



Dear friends & family,

**The 2025 Africa Soft Power Summit is now less than six weeks away, and some would say not a moment too soon at a time when global creativity, collaboration and indeed commercial aptitude appear to be in short supply. From May 21st – 25th at the Hyatt Regency Hotel, Africa's premier convening for creative and tech industries, as well as women's leadership, will explore pioneering new approaches to growth across the creative, tech, financial sectors and more.**

### **Come for the conferences...**

The overriding theme of this year's summit will be 'Africa's Growth Engine: Aligning the Flow of Money, Innovation, and Global Opportunities'. Through a series of panel sessions, we'll discuss the evolving currents of global economics, the transformative power of diaspora partnerships and fintech in driving sustainable development, strategies for turning African creative successes into enduring commercial ventures, and the readiness of our business ecosystems for the growing influence of AI. These discussions aim to inspire action and collaboration across sectors, reflecting the multifaceted approach of the Africa Soft Power Summit.

### **... stay for Nairobi!**

In addition to the **Remarkable African Women's Leadership Conference** (May 22nd), **Creative & Innovative Industries Conference** (May 23rd), and **ASP Gala & Awards** (May 23rd), the Summit presents an opportunity to break from the monotony of the weekly business cycle, take a breath in the serenity of new surroundings, and embark upon your own blue-sky thinking and strategizing for the rest of 2025 and beyond!



**There's much to do in Kenya, both in Nairobi itself and for those looking to use the summit as a springboard to take wider excursions as well, with a few notable gems including:**

### **The Roof**

Nairobi boasts a fun and thriving nightlife, with many highly rated bars and restaurants to choose from, right by the summit venue. One such haven is The Roof of the Ibis Styles Hotel, where relaxed sophistication meets subtle energy, creating an inviting atmosphere for business travellers, leisure guests, and locals alike. [Find out more](#)

### **Nairobi Railway Museum**

If you're looking for something a little different to the standard museum or exhibition experience, then look no further than the Nairobi Railway Museum! Just a few kilometres from the summit venue, you can explore a collection of vintage locomotives, carriages, and railway memorabilia that all chronicle the history of the East African railways. Guided tours offer insights into the pivotal role that rail transport has played Kenya's development. [Find out more](#)

### **Ol Pejeta Conservancy**

For those who are using the summit as a starting point to make wider trips, there are obviously a range of destinations to choose from. But one particular highlight is the Ol Pejeta Conservancy. Situated 200km north of Nairobi in Laikipia County, the site is home to the last two northern white rhinos. There's also game drives, lion tracking, and visits to the chimpanzee sanctuary, as well as a heavy emphasis on conservation and the integration of wildlife protection within community development. [Find out more](#)

### **Diani Beach**

If it's a traditional holiday vibe you're after, then Diani Beach offers an unrivalled spot. The unique white sand that adorns the shores can in low tide stretch for 150m, with the area being protected by a shallow lagoon followed by a coral reef. Conditions are ideal for swimming, snorkelling, scuba diving, kite surfing, and water sports, or of course just kicking back and relaxing on the sand! [Find out more](#)

These examples obviously only represent the very tip of the iceberg, but highlight the rich and varied experiences that Nairobi and Kenya have to offer. The summit provides the perfect opportunity to quarterback your ideal trip from the heart of the city, and maybe take some time to explore what else is on offer from there. For everything from golfing breaks to hot air balloon rides, [Kenya tourism has you covered here](#).

## 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**



Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).