



Africa is currently experiencing a significant surge in global attention. From creative industries and sport to technology and entrepreneurship, African talent and ideas are increasingly visible across global platforms. International creators are spending more time on the continent, African-led moments are drawing global audiences, and conversations about Africa's role in the world feel more present, and more serious, than they have in years.

But this attention is unfolding at a time of global recalibration. At the World Economic Forum in Davos, leaders were notably direct about the realities shaping today's world: geopolitical fragmentation, economic uncertainty, rapid technological change, and a renewed emphasis on sovereignty over data, supply chains, talent, and policy choices. The era of frictionless globalisation is giving way to a more contested, values-driven landscape.

In this environment, Africa's visibility is now a strategic concern. Attention today is not simply about virality or presence. It intersects with harder questions: who owns value, who sets the rules, how trust is built, and whether short-term interest can be converted into long-term advantage. How Africa navigates this moment will determine whether global attention translates into durable influence, credible partnerships, and sustained economic outcomes.

Here are five dynamics we're paying close attention to as Africa navigates this moment:

1. Visibility vs. Translation: It is no longer enough to be "seen." While African culture and talent are already global, the real work now is translation. This means ensuring visibility converts into long-term ownership, investible businesses, intellectual property protection, and sustained value for the continent.

2. Systems over moments: Cultural exchanges and tournaments are vital, but they are often temporary. What endures are systems: industrial policy, regulatory frameworks, financing structures, and institutions that determine who benefits when attention arrives, and who still benefits when it moves on.

3. The Diaspora as a powerhouse: The diaspora's role is evolving beyond remittances. Increasingly, it represents capital, skills, networks, and market access.

How we structure these connections will define the next decade of growth and Africa's influence in global decision-making rooms.

4. The Intersection of innovation and governance: AI, fintech, and digital infrastructure are now central to global economic debates – not only because of growth, but because of their implications for jobs, skills, governance, and social stability. For Africa, the opportunity may lie in pairing rapid innovation with credible governance, workforce readiness, and consumer protection, ensuring technology expands opportunity rather than deepening inequality.

5. Leadership that can hold complexity As systems fragment, leadership itself is becoming a form of infrastructure. This moment demands leaders who can operate across culture, capital, and technology; fluent in markets, narrative, innovation and regulation. They understand how ideas scale, how trust is built, and where governance must keep pace. In an era increasingly defined by fragmentation and rapid change, the ability to hold complexity without losing integrity is becoming a decisive advantage.



Be in the Room

These dynamics and many more sit at the heart of the **Africa Soft Power Summit**. The Summit convenes creatives, policymakers, investors, technologists, and institutional leaders who are actively shaping — not merely observing — these shifts.

If you are: building creative or commercial ventures at scale, shaping policy or regulation in fast-changing environments, or looking to engage Africa with depth, credibility, and long-term intent, you need to be in the room.

- 📅 **When:** May 20–22, 2026
- 📍 **Where:** Nairobi, Kenya
- 🎟️ **Tickets:** Early Bird passes are currently available (and moving fast).

[Get early bird tickets - Africa Soft Power Summit 2026](#)

We are also open to **partnership conversations** with individuals and organizations looking to engage thoughtfully with Africa's evolving ecosystems and global positioning. Send us an email to asp@theafricasoftpowerproject.com.

Thank you.

The ASP Team



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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