

AFRICA
MIOE
SUMMIT
Convene. Connect. Convert

8th -9th September, 2022
Intercontinental Hotel
Lusaka, Zambia

The **Africa M.I.C.E Summit** is an annual and exhibition that brings together leading experts and industry stakeholders in the Meetings & Business Events Industry (**Meetings, Incentive Travel, Conferences & Exhibitions**) across Africa.

The Summit focuses on analyzing **global trends** and **opportunities** in the Meetings & Business Events industry.

The event showcases innovative and sustainable products and solutions that are driving forward Africa's MICE industry.

Over the years, the **Africa MICE Summit** has emerged as the leading **learning** and **knowledge- exchange** platform for the Business Events & Meetings Industry in East and Central Africa.



Key Highlights



The Africa MICE Summit provides a platform for Africa's Meetings & Events industry to achieve the following:

Focus on analyzing the **current global trends and opportunities** in the Meetings & Business Events industry.

Address the **emerging challenges in the industry** and propose responses.

Showcase innovative and **sustainable products and solutions** that are relevant in driving forward Africa's MICE industry.

Provide a **learning and networking environment** that allows attendees to build new skills and business partnerships that will be critical in positioning for the new normal.

Share experiences and best practices from different markets and **identify working solutions for the African Markets.**

Africa MICE Summit

Focus Areas

The **Africa MICE Summit** is built around **3 core pillars**:



Sustainability

Sustainability and Green Innovations in the Meetings & Events Industry.



Technology

Leveraging on Technology to enable MICE businesses pivot.



People

Building the capacity of the Professionals in the Business Events.

Who attends?

Delegates who attend the Africa MICE Summit are:

- Professional Conference Organisers
- Meeting & Event Planners
- Destination Management/Marketing Companies
- Event Suppliers
- Convention Bureaux
- Tourism Agencies
- Hotels and Convention Centers
- Industry Associations
- Travel Agents and Tour Operators

Target



Africa MICE Summit Components



2 Day Edu-
Conference



Africa MICE
Expo



Africa MICE
Awards



Future MICE
Leaders
Forum



B2B and B2C
Meetings



Pitch
Sessions &
Showcases



Investor
Round
Tables



Women in
MICE Panel



Post
Conference
Excursion



Africa
Meetings
Industry Day

Opportunities at the Africa MICE Summit

- Identify the emerging and growing trends in the global MICE industry.
- Identify opportunities for investment and expansion within the industry amidst the crisis brought about by the COVID19 pandemic.
- Gain access to thought-leaders and industry champions in the Meetings & Events industry.
- Build linkages, collaborations and partnerships for business growth and development through the **Africa MICE Expo**.
- Network with like-minded industry colleagues, professionals and entrepreneurs and access a vibrant learning and knowledge-sharing platform.
- Celebrate **excellence**, **innovation** and **sustainability** in Africa's MICE Tourism at the **Africa MICE Awards**.



8-9TH
SEPT, 2022

Theme: Leveraging on MICE to drive Trade and Investment in Africa

Africa's Biggest Event for MICE Professionals

Venue: Inter-Continental Hotel, Lusaka

AFRICA MEETINGS INDUSTRY DAY

AFRICA MICE EXPO

MICE LEADERS FORUM

Celebrate Africa Meetings Industry Day at the Africa MICE Summit

Ticket Options

\$ 150
ZMW 1500
KES 15000
FULL ACCESS

\$ 50
ZMW 500
KES 5000
Virtual Access to the Africa Meetings Industry Day session

\$ 30
ZMW 300
KES 3000
Students Access to the MICE Leaders Forum

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Attend the Africa MICE Summit

The 2022 Africa MICE Summit will be hosted in Lusaka, Zambia.

This year, the Africa MICE Summit will focus on the role and importance of the Meetings, Incentives, Conferencing and Exhibition Sector in driving trade and investment in Africa, particularly under the Africa Continental Free Trade Agreement (AfCFTA).

Join us on 8 - 9 September, 2022 at Intercontinental Hotel, Lusaka - Zambia in celebration Africa Meetings Industry Day (AMID) at the Africa MICE Summit in Africa's Biggest Event for MICE professionals.

Exhibit at the Africa MICE Expo

The **Africa MICE Expo** brings together innovators for the MICE industry, virtual solution providers, meeting planners, event venues, and stakeholders in the MICE industry.

The **MICE Expo** is a vibrant business environment for Africa's MICE industry to generate leads and drive trade.

Book your stand here –
www.africamicesummit.com/expo

AFRICA
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AFRICA
MICE
EXPO

8-9TH
SEPT, 2022



\$375 3m by 3m standard booth
ZMW 6500 (branded countertop and backdrop)

\$500 6m by 3m standard booth
ZMW 9000 (branded countertop and backdrop)

Venue: Inter-Continental Hotel, Lusaka

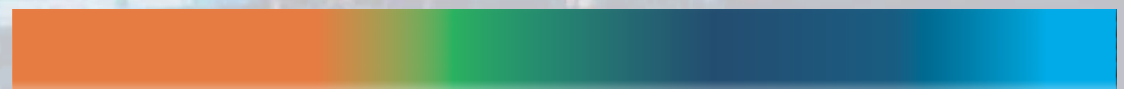
Book your stand! www.africamicesummit.com/expo

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Past Events



A Look at

Past Events

2018



A Look at Recent Events

2018



A Look at Recent Events

29TH-30TH NOVEMBER 2018
 Convene. Connect. Convert.
 INTERCONTINENTAL HOTEL.

MEETINGS.
SUSTAINABLE DEVELOPMENT

INCENTIVES.
ECONOMIC GROWTH

CONFERENCES.
TECH & INNOVATION

EXHIBITIONS.

GLOBAL MICE SUMMIT
 LEVERAGING SUSTAINABLE M.I.C.E PRACTICES FOR ECONOMIC DEVELOPMENT

#GMS2018 #SustainableMICE

EARLY BIRD:
 SINGLE TICKET 125 USD
 GROUP TICKET (GROUP OF 3) 300 USD (Save 75 USD)

NORMAL TICKET:
 SINGLE TICKET 150 USD
 GROUP TICKET (GROUP OF 3) 400 USD (Save 50 USD)

(expires on 2ND NOVEMBER, 2018)

Register through: www.globalmicesummit.com/register.html

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29TH-30TH NOVEMBER, 2018
 INTERCONTINENTAL HOTEL

GLOBAL MICE SUMMIT
 Convene. Connect. Convert.

THEME : Leveraging MICE for Economic Development.

SPEAKERS

DR. BRIGHT GAMELI
 Head of Cyber Security Services, Internet Solutions Kenya

KEZY MUKIRI
 C.E.O, Zuri Events

GRACE NDERITU
 C.E.O., Ecotourism Kenya

PROF. RICHARD MAKOPONDO
 Director, School of Hospitality and Tourism, Technical University of Kenya

JUDY KEPPER GONA
 C.E.O, Sustainable Tourism & Travel Agenda

MODERATED BY

DR. RICHARD MUNANG
 Coordinator, Africa Regional Climate Change Programme (UNEP)

JOHNSON MWAKAZI

RUDI VAN DER VYVER
 CEO, SAACI Official.

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29TH-30TH NOV 2018
 INTERCONTINENTAL HOTEL

GLOBAL MICE SUMMIT
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EXHIBITOR DECK

KING 1,000 USD	KNIGHT 750 USD	SME VILLAGE 350 USD
1. 8m x 8m covered exhibition space (2m to 2m)	1. 8m x 8m covered exhibition space (2m to 2m)	1. 8m x 8m covered exhibition space
1. 1 table for the Global MICE Summit	1. 1 table for the Global MICE Summit	1. 1 table for the Global MICE Summit
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A Look at Past Events 2019



A Look at Recent Events

2020



GLOBAL MICE SUMMIT
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GMS 2020
goes **Virtual**

AFRICA'S MICE INDUSTRY STAKEHOLDERS ROUNDTABLE

09. 09. 20
0900 - 1200 (CAT)

Free upon registration:
<https://www.globalmicesummit.com/delegate-registration>

zuri events **infinite** #MeetIn **Kenya** **Site** **MPI** **JCI**

CEPA **women in MICE** **MEETINGS MEAN BUSINESS** **AFRICA TOURISM BOARD** **AISAE** **AFRICAN SOCIETY OF ASSOCIATION EXECUTIVES** **SUSTAINABLE DEVELOPMENT GOALS**



GLOBAL MICE SUMMIT
Convene. Connect. Convert

SAVE THE DATE

GMS 2020
goes **Virtual**

Theme: Projecting ahead : Africa's MICE Industry post 2020

Date : 9th September, 2020 | 9am- 3pm EAT

A Look at Recent Events

2020



AFRICA'S MICE INDUSTRY STAKEHOLDERS ROUNDTABLE

Join an Intra - African conversation on the recovery of the Meetings & Events industry in Africa

09. 09. 20 0900 - 1230 (CAT)

S P E A K E R S

 Jacinta Nzioka National Coordinator Kenya National Convention Bureau	 Kevin Hin Secretary General Junior Chamber International	 Natalia Bayona Senior Expert on Innovation Digital Transformation and Investment, UNWTO	 Dr. Geoffrey Manyara Economic Affairs Officer In Charge of Tourism, UNECA	 Esmare Steinhöfel Regional Director ICCA Africa	 Jeffers Miruka President Africa Society of Association Executives	 Esti Venske Senior Lecturer Department of Tourism & Event Management, CPUT
 Tes Proos President SITE Africa	 Kristl Casey Sanders Senior Director Community Engagement Meeting Professionals International MPI	 Nicanor Sabula Board Member & Ag CEO Association of Kenya Business Events	 Shanna Jacobsen Managing Editor The Meetings & Event Planner	 Londi Khumalo Managing Director Niche Partners	 Prof. Nellie Swart Associate Professor University of South Africa UNISA	

Free upon registration: <https://www.globalmicesummit.com/delegate-registration>



STAKEHOLDERS ROUNDTABLE

09. 09. 20

1000 - 1300 (EAT)

[CLICK HERE TO REGISTER](#)



A Look at Recent Events

2020



A Look at Recent Events

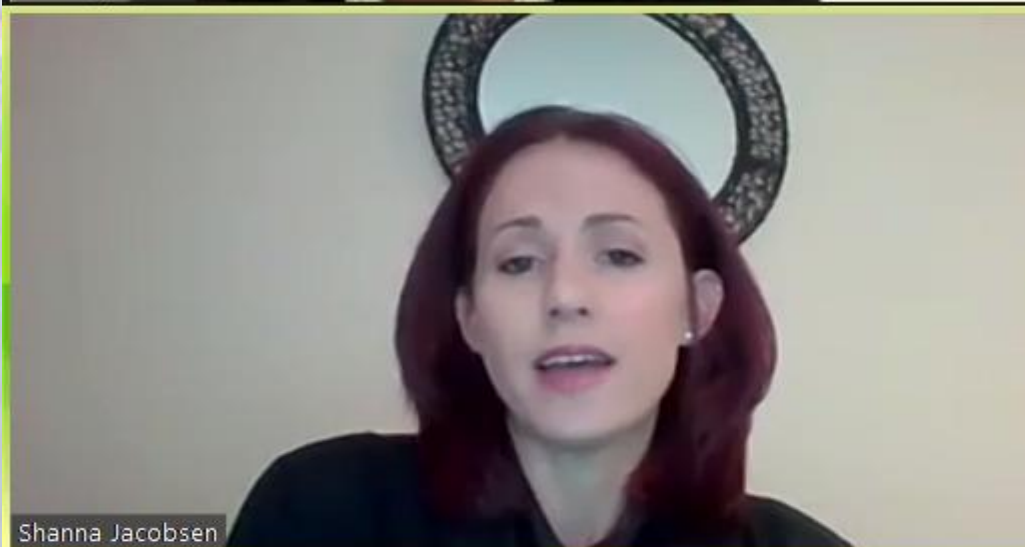
2020



Kezy Mukiri



Obinna Nwachuya



Shanna Jacobsen



Mulemwa Moongwa

A Look at Recent Events

2021



The Africa MICE Summit hosts the
AFRICA MICE INDUSTRY
STAKEHOLDERS
ROUNDTABLE:
POLICY MAKERS EDITION

09.09.21



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8-10th
Sept, 2021

Be a part of Africa's Biggest MICE Industry Event



Celebrate
Africa Meetings Industry Day at the Africa MICE Summit
 Theme: Leveraging on Sustainable Business Events to drive Africa's Recovery

Ticket Options

- \$ 200**
 FULL ACCESS
 In-person Attendee
- \$ 45**
 Full Virtual Access
 to the conference
 sessions and expo
- \$ 10**
 Expo Visitor-
 B2B meetings
 at the 4 day expo
- \$ 10**
 Students-
 Access to the
 Future Leaders
 Forum

Register

Early Bird Ticket closes
 on **31st July, 2021**

<https://app.glueup.com/events/39025/setup/registration/tickets/>

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 www.africamicesummit.com



A Look at Recent Events

2021



FUTURE LEADERS FORUM

8th September, 2021



The **Future Leaders Forum** at the **Africa MICE Summit** nurtures and inspires students and young professionals in the Meetings, Incentive Travel, Conference and Exhibitions (MICE) ecosystem

Cost: **\$10**

Get your virtual ticket here
www.AfricaMICESummit.com

Sponsor the **Future Leaders Forum**

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THE BIGGEST CELEBRATION FOR THE AFRICA MICE INDUSTRY IS HERE!

8-10th September 2021



Join the **virtual launch** | **9th July, 2021**
2PM GMT
Webinar ID : 966 5749 8815
Passcode : 210780

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#AMS2022



It's a MICE World

CONVERSATIONS ON SUSTAINABILITY, OPPORTUNITIES, NEWS & TRENDS IN MICE



Technology & MICE Tourism
Embracing the Future NOW!

Technology & MICE Tourism

Embracing the Future NOW!

WRITTEN BY FRANCIS NJUE
Founder & CEO (HTOREX GLOBAL)

As I welcome you to this inaugural edition of 'It's a MICE World' E-Magazine, allow me to have a discussion with you around the Tourism Technology in relation to MICE Tourism with eyes on future opportunities and challenges of today.

All indications are global MICE industry is gaining popularity worldwide. Currently, technology plays a vital role in the MICE business growth as many corporations adopt e-conferences as a substitute for face-to-face meetings and conferences. However, the use of tele-seminars and virtual meetings to eliminate travel expenses may prove out to be a significant growth opportunity for MICE industry now and in the future.

Meetings, Incentives, Conventions, and Exhibitions or MICE represent a sector of tourism that includes business events and activities. The global MICE industry generated revenue of \$752 billion in 2016, and is expected to grow at a CAGR (Compound Annual Growth Rate) of 7.5% to reach \$1.245 billion by 2023.

You and I know technologies are changing the way we work and interact anywhere, with everyone and everything. Technologies, like virtual reality, artificial intelligence, internet of things and so much more are not only affecting travel experience and business but also life in its entirety. It's no news; the MICE industry hasn't escaped these effects. In fact, it is the most affected of all tourism sectors.

It is also evident, days when venues only needed to provide an overhead projector and a computer are long gone. So changed are things that even providing high speed internet connection is no longer fancy. It is also no longer luxury to provide virtual assistants, virtual and augmented reality, web casting, live streaming and video conferencing as they have become essential MICE components. It is critical for MICE players to stay updated with these trends in order to stay at the top of their game.

Get featured in Africa's leading Digital MICE Magazine



WRITTEN BY PRASANT SAHA
Founder & CEO, CIMGLOBAL

Economic Importance of Meetings and Conferences for Cities

The focus on MICE is not, however, uncontentious. In order to attract convention traffic, cities will often invest in (or otherwise support) conference and exhibition facilities that are expensive, and hence are an opportunity cost in terms of alternative policy interventions.



Business tourism, and specifically meetings, conventions and exhibitions (MICE) activities, have long been targeted for growth by governments, industry and other responsible agencies. This focus can be seen at national and city level. There are a number of reasons for this.

Firstly, there is an assumption (and some evidence) that business travellers have a higher spend, at least per day, if not per trip, than leisure visitors.

Secondly, there may exist the potential to utilise visitor-relevant facilities over a longer period than the traditional holiday peaks.

Thirdly, the amenities that a city or country can offer may be extended by development of exhibition and conference facilities that a strong MICE sector can support, with co-benefits for residents, and perhaps for a destination's wider attractiveness.

The focus on MICE is not, however, uncontentious. In order to attract convention traffic, cities will often invest in (or otherwise support) conference and exhibition facilities that are expensive, and hence are an opportunity cost in terms of alternative policy interventions.

This is particularly relevant because such facilities are in many places economically marginal, and many even require ongoing public subsidy. The rationale for public support then rests on the economic benefits accruing to the wider economic area consequent on visitor spending or an improved competitive position vis-a-vis other urban areas.

In common with tourism in general, MICE happens not in countries but in places – largely in cities – and it is at this spatial scale that we must make relevant policies to attract MICE business, and thereby contribute to the local economy.



WRITTEN BY KEZY MUKIRI
CEO, Zuri Events

Sustainable Event Management

Until very recently, little attention was paid to the impact that planned events have on the natural and built environment. Events often involve the creation of new permanent or temporal infrastructure; they can occur in environmentally-sensitive locations, require transport of attendees, goods and services and other scarce resources in large quantities. As

communities gain a greater understanding about these impacts, events are being challenged to become more accountable for their choices and decisions; and to produce outcomes which are more sustainable on multiple criteria.

Large events such as global conferences, sports events and festivals have been criticised for their ability to negatively impact the environment by

their requirement for large numbers of people to travel long distances. A call has been made for organisations and event management companies to follow a triple bottom line approach in the management and execution of events. The triple bottom line approach broadens the evaluation criteria for events and brings the event industry in line with the wider business community. Another benefit of a triple

bottom line evaluation is that it will enable a comparison between a range of different events, which will aid tourism organisations and event stakeholders in the decision-making process about which events warrant support. This would result in events being managed in a more sustainable way.

The issue of sustainability is at the forefront of international dialogue and debate with

EVENTS SHOULDN'T COST THE EARTH



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Thank You

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