EAST AFRICA
Future
Leaders
Challenge



FUTURE LEADERS CHALLENGE

Are you ready to make the East African region the best talent developer in the world of tourism and hospitality?

KENYATTA UNIVERSITY

GAMECHANGERS
LEARN · GROW · LEAD

RADISSON HOTEL GROUP

BIHC
ROMA INTERNATIONAL HOSPITALITY COLLEGE

ACCOR

TOURISM FUND
Propelling Kenyan tourism

Hilton

Strathmore University
School of Tourism & Hospitality

MINISTRY OF TOURISM & WILDLIFE

Global Tourism Resilience & Crisis Management Centre (GTRCMC) Eastern Africa

VISION

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THE CONCEPT

The **(MEA) Future Leaders Platform** is the leading platform that creates a community to tackle future challenges in the hospitality and tourism industry.

Our platform fosters alignment across the region on key issues such as industry attractiveness, growth, learning strategies, student to industry conversion and more. We aim to bridge the gap between key stakeholders, including the industry and educational institutions, to align output with industry needs and collaboratively shape a human capital strategy for the region.

Our platform unites industry executives, top-tier students, government leaders, and school directors to collaborate on an annually selected, region-specific strategic topic.

Together, we develop actionable solutions that address the critical challenges facing the hospitality and tourism industry. Through advocacy and stakeholder collaboration, we strive to elevate, strategize, and champion the development of the region's human capital.

More information: **meafutureleaderschallenge.com/challenges/east-africa**

MISSION

To empower, elevate, and educate stakeholders by driving meaningful change and equipping them with the tools and resources to achieve their full potential.

VISION

To become the leading platform in the hospitality and tourism industry, uniting students, educators, industry leaders, and government to learn, grow, and lead together toward transformative change. Through advocacy, a strong community, and impactful development programs, we aim to build a sustainable pipeline of skilled professionals, aligning educational outcomes with industry needs and shaping a forward-thinking human capital strategy for the region.

A NOTE FROM THE INITIATORS

As the hospitality industry continues to witness rapid growth across the Middle East & Africa, it is crucial that we have a strong pool of diversified talent to resource this exciting new era for travel and tourism."

The MEA Future Leaders Challenge allows us the unique opportunity to inspire the next generation of hospitality professionals and establish the region as a global leader, and catalyst, for cultivating a highly skilled hospitality workforce."



HUBERT UMMELS
Owner and Founder
GameChangers Group



JOCHEM-JAN SLEIFFER
In memorandum
of our co-founder

A NOTE FROM OUR PATRON

The tourism sector is evolving **hence the dire need to invest in our youth and young professionals** to navigate the **rapidly changing landscape** characterized by **technological advancements, shifting consumer preferences** and the **increasing call for sustainability**.
As the patron of Future Leaders Challenge East Africa, **I encourage all stakeholders to partner and collaborate with us to deliver on this noble cause"**



HON. REBECCA MIANO
Cabin Secretary for
Tourism and Wildlife

REPUBLIC OF KENYA
MINISTRY OF TOURISM
& WILDLIFE

ARRIVAL

For all schools arriving from abroad, **transportation will be arranged** from and to the airport. For any questions, please contact **Tim** at **+254 725 542 570**

Transportation from the hotel to both the main event venue and the welcome dinner will be **arranged by the organizers**.

We kindly ask all participants to **always be punctual** to ensure smooth coordination.

LOCATION

School Directors and **Guiding Teachers** will be accommodated at **The Boma Nairobi**. **Students** will stay at **The Boma Inn**.

The main events will take place at **Strathmore University**.

The welcome dinner will be held at **Mövenpick Hotel & Residences**

Overnight stay, breakfast, lunch and dinner is included.







PACKING LIST

WE ADVISE YOU TO BRING FOLLOWING ITEMS

- Passport or ID Card (when aplicable)

- Daily clothes (e.g. jeans, shirt, sneakers,..)
- Smart Casual outfit (Day 1 and Dinner)
- Business Attire or school uniform (Day 2, Presentation
- Warmer clothes (it can get cold)
- Toiletries
- Medication

- Laptop / IPad (optional)
- Phone charger
- Attributes to support presentation
- Your favourite notebook
- Umbrella

DRESS CODE

WE ADVISE YOU TO BRING FOLLOWING OUTFITS

Business Attire / or school uniform, Smart Casual, traditional african attire

(If you don't have this specific outfit, please don't feel pressure to buy, just wear something which is similar to this). Your smile and attitude is your best outfit anyway! :-)



GOOD TO KNOW

Messaging via the internet can be done by **WhatsApp**. The group chat of FLC EAST AFRICA will be operative during the whole event! If you didn't join the group chat yet, please scan following QR code

During this event you will have the unique opportunity to get to know important industry leaders. Grab this opportunity with both hands and network!

Please be aware that we expect press on site on both days

The entire event is a non-alcohol event

Like previously communicated, the whole live event is free of charge. Overnight stays, breakfast, lunches and dinner are included and made possible by our partners

The final 3 winning schools of FLC EAST AFRICA will participate in the MEA FLC FINALS

MEET THE STATEGIC BOARD FOR THE FLC EAST AFRICA



Abbas Gullet
Director
Boma International Hospitality College



Elma Labuschagne
Cluster Director of Operations, Fairmont the Norfolk & Mara Safari Club



Andreas Lackner
VP Operations Africa & Indian Ocean, Hilton



Lilly Ajarova
Senior Presidential Advisor on Tourism Uganda



Rob Kucera
District Director East Africa and Complex General Manager Radisson Blu Hotel, Kigali and Convention Centre



Devota Mdachi
Head of Communication and Marketing Unit, National College of Tourism



Hubert Ummels
Founder and Owner GameChangers Cmmunity and initiatior Future Leaders Challenge



Frank Mugisha
CEO East Africa Tourism Platform



David Chiawo
Dean, School of Tourism and Hospitality, Strathmore University



Simon Hodson
Country Manager Kenya Accor

YOU‘RE INVITED

Dinner for East Africa Future Leaders Challenge Participants

27th April 2025 at KICC

The Ministry of Tourism and Wildlife warmly invites all participants of the East Africa Future Leaders Challenge to a dinner on **27th April 2025**, starting at **6:30 PM**, at the iconic **Kenyatta International Convention Centre (KICC)** in Nairobi.

This special evening promises a memorable opportunity to **connect, share ideas, and build lasting networks** with fellow future leaders and key stakeholders in the tourism and hospitality industry. Don’t miss this chance to be part of a dynamic and inspiring gathering.





KICC
The Kenyatta International Convention Centre
Africa's Premier Meeting Venue

PROGRAM OVERVIEW

Monday, 28th of April
Dresscode: Smart casual

The shuttle will be ready at **08:15 AM** outside the hotel for departure to Strathmore University, only for participants who **checked in on Sunday**.

All participants based in Kenya are kindly asked to arrive **directly at Strathmore University by 08:00 AM**, bringing their luggage with them.

09:30am	Opening program, Students and industry conference
10:00am	Students empowerment program 'Life Choice' SDA East Africa Meeting
12:00pm	**Lunch**
01:00pm	Workshops Industry Conference
03:00pm	**Break**
03:15pm	Students Recruitement Fair Forum discussion schools and Government / Industry leaders
04:30pm	Speed dating industry leaders, school directors and sponsors
07:00pm	Welcome drink
08:00pm	Welcome dinner and keynote speech
10:00pm	Transport from Mövenpick Hotel & Residences & back to Boma Inn

IMPORTANT NOTICE FOR DAY 1

Monday, 28th of April
Dresscode: Smart casual

In general

- On the first day of the program, students will **not have the opportunity** to return to the hotel prior to the welcome dinner.
- We kindly advise all participants to **plan accordingly**. Students are en couraged to wear suitable attire for the full day or bring a change of clothes.
- Changing facilities will be available at Strathmore University **before proceeding to the dinner venue**.

Update for Kenya-Based Students

Students from schools in Kenya are kindly requested to **arrive directly at the event venue**—Strathmore University—by **08:00 AM**, bringing their luggage with them.

- A dedicated **storage room** will be available at the university to securely store your luggage during the program.
- After the program concludes, we will head **straight** to the Welcome Dinner.
- The hotel will again provide a storage room for your belongings during the dinner.
- Hotel check-in will take place immediately after the Welcome Dinner.

Please ensure **timely arrival** at the venue to join the program smoothly.

PROGRAM OVERVIEW

Tuesday, 29th of April
Dresscode: Business attire

06:00am	**Breakfast**
07:15am	The shuttle will be ready and waiting outside the hotel for departure to Strathmore University.
08:30am	Start program in the plenary room
09:00am	Student presentations semi finals
11:30am	Final 3 announcement
12:30pm	Final 3 plenary presentations
01:30pm	Winner announcement
02:00pm	**Lunch**
02:30pm	Strategic board meeting

*The challenge winner will be awarded complimentary participation in the Dubai Final 2026.

Important Notice – Hotel Check-Out
Students are kindly reminded that check-out from the hotel must be completed by **07:00 AM on Tuesday, 29 April**.

All participants are expected to **bring their luggage** with them when departing from the hotel to the event venue, as there will be **no return to the hotel** after the program concludes.

WORKSHOPS

The Future Leaders Challenge in collaboration with our partners in the project, have created a **space for students to learn** how to take their firsts steps into their career and get some tools to make this journey successful.

The workshops will be hosted in a Carousel where 3 groups will be attending 3 workshops simultaneously.

WORKSHOPS

- **Accor**
  LinkedIn: Building an Attractive Profile and Maximizing Career Growth
- **Radisson Hotel Group**
  How to master a Job interview: Tips & Tricks.
- **Hilton**
  Expectation vs. Reality: Understanding Your Career Path in the Industry

WORKSHOPS	13:00 AM -13:35 AM	13:40 AM - 14:15 AM	14:20 AM - 14:55 PM
Accor (STMB B-01)	GROUP 1	GROUP 2	GROUP 3
R			

You **have already been assigned** to one of the three groups. Please **check your name badge** – it will indicate whether you are in Group 1, Group 2, or Group 3.

PROJECT QUESTION

Continuous advances in technology will impact the world of future work and tourism and hospitality businesses are not immune to this influence. Examine how digital transformation is shaping workforce needs in the East Africa tourism and hospitality industry.

IMPORTANT TO REMEMBER...

- Each group has **7 minutes** to present
- **3 minutes** for questions from the jury
- You can use a powerpoint presentation and/or be creative with other attributes - 'less powerpoint presentation and more power to the presentation'

TIPS & TRICKS

1 2 3

4 5

PROJECT QUESTION

The students will be expected to cover some of the following areas in their presentation:

DIGITAL & TECH SKILLS
Basic Digital Literacy, Advanced IT Skills, Digital Marketing & E-commerce, Fintech & Blockchain Knowledge

SOFT SKILLS & ADAPTABILITY
Critical Thinking & Problem-Solving; Communication & Collaboration; Entrepreneurial Mindset; Emotional Intelligence

REMOTE WORK & GIG ECONOMY READINESS
Self-Management & Time Discipline; Project-Based Work Skills; Cross-Cultural Competence

CYBERSECURITY & DATA PROTECTION EXPERTISE
Cybersecurity; Data Privacy & Compliance; AI & Ethical Governance

LEADING QUESTIONS

You already have your main project question, but to develop your project effectively, make sure you can clearly answer the following key questions:

- **What's the problem you're trying to solve? Define the core issue**. Be specific and explain why it matters.
- **How will you solve it? Describe your proposed solution in detail.** What's your approach, and why will it work?
- **How will your solution benefit both locals and tourists?** Think about the broader impact. How does your idea create value for the local community and enhance the tourist experience?
- **What are the expected costs (e.g., subscription fees, server costs)?** Who will cover these? Be realistic

JUDGING CRITERIA

The following criteria will be used to judge the presentations:

INNOVATION
Does your project present a novel idea, service, or solution that could transform the industry?

IMPLEMENTATION POSSIBILITY
Can this project be realistically implemented? Consider whether the proposal includes a plan to address resource and funding needs if the project exceeds a standard budget of. Operating costs should ideally stay under R100,000/month, with R500,000 max for capital investment

CONTENT
Does your project effectively cover all necessary aspects in a clear and comprehensive way?

INVESTIGATION AND RESEARCH
Is your project backed by relevant scientific literature and research?

PRESENTATION
Was your project presented in a clear, engaging, and professional manner?

MEET THE PARTICIPATING SCHOOLS

































PARTNERS

One of the most **valuable stakeholders** within our community are our partners. We cooperate with several organizations, in various forms.
These partners are part of the closed Future Leaders Challenge network and are invited to network meetings and, of course, to activities around the objectives of the platform. Together, we seek for business opportunities and jointly carry out the mission of the MEA Future Leaders Challenge.

Platinum

KENYATTA UNIVERSITY

REPUBLIC OF KENYA
MINISTRY OF TOURISM
& WILDLIFE

ADVISORY BOARD MEMBERS MEA FUTURE LEADERS CHALLENGE



Hubert Ummels
Founder and owner GameChangers Community and of the Future Leaders Challenge Platform



Eddy Tannous
COO
Rotana Hotel Management Corporation



Colin Abercrombie
Strategy Director
NEOM Hotel Division



Tim Cordon
Chief Operating Officer
Middle East & Africa & APAC
Radisson Hotels



Stephanie van Oorschot
Industry Relations Officer
Hotel Management School NHL Stenden



Mahir Abdulkarim Julfar
Executive Vice President at
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Judi Nwokedi
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Jonathan Sheard
SVP Operations
Middle East, Africa and Türkiye Accor



Mark Kirby
President
One&Only Resorts



Khalid AlAwar
Director – Business Stakeholders and Government Relations Dubai Economy and Tourism



Marie-Louise Ek
VP HR,
Middle East & Africa
Hilton

FUTURE LEADERS CHALLENGE EAST AFRICA TEAM



Hubert Ummels
Owner and Founder
GameChangers Group and Future Leaders Challenge



Marvy Rieder
Director of MEA FLC
Partner GameChangers Community



Deni Maydon
Operations Manager
MEA Future Leaders Challenge



Tim Muuo
Operations Manager
FLC East Africa



Esther Munyiri Kagure
Country Manager
FLC East Africa



Veronica Muniu
Operations Manager
FLC East Africa



Mandisa Silo
Country Manager
FLC South Africa



Dean Hauser
Multimedia Specialist
Brand Drvn

INFORMATION & UPDATES

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on our linktree page

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