



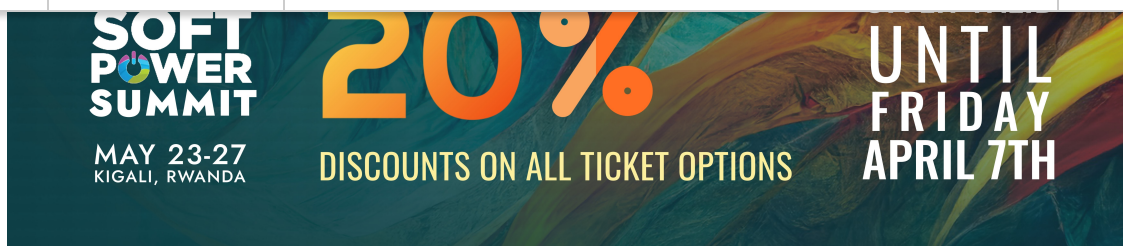
Dear friends and family,

It was 'Lights, Camera, Action!' for both Africa Soft Power (ASP) and African Women on Board (AWB) in Hollywood earlier this month, as we hosted a joint event bringing African female voices to the Oscars. A HUGE thank-you to all those who came out and made the event such a success, and you can view all the [images from the evening's proceedings here](#) 📸

This weekend, Kamala Harris made the US-Africa journey in the opposite direction, touching down on African soil earlier today. As the US Vice President kicks off her 9-day tour of the continent in Ghana, where she'll be talking about Africa's role on the world stage, the timing couldn't be more perfect to announce the launch of our brand new **Africa Soft Power Tracker**...

This live article sits on the ASP website, bringing you the latest updates on the African creative and knowledge industries from around the world. Whether you're an industry professional looking to keep track of the latest African events and initiatives, or an investor seeking new opportunities for growth, this fortnightly publication is [for you and FREE to view](#).

And wherever you may be in the world, there's still time to take advantage of our exclusive **ASP Summit Early Bird booking rates**, ahead of our flagship event in Kigali in May. Those who book before **Friday 7th April** can enjoy a **20% discount** on tickets, and there's a whole host of [other booking options on offer here too](#).



Join us on the Road to Kigali!

- Our flagship **Africa Soft Power Summit** – ASP's largest annual event – will be taking place in **Kigali, Rwanda** from **May 23rd – 27th 2023**.
- The convening represents THE premier event for Africa's creative, knowledge, and tech industries, with speakers and delegates from public and private sector organisations all over the world taking part.
- It's an opportunity to gain immersive insights into Africa's wider business ecosystems, network with peers, and showcase YOUR organisation's initiatives to the wider world.
- This year's summit will also see the launch of the inaugural RAW Conference: RAW is Real, it's Africa-hosted, and Women-led... but represents an opportunity to reset the dial on gender, identity, and business conversations on a global level!

For further information, including all partnership and sponsorship opportunities, simply drop us a line directly at: asp@theafricasoftpowerproject.com



KIGALI SERENA HOTEL

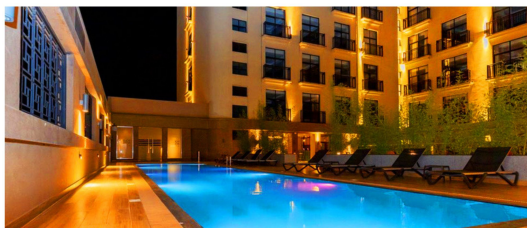
The Kigali Serena is offering discounted rates to all ASP guests, with deluxe rooms at \$200 and standard rooms at \$180. Attendees can book directly with the hotel by emailing: pamela.ruyuki@serenahotels.com and cc'ing esther.mutesi@serenahotels.com.



www.serenahotels.com/kigali

Other Accommodation Options Include

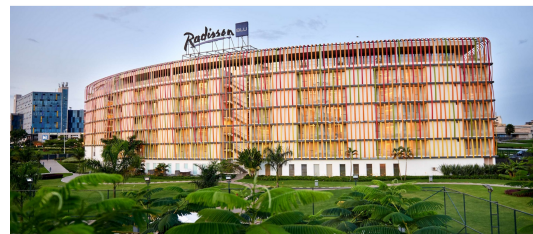
**FOUR
POINTS**
BY SHERATON



For booking enquiries

[Email here](#)

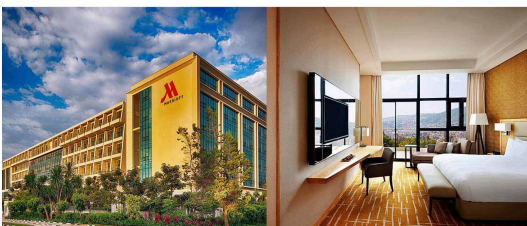
Radisson **BLU**
HOTEL & CONVENTION
CENTRE, KIGALI



For booking enquiries

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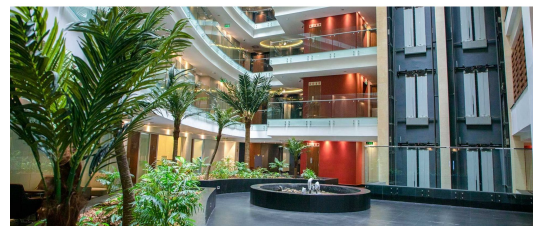
MARRIOTT



For booking enquiries

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UBUMWE GRANDE HOTEL
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Finally, a reminder that the **AWB Climate Photo Essay Prize** is now **OPEN FOR ENTRIES!** The contest is free to enter and open to all 18 – 30-year-olds from Africa and the global diaspora community, and we want to see and hear your accounts of our changing global environment. [All the details here.](#)



Throughout this month our sister organisation, African Women on Board, has been celebrating Women's History Month with exclusive content, giveaways, and connectivity – [find out more here.](#)

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