

## Registration open for Africa MICE Forums

Registration is now open for this year's Africa MICE Forums, a series of interactive high-end events designed to connect pre-qualified MICE buyers and local suppliers through fun and authentic experiences across different host destinations.



Image via [Africa MICE Forums](#)

Obinna Nwachuya, convener of the AMF says: The goal is to propel MICE business across the continent in relatable ways that effectively spark ideas and foster real connections necessary to move minds and businesses forward."

Unlike other large gatherings, AMFs are intimate forums of about 40-60 participants with each event running for only two nights and one day; a short and effective stay for meeting, negotiating and building meaningful relationships with the best suppliers.

AMF believes that the real magic of networking happens in small groups and facilitates this experience with thoughtfully designed one-on-one meetings, networking dinners, parties and activities that are unique and local to the host destination.

Speaking further, the managing director, Cross River State Tourism Bureau, Utsu John Atsu expressed excitement at the prospect of co-hosting the event in Calabar and assured stakeholders involvement to ensure success and encourage repeat visits to the beautiful destination that is Cross River State.

AMF invites both local and international MICE buyers including meetings and event planners, communication agencies, venue finding companies, corporates and International Associations interested in doing business in Africa to take advantage of its hosted buyer offerings to discover its diverse and rich host destinations. All hosted buyers at AMF are pre-qualified to participate based on the number and scale of events organised, budgets held and decision-making power.

The first forum will be co-hosted with the Cross River State Tourism Bureau at the Marina Resort Calabar, Nigeria from 29-31 October 2020. Registration is still open both for buyers and suppliers at [www.africamiceforums.com](http://www.africamiceforums.com) until 31 August 2020

For more, visit: <https://www.bizcommunity.com>