



Dear Friends and Family,

Thank you to everyone who made our *Africa Soft Power 'Live in Lagos' Partners Mixer* so special!

The event was the first in a series of partner activations leading up to our flagship *Africa Soft Power Summit* and saw the likes of BellaNaija, Business of Photography, BusinessDay, African Women on Board, ASP Global, TechCabal, and EXP Agency spotlighted as partners. Expect more activations in cities including Dakar, Nairobi and Los Angeles!

The Africa Soft Power Summit, which returns to *Kigali, Rwanda* from *May 23rd – 28th*, attracts speakers and delegates from across the continent and around the world and celebrates Africa's creative, knowledge, and digital industries, combining sessions, networking activities, and local events.

On the three main conference days (*24th, 25th, and 26th*), the summit will feature the RAW Women's Leadership conference, the Creative Industries and Innovation conference, and the ASP Gala and Awards. Outside of this main programming, there will be a host of other activities such as masterclasses, city tours, the Basketball Africa League (BAL) games, golf, etc. with something for everyone. For an overview of the summit, visit: [HERE](#)

Always,
The ASP team



OUR FAVE QUOTES



“In addition to leveraging the power of the African creative and cultural industries to deliver tangible opportunities for our young people domestically, we know that these sectors can help retell the narrative about modern Africa on the world stage, and allow it to contribute a unique and insightful voice across both the public and private sectors globally”.

Nkiru Balonwu

Founder, Africa Soft Power Group



“We have to own our space. It has to be led by us [Africans], and Africa Soft Power and the summit is such a big part of leading from within the continent “.

Uche Pedro

Founder, BellaNaija



“Ego has always been the biggest challenge. If you lock ego out of the room in Africa, we will move a lot forward and the fact that this is called ‘Africa Soft Power’ is in itself a realization that we have to work together”.

Obi Asika

Founder, Iba Ajie, Co-founder, Social Media Week and founding member, ASP Advisory Council.



“Even if we are a sports brand, we are also creating this ecosystem of basically educating young people, discovering talent, and building lifestyle brands around the globe”.

Audrey Solvar

Events Project Manager, Basketball Africa League (BAL) & Founder, Black Creators Matter



“Africa Soft Power as a concept is about reclaiming the truth of who we are. Part of this is about shifting the way the world sees us but also shifting the way we see ourselves; shifting competition to collaboration, shifting the understanding of the role of women, shifting the understanding that we are actually the center of the world, we are not a satellite, we are the sun”.

Nnenna Onyewuchi

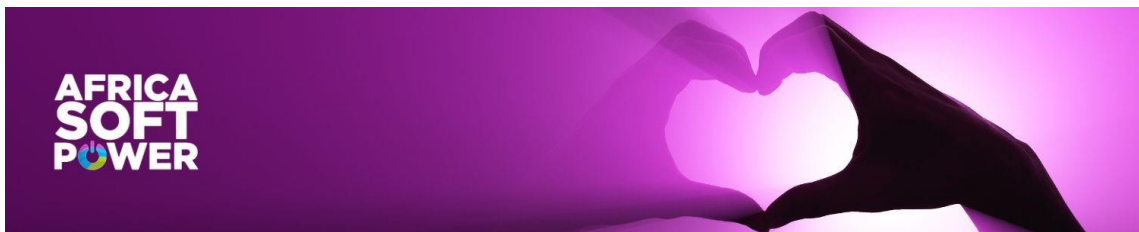
Executive Director, Strategy & Innovation, Yellow Brick Road



“It’s important for us to see our industry not just as a creative industry but as a revenue-generating, economic-driving industry. That’s the basis of what soft power is about”.

Kola Oshalusi

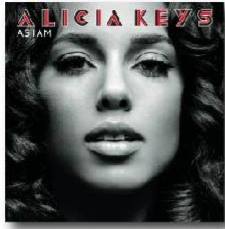
Founder, Business of Photography



Happy Valentine's Day!
Here are two boxes for you! We got the ASP team members to share some of their favorite love songs and romantic movies - we hope you find them delightful.



No One
ALICIA KEYS



Is This Love
BOB MARLEY



Up All Night
KHALID

Saving Grace
GRACE CARTER



Greatest Love Of All
WHITNEY HOUSTON

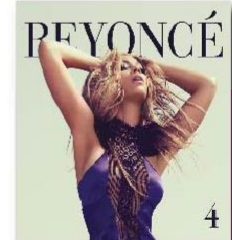


Beautiful People
CHIKE

By Your Side
SADE



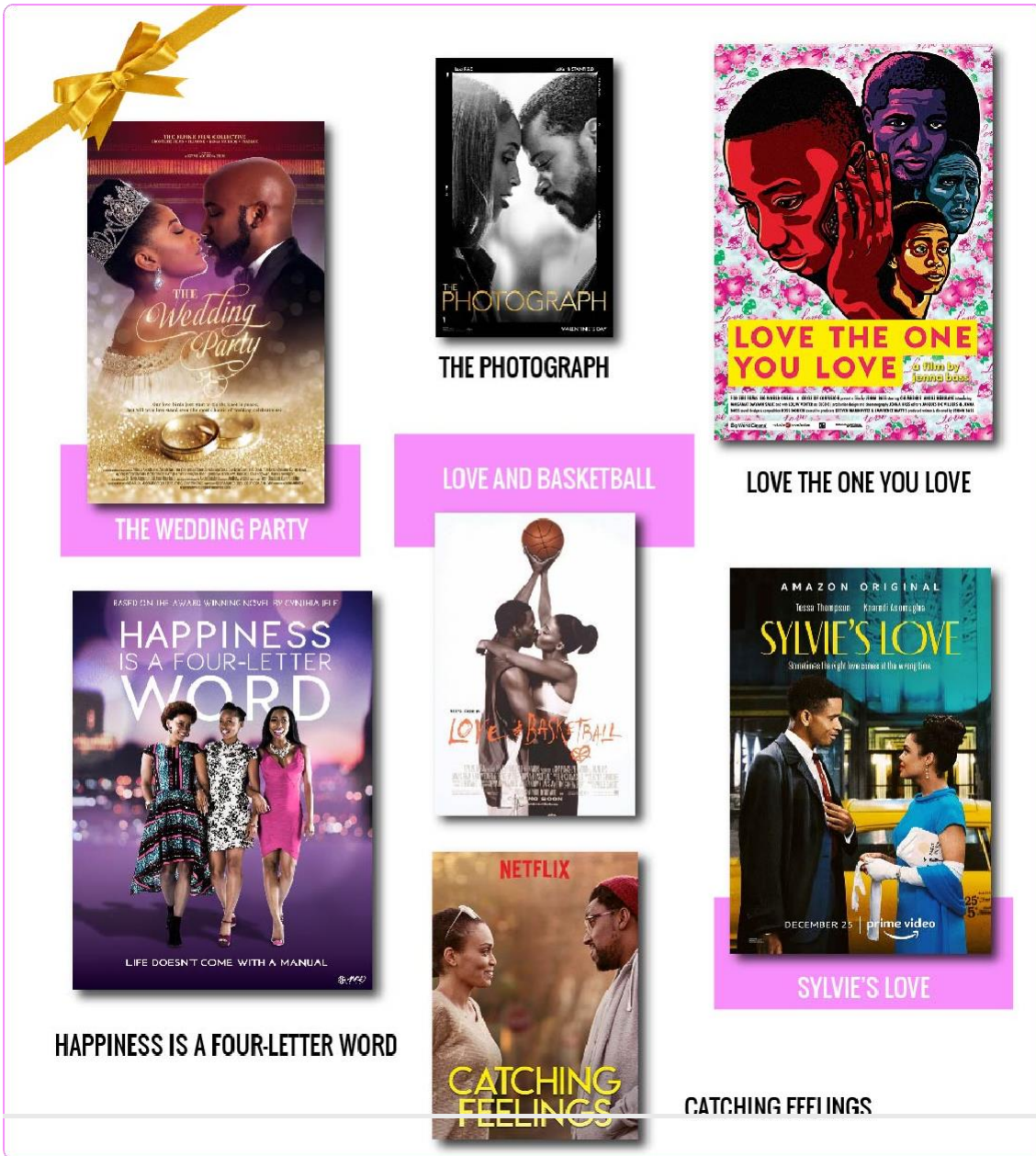
Here For Ya
ADEKUNLE GOLD



Countdown
BEYONCÉ

Need Your Love
R2BEES FT GYAKIE





We're Social!

Connecting with you is very important to us, so don't forget to follow us on our social media platforms!



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