



Dear <<First Name>>,

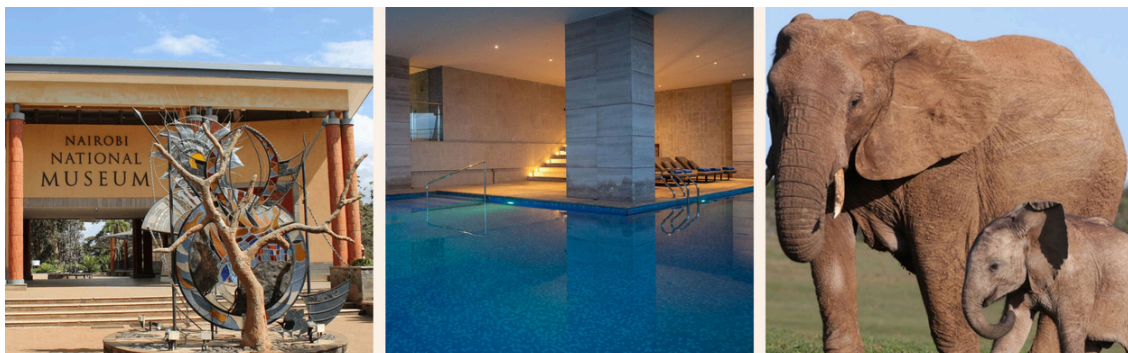
We recently announced that this year's Africa Soft Power Summit is set to be held in Nairobi, Kenya, from May 21st – 25th. We are now also delighted to be able to reveal that the event will take place at the Hyatt Regency Nairobi Westlands Hotel – a sublime 5-star setting nestled in the City's vibrant Westlands district and situated just 15mins from the Jomo Kenyatta International Airport.

The Regency brings together luxury, professionalism, and state-of-the-art facilities, complete with a gym, pool, lounge, restaurants, and laundry. We're also excited to share that attendees can enjoy an [exclusive discount](#) when booking their stay here.

Early Bird Offer

If you're yet to book your tickets to the summit, there's still time to take advantage of our early bird offer, which you can find [further details on here](#). A SINGLE pass gets you access to ALL THREE of the exclusive events [mentioned above...](#) although please be aware that this offer will be coming to an end shortly, so don't delay!

Register for the Africa Soft Power Summit 2025



Explore Nairobi: A Dynamic Fusion of Culture, Nature, and Innovation

Beyond the inspiring and dynamic program, the Hyatt Regency's prime location places you near exciting hotspots allowing you to embark on exciting adventures and explore Nairobi's vibrant offerings, including:

- **National Museum of Kenya (1.3km):** Explore Kenyan history and culture at this world-renowned museum positioned in the heart of Nairobi, the museum is a global leader in heritage management, hosting both temporary and permanent galleries
- **The Elephant Orphanage (8.7km):** Witness the unforgettable sight of rescued baby elephants playing at the renowned Sheldrick Wildlife Trust, also known as the 'Elephant Orphanage.' This incredible sanctuary celebrates 48 years of wildlife conservation in Kenya
- **Nairobi National Park (13.4km):** Experience the thrill of a safari, just a short drive away. Describing itself as 'the world's only wildlife capital', the park's proximity to the city centre skyscrapers is something to behold, with a variety of wildlife, birdlife, and some of the most beautiful views one could imagine
- **Bomas of Kenya (14.1km):** Experience the vibrant cultures of Kenya, where traditional music, dance, and architecture come to life. Founded in 1971, it celebrates the heritage of over 40 ethnic groups through captivating performances and village replicas

And of course, this is all just the tip of the iceberg... Beyond the conferences, we're curating a broader experience for attendees to explore Nairobi's culture, cuisine, and beauty. Whether you're a budget traveler seeking authentic local experiences or a luxury seeker looking for exclusive adventures, Nairobi has something for everyone. With so much to see and do in the city and surrounding parklands, we couldn't be happier to be making Nairobi this year's Africa Soft Power Summit home. 🦒🍷🍷

For speaking and sponsorship opportunities, or any other questions you may have at this stage, simply get in contact with us directly at asp@theafricasoftpowerproject.com.

See you there!

Team ASP



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