



Dear friends & family,

As we count down to this year's Africa Soft Power Summit, we're excited to share an overview of the Summit programme!

The ASP Summit is a collection of bold conversations, deliberate connections, strategic opportunities, and unforgettable moments that serve as a catalyst for what comes next.



Wednesday, May 20

Opening Night

The Summit begins with an evening gathering that sets the tone for the days ahead. Meet your fellow speakers, participants, and partners for an evening of casual conversation and introductions at one of Nairobi's most talked about restaurants.

Thursday, May 21

Leadership, Inclusion & Market Power

The first full day of the Summit examines power: who holds it, who accesses it, who builds with it, and how it shapes Africa's economic future.

Powered by African Women on Board, the day explores how capital is allocated, how markets function, how creative and digital sectors grow, and how demand and purchasing power reshape industries.

Conversations center inclusion through SMEs, women's leadership, creative and innovation ecosystems, and financial access within the wider architecture of finance, enterprise and market participation.

Friday, May 22

Creativity, Innovation, Capital & Commerce

The second full day of the Summit examines how Africa's creative, technological and cultural influence becomes investable value.

From AI and data ownership to diaspora capital, creator economics, and investment agendas, the programme asks what it takes to move from visibility to ownership, from cultural influence to market power, from global attention to durable economic value.

Saturday, May 23

ASP Gala & Awards

The Summit's red-carpet finale celebrates the talent, enterprise, leadership and vision shaping Africa's creative economy and global influence.

Everything about the evening is a celebration of African culture and achievements. The fashion-forward event features award presentations, a live fashion exhibition, and live performances. It is where the Summit ideas are brought to life through recognition, entertainment, style and cultural presence.

[Click here to view extended programme](#)

MEET THE SPEAKERS



Kate Kallot
Founder & CEO, Amini

Vimal Shah
Chairperson, Bidco Africa

Rita Dominic-Anosike
Co-Founder, The Audrey Silva Company; Award-winning Actor

Alex Okosi
Managing Director, Google Africa

Sneha Mehta
CEO, Uncover



Ralph Opara
Country MD, Access Bank (Kenya) PLC

Bolanle Austen-Peters
Founder & Artistic Director, BAP Productions

Brian Mogeni
Co-Founder & CEO, Wowzi

Esther Masese Waititu
Chief Financial Services Officer, Safaricom

Uzoma Dozie
Founder & CEO, Sparkle MFB



[Click here to view the ASP Style Guide](#)

We cannot wait to welcome you to Nairobi. More announcements coming over the next few days - stay close.

See you in a few days.

Thank you.

ASP Team



About The Africa Soft Power Group

We are the umbrella platform for three organisations (AfricaSoft 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.