



Dear friends & family,

**In a significant move reflecting deepening intra-African collaboration, South Africa, the current G20 chair, has reportedly invited Nigeria to host [a key G20-related event](#) in Abuja, the Nigerian capital, ahead of the main summit. This exemplifies the continent’s commitment to unity and highlights the unique impact a united Africa can have both domestically and internationally.**

### **Building African Soft Power**

At the 2025 Africa Soft Power Summit, taking place in Nairobi, Kenya, from May 21st – 25th, we’ll be discussing the myriad incarnations of African soft power as they exist today, and how new innovations are shaping growth in and around the creative, tech, and financial sectors. You’ll hear from leading experts across the continent, diaspora community, and wider world, with the opportunity to contribute to the dialogue and help us ‘influence the influence’ that is African soft power in 2025 and beyond.

In addition to the Creative & Innovative Industries Conference (CII), Remarkable African Women’s Leadership Conference (RAW), and ASP Gala & Awards, you’ll also have a chance to explore the local surroundings, and set time aside for your own blue-sky thinking. From local museums and galleries, to more tourism-orientated spots, Kenya has a huge amount to offer those travelling out for the summit, including some of the gems we [highlighted last week](#).



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## **Our invitation to Nairobi**

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Having staged the previous three physical-world Africa Soft Power Summits in Kigali, Rwanda, we're switching things up this year to head to the captivating destination of Nairobi, Kenya. We last week looked at some of the more [tourism-orientated gems](#) that the country has to offer, for those who may be looking to stay on and savour a few more days away following summit close.

But there are also a range of less time-intensive cultural outings that can be taken right on the doorstep of the main conference programme itself, including the likes of:

### **Numismatic Exhibition**

The National Museum of Kenya is the flagship cultural destination of Nairobi for a reason... it has the good stuff! Nestled in the heart of the city, one component that Africa Soft Power delegates may find particularly relevant is the Numismatic Exhibition, which charts the history of banking and the application of digital technology in finance and trade. [Find out more.](#)

### **Karen Blixen Home & Hills**

Just a short drive out into the suburbs from the city centre, you'll find the beautiful farmhouse where Karen Blixen, author of *Out of Africa*, lived between 1914 and 1931. The setting provides a fantastic insight into a unique voice from a bygone age, including museum dedicated to the author, and plenty of space for personal reflection along a nature trail set against the backdrop of Karen's beloved Ngong Hills. [Find out more.](#)

### **Flower Farms of Naivasha**

For those looking to head a little further out without sliding into full holiday mode, the flower farms of Lake Naivasha are just 90km away, with a guided tour on offer. You'll visit the expansive rose and flower farms, learning about cultivation and export processes, as well as gaining insights into sustainable farming techniques and the journey of flowers from planting to international markets. [Find out more.](#)

### **Climate Change Photo Essay Prize & Exhibition**

As part of our tenure in Nairobi, Africa Soft Power (ASP) and African Women on Board (AWB) will ourselves be staging the Climate Photo Essay Prize & Exhibition throughout the summit. You'll see the work of overall winner, Nigeria's Garba Bakura, as well as a range of runner-up and highly commended pieces. [Find out more.](#)

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**Register for the Africa Soft Power Summit 2025**

## Speaking & sponsorship opportunities

For those looking for speaking or sponsorship opportunities at this year's event, there's still time... simply get in contact with us directly with any questions or ideas you may have at: [asp@theafricasoftpowerproject.com](mailto:asp@theafricasoftpowerproject.com)

**See You There!**

**Team ASP**



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