Rwanda’s Stock Exchange, in partnership with the Ministry of Sports, has launched a campaign aimed at helping athletes save and invest for their financial future.

The initiative began with a series of training sessions for athletes and sports sector partners, focusing on the long-term opportunities available through the Rwanda Stock Exchange. Organizers emphasized that the stock market offers a secure way to save, invest sustainably, and make informed financial decisions—especially important for athletes, whose earning windows may be short and unpredictable.

Minister of State at the Ministry of Sports, Rwego Ngarambe, who inaugurated the campaign, said athletes need practical knowledge to manage their money and make sound investment choices during and after their careers.

“Athletes spend years dedicating their energy to their profession and competitions,” Ngarambe said. “It is important that they build their financial future using the same effort and discipline. We encourage them to save and invest through the stock exchange as a tangible way to prepare for life after sports and contribute to Rwanda’s economy.”

Pierre Célestin Rwabukumba, CEO of the Rwanda Stock Exchange, said the program provides athletes with regulated and reliable investment options. “Our message is clear: athletes can shape their future today by gradually investing in approved stock exchange products,” he said. “This approach gives confidence and long-term returns both during their playing years and afterward.”

Athletes who attended the sessions welcomed the initiative, noting that it aligns with their goals of personal growth and financial security.

The campaign reflects a broader push in Rwanda’s growing sports sector to support athletes’ financial well-being. The Capital Market Authority and its partners said that increasing financial literacy among athletes will help them access secure investment opportunities, make informed economic decisions, and prepare for life beyond their sports careers.