



On 25 April 2025 Members of the Rwanda Private Sector Federation (PSF) paid respect to victims of the 1994 genocide against Tutsi.

PSF members, led by acting Chairperson Jeanne Francoise Mubiligi, visited the Kigali Genocide Memorial in Gisozi. They were given a guided tour to learn more about the genocide's planning and execution, which left over one million Tutsi dead within three months.

The event started with donation of Rwf5 million to Kicukiro District to support genocide survivors as part of the 31st commemoration of the 1994 Genocide against the Tutsi. Kicukiro District requires Rwf40 million to renovate 150 houses for survivors in poor condition. So far, Rwf15 million has been raised, with plans to refurbish 30 houses by July, according to District Mayor Antoine Mutsinzi.



Then, the wreaths were laid at Kigali Genocide Memorial site in Gisozi, to pay respect to over 250,000 victims laid at Kigali Genocide Memorial. Over 1 million Tutsis were killed in just 100 days across the country, before the killings were stopped by the Rwanda Patriotic Front (RPF)-Inkotanyi.

In the event, the Minister of Trade and Industry, Hon. Prudence Sebahizi, called on members of Rwanda's private sector to uphold unity and resilience, and to never allow the country's tragic past to divide their collective strength.



"Even at the family level, the values we teach and the examples we set shape our society. What we say and do, whether positive or negative, leaves an impact," Sebahizi said, stressing that in Rwanda's history, both heroes and perpetrators emerged by choice, not by accident."

"We must choose to be a light in everything we do. Our identity and pride as Rwandans come from our actions, our mindset, and our collective efforts."

The PSF held a vigil at their Gikondo offices, commemorating the lives of their members killed during the genocide. Genocide survivors' accounts reveal systematic targeting of homes and businesses owned by Tutsi, with occupants murdered or found and killed alongside families and neighbors.



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CHINA-RWANDA: SHENZHEN BRAND ASSOCIATION DELEGATION VISITS PSF TO EXPLORE AGRICULTURAL COLLABORATION



In a significant move to strengthen international cooperation and promote innovation in agriculture, Rwanda this week welcomed a 15-member delegation from the Shenzhen Brand Association—China.

The delegation, visiting Rwanda from April 11, 2025, is here to explore opportunities for collaboration with private actors focused on agricultural modernization.

The visit underscores the growing interest in fostering partnerships that support sustainable development and technological exchange. The Shenzhen Brand Association, known for its vibrant network of leading enterprises in innovation, branding, and manufacturing, is seeking to identify synergies with Rwandan stakeholders to enhance agricultural productivity, value addition, and market access.

The delegation's program includes high-level meetings with government officials, private sector representatives, and local innovators in the agricultural space. These engagements are expected to open doors to potential joint ventures, capacity building, and investment opportunities.

In addition, members of the delegation have been mobilized to participate in the Rwanda International Trade Fair (RITF) Expo 2025, where they will showcase a variety of Shenzhen-branded products, technologies, and innovations. Their participation aims to deepen commercial ties and highlight the potential for trade between Rwanda and Shenzhen-based enterprises.

"This engagement is a meaningful step toward building productive cooperation between Rwanda and China," said a host PSF representative. "We are honored to receive this delegation and look forward to fruitful exchanges that will contribute to the modernization of our agricultural sector and beyond."

The visit marks a milestone in ongoing efforts to position Rwanda as a hub for innovation and international collaboration, especially in strategic sectors like agriculture. Both parties expressed optimism about the outcomes of this mission and committed to nurturing the relationships initiated during this visit.



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KWIBUKA 31: RWANDA WOOD VALUE CHAIN ASSOCIATION DONATES FOUR COWS TO THE GENOCIDE SURVIVORS



As the commemoration of the victims of the 1994 Genocide against the Tutsi in Rwanda continues, Rwanda Wood Value Chain Association paid tribute to the victims laid at Ntarama Genocide memorial located in Bugesera district, Eastern Province.



The Rwanda Wood Value Chain Association members donated four cows to the survivors of the 1994 Genocide against the Tutsi.

Over 1 million Tutsis were killed in just 100 days across the country, before the killings were stopped by the Rwanda Patriotic Front (RPF)- Inkotanyi.



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REAF HOSTS CONSULTATIVE MEETING ON TRANSFORMING AGRICULTURE AND LIVESTOCK INTO PROFITABLE SECTORS



On April 24, 2025 the Rwanda Elders Advisory Forum (REAF) Office in Kacyiru was the venue for a pivotal consultative meeting that brought together members of the Agriculture and Livestock Cluster — including Executive Committee members, Provincial Chairpersons, Cluster Heads, and Association Leaders — alongside representatives from BRC (Business Resource Center).

The session focused on exploring practical strategies for transforming Rwanda's agriculture and livestock sectors into sustainable and profitable business ventures. The meeting was hosted under the guidance of REAF members, whose experience and advisory capacity are instrumental in shaping national development agendas.

Discussions centered on how to move beyond subsistence farming by embracing agribusiness models, strengthening value chains, promoting innovation, and increasing access to finance and markets. Participants emphasized the importance of youth engagement, technology adoption, and the empowerment of cooperatives to ensure long-term economic viability.

REAF members underscored the vital role that agriculture and livestock continue to play in Rwanda's economy and reaffirmed their commitment to supporting initiatives that enhance food security, job creation, and income generation.

This consultative engagement is part of a broader national effort to align the agriculture sector with Vision 2050 goals, ensuring inclusive growth and resilience in rural communities.



Areas of discussion involved policy making, Challenges that affects the Sector and what should be done to overcome them, areas of Collaboration, Agri-Investment and Capacity building aspects. This was also inline to strategize the Sector with Vision 2050 expected results.



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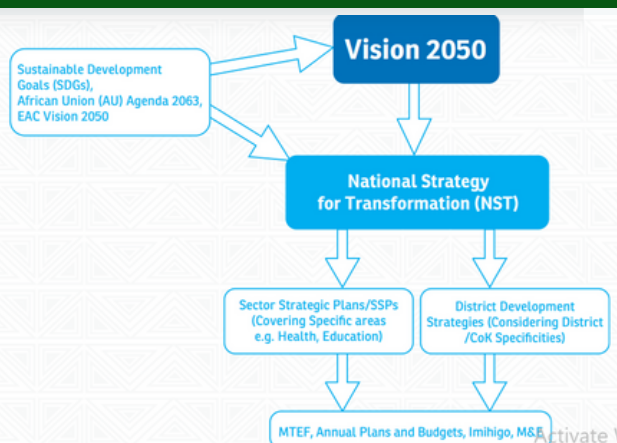
PSF EXTENDS BUSINESS ADVOCACY CAMPAIGNS IN RURAL AREAS



Private Sector Federation (PSF) has extended its mandate awareness campaigns, and business advocacy to business community located in Burera district, Northern Province.

The meeting detailing PSF services and mandate in the Northern part of the country was held on 2nd April 2025. PSF explained its mission; “Strengthen Rwanda’s economy through a private sector led development by representing the Profitable businesses for a prosperous Rwanda.”

With the Private Sector being a key driver of the economy, PSF campaigns finds Rwanda’s Vision 2050 that articulates the long-term strategic direction for “the Rwanda we want” and the enabling pathways to achieve this ambition.



Energized by – but by no means content with – the past two decades of success in reducing poverty, increasing incomes, improving living standards, strengthening good governance, promoting home grown solutions, establishing rule of law, maintaining stability, promoting gender equality and women empowerment, peace and security. Rwanda now aspires to transform its economy and modernize the lives of all Rwandans



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