



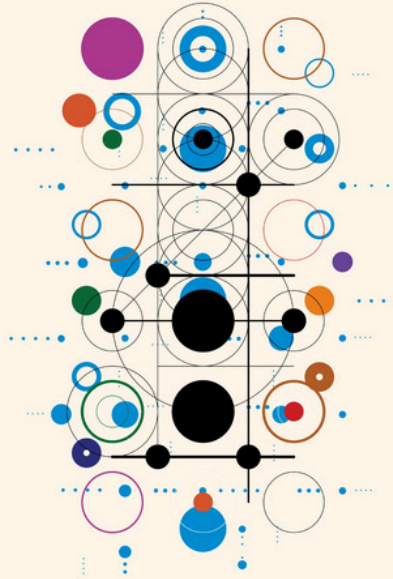
Dear Friends and Family,

The Africa Soft Power Summit is returning for its fourth consecutive year, bigger, bolder, and better!

From **May 21st to 24th, 2025**, the city of **Nairobi, Kenya** will host the premier event for Africa’s creative and tech industries and women’s leadership. Building on the momentum of our previous summits, the 2025 edition promises to be our most impactful yet, convening visionaries, innovators, and leaders from across Africa and global diaspora communities.

As the “beating heart of East Africa”, Nairobi offers a unique blend of creativity, innovation, and influence—providing the perfect stage to explore the intersection of culture, creativity, commerce, innovation, and Africa's global impact.

**AFRICA
SOFT
POWER**



SAVE THE DATE

**THE AFRICA SOFT
POWER SUMMIT**

MAY 21-24, 2025 | NAIROBI, KENYA

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How Can You Get Involved?

- ✦ Become a partner: Gain immersive understanding of Africa's current business ecosystems, across different nations and in terms of how the continent interacts – and transacts – with the wider world. Tell your story along the way and connect with decision-makers, innovators, and change agents!
- ✦ Speak: We're always seeking fresh voices and perspectives. Share your expertise, insights, and vision with an audience of global leaders and changemakers.
- ✦ Attend: Be more than an observer—become an active participant in the conversations reshaping Africa's global influence.

For a broader look at what the Summit offers, [view our deck here](#), or send us an email to asp@theafricasoftpowerproject.com.

Amplify! Amplify! Amplify!

We're counting on YOU—our incredible community—to help spread the word. Let us know! Be part of the conversation on social media using the hashtag #ASPSummit2025.

Stay tuned for more updates, including the unveiling of our speakers, agenda, and more!
Early bird registration opens soon!

Save The Date!



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