

AFRICA SOFT POWER AT UNGA 80

This September, Africa Soft Power (ASP) returns to New York City during UNGA80 – and trust us, you don't want to miss what's coming. We're bringing the brightest minds from business, tech, policy, sports, and culture into one room to tackle some of the biggest questions shaping Africa's future.

Think: how creativity fuels investment, how tech is rewriting the rules of the game, and how Africa can turn its youthful energy into a global advantage. It's going to be bold, fresh, and full of ideas you'll want to be part of.

Here's our powerhouse line-up:



Clare Akamanzi
CEO, National Basketball
Association (NBA) Africa



Shola Akinlade
Co-founder & CEO, Paystack;
Founder, Sporting Lagos



Dr. Uyi Stewart
Vice President, Inclusive
Innovation & Analytics,
Mastercard Center for
Inclusive Growth



Renée Cummings
Assistant Professor of
Practice in Data Science,
University of Virginia



Temi Popoola
Group MD & CEO,
Nigerian Exchange Group



Tony Effik
Managing Director, Global
Display, Video, and Creative,
Google/Adjunct Assistant
Professor, Columbia University

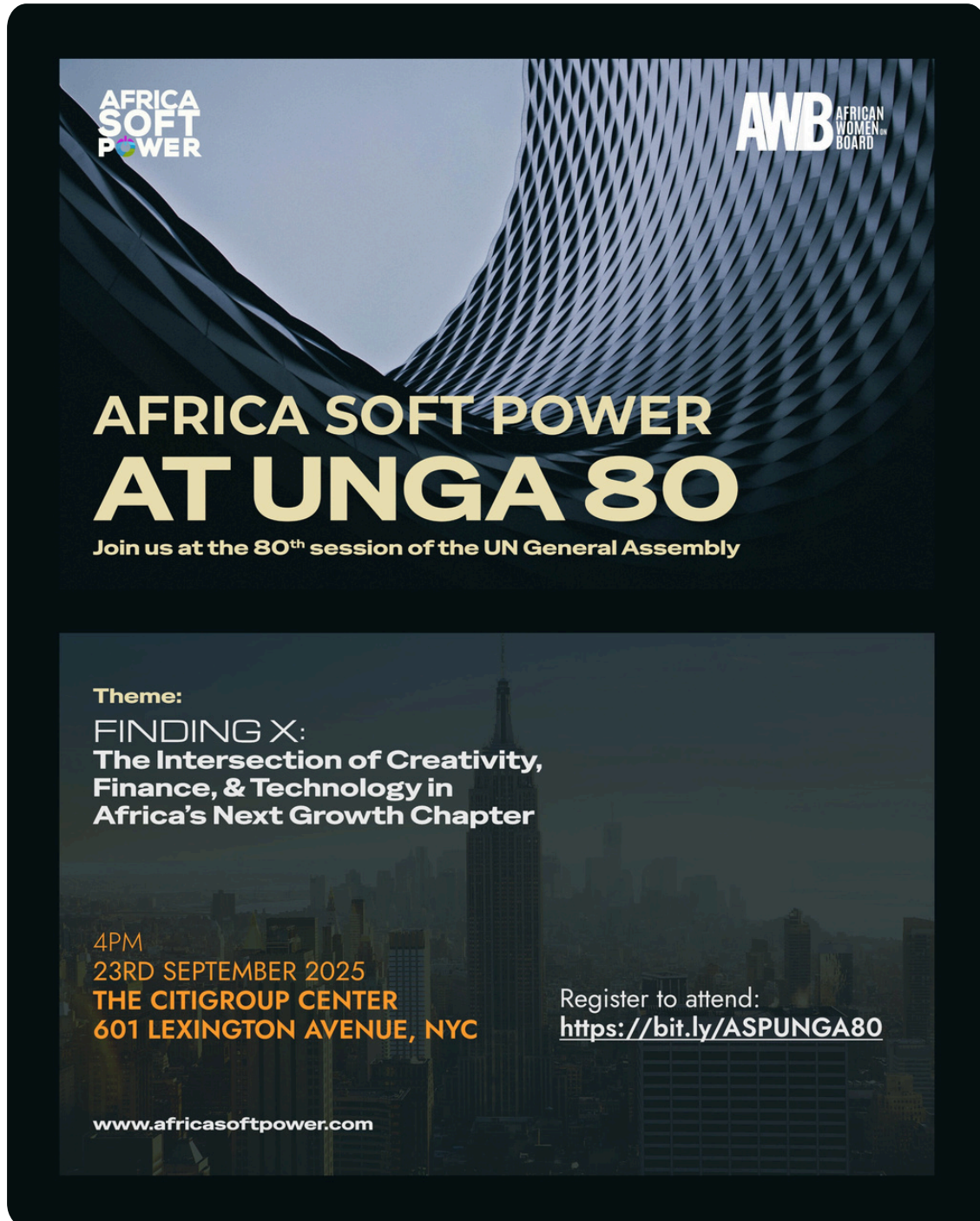


Dr. Haile Owusu
Fmr. SVP, Data Science &
Machine Learning Engineering,
Warner Bros. Discovery

Here's what you need to know:

- **Theme:** Finding X: The Intersection of Creativity, Finance, & Technology in Africa's Next Growth Chapter
- **Date:** Tuesday, September 23, 2025
- **Time:** 4pm
- **Location:** The Citigroup Center, 601 Lexington Avenue, New York

Registration is open, but hurry - places are limited. Please [click here](#) to secure your spot!

A promotional poster for the Africa Soft Power event at UNGA 80. The top half features a dark, abstract background with a grid pattern and the logos for Africa Soft Power and the African Women's Board. The title 'AFRICA SOFT POWER AT UNGA 80' is prominently displayed in large, bold, yellow letters. Below the title, it says 'Join us at the 80th session of the UN General Assembly'. The bottom half of the poster has a dark background with a city skyline. It includes the theme 'FINDING X: The Intersection of Creativity, Finance, & Technology in Africa's Next Growth Chapter', the date and time '4PM 23RD SEPTEMBER 2025', the location 'THE CITIGROUP CENTER 601 LEXINGTON AVENUE, NYC', the registration link 'https://bit.ly/ASPUNGA80', and the website 'www.africasoftpower.com'.

AFRICA SOFT POWER

AWB AFRICAN WOMEN'S BOARD

AFRICA SOFT POWER AT UNGA 80

Join us at the 80th 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**

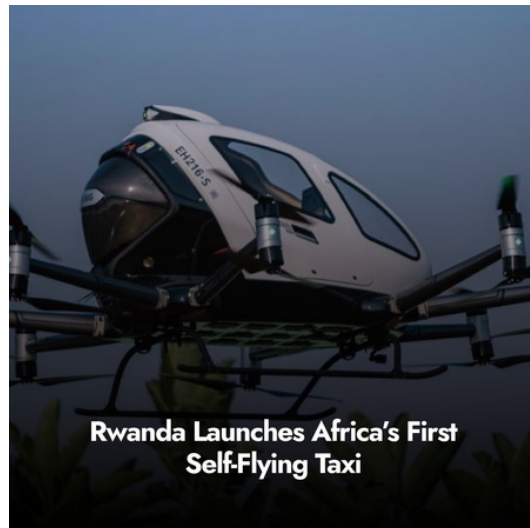
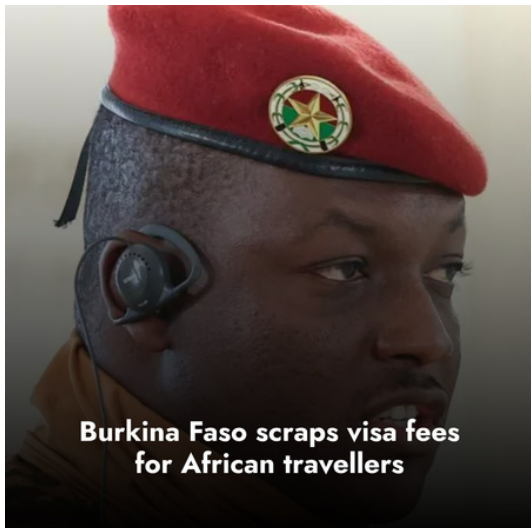
Register to attend:
<https://bit.ly/ASPUNGA80>

www.africasoftpower.com

[Click here to register! \(Limited slots available\)](#)

African Soft Power in Press

Here are some of the leading stories relating to African soft power that have caught our eye this week:



FIPP Congress 2025: Join virtually or in-person

The FIPP World Media Congress in Madrid is just around the corner, and members of the

ASP network can enjoy an **exclusive 30% discount** on tickets! To take advantage of this offer, simply [click to register here](#) and enter **'FWMC2025SA'** into the ticket access code section.

For those unable to make the event in-person, this year's convening will also be streamed on FIPP.TV, with on-demand access to session content for 12 months. If you would like to attend virtually in this way, simply email us at asp@theafricasoftpowerproject.com

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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