



Dear Friends & Family,

For those who joined us in Kigali for this year's Africa Soft Power Summit, thank you for honoring our invitation. We hope you are back home safely! For those who couldn't make it, we're here to give you a taste of the incredible event that brought together the brightest minds committed to Africa's progress.

The 2024 Africa Soft Power Summit was a true celebration of African leadership, creativity, innovation, and accomplishments across industries. From inspiring ideas and innovative solutions to powerful connections and valuable insights, this year's Summit had it all! We're still buzzing from H.E. Dr. Joyce Banda's remarkable keynote on intentionality, resilience, courage, and our collective responsibility to build a sustainable future for Africa.

Our speakers offered fresh perspectives on a range of topics - including women's leadership, remittances, the future of payments in Africa, the business of culture, advancing gender equity in Africa, and leveraging Africa's sports economy for development. We'll be sharing recordings of the panel sessions on our [YouTube channel](#) in the coming weeks, along with highlights on our social media platforms.



## Amplifying African Perspectives

This year's summit brought together a diverse and impressive group of thought leaders, connectors, change-makers, and innovators from across the continent, the diaspora, and beyond. The caliber of attendees, from policymakers, industry leaders, and creatives to disruptive entrepreneurs, academics, and development professionals, fostered rich discussions focused on substantive, sustainable change.



### Keynote Address: Dr. Joyce Banda on Leadership, Resilience, and Building a Sustainable Future

One of the highlights from the summit was the keynote by the former President of Malawi, Her Excellency Dr. Joyce Banda, on leadership, collaboration, personal growth, and making a difference in the world. [Watch her remarks here.](#)



### Beyond Talk: Tangible Outcomes

The ASP Summit isn't just about exchanging ideas; it's about driving real progress. This year, we witnessed exciting announcements from our partners that will significantly impact Africa's future:

- A Powerhouse Acquisition: Global fashion giant NVH Studios acquired Enda Athletic Inc., Africa's first athletic shoe brand! This deal, initiated at the 2022 Summit, showcases the power of connections forged at the ASP Summit.
- Investing in Africa's Sports Future: Sports Nigeria unveiled their upcoming Sports Africa Investment Summit, a major event for November 19th-20th. The

Missed the 2024 Africa Soft Power Summit? Here's your recap! 😊

Summit will be a convergence point for investors, sports infrastructure stakeholders, and value chain providers. Streamlining Africa's payment

- systems: The Africa Prosperity Network (APN) outlined plans for the Africa Prosperity Dialogues 2025, along with efforts to streamline interoperability processes across the continent – a recurring theme at this year's summit.

These developments highlight the power of collaboration, Africa's growing momentum to address local challenges, and the increasing influence and role of Africans in shaping global conversations.



## Relive the Magic: Official Summit Photos

Curious to check out moments, speakers, and guests at this year's summit? See our official event photos using the gallery links below. Download and share your favorite moments using the hashtag #ASPSummit24

- May 28: [Welcome Cocktails & Climate Change Exhibition](#)
- May 29: [Remarkable African Women's Leadership Conference](#)
- May 30: [Creative & Innovative Industries Conference](#)
- May 31: [Africa Soft Power Gala & Awards](#)

## Post-event Insights Report

Our comprehensive Post-Summit Insights Report is almost complete. Expect it soon. This will be a valuable resource for anyone who wants: an overview of the summit, insights from each conference day, partner profiles, and more.

## Your Voice Matters: Share Your Summit Experience!

Attended this year's Summit? Make a difference in minutes! Share your experience through our survey. Your feedback helps us improve future events! [Please complete the survey here.](#)

[Click to fill survey](#)



## Don't Miss Out Next Year!

If you couldn't join us this year, mark your calendars for Africa Soft Power Summit 2025! Together, we'll continue to drive real, positive change on the continent and beyond.

