



Dear <<First Name>>,

Hello and welcome to ASP's pioneering 2025 editorial and events programme, which promises to be our biggest and best yet! We wish you the happiest and most prosperous year that anyone could imagine, a journey filled with both possibility and attainment and prosperity and joy in all quarters. For those looking to attend our annual flagship Summit in May, time is now fast running out to take advantage of our HUGE 50% Early Bird booking offer, and we've got all the details for you right here...

📌 Ticket & Offer Headlines:

- This year's summit will take place from **Wed 21st – Sun 25th May 2025**
- The event is MOVING for the first time in its history - from Kigali, Rwanda to Nairobi, Kenya
- Early Bird Bookers can enjoy a 50% discount on their tickets...
- But HURRY! This offer will not be around forever, and the earlier you book the more you will save!

Book your tickets [here](#)

Register for the Africa Soft Power Summit 2025



📌 A single summit pass includes access to the:

- Creative & Innovative Industries Conference (CIIC)

- Remarkable African Women's Leadership Conference (RAW)
- ASP Gala & Awards

You'll also have access to a range of delegate participation and networking events, including breakout sessions, roundtables and workshops, drinks receptions and dinners, and local cultural and entertainment visits.

Creative, Communications, Collaborations

For those looking for speaking and sponsorship opportunities at the event, we still have a range of slots available, as we this month set about finalising the overall summit structure and beginning to hone-in on the detail of the session line-up.

If you're a leading African, diaspora, or wider world voice on emerging topics from today's creative and tech zeitgeist, we'd love to hear from you... as well as those simply wishing to get more locked-in to what is fast becoming THE cultural global force for creative and commercial advancement: African soft power.

Simply get in contact directly at asp@theafricasoftpowerproject.com with your thoughts and ideas, and we can work together to create the perfect platform to bring your vision to life.

Happy New Year, peace and prosperity to all, and we look forward to seeing you in Nairobi!

Team ASP



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