMARY KAMAU**
KICC PRINCIPAL CORPORATE
COMMUNICATIONS OFFICER



Proposed design of the Bomas International Convention Complex (BICC)

The Bomas International Conference Centre (BICC), which is currently being built for Ksh31.5 billion, will feature two auditoriums, a banquet hall, hotels, and a presidential hall with lounges and VVIP offices. The project, covering more than 323,500 square metres, is being constructed near the intersection of Lang'ata Road and Magadi Road and promises to hold over 10,000 people, according to President William Ruto.

At the heart of the project is a massive conference complex, composed of interconnected structures designed to accommodate thousands of guests and high-level delegations. Anchoring the site is a main auditorium with a seating capacity of 5,000, intended for international conventions, high-profile summits, and cultural performances. The building will feature a multi-balcony layout that includes VIP sections, state-of-the-art acoustics, and a foyer space to ease crowd movement, according to the designs.

The designs also show flanking the primary auditorium is a secondary hall seating 350 guests, targeted for side meetings, technical briefings, and training sessions.

The adjacent presidential hall, measuring 5,200 square metres, will include a circular main chamber, exclusive presidential lounges, and VIP and VVIP offices. It will also house a private 150-seat restaurant, tailored for dignitaries and heads of state.

A banquet hall with a capacity of up to 3,000 people will be installed next to the conference halls. It will include a full-service kitchen and support facilities. The layout allows the space to transform from formal gala dinners to cultural exhibitions and business networking events.

Additional meeting rooms, with capacities of up to 100 seats, will be located throughout the complex, offering break-out space and administrative support areas. Back-of-house (BOH) spaces, including security screening zones, technical control rooms, and storage facilities, will support the entire complex.

Supporting the main buildings will be a police post and a self-sustaining clinic, covering 150 and 250 square metres, respectively. The clinic is

expected to serve both visitors and the local community throughout the year.

According to the design, a power station, underground technical rooms, and a dedicated heliport will be constructed, and 550,000 square metres of parking will be set aside.

On the upper levels, the development features open-plan offices, cafés, and terraces for informal meetings. The second and third balconies of the auditorium provide elevated views and are complemented by lounges and landscaped buffer zones.

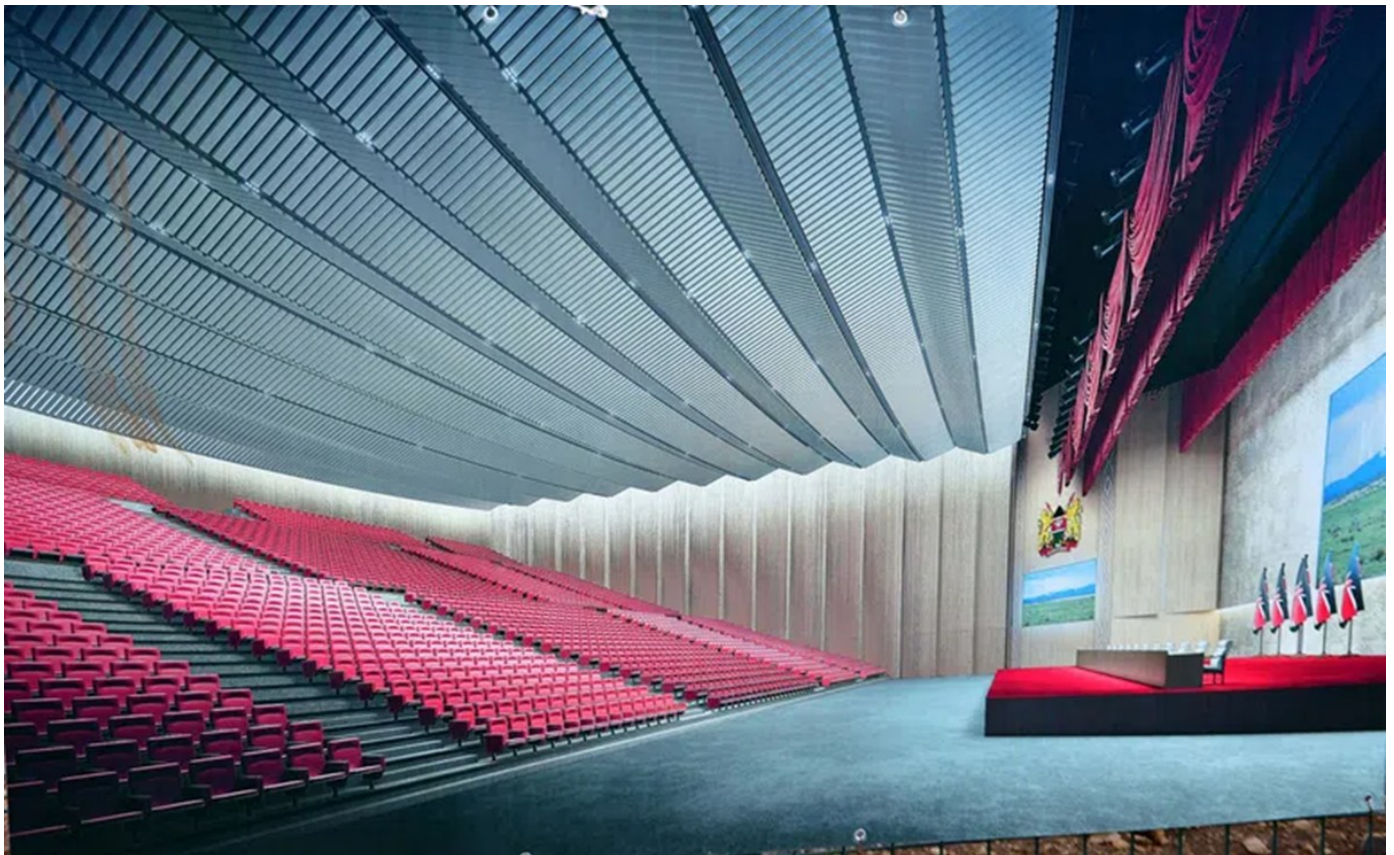
According to the design report by Avci Architects, the buildings are shaped to respect the site's natural conditions while reducing energy use. Passive cooling systems, traditional Kenyan patterns on façade screens, and low-E glazing are set to be used to reduce solar heat gain and cut electricity use.

Solar panels, rainwater harvesting systems, and air-source heat pumps will power and regulate the site sus-

tainably. Landscaping will preserve existing trees, and new flora will be introduced to align with the environmental ethos of the area.

The development also includes future phases with a five-star hotel, four-star and three-star hotels, residential blocks, a shopping mall, a heritage centre, and traditional villages. These zones will be linked by pedestrian paths and open squares.

“Anchoring the site is a main auditorium with a seating capacity of 5,000, intended for international conventions, high-profile summits, and cultural performances.”



Proposed design of the Bomas International Convention Complex (BICC)

WHY KICC IS THE ULTIMATE MEETING HUB FOR KENYA AND THE WORLD

At the heart of Nairobi's Central Business District stands the Kenyatta International Convention Centre (KICC) an iconic landmark whose distinctive cylindrical architecture, inspired by African heritage, makes it one of the most recognisable conference venues in Africa. From the very first glance, KICC communicates prestige, professionalism, and global relevance, setting the perfect tone for world-class meetings and events.

KICC is purpose-built to host conferences of international scale and quality. It boasts one of the largest plenary halls in East Africa, capable of accommodating thousands of delegates and supported by state-of-the-art audiovisual and sound systems. In addition, the Centre features a modern amphitheatre with soundproofing and advanced interpretation booths, as well as multiple flexible meeting rooms and breakout spaces suitable for workshops, exhibitions, and high-level boardroom sessions.

Technology lies at the core of KICC's appeal. The venue is fully equipped with high-speed Wi-Fi, advanced AV systems, and simultaneous interpretation facilities supporting up to seven languages, making it ideal for global, hybrid, and multilingual events. On-site business and translation services further enhance efficiency and professionalism for event organisers and delegates alike.

Delegate comfort and convenience are key priorities at KICC. Guests enjoy free Wi-Fi throughout the facility, ATM and foreign exchange services, air-ticketing support, prayer and lactation rooms, as well as medical assistance and lost-and-found services, ensuring a seamless, inclusive, and se-

BY **JAIRUS MEJJAH
KAMAU**

KICC CORPORATE
COMMUNICATIONS
OFFICER



Beyond meetings, KICC offers a unique and memorable highlight through its rooftop observation deck, which provides breathtaking 360-degree panoramic views of Nairobi's skyline. This exceptional feature transforms conferences into experiences that blend business, culture, and leisure.

Strategically located in the CBD and serving as a flagship MICE facility under Kenya Vision 2030, KICC anchors Kenya's position as a leading global business events destination. For organisations seeking an iconic venue, modern facilities, and unmatched accessibility, KICC remains the ultimate meeting hub in Kenya and a preferred choice for the world.



KICC holding areas are ideal for cocktails and tea breaks



KICC holding areas are ideal for tea and lunch breaks



The KICC Tsavo Ballroom

SHARED WORK EXPERIENCES AND WISDOM

This year marks a significant milestone for me. It feels like just yesterday that I graduated from NYS College back in 1994. Over the years, I have had a privilege of working with diverse organizations in various roles. I did my internship with the JICA [Japanese International corporation Agency] from 1996-1998 in Mombasa. Then in 1999-2001, I joined a construction company headed by a Briton in Nairobi on Mombasa road –dealing with construction, installation of drywall fixtures and all assorted household fittings. Until 2002-2005 I ended up in the Teaching fraternity as a tutor-under the umbrella of an NGO Kenya Good Neighbors [KGN] funded by Korean republic. I joined KICC on 3/4/2006.

Looking back to when I started as a fresh inexperienced and single skilled apprenticeship, I can't help but feel immense gratitude for each step of the journey. The lessons learned, the experience gained and the people I have encountered have shaped my career and who I am today.



My main duties and responsibilities are the inspection of the KICC facility as assigned on a daily basis, the diagnosis of the breakdown equipment within KICC, requisitions from the store and carry out repair work as assigned by my superior, carry out the required preventive maintenance, update fault diagnosis reports in corrective maintenance register. Other duties include following plans-interpret blueprint, building plans and specifications to determine the layout and



BY **JOSEPH WANJALA**
KICC BUILDING WORKS OFFICER

materials needed for a project .i.e reading and interpreting designs to meet specifications set by architects. In addition to repairing and renovating-repair existing wooden structures, fixtures and assorted office furniture. The installing fixtures-Install a wide variety of items such as windows ,doors, stairs, mouldings, locks assorted ironmongery. Assessing and reviewing additional carpentry and joinery refurbishments.

As I reflect on these two decades of paid employment at KICC, I have gathered some key insights that have guided me. While these may not be universally applicable, they have certainly had a positive impact on my career. I continue to internalize and apply them as I grow, both personally and professionally.

My first job set the tone for my career and from experience I have learnt that building positive work relationships is crucial. Healthy relationship with colleagues, superiors and even subordinates has helped me to develop my personal brand in the work place. While not only creating supportive environment that fosters productivity, innovation and personal well-being, it has made the difference between being a desirable employee or a dispensable colleague. I have seen the benefit of strong workplace connections which enhances collaboration and creates opportunities for me. Good relationships have opened difficult doors for me.

Having a mentor is also essential for career growth. A mentor provides guidance, offers perspective and helps navigate career decisions. I am a big advocate of allowing positive role modelling to mentor my career development, replicating excellence and good practice is a direct benefit of such mentorship.

Work friendships can be complex and require careful navigation. While it is great to bond with colleagues, mixing personal and professional relationships can be tricky and costly too. I have always understood to respect boundaries and maintain professionalism at all times and in return it has created a long term career success.

Maintain connections with those who have supported or mentored you. Keeping in touch with past managers, mentors or colleagues who added value to your career is crucial. I appreciate and celebrate the contribution they have made to my growth. It is a small world after all. Moreover they often serve as references who provide career advice, or open doors to future opportunities. I have benefited from over the years, my references are my past employers and bosses, and they are always pleased to provide my references.

Regularly assess your career path in the early years and be open. Career paths aren't always linear and sometimes adjustments are essential for long term success. The frontiers of work and learning are constantly expanding, and the future belongs to those who can sense the change before it happens and ride the waves into the future.

Self development requires proactive effort and initiative. No one will drive my personal development for me. If I want to grow, I cannot wait for my organization's training and development budget before deciding to improve myself and invest in my career. Employees who do this grow faster and take on more responsibilities quicker as it demonstrates initiative and determination to succeed. Whether through certifications, new skills or exploring new roles, I am the architect of my career growth, lifelong learning and curiosity have always been my guiding principles, there is no limit to our capacity to acquire new skill, none!

Avoid staying in an environment that is toxic as it can affect your overall work well-being. Toxic workplaces can negatively impact your mental health, job performance and personal life. Often we are tied down because of factors we can't immediately control. It is just not worth it, regardless of compensation or benefits.

Effectively manage relationships with your superiors. Learning how to manage up is a crucial skill especially if you intend to end up as a leader yourself. It is endearing and refreshing when a subordinate understands the leaders and can work around some of the challenges in the workplace with ease. This often entails understanding my boss's work style, anticipating their needs and communicating effectively. A good relationship with my boss will always open doors for career advancement.

I understand and adhere to workplace rules without exception. I have seen great careers being torpedoed because the employee is lackadaisical about workplace policies and procedures. These policies and procedures exist for a reason. By knowing the rules and adhering to them, I

minimize risk and increase my reliability and reputation within the organization. Failure to adhere to these rules often ruins any possibility of consideration for a leadership position and leads to serious consequences up to and including permanent separation from the organization.

A deep understanding of your business, sets you apart for success. One of the ways to easily separate yourself from the pack in paid employment is by demonstrating a sound understanding of the business. It is often noticeable and regardless of your role, everyone wants someone who knows the business in meetings, presentations and critical stakeholder meetings. Going beyond just doing my job and truly understand-



ing how the business works can put a good spotlight on Knowledge of the company's goals, finances and industry trends enables me to make more meaningful contributions and sound decision in my role.

Organizational politics is real, I choose to navigate cautiously and opt to stay neutral. Office politics are inevitable in any workplace. And being aware of them without engaging in unhealthy behaviors can save my career from unnecessary conflicts. Stay professional focused and avoid getting entangled in gossip or power struggles. People have agendas and I am always careful not to be a pawn in a game I know nothing about. I am vigilant and cautious.

Treat every job as temporary and plan your career trajectory accordingly. Paid employment is temporary. No job lasts forever. I plan ahead, stay adaptable, and always have a strategy for my next move. This mind set helps me stay flexible in an ever changing work environment and ensures that I'm always prepared for new opportunities. Don't ever be caught flat-footed, the work trends keep changing.



Practice fairness and consistency when in leadership roles. As a leader, fairness and consistency build trust with your team. Leadership credibility is a serious consideration for the team. For my team, it will always appreciate knowing that decisions are made with integrity, which fosters loyalty and respect, regardless of how complicated the decision is.

Dedication and reliability are key to being a valued team member. The golden rule is for you to do the job! Consistently delivering on your commitments and being someone, your team can rely on is crucial for long term success. It's one of the most straight forward way to build a strong professional reputation over time. In my perspective I let the reputation for excellence go ahead and speak for itself.

Maintain a healthy work-life balance and prioritize vacations. After all, we work so that we can have the quality of life we desire. It's easy to get lost in the hustle, but balancing your careers with personal time is crucial. Taking my vacations and downtime seriously helps me avoid burnout and keeps me refreshed and motivated.

Sadly, a lot of us do not know when to shut off, and even more tragic is to see people pass on immediately after retirements or become disabled in some form or the other leaving them no time or conducive state to enjoy all the work. Hence, strive to work to live, not live to work.

Changing jobs is a natural part of career progression, consider all factors thoughtfully. Changing jobs is no longer seen as a negative. It's often a sign of growth, when contemplating a move, weigh all factors-career growth, work culture, and personal satisfaction-before making a decision.

In my opinion, I don't feel guilty to leave a toxic work environment and ensure that I am sure of organizational culture and how it aligns with my values before jumping ship! No one is indispensable, which is why it's important to protect my career by staying relevant, continuously, learning and

safeguarding my interests, whether through networking or building my personal brand.

Enjoy your work, it doesn't always have to be serious. While professionalism is essential, finding joy and humor in your work helps keep things in perspective. A light hearted approach to challenges often leads to more creative solutions. Often, there are tense moments in the course of work, but from experience tough times never last as long I don't let the gloomy days steal the shine. I stay positive and focused always.

Embrace work challenges, they contribute to personal growth. Challenges at work might seem overwhelming at times, but they offer invaluable growth opportunities. Tackling them head on can help develop resilience and a skill set that will serve me in any role. I have interviewed hundreds in my career, and it is always very apparent candidates who have gotten their hands dirty doing the tough work, they come top every time!

Approach your work with humility, regardless of expertise. Expertise should never overshadow humility, approaching your work with an open mind and a willingness to learn from others-even if I am are a subject matter expert-builds strong working relationships and promotes team cohesion. Treating others in the workplace regardless of their hierarchy and competency level with respect and grace creates a healthy work environment and encourages even greater performance. Remember everyone is replaceable.

I'm ending my professional article with a quote from the 16th US President-ABRAHAM LINCOLN that said 'I am not bound to win, but I am bound to be true. I am not bound to succeed, but I am bound to live by the light that I have.'

The Photos in this article are AI generated

The Revival of Kenyan National Convention Bureau



BY ROSEMARY KAMAU
KICC PRINCIPAL
CORPORATE
COMMUNICATIONS OFFICER

The revival of the Convention Bureau is a major boost for Kenya's Meetings, Incentives, Conferences and Exhibitions (MICE) industry. President William Ruto on 15 December 2025 approved the operationalisation of the National Convention Bureau during a Cabinet meeting at State House – marking its re-establishment after being disbanded three years ago due to funding constraints.

The decision signals renewed government commitment, positioning Kenya as an emerging regional hub for business tourism. Currently ranked fourth in Africa, behind Rwanda, South Africa and Morocco, Kenya's MICE sector looks set for revival, though details of the Bureau's funding model and structure remain to be clarified. The renewed focus presents an opportunity to implement the KNCB National MICE Strategy (2030), developed by The Business Tourism Company and adopted by the Cabinet Secretary for Tourism and Wildlife, Hon. Najib Balala, in 2021.

The Cabinet approved the rollout of the Kenya National Convention Bureau as part of preparations for the 2026 *Tripartite Summit*. The Bureau will coordinate the planning, marketing and development of Kenya's international conventions and events sector to maximise economic and diplomatic gains.

According to a Cabinet statement, the initiative aligns with national priorities to attract investment, enhance Kenya's international profile, and generate employment through the MICE sector. "Cabinet was briefed on Kenya's hosting of the 4th COMESA–EAC–SADC *Tripartite Summit* in mid-2026 and approved the rollout of the Kenya National Convention Bureau to position the country as a leading global destination for Meetings, Incentives, Conferences and Exhibitions (MICE), reinforcing Kenya's commitment to regional integration, economic cooperation and high-value tourism," the communiqué noted.

The Tripartite Free Trade Area (TFTA) – uniting COMESA, EAC and SADC regional blocs – represents one of Africa's most ambitious integration efforts, covering 29 countries with a collective population exceeding 700 million and a com-

bined GDP of over €1.19 trillion.

This move will cement Kenya's position as a leading hub for Meetings, Incentives, Conferences and Exhibitions (MICE). The Convention bureau will coordinate the planning, marketing, and delivery of international conventions and events, ensuring the country maximises both economic and diplomatic benefits from hosting major regional and global gatherings. The Convention Bureau would enhance Kenya's international profile and support the growth of the MICE sector as a key source of jobs and revenue.

The National Convention Bureau is crucial for capitalising on the MICE sector's potential. The bureau will act as the central driver of Kenya's business events strategy, fostering collaboration with stakeholders and attracting international business events and association congresses that will advance Kenya's MICE agenda as a key driver of tourism and overall economic growth. She added that the initiative aligns with Kenya Vision 2030 and the Tourism Sector Master Plan, both of which identify MICE tourism as a high-growth area. She noted that the decision to award Kenya the 2026 *Tripartite Summit* reflects growing confidence in the country's institutional readiness to host high-level international events.

MICE tourism is a high-value segment with wide-ranging multiplier effects. Delegates contribute significantly to hospitality, transport, creative industries and small businesses, while supporting skills development and job creation across the value chain. The revenues generated from MICE tourism contribute to wildlife conservation and sustainable tourism initiatives, reinforcing Kenya's commitment to balancing economic growth with environmental stewardship.

Providing Vigilant Security at KICC

Mr. Chris Matiko, Head of Security, Kenyatta International Convention Centre (KICC) is interviewed by **Jairus Mejjah Kamau**, Corporate Communications Officer

What comprehensive security framework does KICC apply to safeguard both local and international delegates during major conventions and events?

A comprehensive security framework for a major convention must address both physical and digital threats, while considering the diverse risks faced by local and international delegations. At KICC, our approach is structured around planning, execution, and post-event analysis. This framework is built on key pillars such as risk assessment, physical security, cybersecurity, and emergency response planning.

Can you explain how preventive security planning is done?

Certainly, we begin by conducting a comprehensive risk and threat assessment to identify potential risks. This includes identifying venue vulnerabilities, such as weaknesses at entry and exit points and surrounding areas.

The vulnerabilities are categorized into several areas; terrorism, especially targeting large crowds, crowd control risks, cyber threats, including hacking and system disruption, insider threats, where employees or volunteers may misuse access for malicious purposes. We then establish a command Centre to coordinate security operations, resource allocation, and communication.

Additionally, we develop Emergency Action Plans (EAPs) to address scenarios such as fires, medical emergencies, natural disasters, and terrorism. Clear communication protocols are also established for all security personnel, staff, and collaborating agencies.

What physical security measures are implemented at KICC?

We implement advanced access control systems, including strict identification verification and screening technologies. Perimeter security is enhanced using barriers and controlled access points. Strategic surveillance systems, such as extensive CCTV coverage, are deployed across the facility. We also employ highly trained professional security personnel with expertise in crowd management, threat detection, and response protocols.

Clear crowd management strategies are put in place using barriers, signage, and zoning to control attendee flow and prevent overcrowding.

How does cybersecurity fit into this framework?

Cybersecurity is critical. We ensure the protection

of event registration data, provide secure Wi-Fi networks, and conduct cybersecurity awareness sessions for delegates to reduce exposure to digital threats.

How is emergency communication handled during events?

We establish clear communication channels and protocols among all security teams, venue staff, and emergency services. Delegates are informed about security precautions and emergency procedures in advance and during events through emails, event apps, and on-site announcements.

How does KICC integrate its security protocols with national security agencies to maintain a safe environment for high-profile gatherings?

This requires a multi-agency collaborative framework that emphasizes intelligence sharing, unified command, and layered defense.

We establish a Unified Command Centre, often using the Incident Command System (ICS), to synchronize all security efforts across state, local, and private partners. This clarifies roles and ensures coordinated responses.

National security agencies provide vital threat intelligence, which supports joint risk assessments and advance planning. We also implement a defense-in-depth approach, combining physical, technological, and human security elements.

How do your screening procedures compare with international standards?

Screening is conducted at all entry and exit points using multi-layered procedures, including metal detectors, X-ray machines, biometric systems such as facial recognition, and document verification like passport and visa checks. These measures align with international convention security standards and international health regulations.

How does KICC ensure the safety of VIPs and state dignitaries?

Mr. Chris Matiko: We conduct VIP-specific risk and threat assessments considering the individual profile, event nature, and geopolitical climate. We coordinate closely with law enforcement, intelligence agencies, fire services, and medical teams.

Strict access control and credentialing systems are enforced. All attendees, staff, and media are issued clearly defined, photo-integrated credentials indi-

cating access levels for different zones.

How does surveillance technology enhance monitoring and response?

We utilize high-definition and PTZ cameras for proactive threat management. These systems actively detect suspicious behaviors such as loitering or unusual movement and flag them for immediate review.

Live video feeds provide real-time situational awareness, enabling faster incident response, reducing false alarms, and supporting efficient documentation for investigations and legal processes.

How do you manage crowd control during large events?

We start with risk assessment and planning, followed by optimized venue layout designs with separate entry and exit points. The venue is divided into zones using barriers, ensuring clear pedestrian and emergency pathways.

Trained personnel, centralized command centres, robust communication systems, and technology such as CCTV, QR codes, and RFID wristbands help manage crowd flow and emergency preparedness.

What measures are in place to counter terror threats?

Our strategy is based on the 4 Ps: Prevent, Detect, Protect, and Prepare. This includes staff awareness training, collaboration with law enforcement, vulnerability assessments, robust physical security, and continuous drills and emergency preparedness.

How are security personnel prepared for emergencies?

Through continuous training, regular drills and exercises, and close coordination with county government, police, fire, and medical services.

What cybersecurity measures protect sensitive conference data?

We use Multi-Factor Authentication, secure platforms, firewalls, intrusion detection systems, strict access controls, staff training, physical security, and secure backups.

How does KICC meet global security expectations?

Through joint risk assessments, unified command structures, comprehensive security planning, coordination with authorities, rigorous training, and post-event evaluations.

How do you manage parking and vehicular threats?

We employ controlled access systems, vehicle inspections including under-vehicle checks, CCTV surveillance, hostile vehicle mitigation measures, clear signage, and incident response protocols.

Thank you, Mr. Matiko, for this detailed insight into security at KICC.

Thank-you Mejjah, Security is a continuous process, and at KICC, we remain committed to ensuring a safe, secure, and globally trusted convention environment.



The visit from Ishowspeed to KICC with his fans from Kenya

iShowSpeed's Visit to Kenya, A Digital Phenomenon at the KICC

American YouTube and livestreaming sensation Darren Jason Watkins Jr., better known as iShowSpeed, made global headlines with his highly publicized visit to Nairobi, Kenya in January 2026 as part of his "Speed Does Africa" tour. His stop in Kenya quickly became a standout moment in the tour, capturing worldwide attention both online and on the ground.

A key highlight of his visit was his appearance at the iconic Kenyatta International Convention Centre (KICC) a site symbolic of Kenya's status as a global meeting and cultural destination. At the KICC rooftop, iShowSpeed was officially welcomed by Kenya's Tourism Cabinet Secretary Rebecca Miano, who emphasized the opportunity to showcase Kenya to a global audience via his livestreaming reach. The panoramic views of Nairobi's skyline from the KICC underscored the city's mix of modern infrastructure and vibrant urban life, positioning it as more than just a local landmark but as a global stage for cultural exchange and tourism promotion.

Thousands of fans gathered outside the KICC and across Nairobi's city centre to catch glimpses of the streamer, turning the visit into an impromptu festival of energy, excitement, and youth engagement.

The Kenyatta International Convention Centre stands as one of Africa's most recognized venues for international conferences, exhibitions, and large-scale cultural events. Its distinctive cylindrical design and prime location in Nairobi's Central Business District make it both a tourist attraction and a hub for diplomacy, business, and global gatherings. Hosting iShowSpeed a non-traditional cultural ambassador with tens of millions of followers further reinforced KICC's adaptability as a platform for digital culture, experiential events, and global connectivity.

Kenya Tourism Board leaders used the event at KICC to spotlight the country's tourism potential, inviting the creator to explore everything from local cuisine to Maasai Mara safaris, thereby broadcasting Kenya's diverse attractions to millions.

Reactions from the Kenyan public were overwhelmingly enthusiastic. Young fans lined streets and queued near event spaces, phones raised to capture his every move. His livestreams generated record online engagement, with Kenya emerging as

BY **JAIRUS MEJJAHA
KAMAU**

KICC CORPORATE
COMMUNICATIONS
OFFICER



one of the most successful stops in terms of subscriber growth and live viewership reportedly adding over 300,000 new subscribers and pushing his total past 48 million during his stay.

Social media buzz ranged from joyful celebrations and local pride to playful critiques, with some users celebrating the cultural exchange and others questioning the scale of attention and its impact on public spaces. Online discussions including debates on platforms like Reddit reflected diverse perspectives, from praise for the visibility he brought to Kenya to criticism of the hype around his visit.

Before arriving in Kenya, iShowSpeed's Speed Does Africa tour included stops in several African nations including South Africa, Angola, Botswana, and Zimbabwe where he also attracted crowds and viral attention. In South Africa, local collaborators helped amplify his visibility, while in Zimbabwe certain livestream interactions sparked intense online conversation.

However, Kenya's reaction was arguably the most energetic and widely chronicled to date, with larger crowds, higher digital engagement numbers, and official recognition from public leaders including a welcome from President William Ruto shared online. This level of embrace both culturally and institutionally set Kenya apart from other stops, making it a defining moment in the tour so far.

iShowSpeed, born Darren Jason Watkins Jr., is a 20-year-old American YouTuber and livestreamer who became widely known for his energetic, unfiltered content. He first began creating videos in the mid-2010s but rose to mainstream prominence in 2021 with viral gaming and reaction livestreams. His appeal lies in his spontaneous personality, high-energy style, and direct interaction with fans during live broadcasts.

With tens of millions of followers worldwide and a growing influence that now spans continents, iShowSpeed is one of the most watched online personalities of his generation — a figure whose tours and livestreams increasingly blur the lines between entertainment, cultural exploration, and global digital engagement.

KICC Helipad Charges

HELIPAD CHARGES

Adults Kshs.200

Secondary Students Kshs. 100

Primary Pupils & below Kshs.
50

Resident (with proof) Adults
Kshs.300

Secondary Students Kshs. 200

Children under 12 years
Kshs.100

Non-Resident Adults Kshs.300

International Students Kshs.
300

Children under 12 years
Kshs.200

Photo Shoot (10pax) Day/Night
Kshs. 7,500 Extra Adult Kshs. 100

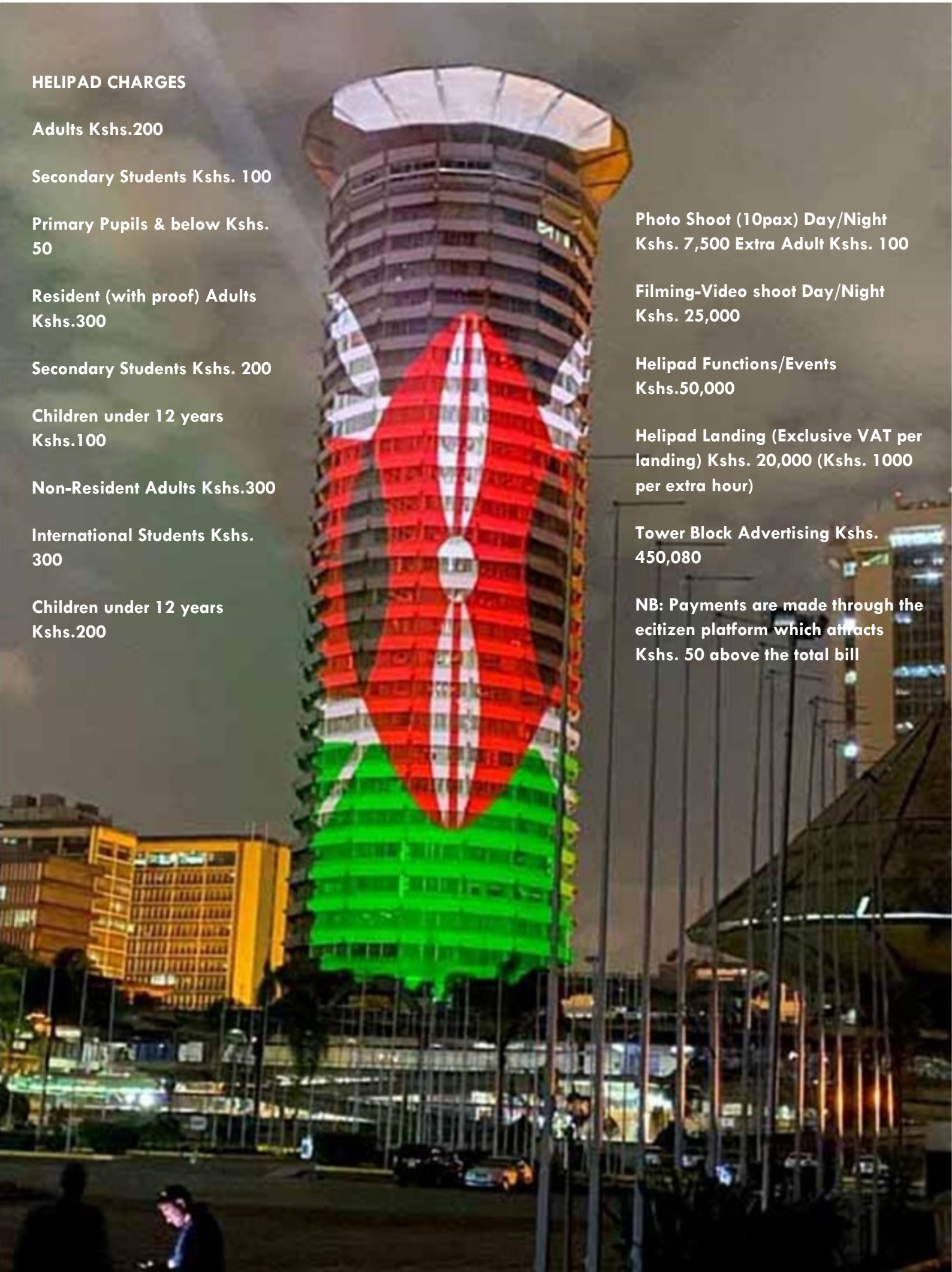
Filming-Video shoot Day/Night
Kshs. 25,000

Helipad Functions/Events
Kshs.50,000

Helipad Landing (Exclusive VAT per
landing) Kshs. 20,000 (Kshs. 1000
per extra hour)

Tower Block Advertising Kshs.
450,080

NB: Payments are made through the
citizen platform which attracts
Kshs. 50 above the total bill



KICC Rack Rates for Conferences and Meetings

PRODUCT/FACILITY	LOCATION	SIZE (SQ. METRES)	Rates (exclusive of charge) and service (Kshs.)		Rates Inclusive of 10% service charge and VAT
Tsavo Ballroom	Ground Floor	2,444	337,629		430,814.60
Tsavo A	Ground floor	1400	250,000		319,000
Tsavo B	Ground floor	1044	200,000		255,200
Amphitheatre	2 nd /3 rd Floor	2,666	185,440		236,621.44
Aberdares hall	Lower Ground Floor	355	92,446		117,961.09
Lenana hall	Lower Ground Floor	295	84,042		107,237.59
Impala Room	1 st Floor	140.5	25,000		31,900
Lake Turkana Room	1 st Floor	140.5	25,000		31,900
Shimba Hills Room	1 st Floor	205.41	60,000		76,560
Taifa Room	Lower Ground Floor	285	35,000		44,660
VIP Lounge	1 st Floor	100	120,000		153,120
Batian Room	1 st Floor	40	18,000		22,968
Courtyard	Opp. City Hall Way	7,056	130,000		165,880
Upper Comesa	Opp. Parliament	5,497	216,000		275,616
Lower Comesa	Opp. Parliament	6,057	216,000		275,616
Raised Tree area	Near city hall gate	6,450	100,000		127,600
The Lawns	Next to Comesa	7,500	130,000		165,880

Delegates Lounge	1 st Floor	806	54,000	68,904
Amphi-foyer	2 nd Flr Terrace	1,659	45,000	57,420
Bilateral rooms	On 1 st floor	6	60,000	76,560
Fountains (6 hours)				116,000

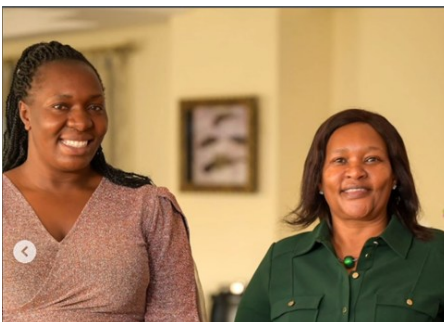
Rack Rates for Exhibitions

PRODUCT/FACILITY	LOCATION	SIZE (SQ. METRES)	Rates (exclusive of taxes) (Kshs.)	Rates inclusive of 10% service charge and VAT
Tsavo Ballroom	Ground Floor	2,444	450,000	574,200
Lenana hall	Lower Ground Floor	295	190,000	242,440
Aberdares Room	Lower Ground Floor	295	190,000	242,440
Courtyard	Opp. City Hall Way	7,056	200,000	255,200
Upper Comesa	Opp. Parliament	5,497	200,000	255,200
Lower Comesa	Opp. Parliament	6,057	200,000	255,200
The Lawns	Next to Comesa	7,500	200,000	255,200

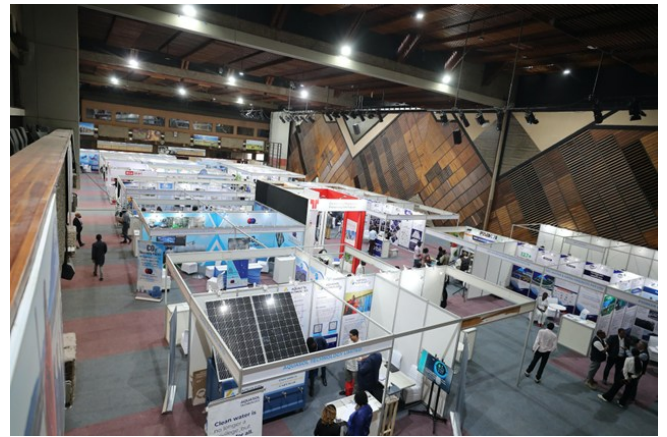
Rack Rates for Concerts and Hire of Tower Block for 3D Advertising

PRODUCT/FACILITY	LOCATION	SIZE (SQ. METRES)	Rates (exclusive of taxes) (Kshs.)	Rates inclusive of 10% service charge and VAT	and
Tsavo Ballroom	Ground Floor	2,444	400,000	510,400	
Courtyard	Opp. City Hall Way	7,056	200,000	255,200	
Upper Comesa	Opp. Parliament	5,497	200,000	255,200	
Lower Comesa	Opp. Parliament	6,057	200,000	255,200	
The Lawns	Next to Comesa	7,500	200,000	255,200	
Tower Block Advertising)	3D -	-	320,000	408,320	

STAFF PICTORIAL



KICC EVENTS PICTORIAL



The Jubilant Jamhuri Thematic Week at KICC

BY ROSEMARY KAMAU
KICC PRINCIPAL
CORPORATE
COMMUNICATIONS OFFICER



PS for Tourism Hon. John Ololuaa, Cabinet Secretary for Tourism & Wildlife, Rebecca Miano and Mr. Dennis Itumbi, Head of Presidential Special Projects and Creative Economy at the ceremony featuring the lighting of the tower and Christmas tree.

The Jamhuri Thematic Week in Kenya was a week-long event leading up to Jamhuri Day December 12th, it focused on **Tourism, Wildlife, and MICE (Meetings, Incentives, Conferences & Exhibitions)**, highlighting their role in economic growth, cultural heritage, and conservation under the Bottom-Up Economic Transformation Agenda (BETA). It was hosted at KICC, it featured exhibitions, cultural showcases, youth engagement, and promoted sustainable tourism and wildlife preservation.

In essence, the Jamhuri Thematic Week used the spirit of independence to drive economic progress, with the 2025 focus spotlighting how tourism, wildlife, and events sectors contribute to Kenya's growth and identity. By celebrating tourism and wildlife on Jamhuri Day, the Government aimed to showcase the immense contribution of tourism to the national GDP, foreign exchange earnings, and overall eco-

nomical recovery. The tourism sector generated earnings of Kshs. 452 billion in 2024. The Government also aims to recognize the industry as a major employer, particularly for young people who make up about 80% of the workforce in the sector. Tourism supports approximately 1.7 million jobs, making it a critical pillar of the economy.

Cabinet Secretary for Tourism & Wildlife, Rebecca Miano and Nairobi City County Governor Johnson Sakaja presided over the ceremony featuring the lighting of the tower and Christmas tree. It was followed by a fireworks display that illuminated the Kenyatta International Convention Centre in national colours to mark 62 years of independence and launch the Jamhuri Thematic Week. The event kicked off a week of celebrations showcasing Kenya's cultural heritage, youth creativity and tourism offerings.

The key aspects of the Jamhuri Thematic Week focused on:

- Economic Pillar:** Showcasing tourism, wildlife, and MICE as core drivers of Kenya's economy.
- Cultural Heritage:** Celebrating Kenya's diverse traditions, talent, and innovations.
- Conservation & Sustainability:** Emphasizing wildlife protection and sustainable tourism practices.
- Youth & Creativity:** Engaging young people as digital storytellers and entrepreneurs, with initiatives like virtual exhibitions.

Activities during the Jamhuri thematic week included panel discussions, exhibitions with county booths displaying unique attractions and products; it also included stakeholder engagement forums that connected tourism players, from regulators to entrepreneurs; Innovation that saw the launching of the KICC digital platform to create global marketplaces for Kenyan art and destinations; conservation education: recognizing youth contributions to wildlife conservation. KICC Business Development Director, Mr. Geoffrey Thande took part in the panel discussion, "Strengthening Kenya's MICE Competitiveness

Theme: Positioning Kenya as Africa's Premier MICE Hub."

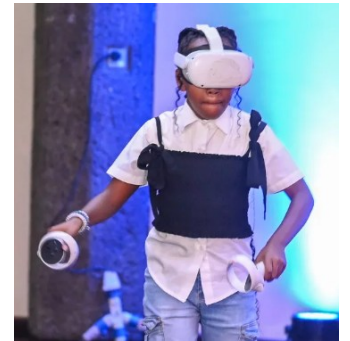
The celebration and the preceding week-long events were designed as a platform to attract both domestic and foreign investment. This provided an opportunity to market Kenya as a premier global destination for not just leisure and wildlife tourism, but also for business events. The thematic week was a strong call to action for Kenyans to embrace domestic travel through the #TembeaKenya initiative, encouraging citizens to explore their own country's diverse attractions and support local businesses.

The Jamhuri thematic week climaxed and concluded on 11th December 2025, H.E. President William Ruto graced KICC with his visit. He visited the exhibition stands and interacted with those manning them. President William Ruto also launched the National Wildlife Census Report. He concluded by answering questions from members of the public in a townhall session. The main focus of this session was on how to improve tourism and wildlife in Kenya. The week was a success with memorable activities.



Highlights of the Jamhuri Thematic Week

CHILDREN'S CORNER PICTORIAL: FUN & MOVIES FOR CHILDREN





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