



MKTE 2018 - EVENTS PROGRAMME

Date	Time	Event Name	Audience	Note	Venue
Thursday 27 Sept	All day	Hosted Buyers arrival	Hosted Buyers	Hosted buyers arrive throughout the day. Speeches at 10am.	JICA Transfers to various hotels
	Morning event	World Tourism Day	Hosted Media	Activities will include speeches and press releases	TBC
Friday 28 Sept	07:00	Hosted Buyer / Hosted Media: Fam Trip Departure	Hosted Buyers and media	As per individual itineraries	Nairobi Hotels
Saturday 29 Sept	All day	Hosted Buyer / Hosted Media Fam Trips	Hosted Buyers, Hosted Media	As per individual itineraries	
Sunday 30 Sept	All day	Hosted Buyer / Hosted Media Fam Trips	Hosted Buyers, Hosted Media	As per individual itineraries	
Monday 01 Oct	08:00 - 21:00	MKTE Build Up: Custom Build Stands	Exhibitors		KICC
	All day	Hosted Buyer / Hosted Media Fam Trips	Hosted Buyers, Hosted Media	As per individual itineraries	
Tuesday 02 Oct	08:00 - 21:00	MKTE Build Up: Custom Build Stands and Shell Scheme Stands	Exhibitors		KICC
	15:00 - 17:00	Hosted Buyers and Hosted Media: Return from Fam Trips	Hosted Buyers, Hosted Media		Various Hotels in Nairobi
	15:00 - 23:00	AHIF Conference Day 1	AHIF Delegates	Conference running alongside MKTE	Radisson Hotel, Nairobi
	18:30 - 23:30	MKTE 2018: Welcome Reception and networking cocktail	Exhibitors, Hosted Buyers, Hosted Media and VIP guests	By invitation only. RSVP required.	Intercontinental Hotel Nairobi
Wednesday 03 Oct	07:30 - 21:00	AHIF Conference Day 2	AHIF Delegates	Conference running alongside MKTE	Radisson Hotel, Nairobi
	10:00 - 18:00	MKTE 2018 - Day 1	All	Pre-scheduled B2B meetings	KICC
	10:00 - 11:00	Opening of MKTE by H.E The President of the Republic of Kenya	All		KICC Comesa Grounds
	12:00 - 13:00	MKTE 2018 - Market Presentation Platform	Exhibitors, Trade Visitors, Hosted Buyers	Featured Market: USA	Lenana/Abedare Foyer
	12:00 - 13:00	MKTE 2018 - Day 1: Hosted Buyers Lunch: Group 1	Hosted Buyers		VIP & Hosted Buyers Lunch Room, Level 1, KICC
	13:00 - 14:00	MKTE 2018 - Day 1: Hosted Buyers Lunch: Group 2	Hosted Buyers		VIP & Hosted Buyers Lunch Room, Level 1, KICC
	13:00 - 14:00	MKTE 2018 - Seminar 1: Infrastructure - Air Access and Low Cost Carriers	All	Speaker Panel: Carmen Nigbira, Claudia Bottini, Capt. Gilbert Macharia Kibe, Jonny Andersen.	Shimba Hills, Level 1, KICC
	14:00 - 15:00	MKTE 2018 - Day 1: Market Presentation Platform	Exhibitors, Trade Visitors, Hosted Buyers	Featured Market: China	Lenana/Abedare Foyer
	18:30	Sense of Africa MKTE Cocktail Party	All	By invite only	Nairobi Serena Hotel
Thursday 04 Oct	07:30 - 21:00	AHIF Conference Day 3	AHIF Delegates	Conference running alongside MKTE	Radisson Hotel, Nairobi
	10:00 - 18:00	MKTE 2018 - Day 2	All	Pre-scheduled B2B meetings	KICC
	10:30 - 11:30	MKTE 2018: Seminar 2: Delivering Exceptional Visitor Experience: Collaboration between Public and Private sector	All	Speaker: Fred Okeyo	Shimba Hills, Level 1, KICC
	11:00 - 12:00	MKTE 2018 - Day 2: Market Presentation platform	Exhibitors, Trade Visitors, Hosted Buyers	Featured Market: Africa	Lenana/Abedare Foyer
	12:00 - 13:00	MKTE 2018 - Day 2: Hosted Buyers Lunch: Group 1	Hosted Buyers		VIP & Hosted Buyers Lunch Room, Level 1, KICC
	13:00 - 14:00	MKTE 2018 - Day 2: Hosted Buyers Lunch: Group 2	Hosted Buyers		VIP & Hosted Buyers Lunch Room, Level 1, KICC
	13:00 - 14:00	MKTE 2018 - Seminar 3: The Digital Travel Platform	All	Speaker panel: Damian Cook, Sam Ghichuru, Alex Mwaara, Velma Corcoran	Shimba Hills, Level 1, KICC
	14:00 - 15:00	MKTE 2018 - Day 2: Market Presentation platform	Exhibitors, Trade Visitors, Hosted Buyers	Featured Market: India	Sarova Stanley Hotel, Kimathi Street, Nairobi
	18:30 - 22:00	ATTA MKTE Networking Event	ATTA Members & Guests	Collect your entrance band at the ATTA Stand before 18h00 on the day	Sarova Stanley Hotel, Kimathi Street, Nairobi
Friday 05 Oct	10:00 - 18:00	MKTE 2018 - Day 3	All	Pre-scheduled B2B meetings	Lenana/Abedare Foyer
	11:00 - 12:00	MKTE 2018 - Day 3: Market Presentation platform	Exhibitors, Trade Visitors, Hosted Buyers	Featured Market: Europe	Lenana/Abedare Foyer
	12:00 - 13:00	MKTE 2018 - Day 3: Hosted Buyers Lunch: Group 1	Hosted Buyers		VIP & Hosted Buyers Lunch Room, Level 1, KICC
	13:00 - 14:00	MKTE 2018 - Day 3: Hosted Buyers Lunch: Group 2	Hosted Buyers		VIP & Hosted Buyers Lunch Room, Level 1, KICC
	13:00 - 14:00	MKTE 2018 - Seminar 4: The Rise of the African Brand	All	Speaker Panel: Jameel Verjee, Catherine Gache, Bernard Isibete	Lenana/Abedare Foyer
	14:00 - 15:00	MKTE 2018 - Day 3: Market Presentation platform	Exhibitors, Trade Visitors, Hosted Buyers	Featured Market: UK	Lenana/Abedare Foyer
	15:00 - 16:00	MKTE 2018: Day 3: Market Presentation platform	Exhibitors, Trade Visitors, Hosted	Featured Market: Australia	Lenana/Abedare Foyer
	17:00 - 19:00	MKTE 2018: Closing Cocktails	Exhibitors and Hosted buyers	Exhibitor cocktail at the KICC rooftop	KICC Rooftop