



# AFRICA SOFT POWER AT UNGA 80

**On September 23rd, we'll be hosting a very special event in New York on the sidelines of the United Nations General Assembly (UNGA 80). For those new to this convening, it's become an important staple within the annual ASP calendar, with a focus on placing African voices at the very heart of today's global discourse.**

This year, we're doubling down on our commitment to spotlight Africa's creative, tech, and financial sectors on the world stage.

## **Key details**

Titled ***'Finding X: The Intersection of Creativity, Finance, & Technology in Africa's Next Growth Chapter'***, we'll explore how a greater converging of – and investment in – these central industries can hold benefits not only for the continent but the wider world:

- **Date:** Tuesday, September 23, 2025
- **Time:** 4 pm
- **Location:** The Citigroup Center, 601 Lexington Avenue, New York
- **Format:** High-level panel discussions with audience participation

Registration is now officially open! [Click here to register!](#)

**AFRICA  
SOFT  
POWER**

**AWB** AFRICAN  
WOMEN'S  
BOARD

# AFRICA SOFT POWER AT UNGA 80

Join us at the 80<sup>th</sup> session of the UN General Assembly

**Theme:**

**FINDING X:  
The Intersection of Creativity,  
Finance, & Technology in  
Africa's Next Growth Chapter**

4PM  
23RD SEPTEMBER 2025  
**THE CITIGROUP CENTER  
601 LEXINGTON AVENUE, NYC**

Register to attend:  
<https://bit.ly/ASPUNGA80>

[www.africasoftpower.com](http://www.africasoftpower.com)

**Click here to register!**

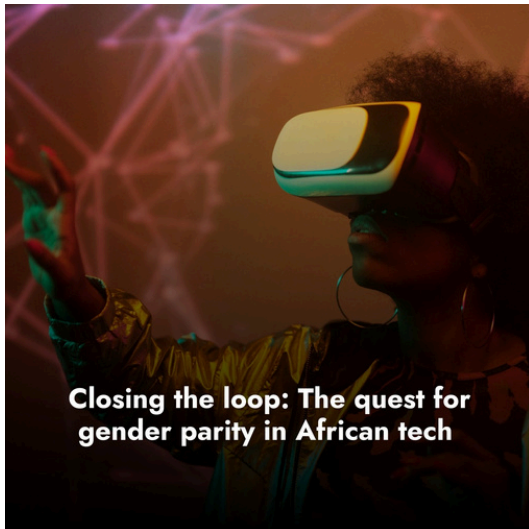
## Key themes

This year's discussion will turn to how the creative economy can serve as a powerful engine for job creation, export revenue, and a means of accelerating Africa's wider financial and tech sectors, with discussions on remittances as investment pathways; building innovation-friendly data infrastructure; sport as creative capital and global leverage, as well as blended finance and institutional support.

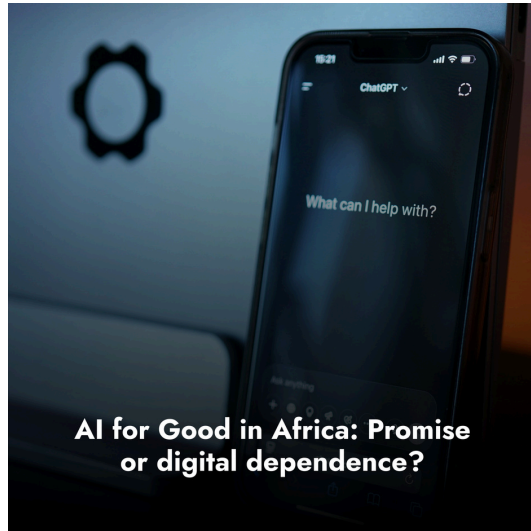
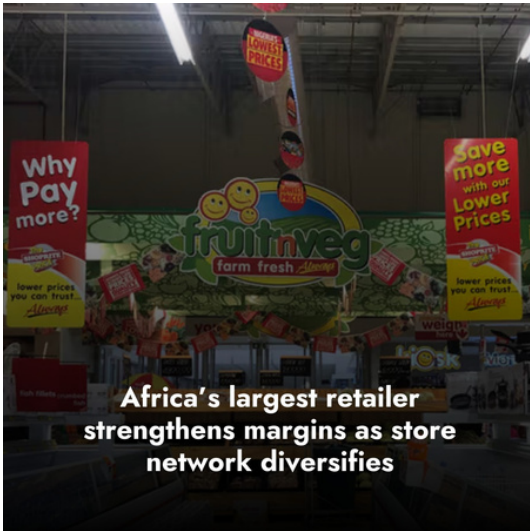
For further information, including event speaker and sponsorship enquiries, simply drop us a note directly at [asp@theafricasoftpowerproject.com](mailto:asp@theafricasoftpowerproject.com)

## African Soft Power in Press

Outside of these high-level discussions, African soft power continues to make its mark on different stages around the world, and here are some of the wider articles that have caught our eye on these topics this week:







## See you in Madrid?

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](mailto:asp@theafricasoftpowerproject.com) to secure yours.

**Thank you**

**Team ASP**

