



**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. Mutual cooperation 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) Delegate Registration Fees:

1. **KES 40,000+16% VAT / USD400 .**
2. **KES 16,500** for students below the age of 35.

c) Early Bird Registration fees: KES 35,000+16% VAT/ USD350 . Early bird registration applies to persons making payment by 15th October 2025 .

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

For more information, please contact 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 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 abstracts and essay writing competition: 1st August 2025
- b) Submission of research abstracts and essay writing competition: 10th October 2025
- c) Notification of approved research abstracts and essays: 26th September 2025
- d) Submission of presentations: 10th October 2025
- e) Registration of delegates and sponsors deadline: 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 in the conference booklet, top branding
Diamond	8M	80,000	2 keynote & 4 session speakers, 3x3m booth, 15 passes, 1 double-page ad in the conference booklet, logo branding
Platinum	5M	50,000	1 keynote & 3 session speakers, 3x3m booth, 12 passes, single-page ad in the conference booklet, branding
Gold	3.5M	35,000	1 keynote & 2 session speakers, 3x3m booth, 10 passes, half-page ad in the conference booklet, branding
Silver	2.5M	25,000	2 session speakers, 3x3m booth, 5 passes, page ad in the conference booklet, branding
Bronze	1.5M	15,000	1 keynote & 1 session speaker, 3x3m booth, 3 passes, quarter-page ad in the conference booklet,
Copper	500K	5,000	2 passes, 10 min sponsor slot, 1/8-page ad in the conference booklet, 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.

For sponsorship inquiries, drop an email at iac2025@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)	Fee (USD)	Package Includes
1.5m² (Startup)	100,000	1,000	1 table, 1 chair, shared Wi-Fi & power, 1 exhibitor badge, fascia board
3m² (Standard)	200,000	2,000	1 table, 2 chairs, fascia board, power outlet, fan, bin, Wi-Fi, 2 exhibitor badges
6m² (Medium)	400,000	4,000	All Standard features, 3 exhibitor badges, 1 complimentary conference pass
9m² (Large)	600,000	6,000	All Medium features, priority location, logo on website, 4 badges, 2 free passes

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

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

11. Accreditation and Conformity Assessment Essay Competition

Topic: *The role of accreditation in promoting market access, industrialization and enhancing global trade for Micro Small and Medium Enterprises (MSMEs)*

Eligibility and Entry Rules

Please read the eligibility and entry rules before making the submission.

- 1) Participants must be below 35 years of age and be full-time bona fide students studying in recognised Universities or Colleges.
- 2) Essays should be between 1,000 – 1,200 words.
- 3) It must be submitted in English.
- 4) Use up to 50 words to describe yourself, including name, course, and year of study (this is not part of the 1,000 – 1,200 words).

- 5) Entries must be submitted in PDF format. Please use Arial font 12, normal margins (2.54 cm), 1 and spacing (1.5).
- 6) For referencing, use credible sources, as plagiarism will lead to disqualification.
- 7) Only one entry per participant may be submitted for the Essay Writing Competition. Co-authored entries will not be allowed.

Prizes

1. First prize - \$1000/KES.100,000
2. Second prize - \$500/KES.50,000
3. Third prize - \$300/KES.30,000

BANKING INFORMATION

Account Name: Kenya Accreditation Service

Bank: Kenya Commercial Bank

Branch: Kipande Branch **Branch**

Code: 01101

Account Number: 1125916923

SWIFT Code: KCBLKENX

Currency: KES & USD

Apply now: iacweb.kenyaaccreditation.org

Inquiries: accreditationconference@kenas.go.ke

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