



ABRIDGED CONCEPT NOTE

FOR THE

INTERNATIONAL ACCREDITATION CONFERENCE 2025

Theme: Shaping Global Accreditation Practices for Excellence and Trust

Date: 11th -13th November 2025

Venue: Mombasa, Kenya

Organized by: Kenya Accreditation Service (KENAS) in collaboration with key national, regional, and international quality infrastructure partners.

1. About the International Accreditation Conference 2025

The International Accreditation Conference (IAC) 2025, organized by the Kenya Accreditation Service (KENAS), will be held from 11th to 13th November 2025 in Mombasa, Kenya under the theme “*Shaping Global Accreditation Practices for Excellence and Trust.*” This high-level conference is designed to provide a strategic platform for dialogue, innovation, and collaboration among key stakeholders in the accreditation and quality infrastructure ecosystem.

The purpose of the IAC 2025 is to explore how accreditation can be leveraged to strengthen public health, enhance product and service quality, support sustainable development, and increase trust in trade and regulation—particularly in the face of rapid digital, environmental, and regulatory transformation. The event aims to deepen mutual recognition, promote policy coherence, and advance credible conformity assessment systems that respond to both global trends and local realities.

What sets IAC 2025 apart from other conferences is its focus on accreditation as a trust-building instrument, embedded in Kenya’s unique position as a regional leader in quality infrastructure and as a key gateway for intra-African trade. Anchored in KENAS’s Strategic Plan (2024–2028) and aligned with key development frameworks such as the Kenya Vision 2030, the Bottom-Up Economic Transformation Agenda (BETA), and the African Continental Free Trade Area (AfCFTA), the conference offers a distinctly African perspective while remaining globally relevant.

The IAC will convene over 1,000 delegates from across Africa, Asia, Europe, and the Americas, including regulators, policymakers, accreditation and conformity assessment bodies, development partners, industry leaders, and academia. Through plenary sessions, expert panels, research paper presentations, exhibitions, workshops, and networking forums, the conference will explore pressing themes such as digitalization, sustainability, regulatory modernization, and mutual recognition of accredited services. It will also feature competitions, bilateral engagements, and the development of knowledge products and declarations aimed at strengthening quality infrastructure in Africa and globally.

2. Objectives of the International Accreditation Conference 2025

The IAC 2025 aims to promote global excellence and trust in accreditation by convening diverse stakeholders to explore emerging trends, strengthen international cooperation, and build resilient, future-ready quality infrastructure systems.

2.1 Overall Objective

To advance accreditation as a driver of trade facilitation, technological progress, public confidence, climate resilience, and inclusive development by catalyzing dialogue, innovation, and partnerships.

2.2 Specific Objectives

1. **Promote Global Harmonization:** Strengthen cooperation among accreditation bodies and regulators to align practices and foster mutual recognition.
2. **Address Emerging Trends:** Examine the impact of digitalization, sustainability, artificial intelligence, and other disruptive forces on accreditation.
3. **Showcase Best Practices:** Share innovations, case studies, and research that improve the adaptability and effectiveness of accreditation systems.
4. **Strengthen Engagement & Policy Influence:** Engage governments, industry, academia, and civil society to inform responsive accreditation frameworks and policy.
5. **Support Trade, Trust & Development:** Highlight the role of accreditation in facilitating trade, enhancing consumer trust, and driving sustainable economic growth.

2.3 Selected SMART Targets

1. Sign **5+ MoUs** among accreditation bodies and regulators
2. Train **15 KENAS staff** on emerging technologies such as AI
3. Present **20+ case studies** during sessions and exhibitions
4. Engage **10+ policymakers** and issue a policy communiqué
5. Convene **100+ industry leaders** in a continental trade-accreditation forum

3. Target Audience

The International Accreditation Conference 2025 will bring together a diverse and inclusive mix of stakeholders from across sectors, regions, and disciplines. The target audience includes key actors in the accreditation, quality infrastructure, policy, industry, and development sectors, as well as the broader public.

3.1 Primary Audience

Core stakeholders directly engaged in accreditation and quality assurance systems:

1. National, regional, and international accreditation bodies, including AFRAC, EAAB, ARAC, APAC, EA, IAAC, and SADCA.
2. Conformity Assessment Bodies (CABs): laboratories, inspection bodies, certification bodies, and PT providers.
3. Regulatory agencies, standardization and metrology institutions, and government authorities.
4. Global quality infrastructure organizations such as IAF, ILAC, ISO, UNIDO, WHO, and WTO.

3.2 Secondary Audience

Strategic partners, sectoral players, and advocacy institutions:

1. Industry leaders, professional associations, and sectoral experts from manufacturing, healthcare, agriculture, and digital sectors.
2. Development partners (e.g., GIZ, SWEDAC, UNDP, World Bank, TMEA).

3. Academic and research institutions, consumer protection bodies, and media organizations.

3.3 Tertiary Audience

Broader ecosystem participants and enablers:

1. Consultants, equipment providers, and technical experts in quality systems.
2. Youth and early-career professionals in STEM and quality infrastructure.
3. The general public, including persons with disabilities, with emphasis on inclusivity and citizen trust in accredited systems.
4. Observer organizations such as the African Union, AfCFTA Secretariat, and UN bodies.

4. Format and Highlights

The International Accreditation Conference 2025 will feature a blended format designed to inspire, inform, and connect key players in accreditation:

- a. **Plenary Sessions** with high-level speakers from government, regulators, academia, and industry, addressing global accreditation trends and innovations.
- b. **Innovation Labs & Demos** within the exhibition area, showcasing cutting-edge solutions.
- c. **Strategic Roundtables & Bilaterals** for ministers, CEOs, and partners to engage on policy and investment.
- d. **Breakout Sessions** on topical areas like sustainability, digital transformation, and accreditation for emerging markets.
- e. **Keynote presentations & Panel discussions** delivering insights on evolving accreditation landscapes.
- f. **Research & Poster Presentations** highlighting new findings and ideas.
- g. **Youth Essay Competition** to capture fresh perspectives (ages 18–35).
- h. **Networking Forums**, including a welcome cocktail and conference dinner.
- i. **Exhibitions** from CABs, tech innovators, academia, and financial institutions.
- j. **(Optional) Technical Visits:** Organized visits to accredited facilities or quality infrastructure institutions to provide practical insights into real-world accreditation impact.

5. Theme and subthemes

Event theme: *Shaping Global Accreditation Practices for Excellence and Trust*

Sub-Themes

1. Policy and Trade
2. Quality Systems Strengthening
3. Technology and Innovation
4. Sustainability and Impact
5. Capacity Building and Resource Mobilization

6. Participation & Registration

a) Participation Options:

1. **In-person attendance** at the main venue in Mombasa, Kenya.
2. **Exhibitor participation**, with opportunities for branding and showcasing innovations.
3. **Presenters and researchers**, including those submitting posters or papers.

b) Registration Fees:

1. **KES 60,000/ USD600** for 3 days, ().
2. **KES 16,500/ USD 165** for students below the age of 25.

NB: The fees does not include transport and accommodation costs for the participants

All participants are required to **register in advance**. There's an early bird package for early registration. For more information, please contact IAC2025@kenas.go.ke, accreditationconference@kenas.go.ke and visit our website: www.kenas.go.ke

"We invite you to be part of this landmark event shaping the future of accreditation in Africa and beyond."

7. Presentations & Submissions Overview

| Category | Details |
|--------------------------------------|---|
| Presentation Guidelines | Presenters must submit PowerPoint files by 10 th October 2025. Each presentation: max 10 minutes. Encouraged to include practical case studies and allow audience engagement. |
| Research Paper Submissions | Abstract submission deadline: 12th September 2025. Accepted papers to be published in the Conference Proceedings. Top research recognized with certificates |
| Essay Competition & Youth Engagement | Essay competition for students and young professionals on themes of accreditation, innovation, sustainability, and trade. Winners will present at the Youth Policy Dialogue and be awarded during the conference. |

8. Key deadlines

- a) Opening of call for research papers/abstracts/essay writing competition: 1st August 2025
- b) Submission of research paper/abstracts/essay writing competition: 12th September 2025
- c) Notification of approved research paper/abstracts/essay writing competition - 26th September 2025
- d) Submission of presentations: 10th October 2025
- e) Registration of delegates and sponsors: 31st October 2025
- f) Registration of exhibitors: 7th November 2025

9. Sponsorship packages

9.1 General Tier (Commercial)

| Category | Value (KES) | Value (USD) | Key Benefits |
|-----------|-------------|-------------|--|
| Emerald | 10M | 100,000 | Remarks at opening, 3 keynote & 5 session speakers, 3x3m booth, 20 passes, 2 double-page ads, top branding |
| Diamond | 8M | 80,000 | 2 keynote & 4 session speakers, 2x3m booth, 15 passes, 1 double-page ad, logo branding |
| Platinum | 5M | 50,000 | 1 keynote & 3 session speakers, 1x3m booth, 12 passes, single-page ad, branding |
| Gold | 3.5M | 35,000 | 1 keynote & 2 session speakers, 1x3m booth, 10 passes, half-page ad, branding |
| Silver | 2.5M | 25,000 | 2 session speakers, 1x3m booth, 5 passes, page ad, branding |
| Bronze | 1.5M | 15,000 | 1 keynote & 1 session speaker, 1x3m booth, 3 passes, quarter-page ad |
| Copper | 500K | 5,000 | 2 passes, 10 min sponsor slot, 1/8-page ad, basic branding |
| Exhibitor | 200K | ,600 | 3m ² booth, 2 passes, Wi-Fi, power, listing in exhibitor directory |

9.2 Non-Commercial Tier (Strategic/Development Partners)

This tier targets bilateral agencies, donors, and intergovernmental partners whose contributions may not require overt branding but are aligned with supporting trade, innovation, and sustainable development

Value: Flexible (case-by-case)

Benefits include:

- a) Recognition in official remarks
- b) VIP seating
- c) Session co-hosting opportunities
- d) Mention in the post-conference report
- e) Optional branding

9.3 Custom Sponsorship Options

In addition to the tiered packages, sponsors may also choose to support or co-brand the following:

- a) Welcome Cocktail Sponsor
- b) Youth and Early Career Professional Forum
- c) Session or Breakaway Track Sponsor
- d) Delegate Scholarships (Local or International)
- e) Innovation Lab / Tech Demo Zone Sponsor

Customized benefits will be discussed with each sponsor to match expectations and exposure needs.

Bank Details

Account Name: Kenya Accreditation Service
Bank: KCB Bank (K) Limited
Currency: USD
Branch: Kipande Branch
Branch Code: 01101
Account Number: 1125916923
SWIFT Code: KCBLKENX

Account Name: Kenya Accreditation Service
Bank: KCB Bank (K) Limited
Currency: KES
Branch: Kipande Branch
Branch Code: 01101
Account Number: 1123414459
SWIFT Code: KCBLKENX

For sponsorship inquiries, email us on

iac2025@kenas.go.ke, accreditationconference@kenas.go.ke

10. Exhibition Opportunities – IAC 2025

Exhibitors will have the opportunity to showcase innovations, services, and products that support accreditation and quality infrastructure. A variety of stand sizes are available to suit different needs:

| Stand Size | Fee (KES) | Package Includes |
|-----------------------------|-----------|--|
| 2 m ² (Startup) | 100,000 | 1 table, 1 chair, shared Wi-Fi & power, 1 exhibitor badge, fascia board |
| 3 m ² (Standard) | 200,000 | 1 table, 2 chairs, fascia board, power outlet, fan, bin, Wi-Fi, 2 exhibitor badges |
| 2*3m ² (Medium) | 400,000 | All Standard features, 3 exhibitor badges, 1 complimentary conference pass |
| 2*3 m ² (Large) | 600,000 | All Medium features, priority location, logo on website, 4 badges, 2 free passes |

Custom-built booths available on request. Exhibitors provide their branding materials.

Apply now: iacweb.kenyaaccreditation.org:

Inquiries: iac2025@kenas.go.ke

Booths are allocated on a first-come, first-served basis.

11. Contact & Website

Email: IAC2025@kenas.go.ke; accreditationconference@kenas.go.ke

Website: [IAC 2025](http://IAC2025)

“Accreditation is the unseen foundation of quality—this conference brings that foundation into focus.”