

mikutano

E - NEWSLETTER OF KENYATTA INTERNATIONAL CONVENTION CENTRE





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4 Welcome Message from the CEO

5 Note from the Editor

6 Beyond the Boardroom: How Bleisure Travel is Creating New Opportunities for Kenya's MICE Industry

8 The KICC Virtual Exhibition and Trade Platform

10 KICC Strengthens Kenya's Global MICE Position Through Strategic Engagements at Worldchefs Congress & Expo 2026

12 AI is Transforming the Future of Business Events: Why Intelligent Convention Centres will lead the Next Era of MICE

15 Guest Column: The Rise of Africa's MICE Industry: Unlocking Economic Power and Opportunity Across the Continent

17 The Power of A Positive Working Environment

19 Behind the scenes of Kenya's premier convention center: Reflections from an Internal Auditor at KICC

21 Getting to know Grace Ojil: KICC Principal Sales Officer

23 Artificial Intelligence: Transforming KICC and the Future of Kenya's MICE Industry

25 Strategic Communication: The Invisible Force Behind World Class Convention Centres

27 Enhancing the Aesthetic Appeal of KICC's Facilities to Reinforce its Brand Image

28 A Seat at the Table: Kenya's Opportunity to lead Africa's Association Meetings Market

30 "KICC Yazidi Kung'aa Katika Shughuli Za MICE huku maonyesho mbalimbali yakizidi kushamiri."

32 KICC Helipad Charges

33 KICC Rack Rates for Conferences and Meetings

35 KICC Staff Pictorial

36 KICC Events Pictorial

37 The Youth Corner: The Africa Urban Forum (AUF2) 2026 at KICC

39 Sports Corner : More Than a Game

Welcome Message from the CEO

Shaping Kenya's Future Through Business Events



CPA CS JAMES MWAURA, CEO Kenya International Convention Centre

Welcome to this edition of the KICC Mikutano Newsletter, a publication that reflects not only the progress of the Kenya International Convention Centre (KICC), but also Kenya's growing influence within the global Meetings, Incentives, Conferences and Exhibitions (MICE) industry.

The global business events landscape is evolving rapidly. Technology is transforming how meetings are designed and experienced, delegates are seeking more personalized and sustainable travel experiences, and destinations are competing not only on infrastructure but on innovation, partnerships and the ability to create lasting impact. At KICC, we see these shifts not as challenges, but as opportunities to redefine Africa's place in the global meetings industry.

This edition explores several of the trends shaping the future of business events, from the rise of Artificial Intelligence in convention management and the growing importance of bleisure travel, to Kenya's increasing role in attracting international association meetings and strengthening global partnerships. Together, these stories demonstrate how business events have become powerful drivers of investment, knowledge exchange, trade and sustainable economic development.

Our participation in the Worldchefs Congress & Expo in Wales and strategic engagements in the United Kingdom reaffirmed Kenya's growing visibility in international markets and underscored the value of collaboration in attracting global conferences and exhibitions. Equally significant is the Government's commitment to

strengthening Kenya's MICE ecosystem through the re-establishment of the Kenya National Convention Bureau, a critical milestone in enhancing our competitiveness for international congresses.

As one of Africa's leading Convention Centres, KICC remains committed to innovation, excellence and strategic partnerships. We continue to invest in digital transformation, customer experience and destination marketing while working closely with government, industry and international partners to position Kenya as the preferred gateway for business events in Africa. The success of our industry will ultimately be measured not only by the number of conferences we host, but by the legacy they create, new investments, stronger institutions, expanded trade opportunities and meaningful global connections.

I extend my sincere appreciation to our clients, partners, stakeholders and dedicated staff whose commitment continues to strengthen KICC's reputation as a world-class convention destination. Together, we are building a future where Kenya is recognized not only as a place to meet, but as a destination where ideas are transformed into opportunities and partnerships into lasting impact.

CPA CS James Mwaura
Chief Executive Officer
Kenya International Convention Centre (KICC)

Note from the Editor

Connecting Ideas, Inspiring Conversations

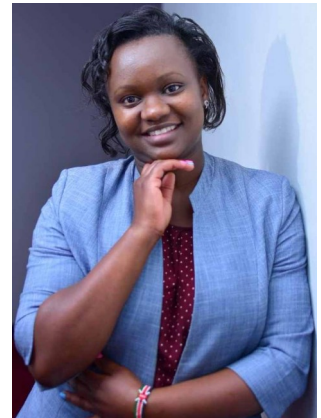
Every edition of Mikutano is an opportunity to pause, reflect and look beyond the events we host to the forces reshaping the global Meetings, Incentives, Conferences and Exhibitions (MICE) industry.

Today's business events are no longer measured solely by attendance or venue capacity. They are increasingly evaluated by the experiences they create, the knowledge they generate, the partnerships they inspire and the legacy they leave behind. Around the world, convention centres are evolving into catalysts for innovation, investment, destination marketing and sustainable economic growth. Kenya is part of that transformation.

This edition brings together a collection of stories that examine some of the trends redefining our industry. We explore how Artificial Intelligence is changing the way meetings are planned and experienced, why the rise of bleisure travel is creating new opportunities for destinations, and how international association congresses are becoming strategic assets for countries seeking to strengthen their global influence.

More importantly, these stories remind us that the future of business events extends beyond conference halls. It is about connecting people with ideas, linking destinations with opportunities and creating experiences that encourage delegates to

Silvia Mochorwa
Editor &
Corporate
Communications
Manager



return, not only for business, but to discover the richness of Kenya as a destination.

Whether you are a policymaker, event organizer, investor, tourism professional, academic or industry partner, we hope this edition offers fresh perspectives and sparks meaningful conversations about the future of business tourism in Africa.

As our industry continues to evolve, Mikutano will remain a platform for sharing knowledge, celebrating innovation and highlighting the opportunities that position Kenya among the world's emerging business events destinations.

Thank you for reading, and we hope you enjoy this edition.



Silvia Mochorwa
welcomes distinguished
guests to KICC during
the handing over
ceremony of the Africa
Forward Summit

Beyond the Boardroom: How Bleisure Travel is Creating New Opportunities for Kenya's MICE Industry

As the global meetings industry evolves, business travel is no longer ending when the conference closes. Increasingly, delegates are choosing to extend work trips for leisure, giving rise to the fast-growing phenomenon known as **"bleisure"**, the blending of business and leisure travel.

For destinations that successfully connect conferences with memorable visitor experiences, bleisure represents one of the most significant opportunities for tourism growth. For Kenya, whose competitive advantage lies in combining world-class conference facilities with unrivalled wildlife, culture and coastal experiences, the opportunity is particularly compelling.

Recent industry research shows that bleisure has become mainstream rather than a niche travel trend. Millions of business travellers now choose to stay on after meetings to experience their host destination, with conference attendance emerging as one of the strongest drivers of these extended trips.

In 2026, more than 40 per cent of business trips globally are being extended for personal time, a 20 per cent year-on-year increase from 2025. The global bleisure market is now valued at \$961 billion and is on a trajectory toward \$3.5 trillion by 2033. Seventy-six per cent of employees are currently extending international work trips for personal time — a figure that sat at 48 per cent just two years ago. Eighty-four per cent of corporate travellers say they plan to add leisure to their next business trip. According to the Global Business Travel Association, 43 per cent of corporate travel programmes now have formal bleisure policies in place.

Conferences are the single biggest trigger for bleisure trips 67 per cent of all blended travel originates from a conference attendance. That number matters for Kenya, which hosted 12,224 conferences and 736,874 delegates in the 2024/25 financial year. Each delegate who flies into Nairobi and stays beyond the conference programme is worth considerably more to the local economy than one who checks out on the final day. Bleisure travellers spend an average of \$1,566 per trip above the leisure travel average and 82 per cent remain in the same hotel for both the business and personal portions of their stay. That money flows into hotels, restaurants, domestic airlines, tour operators, and safari camps sectors that the conference hall itself does not reach.

The scale of what is at stake becomes clear when you look at what Nairobi actually hosted this year. The 2nd Africa Urban Forum drew 6,000 delegates to the



JOSEPH LESARAI

KICC CORPORATE COMMUNICATIONS

The scale of what is at stake becomes clear when you look at what Nairobi actually hosted this year. The 2nd Africa Urban Forum drew 6,000 delegates to the city. The Africa Forward Summit, co-hosted by Kenya and France at KICC in May, brought together more than 4,000 official delegates alongside approximately 2,500 business leaders, investors, and policymakers, a combined attendance of 6,500 across both event tracks. Together, those two events put 12,500 delegates in Nairobi within a single year.

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The economic footprint of that volume is significant. Each international delegate attending a conference in an emerging market destination generates between \$2,500 and \$3,500 in direct economic activity accommodation, meals, ground transport, shopping, and tours before venue and organiser costs are counted. Organiser expenditure, which covers venue hire, audio-visual production, catering contracts, staffing, and logistics, adds a further 20 to 35 per cent on top of delegate spend and is often left out of headline figures. When that full picture is applied to the 2nd Africa Urban Forum's 6,000 delegates, the total economic value generated for Nairobi sits between \$26 million and \$47 million. The Africa Forward Summit, at 6,500 participants and carrying the weight of a heads-of-state gathering, contributed a further \$28 million to \$51 million. Combined, those two events alone injected between

\$54 million and \$98 million roughly Ksh 7 billion to Ksh 12.8 billion into the Kenyan economy.

Those figures assume every delegate attended and went home on schedule. Bleisure changes the calculation entirely. If just one in five of those 12,500 delegates 2,500 people had extended their stay by three days to visit the Maasai Mara, the Rift Valley, or the Kenyan coast, that single behavioral shift would have added an estimated \$3.9 million in direct expenditure, rising to over \$7 million once the downstream effect on local businesses is factored in. For context, that is new revenue generated not by winning another conference, but simply by giving existing delegates a reason to stay.

A delegate who closes their laptop after the Africa Forward Summit can be in the Maasai Mara by the following morning. An attendee of the Africa Urban Forum could spend a weekend at Diani Beach and be back in Nairobi in time for an evening flight home. Singapore, Vienna, and Dubai the cities that dominate the global meetings rankings cannot offer this. The combination of world-class wildlife, Indian Ocean coastline, and a city with its own national park is an asset that Kenya has not yet fully priced into what it charges for a conference experience.



The KICC Amphitheatre during the Africa Forward Summit

Photo Source: <https://www.diplomatie.gouv.fr/en/presse-et-ressources/decouvrir-et-informer/actualites/sommet-africa-forward-partenariats-entre-l-afrigue-et-la-france-pour-l-innovation-et-la-croissance>

The KICC Virtual Exhibition and Trade Platform

A virtual exhibition and trade platform is an online space where buyers and sellers meet. It replaces physical trade shows with digital booths. Users can view 3D exhibits, chat with booth staff, watch product videos, and buy items—all from their web browsers.

These platforms make global business easy by using simple digital tools. Here is how they work:

- **Virtual Booths:** Just like a real trade show, companies have digital stalls to show off their products. You can click on a product to see photos, read specs, or watch a video.
- **Live Chats and Video Calls:** You do not have to walk up to a desk to ask a question. You can use text chat, audio, or video calls to talk to sellers right inside the booth.
- **Digital Catalogs:** Instead of taking home heavy paper flyers, you can download brochures and catalogs directly to your computer or phone.
- **Online Ordering:** Sellers can link their booths to shopping carts. This lets you place orders and pay for goods on the spot.

Kenyatta International Convention Centre is proud to announce the KICC Virtual Exhibition Platform will allow users such as governments to host immersive digital expos, showcasing local MSMEs, agricultural produce, and tourism to global investors without physical constraints. This initiative will ensure counties can cut down events costs while boosting market reach and revenue generation.

The platform will create opportunities for collaboration with County governments, Ministries, Departments and Agencies, tourism boards, private sector partners, conservation organizations, and National Government to revenue generation and for economic growth.

County Governments in Kenya require cost-effective avenues to drive the "Buy Kenya, Build Kenya" mandate and promote local MSMEs. This platform enables counties to host 4D, interactive, year-round exhibitions where local producers can display goods, network with investors, and conduct e-commerce—all from a centralized, localized county portal.

The Sustainability Model includes a subscription fee for county exhibitors to cover platform maintenance

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



and growth, a commission-based revenue from sales (small percentage of completed transactions) and sponsorship and advertising opportunities from corporate partners.

The expected Impact is the strengthening Kenya's position as a hub for digital exhibitions and creative industries. It will also empowerment of county governments on trade and tourism for economic growth through exposure and trade opportunities on virtual booths. There will be Increased market access for local artists and cultural entrepreneurs. It will create revenue generation and brand positioning for KICC as a leader in innovation on exhibitions within the MICE sector.

The key features of the platform will include:

Virtual Exhibition Halls – Interactive spaces that replicate physical booths, 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.

Subscription Model – 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.

The virtual pavilions will be industry-specific, for example the Agriculture & Agribusiness Pavilion will have value-addition displays of digital showcases for processed cash crops like tea, coffee, macadamia, and horticulture. Smart Farming Hubs will have dedicated spaces for cooperative societies to display organic produce directly to aggregators. Supply chain links will have Interactive maps matching local farmers with global logistics partners and bulk buyers.

The Tourism & Culture Pavilion will have Virtual Destination Tours with immersive 360-degree video walks through county game reserves, cultural heritage sites, and hotels. It will also have direct booking engines with integrated reservation links connecting international travel agents directly with local hospitality providers. Cultural Marketplace will have dedicated digital stalls for local beads, carvings, and traditional attire, complete with international shipping options.

The Manufacturing & Industrialization Pavilion will have EPZ & SEZ Showcases with dedicated zones highlighting County Export Processing Zones and Special Economic Zones to external investors. The Jua Kali Digitization will have virtual cataloging

of fabricated machinery, furniture, and leather goods from local informal artisans. The investment pitch rooms will have private digital boardrooms for presenting county industrial park infrastructure to foreign venture capitalists.

Trade, Commerce & MSMEs Pavilion will have wholesale directories: A searchable B2B database categorized by sub-counties, product types, and production capacities. Cross-Border Trade Hubs will be Integration with East African Community (EAC) trade guidelines to help small businesses scale regionally. Retail Flash Sales will have public-facing digital halls for seasonal county trade fairs with direct-to-consumer delivery setups

The KICC Virtual Exhibition Platform will deliver immersive virtual trade shows and conferences that drive engagement, exhibitor value, and measurable business outcomes. Virtual trade shows and conferences should do more than replicate a floor plan online. They enable organizations to create interactive, branded digital environments where attendees explore content, connect with exhibitors, and engage in meaningful conversations, while providing organizers with real-time insight into participation and performance.

Access to the KICC Virtual & Trading Platform

<https://kicc.lovable.app>



AI depiction of a KICC virtual exhibition booth

Mikutano: Kenyatta International Convention Centre E-Magazine

KICC Strengthens Kenya's Global MICE Position Through Strategic Engagements at Worldchefs Congress & Expo 2026



CPA KICC CEO James Mwaura with one of the chefs at the Worldchefs Congress and Expo in Wales

Kenya is continuing to strengthen its position as one of Africa's leading meetings, incentives, conferences and exhibitions (MICE) destinations following the successful participation of the Kenyatta International Convention Centre (KICC) at the Worldchefs Congress & Expo 2026 and a series of high-level strategic engagements in the United Kingdom.

Held from 16–19 May 2026 at ICC Wales in Newport, the Worldchefs Congress & Expo brought together thousands of culinary professionals, hospitality leaders, convention centres, destination managers, tourism authorities, event organizers and policymakers from more than 100 countries to explore the future of hospitality, business events, sustainability and innovation.

ANASTASIA KODI

KICC Principal Research Officer



Hosted by the World Association of Chefs' Societies (Worldchefs) in partnership with the Culinary Association of Wales and ICC Wales, the event marked a historic milestone as the first Worldchefs Congress to be held in the United Kingdom in its 98-year history.

For KICC, participation extended beyond showcasing Kenya's conference capabilities. The Congress provided a strategic platform to benchmark international best practices, strengthen global partnerships and position Kenya as a destination where business events, tourism, culture and gastronomy converge to deliver world-class delegate experiences.

Throughout the Congress, discussions underscored the growing role of culinary tourism in enhancing destination competitiveness, while highlighting sustainability, innovation, cultural authenticity and experiential travel as key drivers shaping the future of global business events.

Strengthening Kenya and United Kingdom Business Events Collaboration

Complementing its participation at the Congress, KICC undertook a series of strategic bilateral engagements in London aimed at deepening Kenya–United Kingdom cooperation in business tourism and expanding Kenya's footprint within one of the world's most influential meetings markets.

Leading the delegation, KICC Chief Executive Officer CPA CS James Mwaura held high-level consultations with H.E. Ambassador Maurice Makoloo, Kenya's High Commissioner to the United Kingdom, at the Kenya High Commission in London.

The discussions explored practical avenues for leveraging diplomatic partnerships to attract international conferences, exhibitions, congresses, investment forums and high-level global meetings to Kenya.

Recognizing business tourism as a catalyst for economic diplomacy, foreign direct investment, trade facilitation, innovation exchange and sustainable urban development, both parties reaffirmed the strategic importance of positioning Nairobi as a preferred gateway for international events in Africa.

Mobilizing the UK MIE Market

A key outcome of the mission was the development of strategies to strengthen institutional and commercial partnerships between Kenya and the United Kingdom's business events community.

The engagements explored opportunities to introduce KICC and Kenya's wider MICE offering to UK-based professional associations, convention bureaux, conference organizers and corporate event planners, while encouraging the rotation of international association meetings and congresses to Kenya.

The discussions also focused on establishing long-term collaboration through joint conference bidding, exchange of business events intelligence, trade missions, familiarisation visits and networking initiatives designed to strengthen conference pipelines between London and Nairobi.

Given London's status as one of the world's leading financial and conference hubs, the engagement represents an important step towards increasing Kenya's visibility within the highly competitive global meetings industry.

Showcasing an Iconic African Premier Meetings Venue

The mission also highlighted KICC's unique value proposition beyond its role as Kenya's premier convention facility. Delegates and stakeholders were introduced to KICC as an iconic architectural landmark, a symbol of Kenya's modern urban identity and one of Africa's most recognized conference venues. Its heritage significance, central location and longstanding role in hosting global diplomatic, governmental and international events continue to position the Centre as a strategic gateway to Kenya's tourism and investment ecosystem.

As global delegates increasingly seek authentic and memorable event experiences, KICC's blend of world-class conference infrastructure, rich cultural heritage and proximity to Kenya's renowned tourism attractions offers a distinctive competitive advantage within the international meetings market.

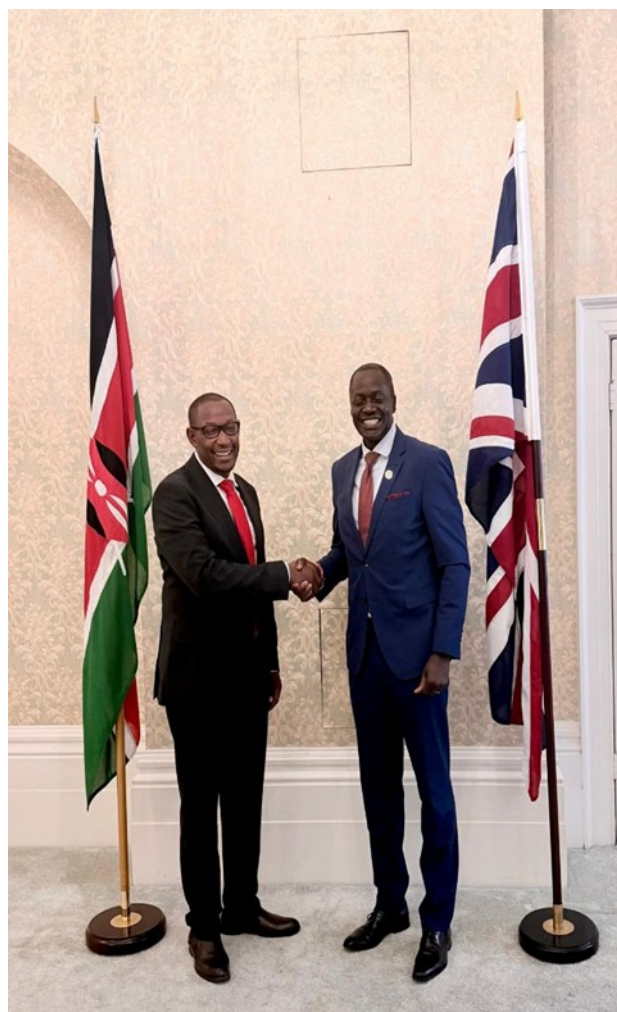
Advancing Kenya's Global MICE Ambitions

The participation at the Worldchefs Congress & Expo 2026 and the strategic engagements in the United Kingdom reflect KICC's continued commitment to advancing Kenya's National MICE Strategy by expanding international partnerships, attracting new conference opportunities and promoting Kenya as a premier destination for global business events.

The mission reinforced the growing intersection between culinary tourism, hospitality, culture and business events, while

creating new pathways for collaboration with one of the world's most mature conference markets.

As Kenya continues to invest in destination competitiveness and international partnerships, KICC remains at the forefront of positioning the country as Africa's preferred hub for conferences, exhibitions, innovation forums and global meetings—strengthening not only its own international profile but also contributing to tourism growth, investment promotion and sustainable economic development across the country.



CPA KICC CEO James Mwaura and H.E. Amb. Maurice Makoloo, Ambassador at the High Commission of Kenya in London

AI is Transforming the Future of Business Events: Why Intelligent Convention Centres will lead the Next Era of MICE

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



AI is Transforming the Future of Business Events

AI Generated Image

Artificial Intelligence (AI) is rapidly redefining the global Meetings, Incentives, Conferences and Exhibitions (MICE) industry, moving beyond simple automation to become a strategic tool that enhances delegate experiences, improves operational efficiency and supports smarter business decisions.

Across the world, convention centres are embracing AI to create more personalised, sustainable and data-driven events. For destinations such as Kenya, where business tourism continues to play an increasingly important role in economic growth, AI presents an opportunity not only to improve service delivery but also to strengthen competitiveness in the global meetings industry.

As one of Africa's leading convention facilities, the Kenyatta International Convention Centre (KICC) recognises that the future of successful business events will be shaped not only by modern infrastructure but also by

intelligent technologies that place delegates at the centre of every experience.

Putting the delegate at the Centre of Every Event

Today's conference delegates expect far more than well-organised meetings. They seek personalised experiences, meaningful networking opportunities and seamless interactions from registration to departure.

Artificial Intelligence is making this possible by analysing attendee preferences, professional profiles and event behaviour to tailor each delegate's journey. Rather than navigating a generic conference programme, delegates can receive customised recommendations on sessions aligned with their professional interests, introductions to potential business contacts, exhibitors relevant to their industry and curated schedules that maximise the value of their attendance.

AI can also support organisers in accommodating dietary preferences, accessibility requirements and language needs, creating a more inclusive and enjoyable experience while reducing operational inefficiencies such as food waste and last-minute scheduling changes. The result is higher delegate engagement, stronger networking outcomes and increased satisfaction, factors that increasingly influence whether international associations and corporate clients return to a destination.

Behind the scenes, AI is transforming how convention centres manage complex operations. From venue bookings and facility management to customer service and staffing, intelligent systems are helping venues operate more efficiently while enhancing service quality.

Predictive maintenance technologies, for example, can monitor building systems and identify potential equipment failures before they disrupt an event. This proactive approach reduces downtime, lowers maintenance costs and ensures uninterrupted service for organisers and delegates.

AI-powered virtual assistants are also becoming valuable support tools, providing instant responses to frequently asked questions, directing delegates to meeting rooms, restaurants or transport services, and assisting visitors around the clock in multiple languages.

For venue operators, these technologies free staff to focus on delivering higher-value customer service while improving operational resilience.

Data Driven Decision Making

One of AI's greatest strengths lies in its ability to convert vast amounts of information into actionable insights.

Convention centres and event organisers can analyse attendance patterns, session popularity, exhibition traffic and delegate feedback to better understand what creates successful events.

These insights enable organisers to refine conference programmes, improve venue layouts, optimise staffing levels and identify emerging industry trends.

AI can also support more effective marketing by identifying the audiences most likely to attend specific events, helping destinations target promotional campaigns with greater precision while improving return on investment.

As competition intensifies among global conference destinations, the ability to make faster, evidence-based decisions will become an increasingly important competitive advantage.



The Amazing Kenyatta International Convention Centre

<https://kenya.un.org/en/315544-africa-forward-summit-pictures>

Intelligent Travel

The influence of AI extends well beyond the conference venue itself.

A new generation of intelligent travel assistants is helping business travellers manage every stage of their journey from planning and booking to navigating destinations and responding to unexpected disruptions.

These AI-powered systems can recommend verified attractions, coordinate flights and accommodation, suggest local experiences, provide multilingual assistance and dynamically adjust itineraries when flights are delayed, weather conditions change or venues are affected.

For international delegates attending conferences in Kenya, such technologies have the potential to make business travel more convenient while encouraging visitors to explore the country's wider tourism experiences before returning home.

The rapid evolution of AI has also produced specialised tools designed for different professional needs. Some platforms excel at drafting reports, summarising complex documents and developing communication strategies. Others are better suited to software development, multilingual communication, research or creative content generation.

For event organisers, the greatest value lies not in adopting every available tool, but in understanding which technologies best support specific operational requirements.

Across the global events industry, AI is increasingly being used to support participant matchmaking, content development, programme planning, audience engagement and post-event analysis, allowing organisers to deliver more impactful experiences while improving efficiency.

As Kenya therefore continues to strengthen its position as one of Africa's leading MICE destinations, digital innovation will be central to sustaining that momentum.

AI should not be viewed as a replacement for the human relationships that define successful meetings and conferences. Instead, it is an enabler, empowering event professionals to make better decisions, personalise delegate experiences and deliver more efficient operations.

For KICC, embracing intelligent technologies aligns with its broader vision of remaining at the forefront of innovation in Africa's business events industry. Combined with Kenya's strategic location, modern conference facilities, growing aviation connectivity and world-renowned tourism experiences, AI can further enhance the country's attractiveness as a destination for international meetings and exhibitions.

The future of MICE will not be defined solely by larger venues or bigger events. It will be shaped by destinations that use technology to create smarter, more connected and more memorable delegate experiences.

In this new era, Artificial Intelligence is no longer a concept for the future, it is becoming an essential partner in delivering world-class business events. For Kenya and KICC, embracing this transformation presents an opportunity to redefine how conferences are planned, experienced and remembered, strengthening the country's position on the global MICE stage.



The African Forward Summit in the expansive KICC Tsavo Ballroom

<https://kenya.un.org/en/315544-africa-forward-summit-pictures>

Guest Column: The Rise of Africa's MICE Industry: Unlocking Economic Power and Opportunity Across the Continent

The global spotlight is shifting, and Africa is emerging as one of the most promising frontiers for Meetings, Incentives, Conferences, and Exhibitions (MICE). While traditional tourism remains significant, the MICE industry is quietly becoming one of the **most strategic sectors** for sustainable economic growth, skills development, and regional integration.

As the world seeks new markets, destinations, and business ecosystems, **Africa's MICE landscape** offers a powerful story of **transformation, innovation, and opportunity**, for governments, investors, entrepreneurs, and professionals alike.

A \$65 Billion Industry in the Making

Recent projections suggest Africa's MICE sector will surpass **\$65 billion by 2032**, with strong annual growth driven by increased intra-Africa trade, global attention on emerging markets, and rising investments in infrastructure.

This is more than just conferences and exhibitions. MICE is a **value chain** touching dozens of industries, tourism, hospitality, technology, transport, communications, media, security, catering, and beyond.

Each event hosted in Africa translates to real economic output: jobs created, services demanded, contracts awarded, and ideas exchanged. From the local supplier renting out sound equipment to the entrepreneur hosting a virtual ticketing system, **MICE has ripple effects across economies**.

The African MICE Map: Who's Leading the Way?

Many African cities have begun investing in MICE infrastructure and strategy, and the results are showing:

- **Kigali, Rwanda:** Known for its efficiency, safety, and modern Kigali Convention Centre, Kigali has become a continental leader in MICE. It ranks among the top African destinations for international meetings.
- **Cape Town, South Africa:** With its global connections, breathtaking beauty, and seasoned infrastructure, Cape Town continues to attract international events and business tourism.
- **Accra, Ghana:** With West Africa's economic vibrancy and cultural influence, Accra is expanding its capacity for business conferences and summits.
- **Nairobi, Kenya:** Arguably East Africa's business capital, Nairobi stands out as a MICE powerhouse. It's home to international organizations, world-class hotels, and an experienced service industry. Its central location, regional

influence, and robust digital connectivity make it ideal for both physical and hybrid events.

Nairobi is also the only African city to host a regular **United Nations headquarters**, giving it a diplomatic edge for international convening. The iconic **Kenyatta International Convention Centre (KICC)**, and a growing number of five-star hotels and event spaces, make Kenya a strong contender for major regional and global summits.

Key Benefits of MICE for Africa

1. Massive Economic Multipliers

MICE events inject capital into local economies. Hotels fill up, restaurants get booked, taxis are in high demand, and local artisans or vendors benefit from exhibition traffic. The International Congress and Convention Association (ICCA) estimates that each international delegate spends **3-5 times more** than a leisure tourist.

For every event hosted, multiple sectors see economic activity, making MICE a strategic way to **diversify economies** beyond extractives or agriculture.

2. Jobs, Skills & Youth Empowerment

The MICE industry is labor-intensive, creating thousands of jobs in planning, design, logistics, hospitality, media, entertainment, marketing, security, and more. Many of these jobs are ideal for Africa's young population and provide opportunities for both formal employment and self-employment.

Event planning startups, digital ticketing platforms, content creation studios, and catering companies can all thrive within a vibrant MICE ecosystem.

3. Infrastructure Development

Hosting international events necessitates world-class infrastructure: reliable transport, broadband internet, conference facilities, electricity, and safety standards. These improvements uplift entire cities and attract broader tourism, investment, and trade.

Urban centers investing in MICE, such as Nairobi, Kigali, and Addis Ababa, often see long-term benefits beyond events, including **smart city innovations** and expanded hospitality offerings.

4. Innovation, Trade, and Pan-African Collaboration

MICE platforms fuel **idea exchange** and **business linkages**. Expos and

trade fairs give entrepreneurs space to showcase their innovations, while summits connect policymakers, investors, and industry leaders.

Under the **African Continental Free Trade Area (AfCFTA)**, the largest free trade zone in the world, the need for platforms that promote **cross-border engagement** is critical. MICE is the physical (and increasingly virtual) space for that interaction.

When we host Africa-wide expos, investment forums, or policy roundtables, we're building **a connected Africa**, aligned in vision and action.

5. Global Positioning and Soft Power

Africa's growing capacity to host world-class events helps reshape its global image. Hosting global summits, climate conferences, or creative festivals demonstrates readiness, reliability, and relevance on the world stage.

It also positions Africa as a destination not just for leisure, but for **business, thought leadership, and innovation**.

<https://zurievents.com/blog/post/the-rise-of-africas-mice-industry-unlocking-economic-power-and-opportunity-across-the-continent/>

A \$65 Billion Industry in the Making

Recent projections suggest Africa's MICE sector will surpass **\$65 billion by 2032**, with strong annual growth driven by increased intra-Africa trade, global attention on emerging markets, and rising investments in infrastructure.



The magnificent KICC Tsavo Ballroom

The Power of A Positive Working Environment

The Power of positive Working Environment

A positive working environment is a key driver of employee performance, customer satisfaction, and organized success. At Kenyatta International Convention centre, a supportive workplace culture is particularly important because the organization operates in the highly competitive Meetings, Incentives, Conferences, and Exhibitions (MICE) industry, where services quality and professionalism directly influence client experiences.

Benefits of Positive Working Environment

Enhance Employee Productivity

When employees work in a supportive and respectful environment, they are more motivated to perform their duties efficiently. Positive work relationships, clear communication, and recognition of employee contributions encourage staff to give their best efforts.

Research consistently shows that organizations with strong cultures, experience higher employee engagement and productivity.

Improves customer service

KICC hosts local and international conferences, exhibitions, and business events. Employees who feel valued and supported are more likely to provide exceptional services to clients and visitors.

This creates positive experiences for delegates and strengthens KICC's reputation as leading convention in Africa.

Encourages Innovation and creativity

A positive work environment allows employees to share ideas freely and contribute solutions to challenges. Studies related to KICC indicates that leaders who encourage employees to think about challenges in new ways help foster innovation, which is essential in the dynamic event industry.

Strengthen teamwork and collaboration

Successful events at KICC require coordination among multiple departments, including operations, customer service, sales, security, and technical support. A healthy workplace culture promotes trust,



CALEB OMWAMA

KICC CORPORATE COMMUNICATIONS OFFICER

cooperation, and effective communication, enabling teams to work together smoothly and achieve organizational goals.

Increase Employees Satisfaction and Retention

Employees are more likely to remain with an organization when they experience fair treatment, professional growth opportunities, and supportive leadership. A positive environment reduces workplace stress and turnover while helping KICC retain experience fair treatment, professional growth opportunities, and positive environment reduces workplace stress and turnover while helping KICC retain experienced and skilled personnel.

Supportive Achievement of KICC's Vision

KICC's vision is to be a world-renowned business events destination, while its mission focuses on delivering world-class services sustainably and innovatively. Achieving these goals depends heavily on motivated employees who are committed to excellence and continuous improvement. A positive work environment aligns employee efforts with the organizational objectives.

Features of A positive Working Environment

Clear Communication

Asking questions, receiving feedback and brainstorming ideas with colleagues are part of healthy communication

in workplace. Clear communication between all members of an organization helps grow professional relationships and improves overall work quality.

Employee Recognition Reward

Praising employees for good work can help foster a positive work environment for all. Tangible benefits, such as pay raises, bonuses, award of certificates and other perks.

Compassionate Team Members

Maintaining a level of empathy, respect and understanding between all employees can help foster collaboration and make your team members feel heard, supported and valued in the work place.

Professional Development

Encourage your team to grow their individual strengths and skills, help them find contentment and satisfaction in their job. Empowering employees to advance can boost their motivation and productivity.

Positive Thinking

Promoting positive mindset at workplace can help

spread good attitudes and help your employees overcome challenges obstacles with an optimistic look.

Diversity and Inclusion

These fosters workplace culture that respects different backgrounds, ideas, and perspectives. Ensure all employees enjoy equal opportunities.

How to Measure Employees Happiness

Communicating with your staff and asking how they are feeling is one of the most practical ways to measure company happiness. If you require more formal data on the matter, there are several tests that you can give to your employees to monitor their mental health and wellbeing:

Employee Net Promoter Score (ENPS)

Employee Engagement and Happiness Platform

Employee Satisfaction Index (ESI)

The power of a positive work environment at KICC lies in ability to improve employee morale, productivity, innovation, teamwork and service delivery. By fostering a culture of respect, collaboration, and continuous development, KICC can strengthen its position as Africa's premier meeting venue while ensuring long term



A positive working environment

BEHIND THE SCENES OF KENYA'S PREMIER CONVENTION CENTER: REFLECTIONS FROM AN INTERNAL AUDITOR AT KICC

KICC is more than an iconic landmark on Nairobi's skyline. It is a strategic national asset that plays a critical role in positioning Kenya as a preferred destination for business tourism and international events. Every conference hosted, every exhibition organized, and every delegate welcomed contributes to the country's economic growth, investment attractiveness, and global profile. Working within this environment has given me a unique perspective on the role of internal audit in supporting organizational excellence.

Conferences, exhibitions, and international meetings are often recognized for their visible success, engaged delegates, impactful networking, and world-class facilities. Behind every successful event lies a foundation of effective governance, strong internal controls, and sound risk management practices. I have been privileged to contribute to these critical functions during my eleven-year tenure as an Internal Auditor at KICC. This experience has given me a strong understanding of how assurance, accountability, and good governance contribute to long-term organizational success.



Kenyatta International Convention Centre with scenic gardens



CPA, CAROL NTINYARI MURIUNGI
KICC PRINCIPAL INTERNAL AUDITOR

Unlike sales and operations departments who interact directly with clients and delegates, internal auditors view operations through a different lens. We focus on the systems that ensure resources are utilized effectively, risks are managed appropriately, and organizational objectives are achieved efficiently. My role involves assessing internal controls, reviewing operational processes, evaluating compliance with policies and regulations, and providing independent assurance to management and the Board. While much of this work takes place away from the spotlight, its impact is felt throughout the organization. In a sector where reputation, efficiency, and stakeholder confidence are paramount, strong governance is just as important as excellent facilities and customer service.

One of the most fulfilling aspects of my work has been contributing to continuous improvement. Internal audit is often misunderstood as merely identifying weaknesses or enforcing compliance. Modern internal auditing is about adding value. Through risk-based audits and advisory engagements, we help identify opportunities to strengthen processes, improve accountability, and enhance operational effectiveness. Whether

reviewing procurement activities, revenue management, contract administration, or risk management practices, the objective remains the same: supporting KICC in achieving its strategic goals. This approach has reinforced an important lesson that effective governance is not a barrier to innovation and growth; it is an enabler.

The MICE industry continues to evolve rapidly. Technological advancements, changing customer expectations, cybersecurity concerns, and global economic shifts all influence how convention centers operate. As internal auditors, we carry out risk-based auditing. This requires a forward-looking mindset and a commitment to continuous learning. The experience has taught me that risk management is not about avoiding uncertainty; it is about making informed decisions that allow organizations to seize opportunities while protecting their resources and reputation.

Internal audit cannot succeed in isolation. One of the most rewarding parts of my journey has been working with professionals across different departments, each contributing unique expertise to the success of the organization. From finance and procurement teams to operations and event services, collaboration is essential. Through constructive engagement and open communication, audit recommendations become opportunities for growth rather than mere compliance requirements. These interactions have deepened my appreciation for the teamwork required to deliver world-class conference experiences.

As Kenya continues to strengthen its position as a regional and global MICE destination, institutions such as KICC will play an increasingly important role in driving economic development and showcasing the country's capabilities. Internal audit will remain a critical partner in this journey by promoting transparency, accountability, and sound governance.

The future of the MICE industry will depend not only on impressive infrastructure and innovative events but also on resilient systems that support sustainable growth. Reflecting on my experience at KICC, I am proud to contribute to an organization that serves as a gateway for international engagement and business tourism.

While delegates may remember the conferences they attend and the connections they make, I am satisfied knowing that strong governance and effective controls help make those experiences possible. Behind every successful event is a foundation of trust, accountability, and continuous improvement and being part of that foundation has been one of the most rewarding aspects of my professional journey.

BEAUTIFUL NEW MEETING ROOMS AT KICC



Four Soundproof Executive Boardrooms identified as Laikipia, East, West, North and South

GETTING TO KNOW GRACE OJIL: KICC PRINCIPAL SALES

What do you do at KICC?

I serve in the Sales Department at KICC, where I coordinate conferences and events from concept to successful execution. My role involves working closely with clients, understanding their requirements, coordinating with different departments, and ensuring every event is delivered to the highest standards. I also supervise operations within my section, focusing on teamwork, client satisfaction, and continuous improvement.



What is your day like?

In my line of duty, no two days are ever the same, and that to me is exciting. My day involves meeting different clients, responding to enquiries, planning upcoming conferences, coordinating with internal teams, monitoring event progress, and solving challenges as they arise. Every day requires flexibility, attention to detail, and the ability to remain calm while ensuring clients have a seamless experience.

What is the best aspect of your job?

The most rewarding part of my job is transforming a client's vision into a successful event. Seeing months of planning come together and knowing that clients leave satisfied gives me a great sense of accomplishment.

What are you trained in?

I am trained in administration, marketing and project management and have over 17 years of experience coordinating conferences and events. I aspire to be a part time event management trainer, an opportunity that will allow me to share industry

knowledge and mentor the next generation of professionals.

What are your memorable experiences at KICC?

One of my greatest memories has been working with dedicated colleagues to successfully deliver high-profile national and international conferences. Every successful event reminds me of the power of teamwork and professionalism across various departments in the organization.

What challenges have you experienced at KICC?

The events industry is fast-paced and often comes with tight timelines and changing client requirements. These experiences have strengthened my problem-solving skills, resilience, and ability to perform well under pressure.

What was your most memorable conference at KICC?

The World Trade Organization 10th Ministerial Conference is one event I enjoyed planning. I got the opportunity to travel to Geneva. The success of the large – scale international event positioned Nairobi as an ideal MICE destination in Africa.

What is your parting shot?

"Excellence comes as a result of intention and discipline. It takes preparation, teamwork, integrity and a commitment to serve others. I am proud to be part of a team that continues to position KICC as a world-class conference destination."



Grace with her colleagues during a training session

ARTIFICIAL INTELLIGENCE: TRANSFORMING KICC AND THE FUTURE OF KENYA'S MICE INDUSTRY

The global Meetings, Incentives, Conferences, and Exhibitions (MICE) industry is experiencing a technological revolution, with Artificial Intelligence (AI) emerging as a key driver of innovation. As Kenya strengthens its position as one of Africa's leading business tourism destinations, the Kenyatta International Convention Centre (KICC) is embracing technology to enhance event experiences, improve operational efficiency, and attract international conferences and exhibitions.

As the country's premier convention facility, KICC has played a significant role in positioning Nairobi as a regional hub for business events. The growing demand for smart conferences, hybrid meetings, and data-driven event management has created an opportunity for AI to reshape how meetings and exhibitions are organized and experienced.

Artificial Intelligence (AI) is transforming every stage of the event journey. Before an event takes place, AI-powered systems can analyze registration trends, forecast attendance, and assist or-

CLIFF WANJOHI

KICC CORPORATE
COMMUNICATIONS



ganizers in planning venue space, security requirements, and resource allocation. This enables KICC to deliver more efficient and personalized services while reducing operational costs.

During conferences and exhibitions, AI enhances delegate experiences through smart networking platforms, digital event assistants, virtual tours and personalized recommendations. Participants can receive tailored schedules, session suggestions, and real-time updates based on their interests and professional backgrounds. AI-powered translation tools also enable seamless communication among interna-



tional delegates, making KICC more accessible to global audiences.

The integration of AI into virtual and hybrid events has further expanded opportunities within the MICE sector. KICC's commitment to digital innovation, including virtual exhibition platforms and online engagement tools, allows exhibitors and participants to connect beyond physical boundaries. This creates year-round opportunities for networking, trade, and knowledge sharing while increasing the global visibility of Kenyan businesses and industries.

Security remains a critical component of successful international events. AI-driven surveillance systems, facial recognition technology, intelligent access control, and predictive analytics are increasingly helping convention centres strengthen safety measures and improve crowd management. These innovations support KICC's mission of

providing a secure and world-class environment for delegates, exhibitors, and visitors.

AI is also supporting sustainability within the MICE industry. Smart energy management systems can optimize lighting, air conditioning, and resource utilization, reducing operational costs and environmental impact. As organizations increasingly prioritize green meetings and sustainable events, AI-driven solutions will become essential in promoting responsible business tourism.

Looking ahead, the future of the MICE industry will be defined by smart technologies that enhance human interaction rather than replace it. By embracing Artificial Intelligence, KICC is positioning itself as a modern convention centre capable of meeting the evolving needs of international event organizers. Through innovation, digital transformation, and a commitment to excellence, KICC continues to strengthen Kenya's reputation as a competitive and forward-looking destination for conferences, exhibitions, and business tourism in Africa.



KICC has several executive meeting rooms for outdoor board meetings, cocktail, luncheons, dinners, out-door meetings, fountain watching (best view of the dancing fountains) and game nights. Below Aberdares and Lenana Halls



Strategic Communication: The Invisible Force Behind World Class Convention Centres

In today's highly competitive global meetings industry, convention centres are no longer judged solely by the size of their exhibition halls or the sophistication of their technology. Increasingly, their reputation is shaped by how effectively they communicate with delegates, clients, employees, governments, investors, the media and the wider public.

For convention centres, corporate communication has evolved from a support function into a strategic business capability that influences brand reputation, customer confidence, stakeholder relationships and long-term competitiveness.

As Africa's premier convention destination, the Kenyatta International Convention Centre (KICC) continues to demonstrate that successful business events begin long before delegates arrive and continue well after the closing ceremony. Every interaction, whether through digital platforms, media engagement, employee communication or stakeholder partnerships, contributes to the overall experience and perception of both the venue and the destination.

Building Confidence and strengthening the brand;

At its core, corporate communication is about creating trust. It ensures that an organisation communicates consistently with all its stakeholders while reinforcing its purpose, values and strategic direction. For convention centres, this means maintaining clear and credible communication with event organisers, delegates, exhibitors, government agencies, tourism partners, employees and investors.

Whether announcing the hosting of a global summit, managing stakeholder expectations during a major event or promoting Kenya as a preferred MICE destination, effective communication helps build confidence in both the venue and the country. In an industry where international clients invest significant resources in selecting host destinations, reputation often becomes one of the most important competitive advantages.

Convention centres compete globally for international congresses, exhibitions and corporate events. While modern infrastructure remains important, a strong and consistent brand increasingly differentiates one destination from another. Corporate communication plays a central role in shaping that identity.

Through strategic storytelling, media engagement, digital communication and stakeholder outreach, con-

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



vention centres can showcase not only their facilities but also the experiences, innovation and partnerships that define their destination.

For KICC, this means telling Kenya's story beyond the conference halls—highlighting its vibrant culture, world-renowned tourism attractions, investment opportunities and growing position as Africa's business events hub.

A clear and authentic brand narrative helps build lasting relationships with international associations, conference organisers and investors while strengthening Kenya's visibility in the global meetings marketplace.

Of connecting workforce, Successful events depend on seamless collaboration across multiple departments. Behind every international conference are teams responsible for operations, security, hospitality, marketing, protocol, ICT, finance and customer service. Effective internal communication ensures that everyone is aligned around shared objectives and understands their role in delivering exceptional delegate experiences.

When employees receive timely information and understand the organisation's strategic priorities, they are more engaged, more productive and better equipped to respond to customer needs.

For convention centres, internal communication is therefore not simply about sharing information, it is about building a unified culture focused on service excellence.

Managing Reputation in the Digital Age

The speed of digital communication has fundamentally changed how organisations manage their reputation. News travels instantly across websites, online publications and social media platforms, meaning that public perception can shift within minutes.

For Convention Centres hosting high-profile international events, proactive communication has become essential.

Media relations, digital engagement and real-time stakeholder communication enable organisations to respond quickly to emerging issues, celebrate achievements and reinforce positive narratives before misinformation gains traction.

Transparent communication is particularly valuable during periods of disruption. Whether responding to oper-

ational challenges, global travel disruptions or unexpected incidents, timely and accurate information helps maintain stakeholder confidence while protecting organisational credibility.

As communication becomes increasingly data-driven, media monitoring and intelligence tools are transforming how organisations understand public conversations. Rather than simply tracking media coverage, today's platforms use Artificial Intelligence to analyse sentiment, identify emerging trends and measure audience engagement across traditional and digital media.

For convention centres, these insights provide valuable intelligence for strategic decision-making. Monitoring conversations surrounding conferences, destinations and competing venues enables organisations to understand delegate expectations, evaluate marketing performance and identify opportunities to strengthen their positioning within the global meetings industry.

Media intelligence also allows communication teams to benchmark competitor activity, identify influential voices within the MICE sector and measure the effectiveness of campaigns in real time.

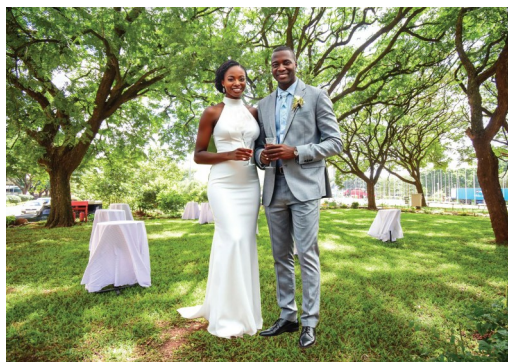
By replacing assumptions with evidence, convention centres can make more informed decisions about communication, marketing and stakeholder engagement.

Crisis Management

Every organisation faces moments of uncertainty. Whether responding to global travel disruptions, operational incidents or reputational challenges, convention centres require well-developed crisis communication strategies that provide timely, accurate and consistent information to all stakeholders. Effective crisis communication extends beyond responding after an incident occurs. Continuous media monitoring, stakeholder engagement and risk assessment help organisations identify potential issues early, enabling proactive intervention before situations escalate. Preparedness, transparency and credibility remain the cornerstones of successful crisis management.



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.



KICC greenroom overlooking the beautiful dancing fountains

On sustainable growth, Corporate communication also plays an important role in promoting sustainability, innovation and corporate responsibility.

As international event organisers increasingly seek destinations that align with environmental, social and governance (ESG) principles, convention centres must communicate not only what they do, but also the impact they create.

Sharing stories of sustainable event practices, community partnerships, accessibility initiatives and environmental stewardship strengthens organisational credibility while aligning with evolving client expectations.

For destinations such as Kenya, where tourism contributes significantly to national development, strategic communication helps position sustainability as an integral part of the country's MICE value proposition.

Looking ahead, The future of convention centres will be shaped as much by communication as by infrastructure. Artificial Intelligence, digital platforms, multimedia storytelling and data-driven communication are transforming how venues engage with stakeholders across every stage of the customer journey. At the same time, the importance of authenticity, transparency and meaningful human connection continues to grow.

For KICC, strategic communication remains a vital pillar in advancing Kenya's ambition to become Africa's leading destination for Meetings, Incentives, Conferences and Exhibitions.

By communicating consistently, embracing innovation and building strong relationships with stakeholders, KICC is not only enhancing its own reputation but also strengthening Kenya's global brand as a destination where world-class business events, investment opportunities and exceptional visitor experiences come together.

In an increasingly connected world, communication is no longer simply about sharing information, it is about building trust, shaping perception and creating lasting value. For the MICE industry, that makes corporate communication one of the most powerful drivers of sustaina-

Enhancing the Aesthetic Appeal of KICC's Facilities to Reinforce its Brand Image

The Kenyatta International Conference Centre (KICC) stands as a symbol of Kenya's national heritage and the premier gateway for the region's Meetings, Incentives, Conferences, and Exhibitions (MICE) industry. The visual appeal of the facility—including its architectural design, landscaping, interior spaces, cleanliness, lighting, and maintenance serves as a tangible representation of the centre's corporate image.

A well maintained and aesthetically pleasing environment communicates professionalism, credibility, quality and a commitment to excellence, thereby strengthening stakeholders' perception of the organization.

Positive aesthetics attributes enhance the centre's corporate image by increasing visitor satisfaction, fostering trust among delegates and event organizers, and reinforcing its reputation as a premium conference and exhibition destination.

Consequently, investing in aesthetics extends beyond enhancing physical appearance; it is strategic initiative for building a strong corporate image, improving stakeholder confidence, and sustaining the centre's competitive advantage in the Meetings, Incentives, Conferences and Exhibitions (MICE) industry.



CALEB OMWAMA

KICC CORPORATE COMMUNICATIONS
OFFICER

While recent high-profile restoration revitalized KICC'S iconic exterior and grounds, a comprehensive modernization of some of its internal infrastructure is necessary to align with its world class reputation.



The Aesthetic Appeal of the KICC Tsavo Ballroom

A Seat at the Table: Kenya's Opportunity to lead Africa's Association Meetings Market

International association meetings are among the most valuable events in the global MICE industry. Unlike government summits or corporate conferences, these congresses rotate between destinations, creating long term opportunities for cities that can consistently deliver world-class experiences.

For Kenya, this presents an opportunity to strengthen its position as one of Africa's leading business events destinations.

According to the International Congress and Convention Association (ICCA), Africa continues to host only a small share of the world's international association meetings. While this highlights the continent's untapped potential, it also creates an opportunity for destinations investing in conference infrastructure, strategic partnerships and professional bidding capabilities.

Nairobi already possesses many of the ingredients needed to compete. As home to the United Nations Environment Programme (UNEP) and UN-Habitat the only UN headquarters in the Global South along with numerous international organisations, research institutions and diplomatic missions, the city has built a strong reputation as a centre for dialogue on sustainability, health, trade and development.

This institutional presence, combined with Kenya's strategic location, modern hospitality sector and international air connectivity, provides a solid foundation for attracting more global congresses. Winning international association meetings, however, requires more than excellent venues. It demands coordinated destination marketing, competitive bidding and strong collaboration between government, industry and academia.

The Government's decision to re-establish the Kenya National Convention Bureau marks an important step towards strengthening Kenya's ability to compete for international meetings. Working alongside the Kenyatta International Convention Centre (KICC), the Kenya Tourism Board and industry partners, the Bureau is expected to enhance destination promotion and attract more high-value conferences to the country.

KICC continues to play a central role in this journey. For more than five decades, the Centre has hosted major international summits, exhibitions and conferences, helping position Nairobi among Africa's leading MICE destinations. Continued investment in conference facilities and hospitality infrastructure fur-



JOSEPH LESARAI

KICC CORPORATE COMMUNICATIONS



One of the sophisticated KICC VVIP rooms



One of the many KICC meeting executive rooms

ther strengthens Kenya's ability to host multiple global events.

As international associations increasingly seek diverse destinations for their rotating congresses, Kenya is well placed to benefit. Beyond modern venues, the country offers delegates a unique

combination of business, culture and world-renowned tourism experiences that few destinations can match.

The opportunity now is not simply to host more meetings, but to attract the right meetings, those that generate investment, foster knowledge exchange and leave a lasting legacy.

For Kenya's MICE industry, securing a seat at the global table is only the beginning. The real success will be measured by the country's ability to become a preferred destination for international associations, reinforcing its position as one of Africa's premier hubs for business events.



The KICC Shimba Hills Hall



The KICC Tsavo Ball room entrance



The KICC Global Forest



The KICC Tsavo Ball room

Swahili Segment

“KICC Yazidi Kung’aa Katika Shughuli Za MICE huku maonyesho mbalimbali yakizidi kushamiri.”

Kenyatta International Convention Centre (KICC) imeendelea kuwa moja ya vituo vinavyoongoza barani Afrika katika shughuli za (MICE) Meetings, Incentives, Conferences and Exhibitions.

Mafanikio haya yametokana na sifa yake nzuri ya kihistoria, uzoefu wa muda mrefu katika kuandaa mikutano na maonesho, uwekezaji katika teknolojia za kisasa, Pamoja na utoaji wa huduma bora kwa wateja. Kwa zaidi ya miaka Hamsini tangu kuanzishwa kwake, KICC imejiingea hadhi kama kituo cha kuaminika kwa uandaaji wa mikutano, maonesho na kongamano ya ndani na kima-taifa.

Kutokana na sifa hii nzuri ya kihistoria, KICC imeweza kuvutia matukio makubwa ya kimataifa ambayo yamechangia kukuza Uchumi wa Kenya na kuimarisha nafasi ya mji wa Nairobi kama kitovu cha mikutano barani Afrika.

Miongoni mwa matukio haya ni AI Everything Kenya x GITEX Kenya 2026, tukio ambalo liliwaleta Pamoja wataalamu wa teknolojia, wawekezaji, wabunifu, kampuni za kidijitali, maendeleo ya akili bandia, usalama wa mtandao na Uchumi wa kidijitali.

Eneo hili la mikutano limeendelea kuwa mwenyeji wa maonesho mbalimbali makubwa kama:

Agritec Africa 2026
Africa Agri Expo 2026
Elgon Kenya
2026 AICMEC

Matukio haya yamewaleta, wataalamu wa kilimo, uchimbaji madini, watafiti, wazalishaji wa pembejeo za kilimo na wawekezaji kutoka nchi mbalimbali. Kupitia maonesho haya, washiriki wameweza kubadilisha maarifa kuusu teknolojia mpya za kilimo, mashine za kisasa, mbinu za umwagaji maji, na njia za kuongeza ushalizaji wa mazao.

Vilevile taasisi ya KICC imefanikiwa kuvutia maonesho ya Kenya Homes Expo, ambayo ni maonyesho makubwa ya nyumba, ardhi, mali isiyohamishika na ujenzi katika afrika mashariki.

Caleb Omwama

Corporate Communications
Officer



Maonesho haya huwakutanisha:

Waendezaji wa nyumba
Kampuni za ujenzi
Wasanifu wa majengo
Wanunuzi wawekezaji wa mali

Kupitia maonesho haya, taasisi ya KICC imechangia kukuza sekta ya makazi, uwekezaji wa mali isiyo-hamishika na maendeleo ya miundo mbinu nchini Kenya.

Kutokana na mikutano mbalimbali ya uwekezaji na biashara iliyowaleta pamoja wawekezaji wa ndani na wa kimataifa, makao haya makuu ya mikutano yamechangia kutangaza fursa za uwekezaji zilipo nchini Kenya, kuvutia mtaji kutoka nje ya nchi na kuimarisha ushirikiano wa kati ya Kenya na mataifa mengine.

Kufanikisha haya yote yamechangiwa na taasisi ya KICC kukumbatia teknolojia ya kisasa kwa kuboresha huduma zake kwa kutumia mifumo ya kidijitali, intaneti ya kasi ya juu, vifaa vya kisasa vya sauti na picha, pamoja ana uwezo wa kuandaa mikutano ya ana kwa na ya mtandaoni kwa wakati mmoja.

Vilevile, Viwanja vya COMESA vya KICC ni eneo la wazi linalotumika kwa maonyesho, mikutano au shughuli za kijamii na kibiashara mara nyingi hutumi-ka kwa maonyesho makubwa yanayohitaji nafasi kubwa. uwezo huu wa kubadilika kwa urahisi kulin-gana na mahitaji tofauti ya mteja umeongeza ufanisi wa huduma na kuwapa wanaoshiriki uzoefu bora wanapohudhuria matukio mbalimbali.



Banda kuu la maonyesho ya kimataifa ya 2026 AICMEC katika viwanja vya COMESA, KICC Nairobi, likiwa limepambwa kwa mabango na nembo za washirika mbalimbali wa maendeleo na biashara.

Kreni, mitambo ya kuchimba ardhi na mashine nyingine za ujenzi zilizoonyeshwa katika maonesho ya 2026 AICMEC yaliyofanyika katika viwanja vya COMESA, KICC Nairobi.

Tsavo Ballroom ni ukumbi wa kisasa ulio na hadhi, ubora na uwezo mkubwa wa kuhudumia matukio ya kiwango cha kimataifa. Ukumbi huu unatoa mazingara bora kwa mikutano, kongamano, maonesho, sherehe za tuzo, hafla za kam-puni na matukio ya ndani kwa ujumla.



Biashara mbalimbali za maonyesho ya kilimo na teknolojia katika ukumbi wa TSAVO KICC, ndani ya ukumbi kuna vibanda vya makampuni mbali mbali yanayoonyesha bidhaa na suluhisho za kilimo cha kisasa.

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
ecitizen 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

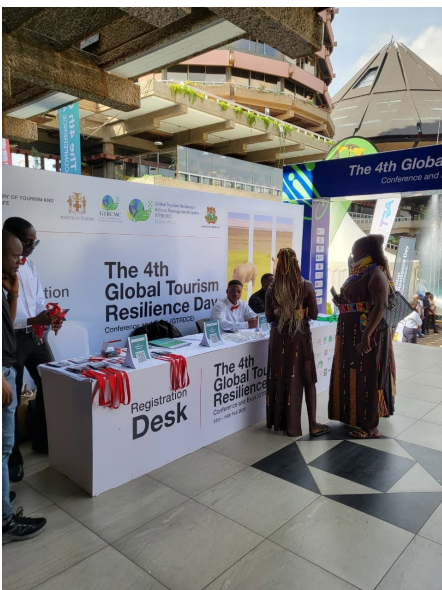
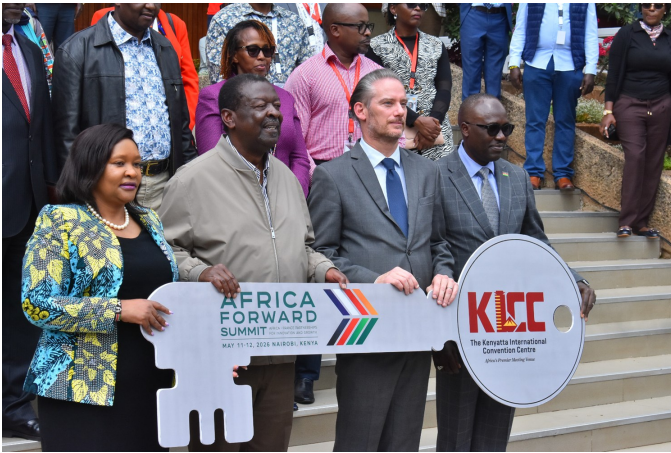
Rack Rates for Concerts and Hire of Tower Block for 3D Advertising

PRODUCT/FACILITY	LOCATION	SIZE (SQ. METRES)	Rates (exclusive of taxes) (Kshs.)	Rates inclusive of 10% service charge and VAT	
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 Youth Corner

The Africa Urban Forum (AUF2) 2026 at KICC

In April 2026, the African Union convened the Second Africa Urban Forum (AUF2) at the Kenyatta International Convention Centre in Nairobi. Held from 8–10 April, the forum brought together leaders, policymakers, and urban stakeholders to discuss Africa's rapid urbanization under the theme "**Adequate**

Housing for All: Advancing Socio-economic & Environmental Transformation towards Agenda 2063"

Day 1: Opening and Strategic Direction

The forum began with high-level opening sessions led by Johnson Sakaja, who emphasized housing as a driver of economic growth and social inclusion. Musalia Mudavadi also addressed participants, highlighting the importance of coordinated urban planning and policy alignment across African countries.

The first day focused on setting the agenda, aligning the forum with African Union goals such as Agenda 2063 and preparing a common African position ahead of global urban forums.

Day 2: Technical Sessions and Side Events

The second day focused on detailed discussions around housing, climate resilience, governance, and financing. Participants explored practical solutions such as improving land systems, adopting innovative construction methods, and strengthening urban planning in attendance of the president William Ruto who urged African nations to prioritize sustainable housing as a driver for economic and social transformation.

The president also gave a keynote address through which he highlighted that the challenges of rapid urbanization require bold policy shifts and resistance to the status quo. "This year's theme places housing at the centre of Africa's urban transformation agenda, recognizing it as both a social imperative and a strategic economic driver," he noted. A key feature of AUF2 was the range of **side events and parallel forums**. These included:

- A **Local and Regional Governments Forum**, which brought together mayors and governors to share experiences on service delivery and urban management.
- A UNEP and UN-Habitat side event on "**Reclaiming Streets for People**," which focused on walking, cycling, and inclusive urban mobility across



Mochama Reagan Lidweye
Starehe Boys School

African cities. The UN-habitat also invited various stakeholders to the WUF13 in Baku, Azerbaijan. Side events also entailed various **drivers of the built environment sector** who aimed at collaborating with the government in service delivery and affordable housing for all.

These side events complemented the main sessions by providing more practical, solution-oriented discussions and showcasing innovations in urban development.

Day 3: Outcomes and Way Forward

The final day focused on partnerships, commitments, and future actions. Participants emphasized collaboration between governments, private sector actors, and international organizations as essential for sustainable urban development and the way forward is that there is no way backwards.

A key expected outcome of AUF2 was the adoption of the **Nairobi Declaration**, which outlines Africa's shared priorities on housing and human settlements. Discussions concluded with a renewed commitment to improving housing, strengthening resilience, and promoting inclusive urban growth across the continent.

Alice Wahome contributed to discussions on housing and land management, providing practical insights based on Kenya's experience. Representatives from UN-Habitat also shared global perspectives and reinforced the importance of aligning Africa's urban strategies with international frameworks.

The day concluded with a shared understanding of the need for continued dialogue, stronger policy implementation, and increased investment in urban development across the continent

Key Facts About AUF2

- Held from **8–10 April 2026** in Nairobi, Kenya.
- Organized by the African Union and hosted by the Government of Kenya.
- Theme: **Adequate Housing for All.**
- Brought together **heads of state, ministers, mayors, private sector, and civil society.**
- Included **plenary sessions, roundtables, exhibitions, and side events.**

Aimed to shape Africa's position ahead of the World Urban Forum.

Appealing Features of KICC as a Venue

The Kenyatta International Convention Centre (KICC) played a key role in the success of AUF2. Its appealing features include:

- **Central location in Nairobi**, making it easily accessible to international and local participants
 - **Modern conference facilities** suitable for high-level summits, exhibitions, and multiple parallel sessions
 - **Large capacity halls and meeting rooms**, enabling simultaneous events and side sessions
 - **Iconic architectural design**, making it one of Africa's most recognizable conference venues
- These features made KICC an ideal location for

hosting a large continental event like AUF2, supporting both formal discussions and networking opportunities.

KICC boosts its suitability as a premier venue through its central location in Nairobi, modern technological and conferencing infrastructure, strong security coordination, proven experience hosting global events, and distinctive features such as its rooftop and panoramic fountains, making the Kenyatta International Convention Centre highly reliable for executive-level engagements.

Conclusion

The Africa Urban Forum (AUF2) 2026 served as an important platform for addressing Africa's urban challenges by bringing together city leaders, policymakers, and stakeholders to discuss shared challenges and opportunities facing urban areas across the continent. Through its structured three-day programme, diverse side events, and strong participation, the forum promoted dialogue, collaboration, knowledge sharing, and practical solutions aimed at improving how cities are planned, managed, and developed.

Hosted in Kenya at the Kenyatta International Convention Centre, AUF2 reinforced the importance of coordinated efforts in building sustainable, inclusive, resilient and well – governed cities and urban environments across Africa through dialogue and cooperation

Overall, AUF plays a key role in shaping a collective vision for the future of African cities and supporting actions that improve the quality of life for urban communities.



The KICC Tsavo Ballroom

More Than a Game

On 27 September 2023, CAF President Dr Patrice Motsepe announced that Kenya, Uganda, and Tanzania had won the right to co-host the 2027 Africa Cup of Nations. For football fans, it meant that the continent's biggest tournament was finally returning to East Africa after 51 years. For Kenya's business and hospitality community, it meant something else entirely: for one month in the summer of 2027, the eyes of Africa and much of the world would be on Nairobi. What the country does with that attention is a question that goes well beyond the stadium.

The tournament, known as Total Energies CAF Africa Cup of Nations PAMOJA 2027, after the Swahili word for "together" runs from 19 June to 17 July 2027. It is



JOSEPH LESARAI

KICC CORPORATE COMMUNICATIONS



Senegal national team celebrating their AfCON cup after defeating Egypt. Sadio Mane won the best player of the Tournament.

the first AFCON ever staged across three countries at once, and the 36th edition of a competition that has grown into one of Africa's most powerful broadcast events. Twenty-four teams will compete. Kenya, Uganda, and Tanzania qualify automatically as co-hosts. Kenya's match venues are the 48,000-seat Moi International Sports Centre in Kasarani and the new 60,000-seat Raila Odinga International Stadium at

Talanta Sports City along Ngong Road, a Ksh 44.3 billion investment that is redefining the Nairobi skyline.

The scale of the audience that comes with this tournament is unlike anything Kenya has hosted before. CAF Commercial Director Hassan El Kamah, speaking

at the Pearl of Africa Tourism Expo in May 2026, put the combined economic impact of AFCON 2027 across all three host nations at more than \$2 billion. He also reminded the room of something that tends to get lost in the infrastructure conversation: three billion television viewers watch AFCON matches around the world. "Imagine three billion viewers seeing your brand during AFCON matches," he said. "This is the power of AFCON." For a country that has spent years building its reputation as a conference and tourism destination, that kind of visibility is not available anywhere else.

For the MICE industry, the opportunity is more specific than it might first appear. A monthlong continental tournament at this level generates a category of business that does not usually accompany a football event. Team delegations, federation officials, international broadcasters, corporate sponsors, and media houses from across the continent all need to be accommodated, transported, fed, and managed. Official dinners, sponsor activations, pre-match press conferences, and federation briefings do not happen on the pitch. They happen in hotels, ballrooms, and event spaces, which is precisely the business that Kenya's hospitality and events sector is built to handle. AFCON 2027 is a sports event. But the surrounding margin is a MICE opportunity.

The infrastructure being put in place ahead of the tournament will serve Kenya long after the final whistle. The Raila Odinga International Stadium, when complete, will be the largest sporting venue in East Africa. Upgrades at Kasarani include pitch reconstruction, broadcast-grade floodlighting, expanded media facilities, and improved hospitality suites. Training facilities across the city, including the Ulinzi Sports Complex, Kasarani Annexe, and Kenya Utalii Sports grounds are being brought up to international standards. These are investments in the city's capacity to host large-scale events that will remain available to conference organisers, exhibition planners, and incentive groups long after 2027.

The experience of other African hosts points to what is possible. When Ivory Coast hosted AFCON 2023, hotels, restaurants, domestic airlines, and tour operators recorded sustained gains throughout the competition. Visitors who came for football stayed for the country, and many came back. South Africa's 2010 FIFA World Cup generated returns across hospitality, transport, and tourism that the country continued to draw on for years. Kenya has watched both closely. The AFCON visitor who flies into Nairobi for a group-stage match and discovers the Maasai Mara is within a morning's drive, or that Diani Beach is a short flight from Wilson Airport, is exactly the kind of visitor that the tourism sector has been trying to attract and that AFCON 2027 will deliver in large numbers without anyone having to go and find them.



African Cup of Nations Trophy

The government has moved decisively to secure Kenya's place in the tournament. The \$30 million CAF hosting fee, approximately Ksh 3.9 billion, was paid in April 2026, confirming Kenya's full commitment to the Pamoja Bid alongside Uganda and Tanzania. The Local Organizing Committee, chaired by veteran football administrator Nicholas Musonye, has been restructured and given a clear mandate to have match and training venues ready by December 2026. Cabinet Secretary for Sports Salim Mvurya has been direct about the urgency of the timeline and the importance of delivering on every commitment Kenya has made. The preparations are moving.

What the MICE and tourism sector needs to do now is move with the same urgency. The fans, officials, broadcasters, and sponsors who arrive in June 2027 will need hotels that have thought about their stay, tour operators who have built packages that extend beyond match days, event companies that have positioned for corporate hospitality contracts, and a city that feels ready to receive them. The tournament lasts 29 days. The impression it leaves of Kenya as a destination, as a conference city, as a place worth returning to can last considerably longer. AFCON PAMOJA 2027 is a football tournament. But for Kenya's meetings and hospitality industry, it is also the most valuable extended advertisement the country has ever been given. The question is simply whether the industry is ready to make the most of it.



WHERE MEETINGS MEAN BUSINESS

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