



Dear <<First Name>>,

We're proud to unveil the theme for the 2025 Africa Soft Power Summit: **Africa's Growth Engine: Aligning the Flow of Money, Innovation, and Global Opportunities**. In a world where the geo-economic landscape is rapidly shifting, this year's summit will spotlight Africa's tech and creative industries as driving forces in global financial conversations. Discussions will center around four key content pillars, designed to inspire action and collaboration:

- **Capital currents:** What direction is global economics flowing in today?
- **Redrawing borders:** How are remittances, diaspora partnerships, and fintech innovations converging to drive sustainable development and build resilient economies in Africa?
- **Name and sustain:** When going mainstream isn't enough – How can we turn moments of African creative success into sustainable commercial models for growth?
- **Intelligent economics:** How prepared are we for the growing role of AI in our business ecosystems? Can innovation, e-commerce, and regulatory care forge a triumvirate of success?

What you need to know

When?

- The summit will take place from Wed 21st – Sun 25th May, 2025

Where?

- At the 5-star Hyatt Regency Westlands Hotel in Nairobi, Kenya

How?

- A small number of Early Bird tickets can still be accessed [here](#)



- These tickets provide a HUGE discount on all bookings... but HURRY, this offer is soon to expire!

Who?

- If you're a brand, business, organisation or individual we'd love to hear from you, not only in terms of attending as a delegate, but also in helping us shape one of the most cutting-edge conference programmes the African creative and tech sectors have ever seen...
- There are opportunities to get involved as a speaker, sponsor, or wider event partner, and have your say on steering the global conversation, and Africa's voice within it.

What?

- For all other questions and information, simply get in contact with us directly at asp@theafricasoftpowerproject.com

Register for the Africa Soft Power Summit 2025



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