

27TH AUGUST, 2021

FOR IMMEDIATE RELEASE

Africa MICE Summit hosts a High Level Industry Stakeholders Round Table on the occasion of the Africa Meetings Industry Day

The **4th Annual Africa MICE Summit** will be hosted virtually on **9th September, 2021** to mark the **Africa Meetings Industry Day**.

As part of the Africa Meetings Industry Day celebrations, the Summit will host the **Africa Ministers of Tourism Roundtable** in a bid to dialogue on continental strategies for the recovery and growth of the business tourism sector in Africa. The high level roundtable which will be moderated by Ms. Linda Pereira of CPL Meetings & Events, Portugal will feature Ministers of Tourism from Kenya, Ghana and South Africa.

The keynote address at the Ministerial Roundtable will be delivered by H.E Ambassador A. Muchanga, Commissioner for Trade and Industry of the Africa Union Commission.

Other notable participants at the High level Roundtable include speakers from Meetings Mean Business. Meetings Mean Business is an industry-wide coalition to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities.

The objective of the round table is to identify opportunities for the MICE industry to play a significant role in Africa's post-COVID recovery efforts. Specifically, the roundtable will draw from the opportunities for MICE Tourism within the Africa Continental Free Trade Agreement (AfCFTA) and conceptualize the harmonization of Africa's recovery initiatives so as to spur trade and business within and toward the continent.

On the same day, the **Africa MICE Summit** will host the **Future Leaders Program** which is specifically designed to mentor students and young professionals in the tourism, MICE and hospitality sector in Africa. This program is specifically aligned to the mission of the Africa MICE Summit to make a contribution in the human capital development for Africa's business tourism sector.

The Future Leaders Program will include educational and career guidance sessions conducted by industry associations including Meetings Professionals International (MPI), Society for Incentive Travel Excellence (SITE), Professional Convention Management Association (PCMA) amongst others.

Event Details:

Date: 9th September, 2021

Time : 8AM GMT

Event Link : https://zoom.us/webinar/register/WN__KS_slI9TYK_CLUBGdB6rQ

About the Africa MICE Summit:

The **Africa MICE Summit** was first hosted in 2018 in Nairobi, Kenya as an intra-continental dialogue aimed at developing the Meetings, Incentive Travel, Conferences and Exhibitions industry in Africa.

The Summit is the leading platform for tourism stakeholders seeking to identify growth opportunities in MICE tourism, explore innovations and showcase trade and investments opportunities. In the wake of the COVID Pandemic, the Africa MICE Summit has been structured to map the future of our industry focusing on the recovery from with the continent. The event program is built on three (3) pillars: **Sustainability, Technology & People.**

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