



THE
**AFRICA
SOFT
POWER
PROJECT**

AFRICA SOFT POWER "AFRICA MONTH" SUMMIT 2022
AFRICA & THE GLOBAL COMMUNITY
**The New Face of
Collaboration**

26-28, MAY 2022

Kigali, Serena Hotel | Kigali, Rwanda



Transforming Africa's Trade

African Export-Import Bank
Banque Africaine d'Import-Export





**T H E
AFRICA
SOFT
POWER
PROJECT**

The Africa Soft Power Project (ASP) is focused on harnessing the continent's creative, cultural, and knowledge industries to propel itself forward, while championing the inclusion of African & diasporan voices, in global discourse.

Ultimately, ASP seeks to showcase the continent and what its unique perspective can bring to the modern global economy at large.

The Africa Soft Power Project's (ASP) Mission:

To transform Africa's trajectory by creating a positive African narrative

To strengthen ties between Africa and its global diaspora

To champion the inclusion of black voices in global discourse

To convene thought leaders, influencers and pioneers focused and passionate about Africa, Africans and the global black community

To demonstrate that by communicating our narratives, we can directly shape conversations about Africa

AFRICA & THE GLOBAL COMMUNITY

The New Face of Collaboration

In the wake of COVID, Africa's digital, creative and knowledge economies have emerged as resilient pathways to recovery. From sports and music, to technology, fashion, tourism and film, amongst others - how is the continent leveraging opportunities and advances within these industries to build a strong recovery, facilitate youth participation, develop infrastructure and secure Africa's place on the global stage?

COMPÈRES



Ernest Danjuma Enebi,
Founder & Managing Partner,
Denda



Mayen Ekong,
Area Counsel (Middle East &
Asia) Wärtsilä, Singapore

PROGRAMME GUIDE:

MAY 25TH	(Africa Day)
9:00pm - 10:30pm	“Africa Day” Welcome Cocktails
MAY 26TH	(Sessions + all-morning coffee/tea)
8:30am - 9:00am	Arrival/Registration
9:00am - 9:15am	Welcome Remarks
9:20am - 10:20am	Payments: The Foundation of the Content Revolution
10:25am - 11:25am	The Economy of Sports: Building Infrastructure to facilitate Transformative Impact in Africa’s Sports Ecosystem
11:30am - 12:30pm	Scaling African Talent: Mobilizing & Leveraging Human Capital
[End of Day 1]	
6:30pm	GLAMTAIL (Cocktails/Fashion Session) Powered by Zeferino, TASCK , BellaNaija, RDF What to wear: Fave African designer. We don’t mean traditional 😊
	The Business of Fashion
MAY 27TH	(Sessions + all-morning coffee/tea)
8:30am - 9:00am	Arrival/Registration
9:00am - 9:15am	Welcome Remarks
9:20am - 10:05am	Financing Innovation & Creative Power: Redefining Infrastructure and shaping a Modern (Evolving) Economy
10:10am - 10:20am	INTERLUDE: Reinventing Trade in Africa (Keynote Presentation by H.E. Wamkele Mene)

PROGRAMME GUIDE:

- 10:25am – 11:10am **Reinventing Travel, Tourism & Trade in Africa**
- 11:15am - 11:35am INTERLUDE: **Personal Data & Professional Athletes: A new gold mine in the Business of Sports?** (Conversation with Matthew Ryder QC)
- 11:40am - 12:25pm **The Globalization of Africa’s Music: Culture, Trends & Opportunities**
- 12:30pm - 1:15pm **Women communicating Africa forward**
- Gina Din**, Daughter of Africa (Book Signing)
- LUNCH** (Powered by I&M Bank)
- [End of Day 2]
- 4:45pm **KIGALI CITY TOUR**
(Distillery Tasting + Dinner at 1000 Hills Distillery)
- May 28TH**
- 12:00pm **Kigali Genocide Memorial visit**
- 2:00pm – 5:00pm **The Power of Art**
(Pre-BAL Finals event Powered by ARTSPLIT & FCMVA)
- 6:00pm **Basketball Africa League** (Finals)

DAY ONE | MAY 26th, 2022

Payments: The Foundation of the Content Revolution

From streaming to gaming, to e-commerce, how are innovations in payments shaping trade and customer experience in the creative and digital economy?

As Africa's fintech space expands, how can we harness the current momentum to support the growth of adjacent sectors in the continent's digital, creative and knowledge economy?



Mike Ogbalu,
CEO, Pan-African Payment and
Settlement System (PAPSS)



Albert Kinuma,
Africa Partnerships Lead,
Segovia Technology



Lucy Mbabazi,
Head of Africa Advocacy and
Partnerships, Better Than Cash Alliance



Carol Abade,
Group CEO, EXP (Moderator)

DAY ONE | MAY 26th, 2022

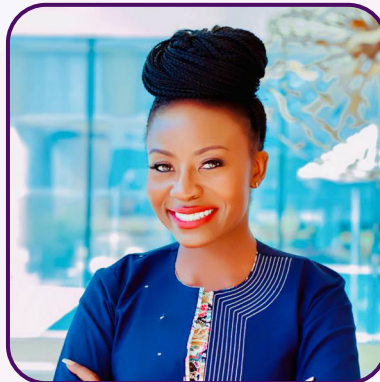
The Economy of Sports: Building Infrastructure to Facilitate Transformative Impact in Africa's Sports Ecosystem

Building infrastructure to facilitate transformative impact in Africa's sports industry and support an ecosystem of sports tourism, products, and content

Leveraging technology and innovative financing solutions to upscale the sports industry and drive fan engagement



Victor Williams,
CEO, NBA Africa



Benny Bonsu,
Director of Daily Content, The
International Olympic Committee



Luol Ajou Deng,
Two-time NBA All-Star



Charles Smith,
Former NBA basketball player



Navalayo Osembo,
Co-Founder & CEO, Enda Athletic, Inc.



Matthew Ryder QC,
Matrix Chambers & Fmr. Deputy
Mayor of London (Moderator)

DAY ONE | MAY 26th, 2022

Scaling African Talent: Mobilizing & Leveraging Human Capital

Africa has the world's youngest population – and with that available resource, how can we utilize creativity and innovation to build largescale human capacity, facilitate inclusive growth and secure Africa's competitiveness in a technology-driven global market knowledge economy?



REWA,
Artist; Founder, Cranstoun
Corporation



Nana Baffour,
Chairman & CEO, Qintess Brazil



Arun Shanmuganathan,
Co-Founder, Hence Technologies



Nnenna Onyewuchi,
Co-Founder/Chief Growth Officer,
Halo Invest (Moderator)

www.theafricasoftpowerproject.com

DAY ONE | MAY 26th, 2022

The Business of Fashion (A Glamtail special)

In today's environment, how do African brands take advantage of the macro trends, technology advancements and global eye on Africa to build sustainable, impactful businesses? What role does and can Africa's fashion industry play on the global stage?



Nana Baffour,
CEO, NVH Studios-Zeferino



Moses Turahirwa,
Founder & Creative Director, Moshions



Tola Adegbite,
Founder & Creative Director, TURFAH



Mary Edo,
Head of Content, BellaNaija Style
(Moderator)

DAY TWO | MAY 27th, 2022

Financing Innovation & Creative Power: Redefining Infrastructure and shaping a Modern (Evolving) Economy

With COVID seemingly subsiding, how can Africa's major players and global institutions contribute to the continent's digital, creative and tourism economy while harnessing its vast pool of young innovators for economic growth and social cohesion?



Ngaire Blankenberg,
Director, Smithsonian's National
Museum of African Art



Jumoke Jagun-Dokunmu,
Regional Director, Eastern Africa, IFC



Ibrahim Sagna,
Global Head and Director, Advisory and
Capital Markets, Afreximbank



Sophie Masipa,
Co-Founder, Mwangano ESG (Moderator)

DAY TWO | MAY 27th, 2022

INTERLUDE: Reinventing Trade in Africa (Kenote Presentation by H.E. Wamkele Mene)

How does the African Continental Free Trade Area's (AfCFTA) commitment to streamlining and boosting intra-African trade support the linkages as well as growth of travel, tourism, innovation & creativity on the continent?

What is the importance of creating an enabling environment for innovation, creativity and the growth of young voices on the continent?



H.E. Wamkele Mene,
Secretary-General, African Continental Free Trade Area (AfCFTA) Secretariat

DAY TWO | MAY 27th, 2022

Reinventing Travel, Tourism & Trade in Africa

As COVID restrictions are removed across Africa, how is the continent's tourism industry - travel, hospitality, food, arts, music/nightlife, wildlife, sports etc - positioning itself for recovery?

How does the African Continental Free Trade Area's (AfCFTA) commitment to streamlining and boosting intra-African trade support the linkages as well as growth of travel, tourism, innovation & creativity on the continent?



Naledi K. Khabo,
CEO, Africa Tourism Association



Joan Mazimhaka,
Co-Founder & CEO, Illume



Lethabo Sithole,
Chairperson, AfCFTA Youth
Forum's Advisory Board



Bonita Mutoni,
Chairperson, Rwanda Tours and Travel
Association



Gayheart Mensah,
Board Member, Africa Prosperity
Network



Dr. Gaidi Faraj,
Asst. Professor History, Grambling
University (Moderator)

DAY TWO | MAY 27th, 2022

INTERLUDE: Personal Data & Professional Athletes: A new gold mine in the Business of Sports?

(Conversation with Matthew Ryder QC)



Matthew Ryder QC,
Matrix Chambers & Fmr. Deputy Mayor
of London



Nkiru Balonwu,
Creative Director, The Africa Soft Power
Project (Moderator)

DAY TWO | MAY 27th, 2022

The Globalization of Africa's Music: Culture, Trends & Opportunities

From afrobeats, to amapiano to soukous, how do we ensure that the revival of music from Africa translates to tangible benefits for both creators and the continent as a whole?

How is Africa's growing influence in culture and entertainment shaping a new era of globalization? How is modern African Music and entertainment being exported, and how is it connecting with people of varying cultural backgrounds?



Jude 'M.I' Abaga,
Rapper; Founder/CEO, TASCK Agency



Peng Chen,
Co-Founder & CEO, HustleSasa, Inc.



Eniola Mafe,
Founder & Principal, Eniola Mafe
Advisory (Moderator)

DAY TWO | MAY 27th, 2022

Women communicating Africa forward

As Africa's creative, digital and knowledge industries power the expansion of its soft power, how are pathways for inclusion, opportunities and leadership being created for women in this changing landscape? How can Africa's evolving narrative include a new representation of its women?



Gina Din,
Founder and Exec. Chair, Gina Din
Group



Mary Edoro,
Head of Content, BellaNaija Style



Alice Nkulikiyinka,
Director, I&M Bank Rwanda



Nathalie Munyampenda,
CEO, Kepler (Moderator)

DAY THREE | MAY 28th, 2022

The Power of Art

How do we define art's role in shaping narratives and driving soft power? What structures are in place to ensure that African artists can harness this power?



REWA,
Artist; Founder, Cranstoun
Corporation



Amin Gafaranga,
Founder, Atelier Academy



Janine Gaëlle Dieudji,
Independent Curator and
Cultural Producer



Ayoola Gbolahan,
Award-winning Painter &
Sculptor



Ngaire Blankenberg,
Director, Smithsonian's National
Museum of African Art

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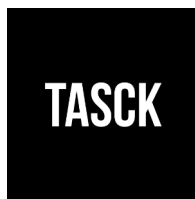
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