



Dear Friends & Family,

Our partners play a vital role in our success, the diversification of our programming, and the collaborative expansion of our networks. Together we help one another move towards our goals and missions. This week we are excited to welcome onboard [Africa Prosperity Network](#), [Business Insider Africa](#), and [Pulse](#) as partners for the 2024 Africa Soft Power Summit.



## Africa Prosperity Network

We're thrilled to announce Africa Prosperity Network (APN) as a visionary partner, and sponsor of the session, "Revolutionizing Connectivity & Interoperability: The Future of Payments in Africa".

APN is dedicated to creating and enabling a platform for collaboration between political and business leaders of Africa to drive the collective prosperity of Africa and people of African descent. Their vision for an integrated and prosperous Africa aligns with our mission to elevate Africa's role and leadership in global decision-making conversations and policies.



## Business Insider Africa

We are also excited to welcome Business Insider Africa this year as a media partner. Business Insider Africa is one of the leading pan-African innovative business news providers featuring the latest innovation, technology, and business news from Africa alongside features on lifestyle, markets, and more verticals. We look forward to amplifying African thought leadership together!



## Pulse

Also coming on board as a media partner for this year's summit is Pulse. Pulse is one of Africa's leading media companies, informing and engaging Africa's young audience, and providing expansive media reach and creative marketing solutions. We are excited to be shaping a brighter future for the continent together!

## Partnership Opportunities

There are only 30 days left until the 2024 Africa Soft Power Summit, but there is still plenty of time to join us as partners. To learn more about partnership opportunities, please email: [cynthia@africasoftpower.com](mailto:cynthia@africasoftpower.com)



## The Africa Soft Power Gala: Get Your Style Ready to Shine!!! 😊

Are you ready for the Africa Soft Power Gala & Awards? After seeing the stunning array of fashion at last year's gala, we cannot wait to see what you have for this year's red carpet look!!! The gala serves as a grand finale event for the Summit taking place on Friday, May 31st. It is an evening celebrating and honoring African art, fashion, film, entertainment, media, and all the themes explored earlier in the week at the RAW and CII conferences.

So... what does one wear?? There is no specific dress code, but we do encourage you to highlight African designers. It is an opportunity for you to express yourself and your love of Africa and African excellence through fashion. We welcome you to be as creative as possible and encourage you to let your personality shine through in whatever you choose.

Here are a few suggestions for how to add African accents to your outfit:

- Jewelry: Pair a contemporary gown with statement jewelry crafted by African artisans.
- Accessory Accents: Rock a sharp suit with a vibrant African print tie or pocket square or an evening gown with a gele headwrap.
- Design Accents: Go for a classic black dress featuring intricate beadwork or other accents.
- Be Bold: Don't be afraid to make a statement! Go for vibrant colors, dramatic silhouettes, or eye-catching jewelry.

For more style fashion ideas take a look at [BellaNaija's recap of last year's gala.](#)

Stay tuned as the one-month countdown to the Africa Soft Power Summit begins.

In the meantime, [buy your tickets today.](#)

See you in Kigali!

---



Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list.](#)