



Republic of Rwanda
Rwandan High Commission
London

ECONOMIC DIPLOMACY

REVIEW 2024



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A word from the High Commissioner

Dear Reader and Friend,

On behalf of the team at the High Commission of Rwanda in London, I take the opportunity to wish you and your beloved ones a happy new year. Let me extend warm greetings and appreciation for the many enduring partnerships and friendships with us. This publication highlights the Mission's Economic Diplomacy activities and achievements during the year 2024. Economic Diplomacy is one of Rwanda's Foreign Policy pillars.



The Mission continued to bring the [RWANDAN OPPORTUNITY](#) closer to the community and to potential investors through building strong relations. In collaboration with many partners, the Mission facilitated trade and investment forums, interactive and information-sharing sessions, business roundtables, conferences, seminars and a trade mission. Our collaboration with counterparts at the British High Commission in Kigali in the area economic diplomacy continues to flourish. The team at the British High Commission in Kigali was incredibly supportive. Thank you, High Commissioner Alison Thorpe and your predecessor Omar Daair, for the unwavering support and commitment to cement the existing good relations between our nations based on shared values, mutual respect, and a commitment to sustainable development.

Permit me also to recognize and appreciate other key partners in this journey to bring Rwanda closer to UK. The birth and continued growth of [Rwanda-Business UK](#) is a matter to cherish during the year and going forward. Thank you, Ms Michaëlle Kubwimana and the entire team behind this incredible creation.

The Rwandan community in the UK, we can't thank you enough. NARC Chair, Mr. Jabo Butera, the NARC Committee and the leadership of the respective Communities, we salute you for the continued leadership and purposeful mobilisation of the Community.

Rwanda diaspora remittances reached [\\$505M in 2023](#), up 8-fold from 2010. No doubt it will be a new high for 2024. The UK share in this is, I believe, substantial. Going forward it will be specified. Your steadfast belief and investment in Rwanda are unmatched. I have met and visited community members with investments in import/export, processing, construction, real estate, micro finance, money transfer, coffee, education, health, support to good/charitable causes and other sectors.

Your financial support to family and friends goes beyond the immediate beneficiaries. It supports the economy in many ways including creation of jobs, expansion of purchasing power, bringing in taxes and expanding the tax base. I can only encourage members to do more and others to start investing. We will support you as usual and as appropriate.

I invite all to read this publication especially to have an insight into what Rwanda has to offer. We look forward to working with each of you to advance our shared goals and welcome your ideas to enhance our partnership.

A very happy new year to you.

2024 at a Glance: Rwanda-UK Economic Relations



Economic diplomacy was a major theme. The year started with the first ever UK-Rwanda Business Forum in January and was followed by Rwanda-focused events showcasing business opportunities such as the *Taste of Rwanda*, *Rwanda Green Investment* and others. Rwanda's Foreign Policy priorities are designed to promote **Trade Expansion, Investment Promotion, Skills Transfer and Innovation, Sustainable Development Goals (SDGs)**.

Although the economic impact of our activities and engagements cannot be precisely quantified, we are confident that related figures will begin to reflect the impact of such engagements.

Today, the economic relationship between Rwanda and the United Kingdom continues to evolve, driven by trade, investment, and shared developmental objectives. Opportunities in services, specialized goods, and investment remain strong.

- **Total Trade:** Bilateral trade between the UK and Rwanda reached [£39 million](#) in the year ending Q2 2024.
- UK exports to Rwanda totalled £25 million, comprising 52% goods and 48% services.
- Imports from Rwanda were valued at £14 million, with notable contributions from sectors like coffee, tea, and apparel.

The collaboration between the High Commissions in London and in Kigali in promoting trade and investment continued to flourish. From organizing joint investment promotion events to facilitating visits of Rwandan suppliers to the United Kingdom for different events. This has positioned Rwanda as an attractive partner for UK businesses and investors. As

Rwanda continues to position herself as a hub for innovation, financial services, technology and investment, the UK remains an important partner.

Rwanda's strategic position, business-friendly environment, and membership in trade blocs like the East African Community (EAC) and African Continental Free Trade Area (AfCFTA) offer strategic opportunities for UK businesses.

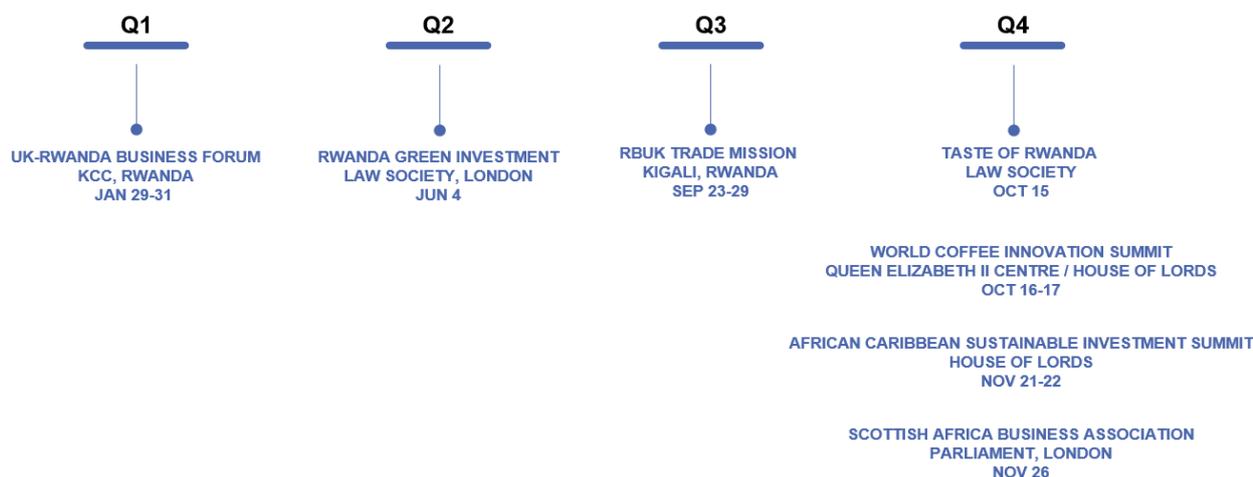
The Mission is committed to increasing awareness about investment opportunities in Rwanda, the government policies and incentives to investors and the business-friendly environment. The zero-tolerance policy on corruption, efficient regulatory processes, supportive institutional framework and good governance place Rwanda as a reliable partner for business and investment.

As we build on this warm cooperation, the Mission encourage all stakeholders to engage in realizing the full potential resulting therefrom. The UK government has several mechanisms such as the Developing Countries Trade Scheme (DCTS), the UK Export Finance and the British International Investment (BII) that will support any UK investors considering investing in or trading with Rwanda.

The Mission looks forward to continued collaboration and is convinced that together, we can achieve shared prosperity and stronger ties.

Business Events in 2024

The Mission continued to reach out to business communities and potential investors, sharing investment opportunities are good strategies to promote trade and investment. Such outreaches lead to enhanced interest in exploring business opportunities and are subsequently followed by trade and investment missions.



UK- RWANDA BUSINESS FORUM



In January 2024, a collaboration between the British High Commission in Kigali, our Mission in London along with relevant institutions like the Rwanda Development Board, National Agriculture Export Promotion Board (NAEB) and our partners from the United Kingdom, put together the first ever UK-Rwanda Business Forum in Kigali. The event was also supported by the then United Kingdom Prime Minister's Trade Envoy to Rwanda,

Lord Popat, who dedicated his invaluable time and effort to working with UK investors to participate in the event.



The UK-Rwanda Business Forum, aimed at strengthening economic ties between our two nations. The forum brought together business leaders, investors, and senior government officials. It also presented an opportunity to showcase investment opportunities in Rwanda's rapidly growing economy.



With the theme "***Succeeding in Rwanda: Unlocking Growth & Opportunities***," the forum focused on key sectors such as agriculture, critical minerals, infrastructure, manufacturing, the green economy, and financial services.

The event featured discussions, networking sessions, and site visits, offering participants a chance to explore investment opportunities and gain insights into Rwanda's favourable business climate as well as her strategic position in the East African region. The forum included 1,000 delegates, 14 investor site visits, networking events, exhibition and coffee cupping.

The UK-Rwanda Business Forum is not a one-time event but rather, parties concerned committed to collaborate and ensure regularity in the occurrence of the event.



RWANDA GREEN INVESTMENT



Rwanda has the ambition to develop its [Green Economy](#). The country envisages to achieve its carbon neutral target by 2050 with 60% renewables in its energy mix. Rwanda envisages 38% reduction in greenhouse gas emissions by 2030.

Today, Rwanda envisages to become the first country in Africa with a Carbon market framework and the first with Green City projects in East Africa.

A set of projects worth \$2Bn Annually are aligned for Rwanda to achieve 2030 green economy climate action goals.

In June 2024, Rwanda Green Investment event was held in London bringing Rwanda and the UK potential investors together for an investor

roundtable facilitated by Invest Africa. The event focused on strengthening economic ties between the two nations while highlighting Rwanda's growing green economy and green finance sectors. It was a vital platform to explore how innovation and collaboration can tackle today's pressing environmental and economic challenges.

The roundtable showcased Rwanda's potential as a contributor in sustainable development, presenting key investment opportunities in a number of projects including; residential solar and mini-grids, Recycling (e-waste), e-mobility, Renewables-powered Irrigation, Sustainable packaging, Waste-to-energy, Nature-based solutions /Carbon credit issuance, Bus/Rail infrastructure, and Green cities development building design among others. The participants were introduced to Rwandan initiatives that merge environmental responsibility with economic growth, offering practical solutions that align with global green finance trends.

The platform created direct connections between UK investors and Rwandan businesses at the forefront of green innovation. These connections underscored Rwanda's commitment to advancing environmentally conscious economic growth and positioned the country as a prime destination for investment in sustainability.

The event reinforced the growing partnership between Rwanda and the United Kingdom, highlighting their shared commitment to sustainable development and green innovation. As both nations work toward a future defined by environmental and economic progress, initiatives like this roundtable will continue to pave the way for impactful collaborations.

TASTE OF RWANDA



Rwanda has predominantly exported traditional commodities including Coffee and Tea to the United Kingdom. According to NAEB's annual report, the United Kingdom market contributed 15% of all total export revenues earned from Tea exports, 30% of total revenues earned from coffee exports, 3% of exports from vegetables and 2% of total export revenues earned from fruit exports from Rwanda. The statistical report implies that the UK market is significant for the Rwandan Agri-export sector with potential for further growth.

In order to increase visibility and awareness of Rwandan Agri-export products on the UK competitive market platform a specialized session focused on agriproducts was organized in London.

In October 2024 another event dubbed "**Taste of Rwanda**" took place in London to further strengthen economic ties between Rwanda and the UK business communities. The event was organized by the Rwandan High Commission, London, and the British High Commission in Kigali, in collaboration with NAEB, RDB, and Invest Africa. The event was a showcase of Rwanda's agricultural potential and was a platform for building meaningful business connections.

The two-day event brought together almost 100 participants, including Rwandan exporters, UK-based buyers, and officials representing their institutions. Both High Commissioners Alison Thorpe and Johnston Busingye addressed the participants on the business environment in Rwanda and the investment opportunities. The High Commissioners also reiterated the strong potential for collaboration between the businesses in both countries.

The event also saw the participation of NAEB. The CEO, Claude Bizimana, captured the audience's attention with a dynamic agri-business pitch, showcasing Rwanda's world-class coffee, tea, and horticultural products.

Participants, including UK coffee buyers and roasters, had the chance to immerse themselves in Rwanda's coffee heritage by tasting and identifying its distinctive flavours at

the coffee cupping event. This interactive experience set the stage for direct engagement between Rwandan exporters and UK buyers, creating opportunities for new partnerships.

Notable contributors to the event included Philip Schulter, Managing Director of COVOYA Specialty Coffee, and Suzy Garraghan, Tea Buyer at Bettys & Taylors of Harrogate, who shared valuable insights on working with Rwandan producers. Their presentations underscored the quality and reliability of Rwanda's agricultural exports and highlighted pathways for successful collaboration. It is worth pointing out that interaction resulted in identifying new business opportunities that resulted in securing partnerships and 12 business deals (sales orders) being concluded between Rwanda exporters and UK buyers.



The "Taste of Rwanda" event spotlighted the country's exceptional offerings in coffee, tea, and horticulture.

By connecting export-ready Rwandan producers with UK buyers, the event exemplified Rwanda's commitment to diversifying exports and increasing its footprint in global markets. It also highlighted the UK's role as a strategic partner in unlocking Rwanda's economic potential.

Looking ahead, the success of this event sets a strong precedent for future collaboration. It reflects a shared commitment to increasing trade, promoting investment, and strengthening the bonds between Rwanda and the UK. The "Taste of Rwanda" was more than an event—it was a celebration of partnership, potential, and progress.



WORLD COFFEE INNOVATION SUMMIT



The World Coffee Innovation Summit, organized annually by the World Coffee Alliance, a network of coffee professionals and market researchers, working with all actors along the coffee supply chain to create a more sustainable and equitable industry, serves as a platform to offer expert insight, interactive discussions, and extensive networking opportunities. The Mission actively partnered in organizing the 2024 World Coffee Innovation Summit.

At the summit themed “Redefining Shared Value: Innovation Towards a Net Positive Future,” Rwanda was cited as an example of what bold vision and innovative approaches can achieve. The global event brought together leaders, stakeholders, and innovators to explore scalable innovations that enhance traceability, promote sustainability, and address pressing challenges like climate change and financial risks. It aimed to uncover solutions that not only benefit businesses but also uplift communities and restore the environment—a mission that resonates with Rwanda’s efforts in the coffee sector.

Featuring as the keynote speaker, High Commissioner Johnston Busingye, highlighted the country’s coffee industry as a beacon of transformation. He further spoke about how visionary leadership and a shared value approach had propelled the sector into an engine of progress, benefiting not only farmers but entire communities. Rwanda’s story showcased how integrating environmental and social values into the business model could yield remarkable results.

NAEB CEO Claude Bizimana further solidified Rwanda’s presence at the summit, participating in a panel discussion focused on building a sustainable and green coffee economy. Claude shared insights into the National Agricultural Export Development Board’s (NAEB) strategic initiatives, from championing sustainable farming practices to enhancing traceability and ensuring that coffee production contributes to environmental regeneration.

The event also saw an exhibition space at which different Rwandan coffee companies showcased their coffee brands and held several interactive sessions with UK buyers.

The participation underscored its commitment to a net-positive approach, where coffee is not just a crop but a catalyst for societal and environmental well-being. By sharing its journey and engaging in dialogue with global leaders, Rwanda positioned itself as a contributor in the global coffee landscape, paving the way for a future where innovation and sustainability go hand in hand.



AFRICA CARIBBEAN SUSTAINABLE INVESTMENT SUMMIT



In recent years, Caribbean-Africa relations have been building momentum. In 2021, the inaugural Caribbean Community (CARICOM)-Africa Summit was held virtually. Recently, the [African Union declared the Caribbean](#) as the sixth region of Africa, marking a full-circle moment, hinging on a proud and celebrated history, but one that holds immense economic and transformative potential for the regions.

Such efforts at big scale need to be supported at all levels and be able to move beyond rhetoric and sentimentality to create tangible connections for business and people to people.

This was the focus of High Commissioner Busingye's conversation, with David F. Roberts, Chairman of African-Caribbean Sustainability & Investment Summit (ACSIS) that culminated into the ACSIS 2024 in London, November, 2024 at the prestigious House of Lords.

The Caribbean Sustainable Ventures, ACSIS aimed at bringing together key diaspora stakeholders from the African and Caribbean business communities of the United Kingdom to discuss and strategize sustainable investments across various sectors. The event brought together an influential mix of policymakers, ambassadors, high commissioners, academics, CEOs, and trailblazing members of the African and Caribbean diaspora. This diverse gathering explored ways to strengthen connections between the two regions, focusing on sustainable investment and leveraging shared heritage and resources.

During the panel, HC Busingye highlighted the potential for collaboration between Africa and the Caribbean in areas such as trade, innovation, and sustainability. His insights emphasized the shared opportunities that these regions can harness to drive mutual growth and progress.

The summit marked a significant step in uniting Africa and the Caribbean around common goals, with leaders present setting the tone for a future built on partnership and innovation. The discussions underscored the transformative possibilities of collaboration, laying the foundation for meaningful change across both regions.

ROUNDTABLE WITH SCTOTTISH AFRICA BUSINESS ASSOCIATION



Engagements with Business Associations and Chambers of Trade and Commerce is considered an important strategy in our business promotion events. The year 2024 saw several engagements with such groupings.

Trade between Scotland and Rwanda has been flourishing; Scottish expertise in renewable energy and sustainable agriculture has found a receptive market in Rwanda, and they are keen on advancing the green initiatives and improving food security. In return, Rwanda's high-quality coffee and tea have gained popularity in Scotland, enriching the Scottish market with unique flavours from Rwandan.

During the Scottish week in London, a high powered multisectoral delegation organized by the Scottish Africa Business Association, held several meetings in London.

HC Johnston Busingye joined a roundtable discussion at the event at the House of Commons, hosted by the Association and Hon. Chris Murray MP. This roundtable gave delegates the opportunity to understand more about the Rwandan market along with the positive impact of international trade between the two countries. Speaking to the audience, HC Busingye presented Rwanda's modest socio-economic achievements, its ambitious vision for the future, and the wealth of opportunities available to investors.



The High Commissioner highlighted Rwanda's steady progress in creating a dynamic and inclusive economy, emphasizing its position as one of the fastest-growing nations in Africa.

He detailed the country's robust investment climate, marked by ease of doing business, streamlined processes, and a commitment to transparency and innovation. Rwanda's success in key sectors, such as infrastructure, renewable energy, technology, and agriculture, was cited by delegates as evidence of its potential.

The discussion also explored a range of investment-ready projects designed to deliver both economic growth and societal impact. From transformative green energy initiatives to cutting-edge digital solutions, the projects illustrated Rwanda's readiness to partner with international investors looking for opportunities in a stable and forward-thinking market.

This roundtable served as a valuable opportunity to strengthen ties between Rwanda and Scotland's private sector, sparking productive dialogue about collaboration in business, trade, and investment. HC Busingye's presentation inspired enthusiasm and interest, paving the way for potential partnerships that could help shape a shared path of growth and innovation.

SABA team and management committed to putting together a trade delegation to Rwanda soon and the Mission committed to facilitate.

RWANDA BUSINESS UK



The year 2024 saw the birth of Rwanda Business UK, a private company whose mission is symmetrical to our High Commission goals on promoting Rwanda for Trade and Investment.

Rwanda Business UK works to strengthen business partnerships and promote economic growth between Rwanda and the United Kingdom. By connecting businesses, professionals, and organizations from both countries, the organization helps create an environment that encourages trade, innovation, and sustainable development.

The main goal of Rwanda Business UK is to provide a platform for business opportunities, knowledge exchange, and valuable connections. It supports businesses at all stages, offering resources, networking opportunities, and guidance to help them succeed.

With a focus on ethical business practices, social responsibility, and sustainability, Rwanda Business UK promotes a culture of collaboration, trust, and transparency. Through its events and initiatives, the organization helps its members grow, supports innovation, and strengthens the relationship between Rwanda and the UK, contributing to economic prosperity for both nations.

Since the establishment of Rwanda – Business UK, the High Commission has been in close collaboration and supportive and together have achieved a lot.

Events and Engagements Overview

- **Total Events Organised or Partnered:** 21 events showcasing a mix of physical, digital, and collaborative efforts.



21 events
in total



9 In-Person
Rwanda High Commission (5)
London Chamber of Commerce (1)
Private events (3)



7 Digital



5 Partnered Events

Rwanda Business UK also organized a successful Trade Mission to Rwanda, where delegates had the chance to engage directly with key government officials and private sector leaders. The mission led to three delegates committing to open offices in Rwanda, marking a major step in expanding their operations in the country. The event not only boosted business confidence but also helped establish valuable new partnerships, further strengthening the economic ties between Rwanda and the UK. More activities are envisaged as strategies to strengthen our partnership are enhanced.



LONDON CHAMBER OF COMMERCE AND INDUSTRY



Our collaboration with partners particularly with Rwanda Business UK and the British High Commission in Kigali brought on board collaboration with Chambers of Commerce.

In March 2024, the Mission participated in a market briefing and networking event organized by the London Chamber of Commerce in collaboration with Rwanda Business UK.

The event aimed to highlight the various opportunities available for UK businesses in Rwanda and facilitate valuable networking connections. Several UK companies based in Rwanda shared their experiences, showcasing their success stories and the benefits of operating in the Rwandan market.

This event was a first of its kind hosted by the London Chamber of Commerce, offering a unique platform to strengthen business ties between Rwanda and the UK.

Field visits



The Mission does outreach to potential investors in the country and looks out for buyers and potential importers of Rwandan products.

This year was focused on the importer of Rwanda Horticulture products. Given that over 25% of Rwanda Tea comes to UK, the High Commission also visited the importers of Rwandan tea.

TAYLORS OF HARROGATE



Taylors of Harrogate was founded in 1886 as a family business that specialised in blending tea and coffee. The brand is best known for Yorkshire Tea.

As part of ongoing efforts to strengthen Rwanda's trade relations with the UK, the High Commissioner visited Taylors of Harrogate, a well-established British tea company in Yorkshire. Taylors has been a significant importer of Rwandan tea, bringing in over 4 million kilograms annually. This visit provided a valuable opportunity to engage with the company and discuss ways to further expand the presence of Rwandan tea in the UK market.

During the visit, the High Commissioner highlighted Rwanda's commitment to producing high-quality tea and emphasized the country's focus on sustainability and innovation within its agricultural sector. Taylors of Harrogate, known for its premium quality products and ethical sourcing practices, has been a key partner in promoting Rwandan tea to a wider audience.

The meeting was an important step in strengthening economic ties between Rwanda and the UK, demonstrating the potential for continued collaboration. It also highlighted the role of Rwanda's tea industry in driving economic growth, creating job opportunities, and supporting sustainable farming practices. Feedback from such visits are shared with respective institutions back home.

WEALMOOR



Wealmoor is family-owned business specialising in the growing, packing and marketing of subtropical fresh fruits and vegetables from all over the world. For over 50 years, Wealmoor has built many partnerships with producers both at home and abroad, enabling a reliable and innovative supply of high-volume, high-value produce week in and week out and has developed a unique infrastructure and a solid and dependable operation that manages complex integrated growing supply chains from seed to shelf.

The High Commission team visited Wealmoor Limited, to discuss expanding imports of Rwandan agricultural products. Wealmoor supplies a wide range of exotic fruits and premium vegetables to major UK retailers, including Asda, Sainsbury's, and Waitrose. Known for its commitment to quality and sustainability, Wealmoor has built a reputation as a key player in the fresh produce market.

Currently, Wealmoor imports around 5 tons of produce from Rwanda daily. During the visit, the company shared its exciting plans to scale up these volumes to over 50 tons per day. This significant increase would open new opportunities for Rwandan farmers, providing them with expanded access to the UK market and enabling them to benefit from stable demand for their high-quality produce.

The discussions highlighted Wealmoor's interest in a diverse range of Rwandan exports, from fresh fruits and vegetables to other agro-produce that align with the UK's growing consumer preference for ethically sourced and sustainable products. The potential growth in trade underscores Rwanda's strategic efforts to enhance its agricultural exports and deepen trade relations with international markets

MD Import-Export – Fresh Produce



MD Import-Export is a UK based company that combines procurement and distribution to suppliers of fresh produce for the international marketplace importing, consolidating, distributing, and exporting. Their offering of Salads, Fruits, and Vegetables caters to a broad category of clients.

The High Commission Team visited MD Import-Export in a bid to source market for Rwanda horticulture produce. The Company is dedicated to bridging trade between Rwanda and global markets especially for horticulture produce. Specializing in Rwandan agricultural products like coffee, tea, and horticultural goods, the company plays a crucial role in expanding the reach of Rwandan exports. During the visit, discussions focused on increasing Rwandan product distribution and exploring new market opportunities. The High Commissioner emphasized Rwanda's commitment to supporting businesses that connect with international buyers, fostering long-term economic growth and partnerships for both Rwanda and global markets. The company CEO committed to import any available volumes of produce from Rwanda given their uniqueness in quality.

In conclusion, The High Commissioner's field visits reflect Rwanda's proactive approach to forging strong partnerships that deliver mutual benefits. The collaboration is not only advancing trade but also creating meaningful economic opportunities for farming communities and ensuring UK consumers enjoy the best of Rwandan produce.

Chilli Mash Company

Founded by Rwandan family living in UK, Chilli Mash Company imports Rwandan fresh produce into the UK for the past 9 years and makes a wide range of selection of ethically sourced chilli products ranging from mashes and purees, condiments to dry spices. Chilli

Mash Company products provide everything from mind-blowing heat to mouth-watering flavours.



Started in 2017 with its factory and Head Offices in Portsmouth, the company's history is one of the most fascinating ones and a clear demonstration that a small idea well nurtured can yield to a big thing. Starting from one frying pan to now a full-fledged factory selling a wide range of products worldwide, Chilli mash company is a true inspiration. Chilli Mash Company is extending its production line to Rwanda and soon, it will serving domestic market and exporting from Rwanda



VISIT RWANDA

The *Visit Rwanda* brand is now a household name, and our objective is to consolidate it. Visiting Rwanda by other people, for any of the variety of visiting reasons, contributes immensely to our economy. The various ways Rwanda has approached the issue with are always work in progress. Our homework is to expand, enhance and keep them accessible and friendly.

**VISIT
RWANDA**

WORLD TRAVEL MARKET



Tourism promotion remains a core activity for Rwanda's Mission and therefore the High Commission works closely with RDB to promote tourism. We aim to persuade as many visitors to Rwanda as possible. For all MICE (Meetings, Incentives, Conferences and Exhibitions) Rwanda is the place to be.

The World Travel Market (WTM) is one of the major world tourism promotion events that offers best opportunities for travel industry professionals to connect, learn and do business.

At the World Travel Market (WTM) 2024 in London, Rwanda presented its diverse tourism offerings with pride. Travel agents and tour operators highlighted the country's spectacular landscapes, unique wildlife experiences, and rich cultural heritage. The focus was on Rwanda's commitment to sustainable tourism, attracting eco-conscious travellers. This participation further strengthened Rwanda's position as a leading destination for responsible travel, opening doors for new international partnerships and boosting the global visibility of its tourism sector.

VISIT RWANDA AT EMIRATES STADIUM

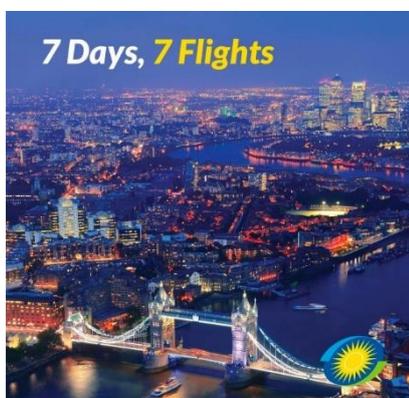


The Rwanda High Commission strategically utilizes the "Visit Rwanda" box at Arsenal Stadium to connect with influential personalities and promote Rwanda as a destination for all needs.

Hosting prominent guests, including business leaders, entrepreneurs, and cultural icons, in this exclusive setting provides a good social opportunity to share Rwanda's success story, highlight its investment potential, and showcase its rich culture. These interactions often spark genuine interest, leading some to visit Rwanda and experience its offerings firsthand.

This initiative has already yielded significant results, with several UK-based personalities and key stakeholders visiting Rwanda, further boosting the country's global profile. The partnership with Arsenal and the "Visit Rwanda" box exemplifies innovative diplomacy, turning high-profile sports engagements into meaningful economic and cultural connections.

RWANDAIR



Our national carrier has been an incredible partner and enabler of #VisitRwanda and our economic diplomacy generally. The 7 direct flights a week from London Heathrow to Kigali and the super-convenient schedules combine to make travel between Rwanda and the UK a memorable experience. We will always be there to provide every support required.

Optimistic 2025: What's Next?

The Year 2024 has been fulfilling in terms of our economic diplomacy outreach and engagements. The partnerships built and contacts initiated will serve as a springboard for the year 2025. Looking ahead, as Rwanda aims to consolidate its position as a regional leader in innovation and sustainability the High Commission will play its full role in contributing to the vision.

By leveraging cooperation with UK partners, trade, investment, and tourism will continue reaching new heights.

The areas of focus will include:

- Increasing trade volumes in high-growth sectors.
- Boosting FDI in renewable energy, technology, agro-processing, and other areas.
- Strengthening academic and technical skill exchanges.
- Leveraging community cohesion, interest, and engagement to achieve accelerated socio-economic development, as there is substantial potential for more investment.
- Enhancing collaboration, partnership, and delivery.





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