



REPUBLIC OF KENYA
MINISTRY OF TOURISM AND WILDLIFE



MAGICAL KENYA TRAVEL EXPO (MKTE) 2025

THEME: Magical Kenya: Unlocking Africa's Potential Through Sustainable Tourism Growth



TIME	ACTIVITY	VENUE
TUESDAY 30 TH SEPTEMBER 2025. 1730 - 2130	Hosted Buyers and Media Briefing.	Venue – Bao Box – General Mathenge Road
WEDNESDAY OCTOBER 1 ST 2025	Day One of MKTE	Uhuru Gardens National Monument & Museum
0900 - 1300	B2B Sessions - Prescheduled Meetings between Buyers and Exhibitors	Exhibition Hall
1000 - 1130	Seminar: Re-imagining African Tourism through Digital Transformation.	Seminar Room I
1200 - 1330	Seminar: Future of Tourism work-Youth, Skills & New Corporate Culture.	Seminar Room II
1300 - 1400	Lunch Break	Food Court
1400 - 1700	B2B Sessions - Prescheduled Meetings between Buyers and Exhibitors	Exhibition Hall
1500 - 1630	Seminar: Africa's Living Culture – Story Telling, Sustainability for a New Tourism Economy	Seminar Room I
1700 - 1800	Guided Tour of the Uhuru Gardens Museum for Hosted Buyers and Media.	Uhuru Gardens
1800 - 2200	Welcome Networking Cocktail	Uhuru Gardens
THURSDAY OCTOBER 2 ND 2025	Day Two of MKTE	Uhuru Gardens National Monument & Museum
0900 - 1300	B2B Sessions - Prescheduled Meetings between Buyers and Exhibitors.	Exhibition Hall
0900 - 1230	Official Opening Ceremony - MKTE and ATIF	Seminar Room II
1300 - 1400	Lunch Break	Food Court
1400 - 1700	B2B Sessions - Prescheduled Meetings between Buyers and Exhibitors	Exhibition Hall
1400 - 1700	Africa Tourism Investment Forum Sessions	Seminar Room II
1700 - 1800	Tree Planting	Carnivore Grounds
1830 - 2200	ATIF, VIP Fireside Chat and Dinner	Nairobi National Park – Ivory Burning Site
FRIDAY OCTOBER 3 RD 2025	Day Three of MKTE	Uhuru Gardens National Monument & Museum
0800 - 0900	Speed Networking - Buyers and Exhibitors	Seminar Room II
0900 - 1300	B2B Sessions - Prescheduled Meetings between Buyers and Exhibitors	Exhibition Hall
1000 - 1130	Seminar: Sustainability in Action – Transforming African Tourism through Conservation, Community & Collaboration	Seminar Room I
1200 - 1330	Seminar: Shaping the Future of Africa’s MICE Industry – Growth Trends & New Opportunities	Seminar Room II
1300 - 1400	Lunch Break	Food Court
1400 - 1700	B2B Sessions - Prescheduled Meetings between Buyers and Exhibitors	Exhibition Hall
1500 - 1630	Seminar: Innovation of Product & Experience Diversification in Tourism	Seminar Room II
1700 - 1730	Closing Ceremony	Seminar Room I

For more information, visit www.mkte.co.ke or contact us at info@mkte.co.ke
We look forward to your valuable contributions to MKTE 2025!

MKTE 2025



1st to 3rd OCT, 2025



Uhuru Gardens, NAIROBI