

This Monday, the Chief Executive Officer (CEO) of Rwanda Development Board (RDB), Clare Akamanzi met with Juliet Slot, Arsenal's Chief Commercial Officer.

CEO Akamanzi and Juliet Slot discussed the impact of the ongoing partnership with Visit Rwanda now in promoting Rwanda as an ideal destination for tourism and investment for visitors.

Visit Rwanda is Arsenal Football Club's official Tourism Partner and its first shirt sleeve partner. The Visit Rwanda logo features on the left sleeve of all Arsenal Football Club teams for the duration of the exciting, three-year partnership.

The club says the partnership is intended to help build a profitable tourism industry for a developing country with a low-income economy.

Rwanda Development Board, is a government department that integrates all government agencies responsible for the attraction, retention and facilitation of investments in the national economy.