



**Following on from the success of our largest annual Africa Soft Power Summit to date, ASP Group is delighted to announce that we will once again be heading to New York to give African voices a platform against the backdrop of the United Nations General Assembly...**

Taking place at The Citigroup Center in the heart of Manhattan on Tuesday 23rd September, during the 80th sitting of UNGA, the event is themed: **‘Finding X: The Intersection of Creativity, Finance, and Technology in Africa’s Next Growth Chapter’**. It’s a high-level and important convening, at a time when the continent is attracting renewed attention from global stakeholders, not only for its demographic promise and digital acceleration, but for the distinct and valuable perspectives it offers in solving complex global challenges.

We’ll have panel-led discussions and lots of audience participation, with focus areas across:

- **Creative capital as development infrastructure**
- **Remittances as investment pathways**
- **Building innovation-friendly data infrastructure**
- **Sport as creative capital and global leverage**
- **Blended finance and institutional support**

Registration link and full programme details will be available soon. In addition to the main event, the New York leg of our global [Climate Change Photo Essay Prize](#) exhibition will also open that week, bringing powerful visual storytelling from young African photographers to a global stage. The exhibition is part of our wider 'Road to 100 Million Climate Soldiers in Africa' initiative and reflects our continued commitment to climate literacy and equity, youth voices, and bold African-led solutions.

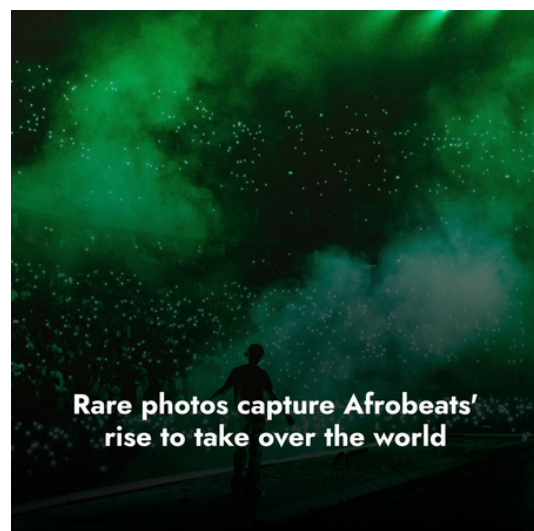
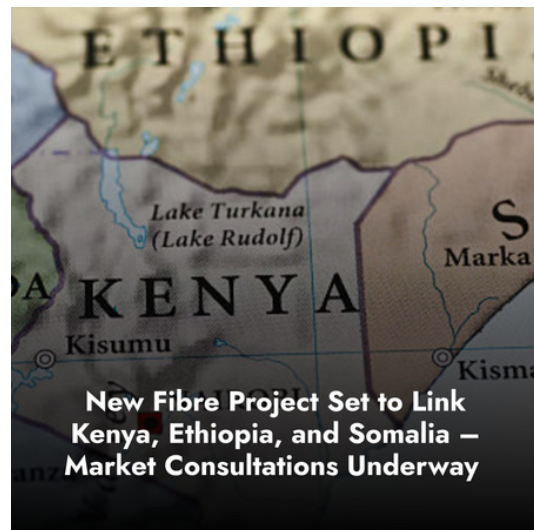
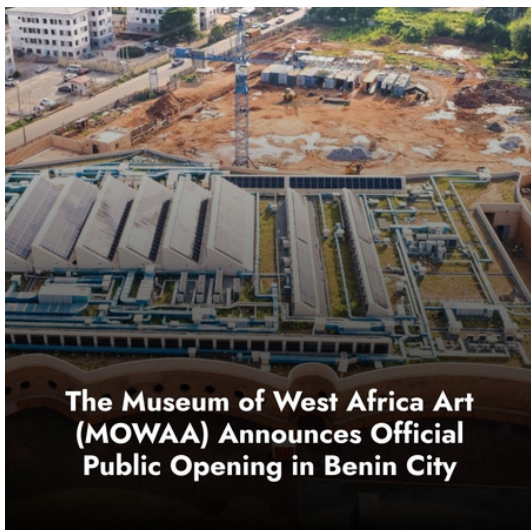
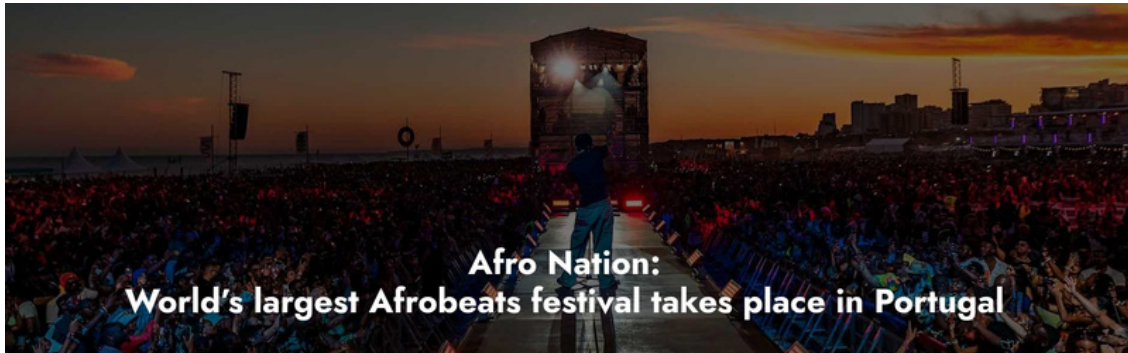
In the meantime, we welcome partnership enquiries across both the convening and the exhibition. Please reach out to us at: [asp@theafricasoftpowerproject.com](mailto:asp@theafricasoftpowerproject.com).

## **African Soft Power in Press**

We are also very happy this month to launch a new regular feature called ‘African

Soft Power in Press', curating some of the most interesting stories making the global headlines as they relate to African creativity.

It's no secret that the traditional press has taken a bit of a battering in recent years, and many of the social platforms that have risen to fill this void can at times be misleading, to say the least. So here we have picked out some positive narratives, where we can see African soft power having a strong impact on global affairs:



In other good news, it was great to see this story about the [first malaria treatment for babies having been approved for use](#) – a timely reminder that behind the doomscrolling there are still positive advancements being made.



## Real life media moments

One institution that continues to bang the drum for the afore-mentioned traditional press outlets is FIPP – The Global Media Network, which will this year be hosting its flagship [World Media Congress](#) in Madrid, Spain. 2025 represents a very special anniversary for the celebrated media organisation, as it marks its 100th year.

In March, FIPP forged a strategic alliance with WAN-IFRA, the World Association of News Publishers, to create a combined network of 20,000 media tech companies across 80+ countries. Over three days, the event will welcome 400+ media professionals, addressing some of the most pressing media issues of the day including AI, the engagement and attention economies, trust & regulation, and more.

FIPP World Media Congress takes place in **Madrid** from the **21st – 23rd October**, and members of the ASP network can enjoy an **exclusive discounted ticket** price. To take advantage of this, or for further details on any of the other initiatives we have going on right now, simply get in contact with us directly: [asp@theafricasoftpowerproject.com](mailto:asp@theafricasoftpowerproject.com)

**Thank you**  
**Team ASP**



Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).