



Artificial Intelligence is transforming industries, social connections, language and more, but who gets to decide how it's governed?

For anyone watching, progress in AI research and development is moving at breakneck speed. OpenAI has unveiled ChatGPT-5, Anthropic's latest release is Claude 4, and Google's Gemini is currently on version 2.5 — each a substantial leap from their first-generation counterparts. Yet as the technology surges forward, so do the questions about who is setting the rules.

At the Africa Soft Power Summit 2025, **Dr. Seydina Moussa Ndiaye, President of the Senegalese Association for AI**, offered a powerful reminder: Africa must not remain on the sidelines. Too many countries in the Global South are absent from the forums shaping global AI governance. While platforms like UNESCO's Global Forum on the Ethics of AI provide avenues for participation, many of the most consequential decisions are being taken elsewhere. For Africa, the challenge is not only to avoid being governed by external frameworks, but to help shape the norms, standards, and innovations that will define AI for the world, grounded in the continent's own values, realities, and aspirations.

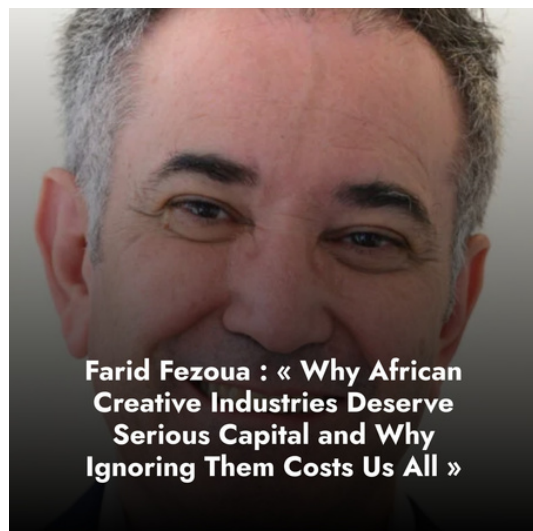
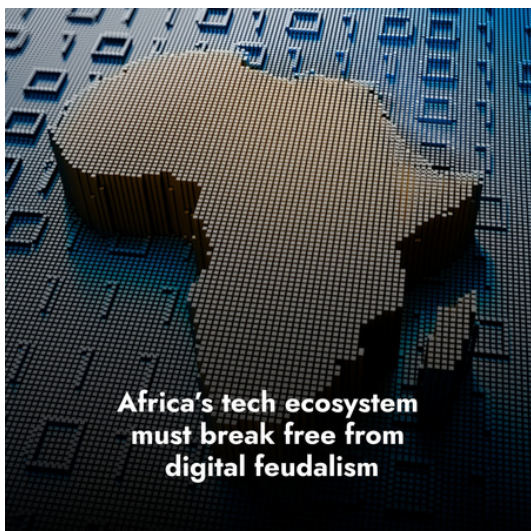
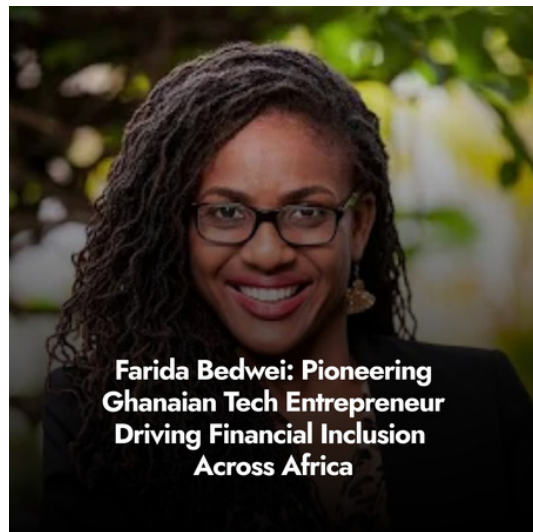
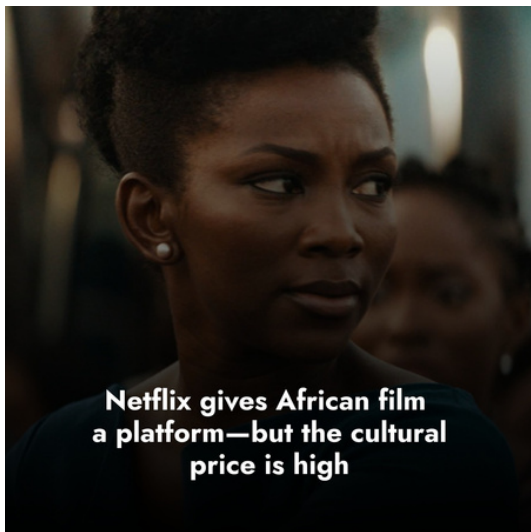
“If the future of AI is to be truly global, then its governance must be co-designed - not imposed - by all regions. For Africa, the time to shape that future is now.”

The UN's Governing AI for Humanity report calls for global capacity-building networks, a dedicated AI fund for the SDGs, and inclusive governance platforms to ensure underrepresented regions like Africa have an equal voice in shaping AI's future.

AI reflects the societies that build it. If Africa is to benefit fully from this transformation, it must be part of the conversation from the start.

[!\[\]\(17413706fd4997a1a4bdf85c6864eee1_img.jpg\) Read Dr. Ndiaye's full article to explore his proposals for bridging the AI governance gap.](#)

African Soft Power in Press





Save the Date: ASP @ UNGA80

This September, as world leaders gather in New York for the 80th United Nations General Assembly (UNGA80), Africa Soft Power will host its annual high-level convening spotlighting Africa's voice in shaping the future.

Finding X: The Intersection of Creativity, Finance, and Technology in Africa's Next Growth Chapter

📍 The Citigroup Center, New York

📅 Tuesday, September 23, 2025

🕒 4pm prompt

Building on the success of past UNGA editions, **this year's conversations will explore how Africa's creative industries, tech sector, and innovative finance can converge to unlock scalable growth** - not as niche interests, but as central drivers of the global economy.

But that's not all! **The Africa Soft Power Photo Essay Prize Exhibition will also be in New York during UNGA week**, bringing powerful African stories to a global stage through the lens of visionary photographers. Together, the event and exhibition will create a cultural and intellectual moment you won't want to miss.

Stay tuned for registration details and make plans to join us in NYC!



Madrid is calling - will you answer?

From **21–23 October**, the **FIPP World Media Congress** celebrates its **100th anniversary** in Madrid, Spain.

With **WAN-IFRA** now part of its expanded network, this milestone event will bring together **400+ media leaders from 80+ countries** to explore the future of **AI, trust, engagement, and innovation** in the global media landscape.

ASP community members can still access a **special 30% discount on tickets** - contact us at asp@theafricasoftpowerproject.com to secure yours.

Thank you
Team ASP



About The Africa Soft Power Group

We are the umbrella platform for three organisations (Africa Soft Power, African Women on Board & ASP Global) with mutual objectives. Our overriding mission is to mainstream vital – and all too often still unseen – African perspectives as a fundamental part of the global conversation in every aspect of life and economy.

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