



Dear friends & family,

With just 45 days until the fourth edition of the Africa Soft Power Summit kicks off in Nairobi, we're almost at the final lap of preparations!

Following last month's exploration of the Remarkable African Women's Leadership Conference (May 22nd), we're now highlighting the Creative & Innovative Industries Conference (CII), taking place on May 23rd.

Its name might be a mouthful, but the CII Conference brings together some of the world's sharpest minds, boldest voices and leading businesses to explore a powerful idea: the symbiotic relationship between creative endeavour and commercial viability, and the role that the private sector can play in shaping the digital, creative, and knowledge economies of the future.

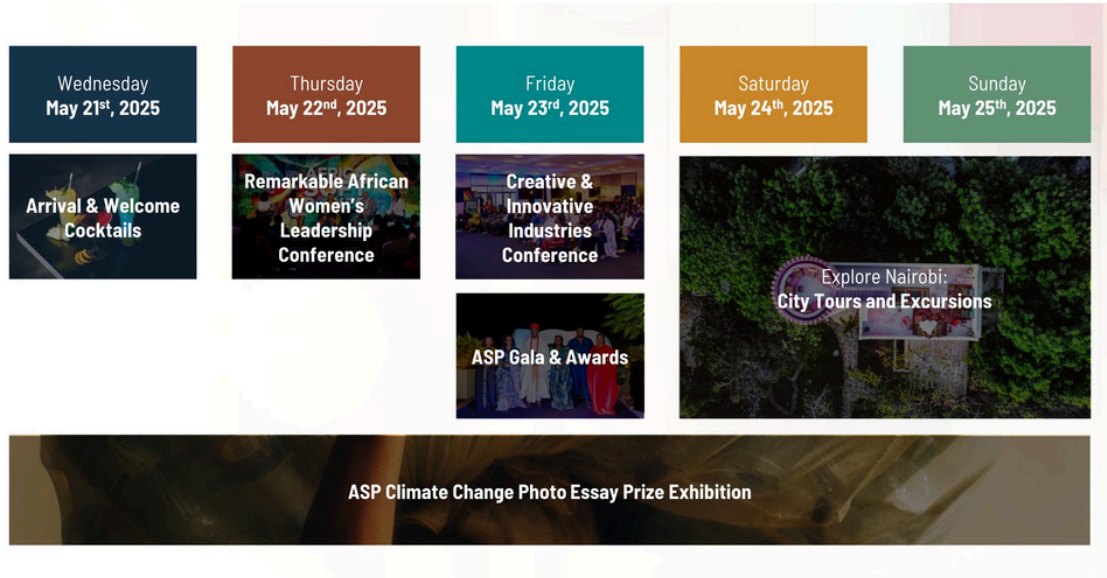
Like RAW, the CII Conference directly feeds into the overarching theme of the 2025 Summit: "Africa's Growth Engine: Aligning the Flow of Money, Innovation, and Global Opportunities".

Here's a sneak peek at the content pillars guiding our discussions with business and thought leaders, policymakers, creatives and innovators:

- **Investing in Connections and Community:** Discussing the role of remittances, diaspora investment, and trade in bridging global financial ecosystems.
- **AI Models, Sovereignty & Democratizing Access:** AI development in the Global South, digital sovereignty, ethical AI, data governance, and scaling local innovation.
- **Infrastructure and Emerging Financial Technologies:** The role of digital and financial infrastructure in advancing emerging financial technologies, including fintech, telecom partnerships, and AI's impact on financial services.
- **The Digital Tax Frontier:** Addressing the complexities of building revenue through digital taxation in the age of e-commerce and cross-border transactions.

- **Producing for Profit:** Focusing on funding and infrastructure for African filmmakers, the film industry's commercial side, and film's role in cultural influence.

The Summit Week at a Glance:



Register for the Africa Soft Power Summit 2025

Planning Your Trip to Nairobi?

As you prepare for your trip, remember that the summit takes place at the Hyatt Regency Westlands Hotel, where attendees can access an exclusive discount. For your trip, key practicalities include securing an [Electronic Travel Authorization \(ETA\)](#) well in advance (3 weeks recommended), and noting that the local currency is the **Kenyan Shilling (KES)**.

For full details on accommodation options, currency exchange, weather expectations, electricity, vaccinations, and more, [see our travel advisory here](#).

We look forward to seeing you in Nairobi.

Team ASP