



Dear <<First Name>>,

**The global financial and geopolitical spheres are undoubtedly in a state of flux, turbocharged by Donald Trump's re-entry onto the international stage. But where does Africa fit into the global ecosystem in 2025 and beyond? What are our key strengths? Who are our closest trading partners today? And what does the continent need to do to make it easier for overseas investment to flow onto our shores and ultimately generate returns?**

These are all questions that we'll be asking at the 2025 Africa Soft Power Summit in May, and an event programme built on 4 key content pillars:

1. **Capital Currents:** What direction is global economics flowing in today?
2. **Redrawing borders:** How are remittances, diaspora partnerships, and fintech innovations converging to drive sustainable development and build resilient economies in Africa
3. **Name and sustain:** When going mainstream isn't enough – How can we turn moments of African creative success into sustainable commercial models for growth?
4. **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?



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### What's new?

The new [Africa Soft Power Summit 2025 page](#) is now live on our website, serving as the central hub for all things summit-related. From agenda updates and speaker announcements to travel details and key event information, this page will keep you updated every step of the way.

### Get your tickets today!

- If you're yet to book your tickets to the event, there's still time to take advantage of our significant Early Bird booking discount [here](#)
- And for those looking to stay on-site at the venue itself, we've also got an exclusive accommodation discount [here](#)
- The summit will take place at the Hyatt Regency Westlands Hotel in Nairobi, Kenya, from May 21st – 25th. Join us to have your say in how Africa's creative, tech, and financial sectors can help shape the future of global markets! Further details [here](#).

[Register for the Africa Soft Power Summit 2025](#)