



Dear <<First Name>>>,

Ahead of the Africa Soft Power Summit in May, we're this week announcing some of the key talking points for RAW – the Remarkable African Women's Leadership Conference, which is being hosted by Africa Soft Power (ASP) in partnership with African Women on Board (AWB). RAW will practice what it preaches in leading the main conference section of the 2025 Africa Soft Power Summit, taking place at large from May 21st – 25th in Nairobi, Kenya.

3 key talking points for 2025

RAW places female African and diaspora voices at the forefront of discussions around industry and growth, bringing fresh ideas and insights from a business demographic that is all too often still overlooked by the global media. In line with the 2025 ASP Summit theme, **“Africa's Growth Engine: Aligning the Flow of Money, Innovation, and Global Opportunities”**, focus areas for the RAW Conference have been identified as:

- 1. Sustaining Momentum: Leading Transformations When Inclusion Isn't 'Trending'**
- 2. Capital for Impact: Harnessing the Gender Dividend**
- 3. Beauty, Balance, and Billions: The Female Economy at the Intersection of Wealth & Modern Health**

It will also include the launch of AWB's second edition whitepaper on 'Advancing Gender Equity in Africa'. At a time when organisations around the world appear to be rowing back on their DEI initiatives, RAW will shine a spotlight on the economic benefits that greater gender parity in the workplace can bring. [All the details here.](#)

ASP Summit 2025: Bigger, Brighter, Bolder

The RAW Conference sits within a rich programme of wider activities being staged at the 2025 Africa Soft Power Summit, including the:

- **Creative & Innovative Industries Conference**
- **ASP Gala & Awards**
- **Climate Change Photo Essay Prize Exhibition**
- **And a range of cultural and networking sidetracks**

Those wishing to book tickets for the event can still take advantage of our exclusive Early Bird Booking offer, and you can find out [all the details here](#).

Register for the Africa Soft Power Summit 2025



The Omniverse Africa Summit

Before we head to Kenya in May, there's another event taking place in Nigeria that we'd also like to tell you about:

Taking its theme as '**Unified by Vision and Empowered by Collaboration**', the **Omniverse Summit 2025** is being staged at the **Landmark Event Centre in Lagos, Nigeria**, from **February 25th – 28th**. Bringing together some of the brightest minds in African innovation, creativity and entrepreneurship, the Omniverse Summit is being hosted by a number of key partners including the European Union.

Suffice to say, it's an event Africa Soft Power – with our own focus on the creative, tech, and financial sectors – would highly recommend, [and you can find further details here](#).

Please keep sending us your ASP Summit speaking, sponsorship, and delegate questions, as we begin to enter the final preparation stretch for the event!

Team ASP



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