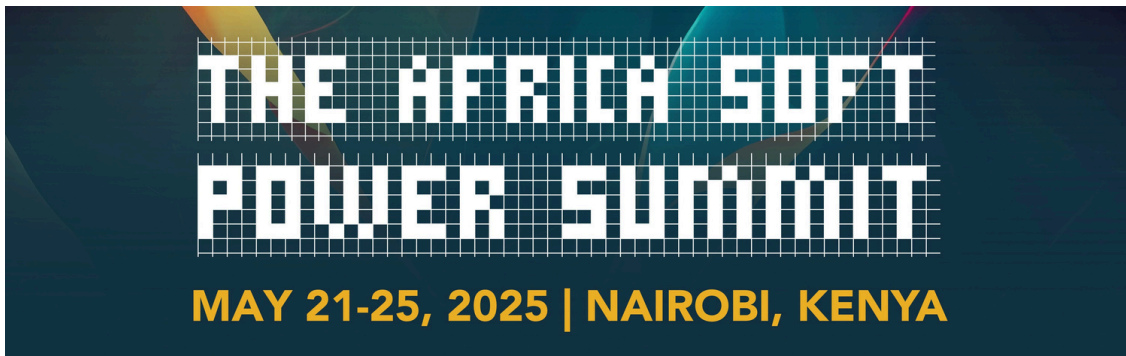




**Dear** <<First Name>>>,

**With the festive season now well and truly upon us, we wanted to take a moment to wish each and every member of the Africa Soft Power (ASP) community a very merry Christmas and a happy new year!**

It's been an interesting year for ASP, which has seen our community and the parameters of its programmes increase significantly. From Ghanaian President H.E. Nana Akufo-Addo's impactful role as keynote speaker at the [Forward Africa Leaders Symposium](#) during the United Nations General Assembly (UNGA) in September, to the recent announcement of this year's [Climate Change Photo Essay Prize winner](#). The last few months in particular have reminded us of the importance of including African voices in global conversations.



### **The Early Bird catches the worm**

In 2025, we're pushing forward, with our most ambitious Africa Soft Power Summit to-date set to take place in **Nairobi, Kenya**, from **May 21st – 25th**. Those who book early can enjoy a massive 50% saving on their tickets, and you can find all the [booking details here](#).

The summit represents THE annual physical focal point for the African creative and tech industries, as well as a pioneering platform for women's leadership, around which innovative voices from across the continent, throughout the diaspora community, and around the world come to convene.

## Register Here!

One thing we've learned since Africa Soft Power's inception, and a period of global history that has coincided with the COVID-19 pandemic, is that real-world convenings are more important than ever before. Once the holiday season comes to a close, we'll be setting back to the serious work of implementing our 2025 programme. This includes the 2025 ASP Summit, and other projects which will gather and celebrate leading African innovators and emerging leaders from across the globe.

Expect announcements on the theme for the 2025 ASP Summit, speakers, and more. If your organization is interested in partnering with us on the summit or our broader programme, please reach out to [asp@theafricasoftpowerproject.com](mailto:asp@theafricasoftpowerproject.com).

We thank-you for your continued support this year, look forward to seeing you in-person in 2025, and of course in the meantime once again wish you the merriest of Christmases and happiest of New Years!

**Happy Holidays!**

**The ASP Team**



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