


RWANDA

The Richness of Rwandan Cuisine



INSIDE

Kwita Izina - baby gorilla naming ceremony in Rwanda



Over time, Kwita Izina has transformed into a noteworthy cultural and conservation event, capturing the interest of both local residents and visitors worldwide.

Kwita Izina is a traditional Rwandan ceremony where newborn baby gorillas are named. The ceremony is held annually in the Volcanoes National Park and is a significant event for the country's tourism industry.

Photo: Getty Images

Thursday, July 4, 2024



THE LAND OF A THOUSAND HILLS

Qatar and Rwanda share close friendship, promising partnership



His Highness the Amir Sheikh Tamim bin Hamad Al-Thani met with the President of the Republic of Rwanda Paul Kagame at his office in Lusail Palace on 10 February 2024.

Qatar pursues the policy of openness, co-operation, and engagement with many sisterly and friendly countries and people, primarily the African nations which have close strategic ties with the state based on co-operation and solidarity towards global and continental issues. Qatar also strives to upgrade its investment programmes to serve the mutual interests with several nations.

Notwithstanding the modernity of the Qatar-Rwanda relations, the shared visits at the level of the leaderships of the two nations did not stop, but rather witnessed a remarkable increase in the recent years.

In line with this remarkable increase and in the context of the robust and outstanding relationships between the friendly countries and people comes the visit of Rwandan President Paul Kagame to Doha, who was welcomed by His Highness the Amir Sheikh Tamim bin Hamad al-Thani at his Lusail Palace office on 10 February 2024.

The meeting discussed bilateral relations and avenues for enhancing them in multiple areas of co-operation, in addition to regional and global issues of common concern, especially the developments in the Gaza Strip and the occupied Palestinian territories.

Qatar is a strategic partner for Rwanda, as the relations between them have been steadily growing since the establishment of the diplomatic ties in 2017. Since then, the leaders of the two countries have been holding meetings regularly. The high-level shared visits between the two sides have given impetus to co-operation in numerous critical fields and shored up partnership between the two nations.

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AMBASSADOR'S MESSAGE

Rwanda, often celebrated for its awe-inspiring landscapes, diverse wildlife, and friendly climate, offers an experience that transcends mere aesthetics. It is a nation that has emerged from the ashes of tragedy to become an example of progress and reconciliation. Our story is one of profound transformation, where the resilience of humanity triumphs over adversity.

On July 4th of every year, we honor the brave heroes who fought tirelessly for the liberation of Rwanda. On that day in 1994, the Rwanda Patriotic Army, which was the military wing of the Rwandan Patriotic Front, overthrew the oppressive government that planned and executed the Genocide against the Tutsi—A tragic episode in our past that ruined our country's political, economic, and social structures.



Since then, the Rwanda Patriotic Army, now known as the Rwanda Defense Force and our visionary leadership have been dedicated to protecting our constitutional order, in close partnership with the people of Rwanda.

Today, our nation is a mosaic of diversity, where people from all walks of life come together to celebrate our shared humanity. From the busy streets of Kigali to the majestic beauty of Volcanoes National Park, Rwanda captivates the imagination and leaves an incredible mark on all who visit. We are led by reconciliation as one of our guiding principles, recognizing that true healing can only begin when we extend a hand of friendship and forgiveness to all.

As we look to the future, Rwanda remains steadfast in its commitment to building a nation defined by unity, progress, and prosperity. Rwanda's vision is charting a course towards Middle-Income Country status by 2035 and High-Income Country status by 2050. This is a goal we hope to achieve through sustained High Economic growth with a current status of 8.16% average year-on-year real GDP growth rate from 2007-2011, stable inflation and exchange rate, as well as a 3 year GDP growth rate one of the highest among African economies and neighboring countries. Rwanda is working hard towards creating more accessibility to markets, with now a market of over 10 million people with a rapidly growing middle class, and a hub for rapidly integrating East Africa: located centrally bordering 3 countries in East Africa, part of EAC Common Market and Customers Union with market potential of over 125 million people.

Our journey has not been without its challenges, but we draw strength from the lessons of our past and the promise of tomorrow. Together, with our friends and partners, we will continue to write the next chapter in Rwanda's remarkable story.

My utmost gratitude as the Ambassador of the Republic of Rwanda in the State of Qatar goes to the Qatari Government for their constant support and partnership. We honor the strong ties of friendship, marked by a great sense of shared values, that bind Rwanda and Qatar together. I am grateful for the many platforms that the State of Qatar has provided to us as a nation to present ourselves to the people of Qatar and the global community. These include our participation at the Expo Doha 2023, which has allowed us to display Rwanda's rich horticultural produce. Grateful for the other numerous opportunities in joint investments in infrastructure, education, health, defense, and more. These are the fruits of a friendship that we are grateful for and vow to continue to nurture.

To my fellow Rwandans, it is always an honor to extend my warm greetings to you all. Let us keep representing our country through our unwavering hard work and excellence in all areas.

Igor Marara,
Ambassador of the Republic of Rwanda to the State of Qatar.

KWIBOHORA

Celebrating 30 Years of
RESILIENCE &
PROGRESS



Thirty years ago, the Rwanda Patriotic Front (RPF) ended the Genocide against the Tutsi and liberated Rwanda from a discriminating leadership. At that time, Rwanda was a nation horrified and humiliated after decades of bad governance that culminated in one of the worst genocides of the 20th century.

Today, as the nation commemorates the 30th anniversary of Liberation Day, it is essential to understand the significance of this celebration. His Excellency President Paul Kagame, during Kwibohora 21, articulated the essence of liberation, stating, "The first meaning of liberation is to free ourselves from disrespect." Major General Albert Murasira, Rwanda's former Minister for Defence, further emphasized, "Liberation is about the fearlessness to stand up and fight for what is right."

July 4th is a pivotal date in Rwandan history. It marks the end of savagery, brutality, and hopelessness, and represents a commitment to combat anything that threatens the nation's progress. The golden jubilee of Rwanda's liberation is a time to celebrate numerous achievements, including the security of people and property, and the tireless contributions of men and women in uniform to the country's peace, security, and socio-economic development.

Reflecting on the past 30 years, the Rwanda Defence Force (RDF) has played an instrumental role in putting Rwanda back on the world map. Under the leadership of President Kagame, the RDF transitioned from a guerrilla army to a professional force, ensuring peace and security while being prepared to handle any contingencies. This adaptive and enduring nature of the RDF has been crucial in stabilizing the country, restoring dignity, and promoting social and economic advancement.

Liberation is a continuous journey. Before July 4, 1994, the focus was on armed struggle; now, it is on stabilizing the country and elevating it to greater heights. President Kagame's visionary leadership has been central to Rwanda's transformation, bringing peace, development, and a prosperous future.

As the nation honours this significant milestone, it is important to acknowledge the determination and sacrifices of the Rwandan people and the RDF. The younger generation is encouraged to build on this foundation and continue the journey toward a brighter future. Liberation Day also provides an opportunity to reflect on Rwanda's history and to ensure that the lessons learned help create a resilient future. The RDF has continually worked to consolidate resources to maintain national sovereignty, security, and stability. Their participation in socio-economic programs underscores the understanding that sustainable defense and security are integral to national transformation.

Over the past 30 years, the RDF has faced numerous challenges, which have only strengthened their resolve to protect Rwanda's peace, security, and development. The current stable situation in the country is a testament to their efforts and commitment to long-term prosperity.

The RDF and its leadership remain dedicated to defending Rwanda's achievements and fostering cooperation with other institutions and the population to ensure continued prosperity. As the nation celebrates Kwibohora, it honours the sacrifices made for Rwanda's liberation and pledges to uphold the spirit of resilience and progress that defines the nation.

CULTURAL KALEIDOSCOPE

As the country continues to evolve, its cultural richness remains a cornerstone, contributing to a narrative of hope, progress, and a shared national identity



Rwanda, often referred to as the “Land of a Thousand Hills,” is a small, landlocked country located in East Africa. Beyond its breathtaking landscapes, Rwanda boasts a rich cultural heritage that reflects the diversity of its people. Despite a history marked by tragic events, the country has emerged as a symbol of resilience, unity, and cultural vibrancy. This article explores the multifaceted tapestry of cultural diversity in Rwanda, encompassing traditions, languages, arts, and celebrations that contribute to the unique identity of the nation.

Language and Communication

Rwanda is a multilingual nation with four official languages: Kinyarwanda, French, English, and Swahili. Kinyarwanda, is the most widely spoken and serves as a unifying factor among the various ethnic groups. French and English are used in education and administration, reflecting Rwanda’s colonial history, while Swahili is gaining prominence as a regional language.

Ceremonies and Festivals

Rwanda’s cultural calendar is marked by a plethora of ceremonies and festivals, reflecting the country’s rich heritage. Umuganura, the national harvest festival, celebrates the bountiful harvest and is an occasion for communities to come together in gratitude. Kwita Izina, the gorilla naming ceremony, is a unique event that combines conservation efforts with traditional Rwandan rituals.

Rwanda’s cultural diversity is a source of strength and resilience, reflecting the spirit of a nation that has overcome immense challenges. The blending of traditions, languages, arts, and celebrations creates a vibrant tapestry that symbolizes the unity and determination of the Rwandan people. As the country continues to evolve, its cultural richness remains a cornerstone, contributing to a narrative of hope, progress, and a shared national identity.

Genocide Memorial Sites

While not a traditional cultural aspect, the Genocide against the Tutsi in 1994 has profoundly influenced Rwanda’s cultural landscape. Memorial sites, such as the Kigali Genocide Memorial Centre, serve as a way to remember and honour the victims, fostering a collective memory and contributing to the healing process.

Traditional Arts and Crafts

Rwanda, as a nation, showcases a profound intertwining of cultural identity with its rich tapestry of traditional arts and crafts.



Rwanda is a nation where its cultural identity is intricately woven into the fabric of its traditional arts and crafts. These age-old practices, passed down through generations, serve as a testament to the creativity, skill, and resilience of the Rwandan people. Among the diverse array of traditional arts and crafts, basket weaving and traditional dance performances stand out as vibrant expressions of Rwanda’s rich cultural heritage.

Basket Weaving

Basket weaving, known as Agaseke, holds a special place in Rwandan culture. The art of Agaseke involves intricate weaving techniques using sisal, sweetgrass, and sometimes banana

leaves. The baskets are not merely decorative; they carry deep cultural and symbolic meanings. Rwandans use Agaseke in various ceremonies, such as weddings and harvest festivals, where they are exchanged as gifts and tokens of goodwill.

The design and patterns of Agaseke are not arbitrary; they often convey messages and stories. Different colours and shapes are carefully chosen to represent aspects of Rwandan life, including family, unity, and social status. The craftsmanship involved in creating these baskets has been recognized globally, with Rwandan artisans often showcasing their work in international exhibitions.

Imigongo Art

Imigongo, another unique form of Rwandan art, involves creating intricate patterns on wooden boards using cow dung and natural pigments. This traditional art form, with its geometric designs and vibrant colours, serves both decorative and spiritual purposes. The patterns often depict animals, symbols, and historical events, telling stories that connect the past with the present.

Imigongo art is a labor-intensive process that demands precision and skill. The artists, known as “Abatimbo,” meticulously shape the cow dung into raised patterns, creating a three-dimensional effect. Once dried, the boards are painted with bright colours,



In a conversation with
MICHAELLA RUGWIZANGO

Michaela Rugwizangoga, the Chief Tourism Officer at the Rwanda Development Board, sheds light on the dynamic strategies employed by Visit Rwanda to allure Gulf tourists. From market positioning to streamlined entry procedures, Rugwizangoga unveils the intricate details of Rwanda’s efforts to become a sought-after destination for travellers from the Gulf region. The interview explores the country’s unique selling points, safety measures, and collaborative initiatives with airlines, offering a comprehensive insight into Rwanda’s ambitious plans to foster a flourishing relationship with Gulf tourists.

Excerpts:

Market Strategy:

Q: How does Visit Rwanda plan to position itself in the Gulf market, particularly in countries like Qatar, to attract more visitors?

A: Rwanda extends a warm invitation to visitors from the Gulf region, encouraging them to explore its natural wonders, rich history, and vibrant culture while experiencing the hospitality of its friendly people. To attract more visitors, Visit Rwanda employs a variety of strategies, including:

Participation in travel fairs and business fora organized by our two countries, which share excellent relations.

Direct accessibility from Qatar, as daily direct flights connect Kigali and Doha.

Collaboration with the private sector to offer specially curated travel experiences and packages for tourists from the Gulf region. These packages include affordable opportunities for bucket-list experiences, such as gorilla trekking in Volcanoes National Park.

Positioning Rwanda as a trade and investment hub, providing visitors with the chance to explore the favorable business environment and invest in emerging economic sectors with guaranteed returns. Many individuals have chosen to establish businesses in Rwanda after a memorable visit across the country, and we welcome more to Visit Rwanda.

Q: What specific marketing initiatives or campaigns are being undertaken to promote Rwanda as a desirable destination for travellers from different parts of the world?

A: We have implemented various targeted marketing initiatives to promote Rwanda as a highly sought-after destination. One notable campaign is the ongoing Visit Rwanda initiative, launched in 2018 through a multi-year partnership with the English Premier League Football Club, Arsenal. Additionally, we have established sports partnerships with renowned entities such as the French League Club, Paris Saint-Germain, German Football Club, Bayern Munich, the inaugural Basketball Africa League (a subsidiary of the NBA), the inaugural Ironman 70.3 Triathlon in East Africa, and the African Football League, among others.

These partnerships generate substantial media value and positive interest in Rwanda, reaching hundreds of millions of sports fans worldwide who support these clubs and leagues. As a result of these initiatives, we have witnessed a significant growth in tourism revenues and visitor arrival numbers, positioning the sector as one of the country’s leading foreign exchange earners, currently exceeding US\$ 500 million per year.

Tourism Infrastructure:

Q: What efforts are being made to enhance tourism infrastructure to cater to the needs and preferences of Gulf visitors, such as halal-friendly amenities and cultural accommodations?

A: Rwanda boasts a diverse range of tourism offerings that adhere to halal principles, aligning with our commitment to diversity, inclusivity, and the celebration of our rich cultural heritage. Although Rwanda may not currently have an extensive halal infrastructure comparable to that of predominantly Muslim countries, visitors can find halal options in numerous restaurants and markets, especially in areas with a significant Muslim population or in our burgeoning secondary cities.

Q: How about your partnerships with travel agencies or businesses in the Gulf region to facilitate a smoother experience for potential tourists?

A: Over the years, and with active participation in travel fairs in the Gulf region, we have established a robust network of travel agencies. This network continues to expand, particularly with the availability of direct flights connecting Rwanda to Qatar and other Gulf regions. Collaborating closely with these travel agencies, tourists can now book personalized travel experiences to Rwanda that are tailored to their preferred duration of stay or budget constraints.

Unique Selling Points:

Q: What unique attractions or experiences does Rwanda offer that would be particularly appealing to visitors from Gulf countries?

A: One of the most extraordinary wildlife experiences in the world is the opportunity to spend time with mountain gorillas in their natural habitat at Rwanda’s Volcanoes National Park. This unforgettable encounter not only leaves a lasting impression but also contributes to conservation efforts and benefits the communities living around the park.

Beyond this, Rwanda offers a wealth of experiences, including the exploration of rich biodiversity and

adventure opportunities in three other national parks: Akagera, Nyungwe, and Gishwati-Mukura.

Moreover, Rwanda serves as an ideal destination for organizing various events. Whether it’s sports events and concerts at the iconic 10,000-seater BK Arena or global conferences at the Kigali Convention Center, visitors are welcomed to experience world-class business and leisure in Rwanda.

Q: How does Visit Rwanda differentiate itself from other destinations in the region to capture the interest of Gulf travellers?

A: Rwanda’s unique appeal stems from its central location in the heart of Africa, allowing visitors to encounter an extraordinary range of wildlife and landscapes within a week. This is made possible by the country’s relatively compact size and diverse biodiversity.

Visa and Entry Procedures:

Q: How is Visit Rwanda working to streamline visa processes and entry procedures for visitors from Gulf countries, considering the importance of convenience for travellers?

A: Since 2018, we have instituted an open-door policy, allowing any visitor to Rwanda to obtain a visa on arrival, eliminating the need for prior applications or visits to the Rwandan embassy. The procedure is further streamlined upon arrival at the airport, with online services available and dedicated Directorate of Immigration staff ready to assist.

Collaboration with Airlines:

Q: Can you elaborate on any collaborations or discussions with airlines that operate in the Gulf region to increase accessibility and affordability for potential visitors to Rwanda?

A: Through Rwanda’s flag carrier, RwandAir, we have forged a strategic partnership with Qatar Airways. In 2019, Qatar Airways became a shareholder in RwandAir, and they are also involved in the construction of the International Airport in Bugesera District.

This collaboration with Qatar Airways aims to build the necessary infrastructure and capacity in Rwanda to welcome more visitors from the Gulf region, leveraging Qatar Airways’ extensive global network and expertise in the aviation industry.

Safety and Security:

Q: Given the importance of safety and security for tourists, what measures is Visit Rwanda taking to ensure the well-being of visitors and promote Rwanda as a secure destination?

A: Rwanda has maintained its status as one of the safest countries globally for over the past two decades. This year, Numbeo ranked Rwanda as the safest country in Africa, marking a five-place improvement from the previous year. Additionally, Rwanda has been recognized among the safest countries in the world for solo and women travelers.

In Rwanda, visitors can confidently stroll the streets at any time of the day or night, assured of their safety. These consistently high safety rankings reflect the nation’s commitment to providing a

secure environment for tourists and contribute to promoting Rwanda as a reliable and secure destination.

Business and MICE Tourism:

Q: How does Visit Rwanda plan to attract business and MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism from Gulf countries, considering the growing interest in these segments?

A: Rwanda offers seamless MICE experiences, investing in top-notch facilities and infrastructure for hosting international events, including world-class conference centers, sports arenas, hotels, and more. The MICE segment is positively impacting Rwanda’s private sector and tourism ecosystem, creating jobs and business opportunities.

Organizers planning events in Rwanda can trust that all their needs will be met, leveraging the country’s skilled workforce and expertise gained from successfully hosting global events, such as last year’s FIFA World Congress. Additionally, curated travel offers and discounts for MICE visitors allow delegates to explore Rwanda’s unique attractions before, during, or after events.

Q: Are there any incentives or packages tailored for business travellers from the Gulf region?

A: Yes, for instance, business or MICE travelers receive a 15% discount to visit mountain gorillas in Volcanoes National Park. There are also discounts available for visitors wishing to explore all the national parks in the country during a single trip.

Feedback Mechanism:

Q: How does Visit Rwanda collect and analyze feedback from tourists to continuously improve their experience and address specific needs and preferences?

A: We maintain active and effective channels for receiving and responding to tourist feedback. Currently, all hotels and stakeholders in the sector have dedicated staff and service desks specifically designed for gathering and addressing customer feedback. Additionally, we have established partnerships with capacity-building institutions in the hospitality sector, such as Education First, to equip practitioners with essential soft skills and customer care tips.

Future Plans:

Q: What are the future plans and goals of Visit Rwanda regarding the promotion of tourism from Gulf countries, and how do these align with the overall tourism strategy of the country?

A: The Gulf region represents an emerging tourism market for us, and our overarching strategy is focused on ensuring ease and convenience for visitors from this region to explore Rwanda. We will continue our engagement efforts to better understand the region’s tastes and preferences, subsequently developing tailored tourism offers to enhance the overall experience for Gulf visitors. This approach aligns seamlessly with our comprehensive tourism strategy aimed at promoting Rwanda as a diverse and attractive destination on the global stage.

Discover Rwanda: Factsheet and Insights

LAND OF A THOUSAND HILLS

Rwanda is a country located in East Africa, often referred to as the “Land of a Thousand Hills” due to its stunning and hilly terrain. It is a land-linked nation bordered by Uganda to the north, Tanzania to the east, Burundi to the south, and the Democratic Republic of the Congo to the west. Rwanda is known for its beautiful landscapes, including mountains, forests, and lakes, and is home to a diverse range of wildlife.

The country is known for its history, including the 1994 Genocide against the Tutsi, during which more than one million Rwandans were killed. Since that dark period, the country has made significant progress in terms of reconciliation, economic development, and environmental conservation.

COUNTRY SIZE:

Rwanda covers an area of approximately 26,338 square kilometers (10,169 square miles).

POPULATION:

Approximately 13.2 million people as per the National Institute of Statistics Rwanda

OFFICIAL LANGUAGES:

Kinyarwanda, French, English and Kiswahili. Kinyarwanda is the most widely spoken language. English is commonly spoken, especially in business settings.

TIME ZONE:

Central Africa Time (GMT/UTC + 2 hours)

CURRENCY:

Rwandan Franc (Rwf). U.S. dollars (USD) are also accepted in some places.

CONNECTIVITY

Rwanda has an excellent phone network covering almost the entire country, and international calls can be made easily. The country is among the top three African countries in terms of internet connectivity, with an ever-growing fiber optic network.

Currently, on average 2G and 3G geographical coverage is at 90 percent while the population coverage is 92.6 percent. The 4G internet covers 95.2 percent of the geography and reaches 97.2 percent of the population.



WEATHER

Fractionally south of the Equator and with much of the country lying at altitude, Rwanda enjoys an agreeable tropical highland climate. Peak temperatures rarely exceed 30°C (86°F) in the daytime or drop below 15°C (59°F) at night. The average daily temperature in Kigali is 21°C (70°F).

There are two rainy seasons in a year, from mid-February to May and mid-September to mid-December. The dry season, from June to mid-September, sees light cloud cover and occasional light rainfall. The roads and paths tend to be easier to navigate in this period.

ENVIRONMENTAL AND SOCIAL INITIATIVES

- **Umuganda:** Umuganda is a unique community service practice in Rwanda. It takes place on the last Saturday of every month, during which citizens participate in communal work, such as cleaning streets, planting trees, and building infrastructure, among others. This fosters a strong sense of community and contributes to the country’s cleanliness and development.
- **Car Free Day:** Car Free Day is an initiative where certain streets in the City of Kigali and across the country are temporarily closed to vehicular traffic on the first and third Sunday of every month for people to walk, run or cycle freely.
- **Ban on Single-Use Plastic Bags:** Rwanda is known for its strict ban on single-use plastic bags. This policy has been in place since 2008, making Rwanda one of the cleanest and most environmentally friendly countries in Africa and also contributing to more sustainable development. In 2019, the country banned all single-use plastics and implementation of the law is ongoing.
- **Community-Based Conservation:** Rwanda has a strong focus on community-based conservation. Local communities are involved in managing and conserving natural resources, including forests and wildlife.
- **Renewable Energy:** Rwanda is investing in renewable energy sources, such as solar power and hydroelectricity, to reduce reliance on fossil fuels and promote a cleaner and more sustainable energy sector by providing incentives to investors in the sector.

INVESTMENT OPPORTUNITIES

Rwanda is ranked as the second easiest place to do business in Africa by the World Bank and has been awarded for its leadership in tourism and economic competitiveness by the World Travel and Tourism Council (WTTC) and the World Economic Forum respectively. Investment opportunities exist in the following areas:

- EDUCATION
- HEALTH SERVICES
- FINANCIAL SERVICES
- AGRICULTURE
- TOURISM AND CONSERVATION
- REAL ESTATES AND CONSTRUCTION
- INFRASTRUCTURE
- MANUFACTURING
- MINING
- ENERGY
- ICT

MEET IN RWANDA

Rwanda is an excellent hub for meetings and events, with world-class facilities such as the Kigali Convention Centre. Conveniently situated near Kigali International Airport, it provides a premium setting for various events, from conventions to exhibitions and meetings, both regionally and internationally.

More on the country’s MICE industry, visit www.rcb.rw



A wonderful and amazing picture of handicrafts made by Rwandan women's hands

resulting in a visually stunning piece of art. Imigongo art has gained recognition not only for its aesthetic appeal but also for its cultural significance in preserving Rwandan history and traditions.



Traditional Dance Performances

Rwanda's traditional dance performances are a dynamic and spirited expression of the country's cultural diversity. One such dance, Intore, is a captivating spectacle that involves rhythmic movements, acrobatics, and colourful costumes. Intore is now a symbol of strength, resilience, and unity, often showcased during important ceremonies and celebrations.

The dance reflects the grace and agility of the Rwandan people, with performers adorned in traditional attire, including beaded accessories and elaborate headpieces. Each movement in Intore has a specific meaning, conveying messages of celebration, joy, and communal harmony. Traditional dance performances not only entertain but also play a crucial role in passing down cultural values and stories from one generation to the next.

Preservation and Revitalization

In recent years, there has been a concerted effort in Rwanda to preserve and revitalize traditional arts and crafts. Initiatives such as cultural festivals, artisan cooperatives, and government support have provided a platform for artists to showcase their talents and sustain these invaluable cultural practices. Additionally, tourism has played a role in promoting Rwandan arts and crafts, creating economic opportunities for local artisans.

Rwanda's traditional arts and crafts are more than just aesthetically pleasing; they are living expressions of a rich cultural tapestry. Basket weaving, Imigongo art, and traditional dance performances are not just activities; they are a means of preserving history, fostering unity, and celebrating the resilience of the Rwandan people. As these traditions continue to evolve, they serve as a bridge between the past and the future, ensuring that the vibrant cultural heritage of Rwanda remains woven into the fabric of the nation.

KWIBUKA 30



Kwibuka 30 commenced on April 7, 2024, marking the 30th remembrance of the Genocide against the Tutsi, which began on April 7, 1994.

The focal point of this commemoration is the Kigali Genocide Memorial, where the Flame of Remembrance is ignited, and dignitaries lay wreaths at the mass graves. Typically, the

Memorial remains closed to the public for a portion of April 7, with attendance at the flame-lighting ceremony by invitation only. In and around Kigali during this period, various commemorations unfold to honor the genocide and events that transpired during its initial week. As part of the solemn observance, bars, clubs, and public leisure facilities are commonly shuttered for the week.

RWANDA INDEPENDENCE DAY



On July 1st, Rwanda celebrated its Independence Day, marking 62 years since gaining independence from Belgian administration on July 1, 1962. Despite

being a significant public holiday, no national celebrations are held to mark this occasion.

Instead, the Rwandan government combines this event with Liberation Day, also known as Kwibohora. Liberation Day commemorates the victory of the Rwanda Patriotic Front, led by H.E. President Paul Kagame, over the former dictatorship regime responsible for the genocide against the Tutsi.

Liberation Day signifies Rwanda's transition from an oppressive and discriminatory regime to a democratic nation. It honors the courageous efforts of the Rwanda Patriotic Front in ending the tragic 1994 genocide against the Tutsi.

The Richness of Rwandan Cuisine

Rwanda's culinary landscape, with its diverse flavours and halal offerings, is a testament to the country's commitment to diversity, inclusivity, and the celebration of its rich cultural heritage



Rwanda offers a culinary journey like no other, characterized by a delightful fusion of traditional flavours, vibrant colours, and unique ingredients. This vibrant cuisine is a reflection of the country's rich cultural heritage and history, evolving over the years through a blending of indigenous elements with influences from neighbouring regions.

Staple Foods

At the core of Rwandan cuisine are staple foods that form the foundation of many meals. Ugali, is a ubiquitous dish made from maize flour and water, presenting a dense, dough-like consistency often accompanying various dishes. Ibihaza, or plantains, hold a special place, offering a sweet and savory element when fried, boiled, or mashed. Brochettes, grilled skewers of marinated meat, are popular

street food, providing a flavorful and satisfying experience.

Cassava leaves, known as isombe, are finely chopped, cooked, and seasoned to create a dish often paired with starches like rice or ugali, showcasing the diversity in Rwandan culinary offerings.

Agatogo: It is a local cuisine made from a blend of plantains, meat and spices. The green plantains are fried with slightly cooked beef. Some water is also added to make a thick stew full of natural spices.

Beans and Avocados with Boiled Sweet Potatoes: This is a very simple meal but often eaten. The components are boiled sweet potatoes, cooked beans and fresh avocados. There are a lot of avocados in Rwanda and they're eaten regularly. These aren't your

normal avocados either – they're giant! There aren't a lot of spices or flavours used to make these but it's a filling, vegetarian meal.

Igisafuria: The name reflects the method of cooking all ingredients—chicken, veggies, and spices—in one pot. Igisafuria is made by frying chicken thighs with spinach and green plantains, creating a flavourful blend. Celery, green pepper, or hot pepper is added for a spicy kick.

Halal Culinary Delights: A Cultural Mosaic

As travelers immerse themselves in Rwanda's beauty, they are invited to savour the halal culinary delights contributing to the country's cultural mosaic. Rwanda, renowned for its landscapes and culture, boasts a flourishing halal food culture that caters to the dietary preferences of its Muslim population and visitors.

Halal Dietary Guidelines

The cornerstone of halal cuisine lies in the sourcing and preparation of meat, adhering to Islamic dietary laws. In Rwanda, halal meat, including beef, goat, and chicken, is readily available, prepared following Islamic practices. Halal cuisine strictly prohibits the consumption of alcohol and pork, visible in menus crafted to exclude these items in restaurants and food establishments.

Halal Culinary Highlights

Nyama Choma, grilled meat, is a popular dish in Rwanda, available in halal variations, offering succulent options like grilled beef or tender chicken skewers. Pilau, a fragrant rice dish, showcases culinary expertise with aromatic spices, meat, and sometimes vegetables. Ubugali, made from cassava leaves, becomes a halal delight when featuring beef or chicken. Sambusa, a popular halal snack, offers triangular pastries filled with spiced meat, vegetables, or lentils.

Cultural Significance of Halal Cuisine

Halal food plays a vital role in Rwandan community celebrations, fostering unity and celebration during weddings, festivals, and religious events. The bustling halal street food scene in Rwanda caters not only to locals but also welcomes tourists eager to explore the vibrant flavours of the country.



Halal Certification

Rwanda Halal Certification (RHC), an independent private entity, instills confidence in the Muslim population regarding the authenticity of consumed meat and products. Comprising a qualified team of RHC food scientists and Islamic scholars, RHC monitors, inspects, and certifies Halal products, adhering to Islamic Law and internationally recognized standards.

RHC is committed to knowledge building, actively engaging in developing manpower related to Halal food standards. The organization aims to be a principal institute for Halal standards, conducting inspections in accordance with Islamic Law while aligning with international standards, promoting the growth of Halal-certified products.

INCENTIVES AND INVESTMENT OPPORTUNITIES

Rwanda’s commitment to creating a conducive investment environment is evident in its forward-looking policies and continuous efforts to attract and support both local and international businesses



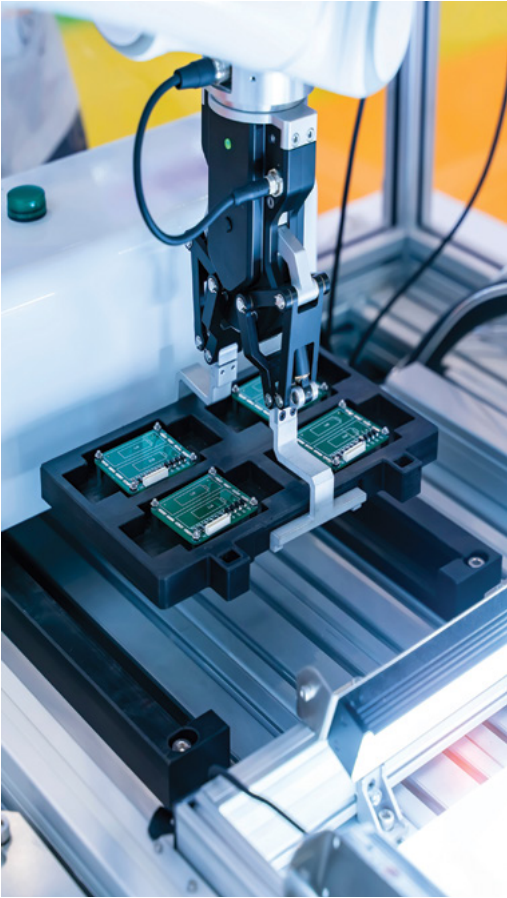
Rwanda boasts one of the most attractive investment climates in Africa, with the Rwanda Development Board (RDB) playing a pivotal role in attracting and facilitating investments.

The nation stands as one of the world’s fastest-growing economies, characterized by an enabling business environment, a burgeoning private sector, and extensive infrastructure projects. The establishment of industrial parks has further accelerated investments, particularly in manufacturing.

Pursuing the Vision 2050 strategy, Rwanda aims to transform into a knowledge-based, high-income country by 2050. This ambitious strategy opens up diverse investment opportunities in sectors like education, technology, infrastructure, and health. Notably, Rwanda has made substantial strides toward achieving its Vision 2050 goals, solidifying

its position as one of Africa’s fastest-growing economies. Globally renowned companies such as Volkswagen, Motorola Solutions, Andela, and Radisson have established their presence in Rwanda. Esteemed knowledge institutions like Carnegie Mellon University and the African Leadership University have also their campuses in the country.

Despite this success, Rwanda still harbors untapped investment potential, supported by ambitious policies and strategies for social and economic development. Recent reforms in tax laws, along with additional laws on insolvency, arbitration, and the establishment of a financial intelligence center, aim to fortify and safeguard the financial integrity of the rapidly growing economy. Impressively, it takes only six hours to initiate a business in Rwanda.



The Investment Promotion and Facilitation Law provides various incentives to private investors. It designates priority economic sectors such as export, manufacturing, energy generation, information and communication technologies, business process outsourcing, financial services, mining activities, transport, logistics, electric mobility, construction or operations of specialized innovation or industrial parks, affordable housing, tourism, horticulture, and the film industry.

This law ensures the repatriation of capital, profits from business activities, debt payments, interest on foreign loans, proceeds from the liquidation of investments, and other assets of the investor.

INCENTIVES

Investors can benefit from various incentives, for example:

-  A preferential corporate income tax rate of 0% for international companies with their head office or regional office in Rwanda.
-  3% for Rwanda based holding companies, collective investment schemes or investment SPVs.
-  3% on foreign sourced trading income for Rwanda based but internationally operating trading companies.
-  3% on foreign sourced royalties for Rwanda based IP companies.
-  15% for sectors, such as energy, transport, ICT, tourism, affordable housing and financial services.
-  15-25% for companies exporting goods and services
-  A 7-year corporate income tax holiday for selected sectors, such as manufacturing, energy, ICT, health services and export related investment projects.
-  Preferential withholding tax of 0% on interest, dividends and royalties for investors benefiting from the 3% and 15% preferential corporate income tax rate
-  Accelerated depreciation of 50% for companies in sectors such export projects, manufacturing, telecommunications, agro-processing, education, health, transport and tourism.

Other additional investment benefits offered by the government include:

- Free business registration
- Highly digitalized and efficient administration (only six hours to register a business)
- One-stop Center for investors with dedicated investment acceleration and aftercare team
- No restrictions on foreign ownership
- No restrictions on capital flows
- Capital gains exemption on sale or transfer of shares

INVESTMENT OPPORTUNITIES

Here’s an overview of investment and business in a number of selected sectors.

INFORMATION & COMMUNICATION TECHNOLOGY: Rwanda is promoting a progressive ICT sector as part of a strategy to become a ‘tech hub’ and has laid fibre optic broadband cables across the country.



Kigali Innovation City, a flagship project with an investment value of USD 1.9 billion. A 61-hectare mixed-use development core to building Rwanda as a Pan-African knowledge economy.

KIC will integrate university campuses, Grade A and incubator office spaces, research and development facilities, support residential (for example, student housing), science and technology museum and retail and hospitality. Existing community of highly-skilled students from 40 African countries represented in the anchor tenants.

Required Investments: 200,000 SQM GFA mixed-use development for Grade A offices and R&D facilities; Student Housing; Other Residential facilities – apartments, townhouses / villas; Retail Facilities; Cultural Assets

Delivery models include:

- ▶ Equity investor alongside the project sponsors (GoR and Africa50) at holding company level
- ▶ Sub-developer and/operator of certain real asset classes through purchasing or leasing land.

FINANCE & BANKING: Rwanda aims to become the financial hub of the region. It has recently established Kigali International Financial Centre (KIFC), an initiative that seeks to position Rwanda as a preferred financial jurisdiction for investments into Africa, as well as reform the domestic industry. Various international and regional commercial banks have an establishment in Rwanda.

Opportunities include: Investment banking services, Asset management, Insurance schemes, Private equity funds, Venture capital and mutual funds, Mortgage and agricultural banks, SPV, Trust/ Foundation, Fintech, Brokerage activities (Rwanda Stock Exchange) and global trade.

AGRICULTURE AND AGRO PROCESSING: Rwanda’s economy is predominantly dependent on agriculture and the sector is the principal contributor to employment creating jobs for about 80% of the population. Coffee and tea are the main sources of foreign exchange in agriculture. The Government’s policy is to diversify and increase productivity.

Opportunities exist in food processing for domestic and international markets, mechanisation and the production of fruits and vegetables for export, such as potatoes, French beans, peas, African eggplants, and fruits such as apples, pineapples, bananas, passion fruits, avocados, and horticulture.

GLASS MANUFACTURING: The project scope is manufacturing of container or float glass whole value chain from designing to the final product. The feasibility study proved that there is sufficient raw materials and market. Rwanda has significant deposits of the main raw materials required for float glass manufacture.

There is an opportunity to establish a glass container factory that can serve the regional beverage industry with bottles and drinking glasses. Float and architectural glass for building construction is in high demand. The manufacturing space holds several investment opportunities; Staple foods (maize, rice, sugar, oils), Meat products (beef, chicken), Dairy (milk & related products. Soaps, Pesticides, Garments. Wood Pharmaceuticals.

CONSTRUCTION MATERIALS PRODUCTION NEEDED: Cement & tiles, Metals (iron, steel, aluminium), Plastics, Paints. Paper packaging, Plastic packaging, Glass bottles & containers.

KIGALI GREEN CITY: Development of Kigali Green City project-a sustainable development for middle income residents. The Green city Kigali will integrate green building and design, efficient and renewable energy, local sourcing and circular living.

The whole city is estimated to be 600 hectares. The project which will comprise 1680 housing units will

require an estimated investment of US\$ 86 million. Revenues to be generated through sale of the houses, rental of the commercial activities (shopping malls, leisure facilities, etc.)

SUSTAINABLE PACKAGING: The project consists of investing in recycling and sustainable packaging plants. There are investment opportunities in recycling plastics and papers. Carton packaging and bio-material based sustainable packaging are also potential available opportunities.

HEALTH AND PHARMACEUTICALS: Rwanda offers generally accessible health insurance schemes, which has stimulated demand for pharmaceutical drugs in Rwanda. There are opportunities to produce generics of brand-name products and to establish public-private partnerships with the government.

The area of investment include; imaging clinics, equipment manufacturing and medical consumables manufacturing. All enable the country to attract medical tourists and high levels of unmet demand, particularly for PET, MRI, CT Scan.

MINING: Rwanda is looking for investment to add value (processing) to minerals mined in the country. Rwanda has a Tin smelter, a Gold refinery and Tantalum refinery under construction. Rwanda presents opportunities to establish other processing plants such as for tungsten, Lithium and gemstones cutting and polishing and other mineral processing.

Investment Opportunities are available in low exploitation and processing of industrial materials to meet the demand for construction materials such as tiles, slab sculptures, paints, bricks, and concrete

aggregates. There are opportunities for mining and trade in: Tin, tungsten and coltan, gemstones such as beryl (aquamarine), corundum, industrial minerals and rocks, such as silica sands, limestone, talcum, kaolin, vermiculite, diatomite, clay, gypsum and pozzolan. There is also an interest in the upgrade of mining technology and the establishment of ore smelting and processing plants to smelt ores.

TEXTILES AND LEATHER: Currently there is no operational tannery, and all hides and skins are exported as raw material. Opportunities exist in the production of garments for local and export markets, whereby materials can be sourced locally or be imported.

TOURISM: Tourism is a major source of Rwanda’s foreign exchange earnings and tends to generate a higher proportion of formal sector jobs than other sectors. The sector has also attracted Foreign Direct Investments with major international hotel brands setting shop in the country, including the Marriott, Radisson Blu, Park Inn by Radisson, Sheraton, Protea and Golden Tulip.

Rwanda is carving out its niche as a regional and international conferences hub, with its new world – class convention centre, owing to:

Ever improving conference facilities.

Straight forward immigration procedures (online visa applications, visa-at-gate policy for all Africans, one tourist visa policy for EAC).

An excellent and expanding transport network.

The rapid growth of RwandAir, in addition to other airlines serving Kigali such as KLM, Brussels Airlines, Qatar Airways, Turkish Airlines and Kenya Airways.



Meet the women-only sustainable growers of Rwanda

The journey towards gender equality in agriculture is ongoing, and the success of these women-only groups paves the way for a more equitable and sustainable future

Rwanda has emerged as a trailblazer in sustainable agriculture, with a particular focus on empowering women in the sector. In recent years, a remarkable trend has gained momentum - the establishment of women-only sustainable growers. These agricultural initiatives are not only contributing to the economic development of the country but also fostering gender equality and environmental sustainability.

Historical Context

Rwanda's agricultural landscape has historically been dominated by men, with women often playing supporting roles. However, recognizing the crucial role that women can play in sustainable agriculture, the Rwandan government, along with various non-governmental organizations, has taken steps to empower women farmers. These initiatives aim to break gender barriers, promote women's economic independence, and create a more inclusive and equitable agricultural sector.

Key Challenges

Despite the potential, women in Rwanda, like in many parts of the world, have faced numerous challenges in agriculture. Limited access to resources, including land, finance, and education, as well as traditional gender roles and societal expectations, have hindered women's active participation in farming. The women-only sustainable growers' movement seeks to address these challenges head-on.

Formation of Women-Only Sustainable Growers

Driven by a desire for self-sufficiency and sustainability, women in various regions of Rwanda have come together to form exclusive farming cooperatives and associations. These groups, consisting solely of women, focus on sustainable and environmentally friendly agricultural practices. The members share a common goal of improving their livelihoods, supporting their families, and contributing to the overall development of their communities.

Sustainable Farming Practices

The women-only sustainable growers prioritize eco-friendly and organic farming methods. Practices such as agroforestry, crop rotation, and integrated pest management are employed to maintain soil fertility and minimize environmental impact. By reducing reliance on chemical inputs, these growers not only produce healthier crops but also contribute to the preservation of biodiversity and the long-term sustainability of their farming practices.

Empowering through Education

One of the cornerstones of these initiatives is education. Women-only sustainable growers invest in training and capacity-building programs to equip their members with the necessary skills and knowledge for modern and sustainable farming. By providing access to agricultural extension services, these initiatives empower women to make informed



decisions about their crops, leading to increased productivity and improved income.

Economic Empowerment and Market Access

Beyond sustainable farming practices, these women-only groups actively seek to enhance the economic empowerment of their members. By pooling resources and collective bargaining, they negotiate better prices for their produce and gain improved access to markets. Additionally, some groups have established processing units to add value to their agricultural products, creating new revenue streams for the women involved.

Social Impact and Community Development

The women-only sustainable growers not only impact the lives of their members but also contribute to broader community development. These initiatives often engage in community outreach programs, promoting education, healthcare, and environmental awareness. By acting

as catalysts for positive change, these groups help break down societal barriers and stereotypes, fostering a more inclusive and supportive community.

Challenges and Future Prospects

While the women-only sustainable growers in Rwanda have made significant strides, they still face challenges such as limited access to finance, climate change impacts, and infrastructure constraints. However, with continued support from the government, NGOs, and the international community, there is optimism that these initiatives will continue to thrive and inspire similar movements in other parts of the world.

The rise of women-only sustainable growers in Rwanda symbolizes a powerful shift towards gender equality and environmental sustainability in agriculture. By empowering women, fostering sustainable farming practices, and contributing to community development, these initiatives serve as beacons of hope for a more inclusive and resilient agricultural sector in Rwanda and beyond.

A JOURNEY OF DISCOVERY AND INSPIRATION

Doha to Kigali – Personal Experiences from Qatar Travellers

YUSEF AZIZ

Embarking on my first journey to Rwanda in July 2018 was not just about exploring a new destination; it was an immersion into a country that would captivate my heart and become a recurrent chapter in my travel adventures. Hailing from Seattle, Washington, and currently residing in Doha for the past decade, living in Qatar has afforded me the opportunity to traverse more than half of the 50 countries on my travel list.



May 2022 - At the BAL Finals at BK Arena.

Rwanda, a country with a history overshadowed by a civil war decades ago, beckoned me with its promise of discovery. Spending two weeks in Kigali, the capital city, exposed me to the allure of the Land of 1000 Hills. The immaculate streets, the sense of safety, and the breathtaking landscapes left an indelible mark on me. In jest, I would tell my family in the USA that the fictional Wakanda from the movie Black Panther is real, and it's Rwanda.

Fast forward four years, amidst a global pandemic, and I found myself drawn back to Rwanda for an extended stay of four months. This time, my exploration delved deeper into the country's diverse landscapes, and I forged meaningful connections with the locals, building a social network of

friends. Rwanda, it seemed, had become a magnet for foreigners, allured by its vibrant tourism scene, especially the renowned Gorilla trekking experience.

The country has not only become a sought-after destination for travellers but also a hub for hosting large-scale events. From the Tour du Rwanda to the Gorilla Naming Ceremony (Kwita Izina) and the Kigali Up Music Festival, Rwanda exudes a dynamic energy. Personally, attending the NBA Africa's Basketball African League (BAL) finals at the impressive 10,000-seat BK Arena inspired a new chapter in my life. It led to the establishment of Azomco Global, a basketball consulting agency based in Bugesera, Rwanda, currently employing five local Rwandans and a 14-player men's team who is participating in the Rwandan Basketball League. Our focus is on providing basketball development and playing opportunities for the youth.



May 2022 Eid Al-Fitr - At a community Masjid in Mwendo, Kigali for Eid celebrations.

Rwanda's President Paul Kagame's visionary leadership has infused confidence not only in the citizens but also in foreigners like myself. The Rwandan people, characterized by their hardworking nature and strong sense of community, contribute to the country's evolving success story. Economic growth and infrastructure development projects are shaping Rwanda into a thriving nation. Exciting news, such as Qatar Airways facilitating the construction of Rwanda's new international airport, signals even more accessible travel between Doha and Kigali.

Here are my top 5 reasons why Rwanda should be on everyone's travel radar:

1. Safety & security
2. Promising tourist destinations
3. Beautiful landscapes & nature
4. Business opportunities
5. Pleasant weather year-round

Having had the privilege of visiting the Land of 1000 Hills ten times, each journey has been a transformative experience. As I eagerly anticipate my next trip to Rwanda, I wholeheartedly believe that others should share in the joy of discovering this enchanting country.



June 2023- Capturing a moment with a street cleaner in Kigali. It stands out as one of the cleanest cities I've visited.

HARRIET ABIODUN

Harriet, with over 15 years in PR, began her career in London with renowned brands like Prada and Miu Miu. Her international experience includes fashion weeks in Milan, London, and Paris, orchestrating publicity campaigns. In Qatar, she served as Editor of Abode Magazine, establishing herself in the local media scene. Transitioning to digital media, she founded Creatives Amplified, a hub connecting minds, creatives, and brands globally. Harriet's keen instincts navigate Qatar's fashion, lifestyle, and hospitality sectors, making Creatives Amplified an integrated powerhouse. As a guest speaker and acclaimed figure, she manages a PR agency handling luxury clients and influential public figures.

Embarking on a Journey to Rwanda

My decision to explore Rwanda was deeply rooted in a yearning to connect with my African heritage and delve into the diverse cultures that define the continent. As a Black Ghanaian woman raised in the UK, the prospect of immersing myself in East African culture held profound significance for me. Rwanda's allure was multifaceted, with its renowned landscapes and the promise of encountering the majestic mountain gorillas in their natural habitat being pivotal in drawing me closer. Additionally, my awareness of Rwanda's resilient recovery from the genocide fueled a desire to witness firsthand the strength and spirit of a nation overcoming immense challenges.



Stand-out experiences and cultural observations

Undoubtedly, one of the most profound moments during my visit was the gorilla trekking experience. The encounter with these magnificent creatures transcended the physical, feeling like a spiritual connection not only to nature but also to the diverse and rich wildlife that defines the continent.

I embarked on an unforgettable journey to Rwanda, where my adventure kicked off with a flight on RwandAir. Upon reaching my destination, I indulged in the lavish hospitality of Radisson Blu Rwanda. Following a three-hour drive, I found myself en route to a trek in north Rwanda.

One of the highlights of my trip was visiting The Ellen DeGeneres Campus of The Dian Fossey Gorilla Fund. This multi-acre, eco-friendly facility, situated adjacent to the volcanoes natural park, serves as a gateway to conservation. A truly enriching experience.

For accommodation in Nyungwe National Park, I had the pleasure of staying at the super luxurious the one and only Nwungye House. This stunning haven offered a one-of-a-kind escape, bordering one of Africa's oldest rainforests. Nestled in five striking wooden villa clusters, the treetop-skimming luxury and villas are secluded in wonderfully untamed surroundings. This accommodation pays homage to Rwanda's beauty and heritage.



While at Nyungwe National Park, I immersed myself in the local culture by participating in tea leaf picking amidst the lush tea plantations. The adventure continued with a canopy walk, teetering across the tops of trees to behold the rainforest from a fresh perspective. The Canopy Walk, East Africa's only treetop walkway, features awe-inspiring platforms elevated between giant trees, appearing to float 60 meters above the forest floor.

Recommendations for travellers to Rwanda

For fellow travelers, I wholeheartedly recommend embracing the opportunity to connect intimately with the local culture. Engage in heartfelt conversations, savor the diverse flavors of Rwandan cuisine, and immerse yourself in the traditions that encapsulate the richness of the continent. This experience of returning to Africa has etched an indelible mark on my identity. It serves as a poignant reminder that our shared heritage is vast and diverse, and every corner of Africa holds a unique and captivating story.

Rwanda's impact on me has been nothing short of transformative. It has deepened my appreciation for the resilience and strength embedded in African societies. Witnessing Rwanda's journey from tragedy to triumph has instilled in me a renewed sense of pride in my African heritage and a steadfast commitment to contributing to narratives that celebrate the diversity and unity within the African continent.



REMARKABLE RWANDA

Rwanda offers travellers a mesmerizing blend of natural beauty, cultural heritage, and historical significance. From the regal King's Palace to the awe-inspiring Volcanoes National Park, Rwanda beckons adventurers to discover its diverse landscapes and vibrant communities. In this article, we will explore an extended list of top tourist destinations, ensuring an unforgettable journey through the Land of a Thousand Hills.

shaped Rwanda's history. This memorial serves as a testament to Rwanda's commitment to healing and reconciliation.

Akagera National Park

Embark on a safari adventure in Akagera National Park, located in eastern Rwanda. The park's diverse landscapes, including rolling hills and lakes, create a picturesque setting for game drives. Encounter



Volcanoes National Park

a variety of wildlife, from elephants and lions to giraffes and zebras. Boat safaris on the Akagera River provide an opportunity to witness hippos, crocodiles, and an array of bird species.

Lake Kivu

For a serene escape, head to the shores of Lake Kivu, one of Africa's Great Lakes. The lake offers stunning views, inviting visitors to relax and unwind. Explore the lakeside towns of Gisenyi and Kibuye, where you can enjoy water activities, vibrant markets, and the warm hospitality of the local communities.

Nyungwe Forest National Park

Venture into the lush greenery of Nyungwe Forest National Park, located in the southwestern part of Rwanda. This ancient rainforest is a haven for biodiversity, housing over 1,000 plant species and a variety of primates, including chimpanzees and colobus monkeys. Canopy walks and hiking trails allow visitors to immerse themselves in the natural beauty of the forest.



Nyungwe Forest National Park



Kings Palace (Nyanza)

King's Palace (Nyanza)

Begin your exploration of Rwanda's rich history at the King's Palace in Nyanza. The former royal residence, now a museum, offers a captivating journey through Rwandan royalty. Admire traditional architecture, explore royal regalia, and immerse yourself in the cultural artifacts that tell the story of the nation's monarchs. The King's Palace is a testament to Rwanda's enduring heritage.

Volcanoes National Park

A jewel in Rwanda's crown, Volcanoes National Park beckons nature enthusiasts and adventure seekers. The Virunga Mountains provide a dramatic backdrop for thrilling gorilla trekking expeditions. Encounter endangered mountain gorillas in their natural habitat, and witness the breathtaking beauty of the park's diverse flora and fauna. Volcanoes National Park is a must-visit for those seeking an unforgettable wildlife experience.

Kigali Genocide Memorial

In the heart of Rwanda's capital city, the Kigali Genocide Memorial stands as a poignant reminder of the nation's painful past. Pay homage to the victims of the 1994 genocide against the Tutsi population and gain insight into the events that



Lake Kivu

RwandAir | THE NATIONAL CARRIER OF RWANDA

RWANDAIR CONTINUES TO SOAR TO NEW HEIGHTS, NOT ONLY AS THE NATIONAL CARRIER OF RWANDA BUT ALSO AS A GLOBAL PLAYER IN THE AVIATION INDUSTRY, RECOGNIZED FOR ITS COMMITMENT TO EXCELLENCE AND OUTSTANDING CUSTOMER SERVICE

RwandAir, the national carrier of Rwanda, has swiftly emerged as one of the world's fastest-growing airlines, operating a modern fleet and delivering premium services.

Based in Kigali, the airline boasts one of the youngest fleets on the African continent, with an average aircraft age of just under six years.

The airline's commitment to excellence is evident through its 12-aircraft fleet, maintaining an impressive average age, and providing top-notch services to passengers. With an extensive network, RwandAir serves 28 destinations across 22 countries in Africa, Europe, the Middle East, and Asia.

As a member of the International Air Transportation Association (IATA) and certified by EASA, IOSA, and ISAGO, RwandAir adheres to the highest industry standards, ensuring a safe and reliable travel experience for its customers.

Skytrax Recognition: A Testament to Excellence

RwandAir's dedication to exceptional customer service has earned it prestigious accolades. At the 2022 World Airline Awards by Skytrax, the airline secured the 'Best Airline Staff in Africa' for the second consecutive year,

showcasing its consistent commitment to outstanding service. Outshining ten other African airlines, RwandAir claimed the top spot, a testament to its unwavering focus on customer satisfaction. Furthermore, RwandAir received recognition for 'Best Cabin Crew in Africa' and 'Best Airline Cabin Cleanliness in Africa,' completing an impressive trio of awards that underscore the airline's dedication to excellence in every aspect of its operations.

RwandAir's Qatar Connection

Operating six weekly flights between Doha and Kigali, RwandAir has strategically positioned itself to enhance its global presence. Utilizing a 737-800 aircraft configured with both Business and Economy classes, the airline ensures a comfortable and enjoyable travel experience for its passengers. This move to increase flight frequencies to and from Qatar is a pivotal step in RwandAir's international expansion strategy. Aligned with the airline's commitment to passenger satisfaction, these additional flights provide travelers with more options and seamless connectivity through the Kigali hub, serving as the gateway to an expanding network within the African continent.

Moreover, RwandAir's comprehensive codeshare agreement with Qatar Airways offers travelers an extended range of choices, enhanced services, and superior connectivity to over 170 destinations worldwide. The partnership leverages the world-renowned Hamad International Airport, ensuring a seamless and efficient travel experience for passengers.

