

**FOR IMMEDIATE RELEASE**

**Kenya Airways partners with Trace to power Africa Forward — Le Concert, a celebration of African art and culture**

**Nairobi, Kenya — May 8, 2026** - Kenya Airways has partnered with Trace as the Official Airline Partner for “Africa Forward — Le Concert,” a flagship cultural event of the Africa-France Summit, taking place on May 12, 2026, at Kasarani Indoor Arena in Nairobi. The concert will spotlight some of the most influential voices in contemporary African music and Afro-urban culture, while welcoming French artists and audiences positioning Nairobi as a global stage for African artistry and a vibrant convergence of cultures.

Held under the patronage of Presidents William Samoei Ruto and Emmanuel Macron, the event brings together some of Africa’s and the French diaspora’s most celebrated artists including Yemi Alade, Fally Ipupa, Youssou N’Dour, Abigail Chams among other artists for a celebration of music, fashion, creativity, and creative exchange across the continent.

Through its role as the Official Airline Partner, Kenya Airways will facilitate the international travel of hundreds of accredited travelers including artists, management teams, and production staff flying into Nairobi from multiple African and European cities between May 4 and May 12, 2026, ensuring the talent and creativity can reach the stage efficiently and on time.

Speaking during the concert Julius Thairu, Chief Commercial & Customer Officer, Kenya Airways noted, “At Kenya Airways, we believe that travel is about more than moving from one destination to another but rather about enabling the moments that bring people, culture, and opportunity together. Africa Forward — Le Concert is one of those defining moments, and we are proud to play our part in welcoming Africa and the world to Nairobi and reinforcing our broader commitment to customer value and innovation.”

Olivier Laouchez, Executive Chairman, Trace also commented noting. “Trace and our Kenyan partners are proud to produce Africa Forward to place African creativity at the centre of a global conversation. Partnering with Kenya Airways allows us to deliver that vision with the care and the connectivity this moment deserves and inspire audiences at scale.”

The collaboration aligns with the airline’s role as Africa’s leading connector and its ability to support high-profile international moments that bring together diplomacy, culture, and global audiences.

The partnership also extends to Trace’s Futuristic Outfit Competition, an audience engagement initiative that will reward the two best outfits with complimentary return air tickets. The activation adds a fashion and lifestyle dimension to the campaign, creating another avenue for audiences to engage with Africa Forward both on-ground and online.

Africa Forward Le Concert is expected to welcome 4,500 VIP guests in venue and reach an estimated 500 million viewers globally through Trace’s television channels and digital platforms, TV5 Monde, YouTube, TikTok, and African national TV networks. The event is one of the signature cultural moments of the Africa-France Summit and places Nairobi at the centre of a major international celebration of creative exchange.

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### **About Kenya Airways**

[Kenya Airways](#) (KQ), *The Pride of Africa*, is a leading African carrier on a mission to propel Africa's prosperity by connecting its people, cultures, and markets. We fly to 42 destinations worldwide, 33 of which are in Africa, connecting over 5 million passengers and over 70,000 Tons of cargo annually through our Hub at Nairobi's Jomo Kenyatta International Airport.

As the sole African carrier in the SkyTeam Alliance, we open up a world of possibilities for our customers, connecting them to over 1,060 destinations in 173 countries. We take pride in offering a delightful flying experience with a caring African touch. Our exceptional African hospitality has consistently earned us global recognition including the prestigious Skytrax World Airline Awards where we were honoured with the Best Airline Staff and Best Airline Cabin Crew in Africa in 2024.

### **About TRACE**

[TRACE](#) is a global broadcast and digital media company specialized in afro urban music, entertainment and creator empowerment. Through its 29 pay TV channels, radios, online and mobile services, TRACE connects with a 350 million multicultural audience in more than 189 countries. Launched in 2003 following the acquisition of the eponym print magazine, TRACE has become the leading media brand for lovers of afro urban culture in the world and especially in Sub Saharan Africa, Europe, the Caribbean and the Indian Ocean.