



CONCEPT NOTE 2025

THE SEVENTH EAST AFRICA **HR** SYMPOSIUM KIGALI, RWANDA

Theme: HR at the Crossroads: Shaping
the Future of Workforce
Transformation in Africa

Venue: Marriott Hotel, Kigali

Dates: 27th - 29th August 2025

Background

HR is at a pivotal moment and at the forefront of shaping the future of workforce transformation in Africa. The continent is navigating rapid technological advancements, demographic shifts and a surge in entrepreneurial activities leading to evolving workforce expectations and regulatory shifts among others. As organizations across Africa balance AI-driven automation, hybrid work models, skills-based hiring, and employee well-being, the role of HR becomes increasingly critical.

HR leaders must rethink traditional models and embrace innovation, agility, and inclusivity to remain relevant and impactful. The 7th East Africa HR Symposium brings together HR thought leaders, policymakers, business executives, and practitioners to explore these emerging trends and shape the future of work in Africa. This event is a unique opportunity to delve into the complexities of labor policies, talent mobility, and economic development, and to collaborate on strategies that will drive the continent's workforce transformation forward.



Objectives

- ✓ Navigate HR's role in workforce transformation—examining AI, automation, and emerging skills.
- ✓ Address changing labor laws and workforce expectations to align HR policies with evolving global and African regulatory frameworks.
- ✓ Redefine talent strategies through skills-first hiring, internal mobility, and leadership pipeline development.
- ✓ Leverage HR analytics and AI-driven decision-making to enhance workforce planning and productivity.
- ✓ Champion employee well-being and inclusivity while fostering resilient and future-ready organizations.



The Symposium is designed to empower HR professionals and business leaders to cope with, understand and innovate their organization in a workplace that is rapidly changing due to technological advances.

Key Topics

Work: Navigating Global Shifts & Local Realities

- ✓ How AI and automation are redefining jobs and skills.
 - ✓ Preparing African workforces for the new digital economy.
 - ✓ Workforce mobility and talent shortages: solutions for an evolving labor market.
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Skills Over Degrees: The Shift to Skills-Based Hiring

- ✓ Rethinking hiring strategies: What matters more—skills or academic qualifications?
 - ✓ Reskilling & upskilling for future jobs: How HR can build a skills-first culture.
 - ✓ Leveraging technology for skills mapping and workforce development.
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AI in HR: Leveraging Technology for People-Centric Strategies

- ✓ AI-powered HR: How automation is transforming employee lifecycle strategies: recruitment, performance management & employee experience.
 - ✓ Ethical concerns in AI-driven HR: Ensuring fairness & transparency in hiring & decisionmaking.
 - ✓ Digital transformation & the role of HR analytics in shaping business strategy.
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The HR Legal & Compliance Landscape in Africa

- ✓ Key labor law updates in East Africa and their implications for HR.
 - ✓ The gig economy & non-traditional work models: Adapting HR policies for flexible work.
 - ✓ Balancing compliance with innovation in workforce management.
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Leadership in a Hybrid and Distributed Workforce

- ✓ Leading multi-generational teams in an era of flexible work and global mobility.
- ✓ Remote work & hybrid models: Challenges and best practices for HR leaders.
- ✓ Building resilient leaders: The HR role in leadership development for the future.

Employee Well-Being & Mental Health as a Business Strategy

- ✓ Beyond perks: Embedding well-being into business strategy & workplace culture.
 - ✓ The impact of AI, burnout prevention, and work-life balance initiatives.
 - ✓ Psychological safety & DEI (Diversity, Equity & Inclusion) in African workplaces.
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HR's Role in Driving Business & Economic Transformation

- ✓ The intersection of HR & economic growth: What HR can do to build a thriving workforce.
 - ✓ HR as a strategic partner: Moving beyond administrative roles to business enablers.
 - ✓ Workforce planning in times of economic uncertainty.
 - ✓ The Role of Donor Funding in Employment Trends: How donor-dependent organizations navigate contract employment, sustainability, and workforce planning.
 - ✓ The Risks & Opportunities of Project-Based Funding Models: Addressing job security, retention, and succession planning in donor-funded organizations.
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Remote Work & The Rise of Global Talent Markets

- ✓ Africa's opportunity in the remote work revolution: How HR can tap into global talent networks.
 - ✓ Building policies for remote work success: Compliance, productivity, and employee engagement.
 - ✓ Cross-border HR strategies: Managing taxation, contracts, and labor laws for a remote workforce.
 - ✓ Digital nomads & borderless employment: Is Africa ready for the next wave of distributed work?
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Get to unleash your potential and elevate your HR expertise to drive impactful change within your organization. Don't miss this opportunity to unlock new possibilities.

Event Format



Keynote Speeches from African & Global HR Thought Leaders

Hear from top HR minds as they share insights on the future of work, leadership, and workforce transformation across Africa and beyond.

Expert Panel Discussions on Emerging HR Challenges & Opportunities

Engage with industry leaders as they discuss real-world HR issues, trends, and innovative solutions shaping today's workplace.



Workshops & Breakout Sessions for Practical Insights

Join interactive sessions focused on actionable strategies in key HR areas like performance, inclusion, and HR tech.

Networking Opportunities with HR & Business Leaders

Connect with peers, mentors, and decision-makers to exchange ideas, build relationships, and explore partnerships.





Expected Participants

- ✓ HR Directors, Managers, and Practitioners
- ✓ CEOs, Business Executives & C-Suite Leaders
- ✓ Policymakers & Labor Law Experts
- ✓ Thought Leaders & Industry Experts
- ✓ HR Tech & AI Solution Providers

Expected Outcomes

- ✓ Gain practical insights into the latest HR trends & AI-driven transformations.
- ✓ Learn how to adapt HR policies to evolving legal, technological & workforce changes.
- ✓ Understand best practices in leadership, hybrid work & employee engagement.
- ✓ Build a network of HR leaders, policy influencers, and solution providers.
- ✓ Develop actionable strategies for navigating the future of work.

Conclusion

As HR professionals stand at the crossroads of technological evolution, workforce transformation, and economic shifts, the 7th East Africa HR Symposium serves as a strategic forum to address these challenges and position HR as a key driver of organizational success. By engaging in forward-thinking discussions, participants will gain the knowledge, tools, and networks needed to shape the future of work in Africa.

Our Venue: Marriott Hotel, Kigali

This year's East Africa HR Symposium will be held at the elegant Marriott Hotel, in Kigali, Rwanda. Located in the heart of the city, it will bring together top HR leaders, policymakers, and business minds to exchange insights, share experiences, and explore emerging trends in the future world of work.

This five-star venue offers an inspiring atmosphere for great conversations, high-level networking, and transformative learning.



About Rise & Learn Global

Rise & Learn Global is a leadership and human resource solutions company that believes in impacting lives and multiplying the impact through adding value to others personally and professionally. We are also the local representative for Erickson Coaching International in Africa.

We provide a platform for both individuals and organizations to share their experiences and help others create their own success stories. Rise & Learn Global is about giving our time and knowledge using innovative and cost-effective methods that yield impactful results.

Rise & Learn Global makes it easy for you to access information necessary for your growth using various methodologies and leveraging on technology. Our focus is on delivering quality and making the best use of participants' active time.



Rise & Learn

We are positioned as Strategic Business Partners through our core solutions as follows:

- ✓ HR Consulting
- ✓ HR Outsourcing Solutions for SMEs
- ✓ Recruitment & Assessment Centres
- ✓ Mastermind Group Training
- ✓ Corporate Training
- ✓ Professional Coaching & Certification
- ✓ Youth Empowerment Services

Our Brands

East Africa HR Symposium

East Africa HR Symposium is an annual HR Conference that brings together hundreds of HR Professionals, business leaders in private and public sectors from East Africa and beyond.



Erickson Coaching International

Erickson Coaching International is an organization committed to providing ICF Accredited coaching certification programs and represented in over 40 world locations by more than 75,000 Erickson Coaches.



InMySteps Foundation

A sustainability initiative that provides internship, training and mentorship opportunities for graduates out of college and university to prepare them for the world of work and promote employability.





KaizenMind

This year, we are honored to partner with KaizenMind as one of the key organizers of the 7th East Africa HR Symposium, to be held in Kigali, Rwanda.

KaizenMind is a dynamic force in people development and HR transformation in Rwanda. KaizenMind exists to empower individuals and organizations to break through broken system, self-doubt, embrace growth, and build thriving workplaces—one bold step at a time.

Their mission is clear: to bridge the HR and people development gap across Africa — especially for SMEs who often face resource and skills limitations. KaizenMind offers smart, scalable, and practical HR services, customized coaching programs, workshops, and mentorship initiatives that respond to real needs on the ground.

They are also among HR Firms pioneers in inclusive employment practices, including services for the placement of persons with disabilities and digital innovation through tools like the L.A.W App, the first AI-powered labor law reference platform in Rwanda.

From strategy development and HR policy creation to people development services that spark bold thinking and action, KaizenMind is committed to empowering HR professionals and organizations alike.

Together, we look forward to co-creating a powerful symposium that challenges mindsets, celebrates growth, and shapes the future of workforce transformation in Africa.

7TH EAHRS 2025 Sponsorship Packages

Packages	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000	Media \$6,500	Brand \$1,000
Branding on All Marketing Collaterals	✓	✓	✓	✓	✓	✓
Recognition at Opening & Closing Ceremonies	✓	✓	✓	✓	✓	✓
Post-Event Recognition (Socials & Communications)	✓	✓	✓	✓	✓	✓
Exhibition Booth Space	Premium	Premium	Standard	Standard	1 Booth	✗
Company Logos in Program	✓	✓	✓	✓	✓	✗
Breakout Session Opportunity	✓	✓	✓	✗	✗	✗
Speech / Presentation Showcase	✓	✓	✗	✗	✗	✗
Promotional Materials Distribution	✓	✓	✗	✗	✗	✗
Complimentary Tickets	4	3	2	1	2	✗

One Delegate Registration Fee

Gain full access to all sessions and networking opportunities with this single individual pass.

Usd. 590-

International Delegate

Rwf. 837,800-

Local Delegate



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