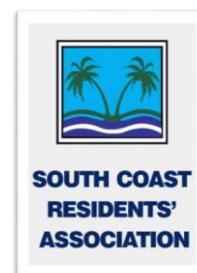


SOUTH COAST RESIDENTS ASSOCIATION (SCRA)
P.O. Box 5672-80401
Email: chair@scra.co.ke
Kwale County, Kenya



Date: Tuesday, July 21, 2026

PROGRAM: DIANI EVENT PLANNING & REGULATION ROUNDTABLE

Theme: *Balancing MICE Tourism Growth with Ecosystem Sustainability and Resident Well-being*

Venue: Diani Sea Resort

Time: 09:00 AM – 12:00 PM

08:30 AM – 09:00 AM | Arrival & Guest Management

- **Registration:** Arrival of stakeholders, county officials, security teams, and resident representatives; registration and collection of materials.

09:00 AM – 09:40 AM | Session 1: Opening and Leadership Remarks

- **09:00 AM: Opening Prayer & Call to Order.**
- **09:05 AM: Introductions:** Brief self-introductions of all key stakeholders and representatives present.
- **09:15 AM: Welcome Remarks by SCRA Chair:** Setting the context regarding Diani as an ecosystem.
- **09:25 AM: Remarks from CECM Trade and Tourism - Hon. Mutua:** Keynote address on county tourism strategy, balancing investment with regulation, and infrastructure support.

09:40 AM – 11:30 AM | Session 2: Interactive Dialogue and Action Points

- **09:40 AM: Plenary Chaired by SCRA Chair:** Open interactive session with all stakeholders focusing on:
 - *Low Season Event Positioning:* Supporting transport and accommodation sectors.
 - *Consumer Protection:* Partnering with travel agents to prevent guest exploitation.
 - *Permit Streamlining & Regulations:* Synchronized licensing, sound mitigation, waste management, and security partnerships with NEMA and local police.
 - *Ad-Hoc Committee Formation:* Selecting voluntary members from the ecosystem to manage future planning.

11:30 AM – 12:00 PM | Session 3: Summary and Concluding Formalities

- **11:30 AM: Summary of Issues Raised by TBA:** Presentation of key takeaways, critical concerns, and agreed action points.
- **11:50 AM: Vote of Thanks:** Official acknowledgement of the venue, organizers, county leadership, and participants.
- **12:00 PM: Departure:** Group photo and networking over refreshments.