



## Dear Friends & Family,

With just over two weeks to go until the Africa Soft Power Summit, we're delighted to welcome Pan-African Law Firm [Templars](#) on-board. The organisation shares our passion for workplace change, and the ability of the emerging creative and digital sectors to help accelerate it.

"As the continent – and the world – transitions into a more creative and digitally-orientated economic future, we are presented with a prime opportunity to recalibrate our workplaces and redefine roles," said Oghogho Akpata, Managing Partner, Templars. "Particularly in the areas of female leadership, and wider equality and inclusion, Africa and its creative sectors can be a pioneering force in ushering in real change."

You can read all the latest on the ASP Summit, [including key insights from Nigeria's Bank of Industry \(BOI\), here.](#)

## Why African soft power matters

Ahead of the summit, ASP Founder & Creative Director, Nkiru Balonwu, spoke to Semafor's Africa Editor, Yinka Adegoke, about the importance of African Soft Power on the world stage. In the same way that Hollywood, TV shows and music complement the economic and military might of the US, Balonwu says that much of Africa's soft power lies with its youth in creative industries: "This is where our real strength lies, and we just haven't been able to understand it before now." [You can read the article in full here.](#)



### Kenyan President on collaborative point

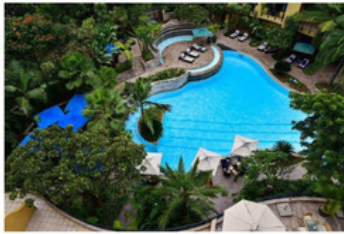
Last weekend saw the staging of the Mo Ibrahim Foundation's Governance Weekend – an important convening of African political and business leaders and representatives from civil society, brought together to debate issues of critical importance to the continent. Kenyan President H.E. William Ruto, spoke eloquently about the importance of conversation and collaboration in propelling Africa forward, not only domestically but on the world stage. [You can view a short excerpt from that appearance here.](#)



### 10 looks we LOVED from the Met Gala

Also taking place last week was the Met Gala in New York, an event that traditionally offers a stage for individuals to spotlight high fashion and cutting-edge creativity. We've picked out 10 of our favourite looks, as the sublime and at times often controversial gathering lit up the headlines once again this year!

A reminder also that we'll be staging our very own [Gala and Awards](#) during the ASP Summit, on the evening of Thurs 25th May. It's an opportunity to shine, and put on our own showcase of African fashion for all the world to see! [Further detailshere.](#)



### To sleep, perchance to dream

And for those who are joining us in Kigali from May 23rd – 27th, it's important to note that rooms in the main conference venue – the Kigali Serena Hotel – are now selling up fast. You can find all the necessary booking details, plus a list of other quality [hotels close by that provide easy access to the venue here.](#)



### And Finally...

A reminder that the Women of the Future: 50 Rising Stars in ESG awards programme, presented by Women of The Future, remains open for nominations until this coming Wed 10th May. The showcase seeks to celebrate the talented female trailblazers and role models aged 35 and under from around the world, who are at the

forefront of Environmental, Social, and Governance work.

In total, the campaign will celebrate 50 rising stars who have made a lasting and positive impact on their organisations, environment, and wider society, [and you can make your nominations here.](#)

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#### We're Social!

Got a story to share? We'd love to hear about your latest updates and help share them across both the Africa Soft Power and African Women on Board networks! Simply hit us up on our social, or get in touch directly at: [asp@theafricasoftpowerproject.com](mailto:asp@theafricasoftpowerproject.com)

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