

CS LAUNCHES M.I.C.E LOGO

The Cabinet Secretary for Tourism and Wildlife, Hon. Najib Balala, yesterday evening officially launched the Kenya Convention Bureau's Meetings, Incentives, Conferences, and Exhibitions (MICE) logo, at the iconic fig tree in Westlands, Nairobi.

"I'd like to thank The President for issuing a decree to save this century-old fig tree, which is not only a beacon of Kenya's cultural and ecological heritage, but a symbol of meet in Kenya, with its vast branches representing endless opportunities," said the CS.

Technology and Innovation plays a key role in MICE tourism, like the adoption of hybrid events during this unprecedented time of the Covid-19 pandemic. The incorporation of these new trends and ideas will aid the transformation of Kenya into a competitive MICE destination.

The CS also added that the Ministry and Nairobi Metropolitan Services (NMS) will continue to work with private sector players to clean up Streets in Westlands and improve the security to enable the Satellite town to become the hub of 24 hours economic activity in Nairobi.

He also said the launch of the MICE Logo is in anticipation of re-opening after COVID-19 to ensure the country has another opportunity after Tourism to contribute to economic growth.