



Dear friends & family,

**The fourth annual Africa Soft Power Summit took place in Nairobi, Kenya from May 21st – 25th, and proved to be our most successful and expansive event to date. From the Climate Change Photo Exhibition to the Remarkable African Women’s Leadership Conference, the Creative & Innovative Industries Conference (CIIC), ASP Gala & Awards and more, we saw the continent, its diaspora community, and the wider world come together to celebrate and champion African creativity and innovation in the modern age.**

**A huge thank-you once again to all those who attended, and if you didn’t, don’t worry, we’ve got some of the key highlights from the proceedings for you right here...**



### **DEI must not fuel ‘inclusion fatigue’**

That was the stark warning issued by Hon. Naisula Lesuuda, Member of Parliament, Samburu West, Kenya, in her keynote address at the opening of the Remarkable African Women’s Leadership Conference, which kicked off the main convention section of the summit. Real change, she said, needs to be more profound and systematic, beginning with something as foundational as the very language we use to think about leadership, authority, and society.

Hon. Lesuuda’s call for tangible internal shifts laid a foundation for a broader, essential discussion on the continent’s role in shaping its own narrative. Building on this, Dr. Nkiru

Balonwu Founder of the Africa Soft Power Group, underscored the necessity of self-determination in DEI frameworks - frameworks authentic to the continent's diverse contexts - and emphasised the ability of African soft power to have a wider impact at the global level.

It was truly a Remarkable African Women's Leadership Conference, which set the tone for the entire summit, as themes of growth and change – as well as how to pragmatically achieve them - emerged as a key focal point of the discussions, both on and off-stage.



## Google, Meta, and more call for AI sovereignty

One area in which change is undoubtedly on most people's minds right now is in the realm of AI, which has seen rapid acceleration even over the course of recent weeks and months. In a panel dedicated to artificial intelligence and particularly its impact on Africa, the likes of Kojo Boakye, Vice President of Public Policy for Africa, Middle East, and Türkiye at Meta, and Lorna Omondi, Partnerships Lead at Google Research Africa, amongst others, gave their perspectives on incoming change.

Omondi outlined some of the work that Google is undertaking in order to help facilitate digital sovereignty on the continent:

***“We have focussed in this area on training models through African datasets and enabling multilingual support for underserved communities. AI must solve the problems that matter most to African users – whether in agriculture, healthcare, energy access, or legal services. When we buy language data from the ecosystem, we partner with local universities, local startups, local governments...we put that data that we've bought in the open markets, so that other startups can build on top of the same things we're building”.***



## Celestial roots – a journey through time and space

For many, the crown jewel of the Africa Soft Power Summit programme is the ASP Gala & Awards, which this year shone brighter than ever before at the JW Marriott Nairobi, on the Friday night following the CIIC. [Our red carpet host, Joy Mido](#), helped us put on a halcyon display showcasing African fashion, culture, and creativity to the world, while [DJ Storm](#) took us all to the heavens with his eclectic beats!

As the name implies, the celebration also included ASP's 2025 awards programme, and it was exciting to see so many pioneering individuals achieving success in so many different areas.

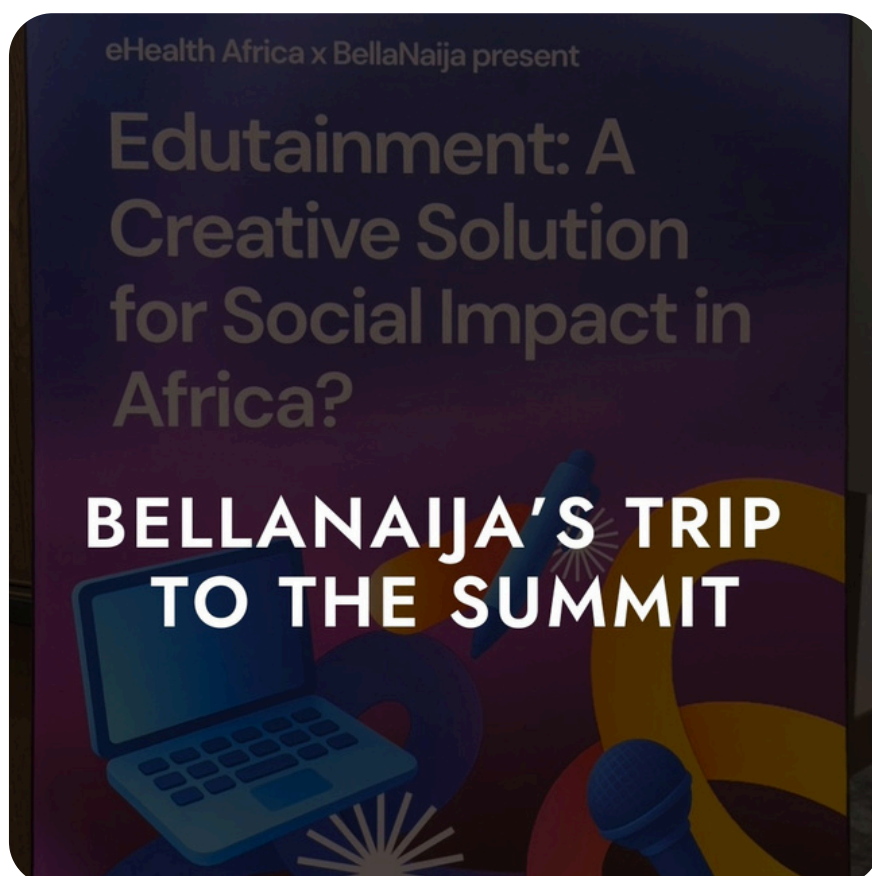
## Other highlights

Of course, there simply isn't space here to convey the full range of engaging and insightful perspectives that were brought to the summit, or indeed the moments of creativity, collaboration, and pure joy that occurred spontaneously throughout. That is why we will soon be publishing a special report providing key learnings from the event, and a look at how new models of African creativity and innovation can not only power growth on the continent, but around the world. Stay tuned to the ASP comms channels for that one, and in the meantime, here are some other notable highlights from the event:





## CLIMATE CHANGE PHOTO ESSAY EXHIBITION





# AFRICA SOFT POWER GALA & AWARDS GALLERY

Thank you all once again – we return from Nairobi informed and inspired, and could not be more excited about Africa Soft Power and African Women on Board’s upcoming programmes, for 2025 and beyond.

**Team ASP**



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