



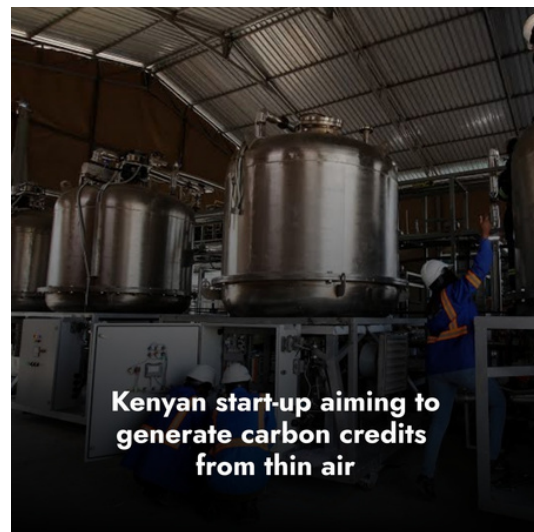
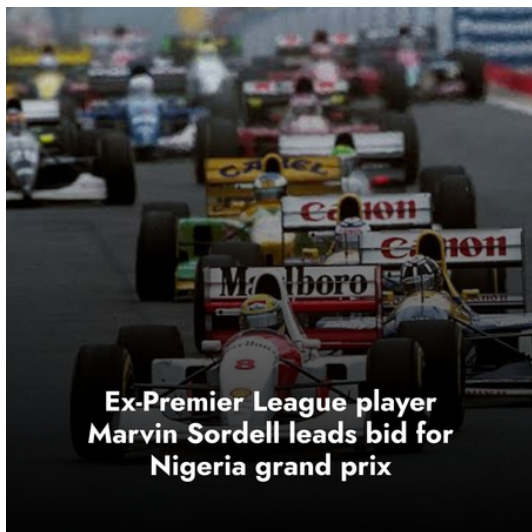
We are today launching our Africa Soft Power Summit 2025 Insights Report – a comprehensive new publication providing highlights, learnings, and future-facing thought leadership from the event. It's free to download and available to all, with wide-ranging perspectives from across the summit's main conference programmes and beyond.

Taking as its theme '***Africa's Growth Engine: Aligning the Flow of Money, Innovation, and Global Opportunities***', this year's event covered a broad - yet congruent - set of topics. In her opening remarks, Dr. Nkiru Balonwu, Founder, ASP Group, encouraged participants to focus on that concept of 'alignment'. Throughout its pages, the report brings to the forefront simplified solutions to what previously appeared to be disparate and insurmountable challenges, emanating from collaborative thought, with some of the key highlights including:

- **A powerful call for alignment:** Dr. Nkiru Balonwu, Founder, Africa Soft Power Group, emphasized the importance of shared vision and collective thinking in creating new pathways and connecting seemingly unrelated challenges to form practical solutions.
- **A reality check on DEI:** Hon. Naisula Lesuuda (OGW), Member of Parliament, Samburu West, Kenya National Assembly, challenged the rise of “performative inclusion” and urged a focus on the real economic value that diverse teams bring to corporate growth and innovation.
- **Innovation must be paired with sovereignty:** Especially in AI, Africa cannot afford to be a passive consumer. Sovereign innovation - building and regulating its own systems - is key to de-risking participation and shaping global standards.
- **A redefinition of infrastructure:** Philip Ikeazor, Deputy Governor, Financial System Stability, Central Bank of Nigeria, expanded the concept beyond roads and tech to include the human and communication systems that connect capital, ideas, and innovation.
- **Bankable ecosystems require systemic fixes:** In film, fashion, sports, beauty and more, creativity alone isn't enough. Without infrastructure that captures and retains value (from IP rights to distribution and local capital), Africa's creative output leaks value at every stage.
- **Narrative as strategy:** The creative industries were positioned not just as cultural output but as strategic infrastructure that fuels global prestige, economic growth, and policy relevance.
- **A reminder that Africa is the solution, not the exception:** Africa's diversity, creativity, and ingenuity hold global answers in the worlds of tech, finance, and culture.

[You can download the report in full here.](#)

African Soft Power in Press



Madrid calling!

 21–23 October | Madrid, Spain

This October, FIPPP's [World Media Congress](#) lands in Spain for a milestone 100th anniversary edition. With WAN-IFRA, the World Association of News Publishers, now part of its expanded network, the Congress is set to bring together 400+ media leaders from across 80+ countries to explore the future of AI, trust, engagement, and innovation in the global media space.

As part of the ASP network, you can still access an exclusive discounted ticket. Please contact us directly at: asp@theafricasoftpowerproject.com to secure your spot.

Thank you
Team ASP



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