



Dear <<First Name>>

Happy Africa Month!

The countdown is on.

In just a few weeks, Nairobi becomes the meeting point for the ideas, people, and cultural forces shaping Africa's global future - and the ASP Summit is where it all comes together.

[Find out more](#) | [Get your tickets](#)



But if you've been with us before, you know the Summit isn't just about panels.

It's about moments. Moments that capture the energy of a continent in motion. Moments where culture, creativity, and commerce collide in real time. Moments you can't experience anywhere else.

And this year, we're bringing one of those moments directly into the room.

We're proud to have [Dye Lab](#) participating in the 2026 ASP Summit as the **ASP Culture Shifter Spotlight Brand**. ASP's Culture Shifter spotlight is a curated platform for strategic expansion, ecosystem access, and deeper integration into the conversations shaping Africa's cultural and commercial future.

Dye Lab has been turning heritage craft into modern cultural currency from Lagos to global stages, building a brand that proves African fashion isn't just part of the conversation, it is the conversation.

If you know, you know.

We're going beyond a simple showcase. We're inviting you to experience the story behind the craft.

Register for the 2026 Africa Soft Power Summit



Here's how it shows up at the Summit

Thursday, 21 May - Insight

At The Remarkable African Women's Leadership Conference, Rukky Ladoja, founder/creative director of Dye Lab joins the panel: "*The Female Economy: Africa's Most Undervalued Growth Engine*" - sharing what it really takes to build and scale an African heritage brand for a global audience, without losing its essence.

Friday, 22 May - The Culture Salon Experience

Following the Creative & Innovative Industries Conference:

- Step into an exclusive Dye Lab shopping experience, available only to Summit attendees
- Discover and shop pieces up close, straight from the brand
- Stay for an intimate fireside chat with Rukky Ladoja

And yes... come ready. We'll be adding a few surprises to the experience. Think exclusive drops, giveaways, and special rewards for those in the room.

Because at ASP, we don't just talk about Africa's growth story. We create it. We wear it.

Nairobi | 20–23 May 2026

Come for the conversations. Stay for the culture. Leave with more than you expected.



Exclusive accommodation discount

The summit will take place at the [Hyatt Regency Nairobi Westlands](#). This contemporary 5-star venue is positioned near Nairobi's top cultural hotspots. Delegates can take advantage of [exclusive discounted rates at the venue here](#).

We also have a discounted rate available at Kingfisher Nest Hotel, [which you can access here](#).

Other nearby accommodation

If you prefer to stay elsewhere, the following hotel is also part of the Summit experience:

- [JW Marriott Hotel Nairobi](#) (venue for the ASP Gala & Awards Night - 6-minute walk)

We look forward to welcoming you for what promises to be an inspiring and impactful summit experience.

Thank you.

ASP Team

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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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