



Dear friends & family,

We're in the month of May! And with that comes Africa Month... a time to celebrate the brightest and best that African culture has to offer! If you are looking to mark the occasion in style, then look no further than the Africa Soft Power Summit - the continent's premier convening for the celebration and promulgation of African innovation on the world stage.

Beginning May 21st and culminating with Africa Day itself on May 25th, we're heading to Nairobi, Kenya to stage what promises to be our most exciting and exhilarating annual summit to date.

Explore. Connect. Discover. Celebrate.

Africa Month is celebrated by communities around the world, and the summit itself represents a time to shine, to celebrate, to learn and network, with an impressive programme:

- **The Climate Change Photo Essay Prize Exhibition (May 21st):** A joint initiative between Africa Soft Power (ASP) and African Women on Board (AWB), designed to engage young people in issues surrounding sustainability through visual storytelling.
- **The Remarkable African Women's Leadership Conference (May 22nd):** Powered by African Women on Board (AWB), RAW holds the distinction of being the continent's first gathering focused on African women's leadership, and provides a novel perspective on gender discourse.
- **Creative & Innovative Industries Conference (May 23rd):** A convening of leading organisations and individual voices from around the world, focussing on the symbiotic relationship between creative endeavour and commercial viability.
- **The Africa Soft Power Gala (May 23rd evening):** This event brings the latest in African art, fashion, film, entertainment, media, and tech to center stage, breathing life into the themes explored in the RAW and CII conferences.
- **Explore Nairobi (May 24th - May 25th):** From vibrant markets and buzzing nightlife to lush green escapes and world-class art, Nairobi is where culture meets adventure. Tour the only national park within a capital city, discover local fashion and design talent, dive into Kenya's rich culinary scene, and experience the rhythm of a city that's shaping Africa's future. Whether you're in it for the views, the vibes, or the visionary minds you'll meet, Nairobi is an experience!

Taking place at the Hyatt Regency Hotel in the thriving Westlands district of Nairobi, the summit also provides the perfect opportunity to explore the city and wider country of Kenya, with many of the delegates we've already spoken to choosing to add time onto the end of their trip for further jaunts!

Final call for ideas that enthral

For those who are looking for last minute speaking or sponsorship opportunities, there is still time, as we make final preparations for this year's event! The overarching theme for this year's summit is '**Africa's Growth Engine: Aligning the flow of money, innovation, and global opportunities**' with an agenda built on four content pillars:

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

For further information, or simply just to get your voice heard, please get in contact with us directly at asp@theafricasoftpowersummit.com

Happy Africa Month!

Team ASP

Register for the Africa Soft Power Summit 2025



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