



### **Dear Friends & Family,**

The most consequential shifts in Africa's trajectory will not be driven by any single sector, institution, or idea working alone. They will emerge from the spaces in between: where capital meets creativity, where policy enables entrepreneurship, where diaspora networks amplify local leadership, and where culture becomes a genuine economic force.

Africa Soft Power exists to build and sustain those connections. Creating stronger connections between sectors, institutions, and markets is essential to unlocking sustainable growth, expanding opportunity, and increasing Africa's global competitiveness.

The 2026 Summit in Nairobi is only one expression of a broader mission. What follows is a reflection on what it produced, and what comes next.



### **#ASPSummit2026: What Emerged and What Comes Next**

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Africa Soft Power exists to strengthen those connections. By bringing together leaders, institutions, markets, and ideas, we help create the conditions for sustainable growth, expanded opportunity, and greater global competitiveness for Africa and its people.

The 2026 Summit in Nairobi was one expression of that mission. Over several days, leaders, investors, innovators, creatives, policymakers, and changemakers from across Africa and the global diaspora came together to examine the opportunities shaping the continent's next phase of growth.

This newsletter offers an early reflection on the conversations and ideas that emerged. It also provides a preview of our forthcoming Insights Report, which will explore the Summit's outcomes and opportunities in greater depth.



## What Emerged

Under the theme "**Africa's Compound Interest: Aligning Ecosystems of Finance, Creativity and Human Capital for Growth**", discussions focused on a central question: how can stronger connections between culture, capital, innovation, and leadership unlock long-term prosperity?

Across the Summit, five themes stood out.

### **Creative Capital**

Culture and intellectual property are increasingly recognised as economic infrastructure. Discussions explored how Africa's creative industries can generate greater value when ownership, monetisation, and distribution are shaped on African terms.

### **The Gender Dividend**

Participants reframed inclusion as an economic imperative rather than a social objective. Conversations focused on expanding access to capital, increasing representation in decision-making spaces, and unlocking the growth potential of women-led enterprises.

### **Liquidity & Growth**

For many growth-stage businesses, access to capital remains a critical constraint. Discussions examined the financing structures, policy environments, and risk frameworks needed to accelerate investment and scale.

### **Cross-Border Tech**

Digital infrastructure was positioned as a present opportunity rather than a future aspiration. The focus was on enabling African innovation, talent, and businesses to operate more seamlessly across borders and access global markets.

### **Leadership Capital**

Africa's growth story will require leadership models designed for increasingly interconnected economies and ecosystems. Participants explored the capabilities, mindsets, and partnerships needed to lead through complexity and change.

## [View The ASP Summit 2026 Photo Gallery](#)



### **What Comes Next**

The conversations that began in Nairobi do not end with the Summit.

In the coming weeks, we will share the ASP Summit 2026 Insights Report, alongside highlights from the curated side events, strategic dialogues, and experiences that formed part of this year's programme.

Africa Soft Power will continue engaging leaders across sectors through research, thought leadership, ecosystem partnerships, and collaborative initiatives designed to advance the priorities identified during the Summit. Our goal is not simply to convene conversations, but to help translate ideas into action and create the conditions for long-term impact.

To learn more about Africa Soft Power and our work, please contact us at [asp@theafricasoftpowerproject.com](mailto:asp@theafricasoftpowerproject.com)

Thank you for being part of this journey.

**The ASP Team**

## Press Highlights

