

# A new era for African female leadership and investment: The FLAIR Summit, London 2025

In June 2025 London will serve as the backdrop for an extraordinary gathering of global leaders, innovators, and change-makers at the FLAIR (First Ladies of African Impact & Resilience) Summit.

This summit is not just an event; it is a movement that seeks to reshape Africa's future by leveraging the collective power of African women leaders, global business magnates, and international partners. Hosted at the luxurious Park Hyatt Hotel, the FLAIR Summit will bring together influential figures from diverse sectors, including politics, business and social development, united by a shared vision of transforming Africa's economic, political, and social landscape.

The summit will provide a platform for meaningful dialogue and strategic partnerships, but what truly sets FLAIR apart is its focus on action-oriented outcomes. With the full backing of the United Nations Sustainable Development Goals (UNSDGs) and the African Union Agenda 2063, the summit is designed to spark collaboration, address pressing challenges, and unleash sustainable growth across Africa.

## A vision for transformation: the role of African female leadership

"Until the lion learns to write, the story will always glorify the hunter." This proverb encapsulates the spirit of the FLAIR Summit. Historically, Africa's narrative has been shaped by external perspectives. However, African women leaders are now seizing the pen, reshaping the narrative, and positioning the continent for a future of resilience, innovation, and growth. At the heart of FLAIR is the belief that Africa's prosperity hinges on the leadership and empowerment of its women. By spotlighting the contributions of African First Ladies and prominent women from across the continent, the summit challenges the status quo and redefines leadership.

One of the key features of the FLAIR Summit is the participation of high-profile African First Ladies who are leading the charge for change. Among the distinguished guests will be Her Excellency Senator Remi Tinubu, First Lady of Nigeria; Her Excellency Clar Marie Weah, First Lady of Liberia; Her



Excellency Isaura Nyusi, First Lady of Mozambique; Her Excellency Fatima Bio, First Lady of Sierra Leone; and Her Excellency Rachel Ruto, First Lady of Kenya, to name just a few. These women are not just symbolic figures but powerful advocates for national and continental progress, leading initiatives in sectors ranging from healthcare and education to climate resilience and technology.

Their participation underscores the significance of this summit as a transformative event for women's leadership in Africa, one that demonstrates how the future of the continent is inextricably linked to the empowerment of its female leaders.

## The cultural gravitas of African leadership

The FLAIR Summit will not only be a gathering of political and business leaders but also a celebration of Africa's rich cultural heritage. African queens and royal figures will add depth to the event, offering invaluable insights into how tradition and modern leadership can coexist to foster economic and social growth.

Dr Auxillia Mnangagwa, First Lady Of The Republic Of Zimbabwe states, "As Patron Elect, I am committed to supporting the goals of the Flair Summit Strategy. Africa, in particular, holds immense potential. By investing in the empowerment of women, we are unlocking a significant part of this potential."

Women are the backbone of our communities; their empowerment leads to stronger, more resilient societies. When women thrive, everyone benefits families, communities, and nations."

Her Excellency Ambassador Professor Olufolake Abdulrazaq, First Lady of Kwara State and Chair of the Nigeria Governors' Wives Forum, also points to the vital role of women in driving Africa's development. She believes that real change happens when women and youth are empowered to lead. As the world focuses on Africa's growth potential, FLAIR provides a strategic platform to unite African leaders, global stakeholders, and international partners.

Queen Atuwatse III, founder of the Elevate Africa Campaign, will lead a delegation of queens to London, emphasising the importance of integrating African heritage with forward-thinking strategies. "Our heritage is the guardian of our future," Queen Atuwatse III states, highlighting the role of cultural preservation in shaping Africa's long-term resilience.

## A movement for sustainable and profitable outcomes

FLAIR is more than a conference; it is a call to action, backed by concrete strategies and measurable goals that align with Africa's economic potential.

Africa's economy is primed for growth, and the FLAIR Summit aims to capitalise on opportunities across multiple sectors, in-

cluding climate resilience, women's leadership, digital transformation, and financial empowerment.

Africa's \$50 billion green economy potential offers lucrative opportunities in renewable energy, sustainable agriculture, and water security. By focusing on climate adaptation, the summit encourages investment in technologies and practices that will help safeguard Africa's future while generating significant returns for investors.

In addition to climate resilience, women's leadership remains a central theme of the summit. Studies have shown that enhancing female leadership could add \$1 trillion to Africa's GDP by 2030.

The FLAIR Summit will explore how empowering women entrepreneurs and business leaders can create high-impact ventures, while also strengthening the foundations of Africa's economic growth.

Furthermore, Africa's youth represent a growing and dynamic market. With a projected 1.1 billion people under 25 by 2050, the continent's youthful population offers exciting prospects for innovation, workforce development, and digital solutions.

The FLAIR Summit will engage youth in tackling some of Africa's biggest challenges, with a focus on leveraging digital transformation to drive economic growth. By 2025, Africa's digital economy is expected to reach \$180 billion, spurring investment in sectors such as fintech, e-commerce, and artificial intelligence (AI).

## Forging business partnerships

FLAIR's agenda will be shaped by a series of high-profile panels, keynote speeches, and interactive workshops designed to foster partnerships and collaboration.

*Opposite: Dr Auxillia Mnangagwa first lady of the Republic of Zimbabwe; Her Excellency Ambassador Professor Olufolake Abdulrazaq and Queen Atuwatse III, founder of the Elevate Africa Campaign.*

*Below: The Park Hyatt Hotel with views across London.*

Keynotes from leading thought leaders in business, technology, and finance will explore Africa's economic priorities, from climate adaptation to AI-driven growth. Meanwhile, targeted matchmaking sessions and Deal Rooms will provide a platform for entrepreneurs, investors, and development agencies to forge alliances, make capital infusions, and scale innovative ventures across Africa.

FLAIR is uniquely positioned to bridge the gap between international investors and Africa's emerging markets. The summit will also feature hackathon sessions, where tech innovators will tackle critical challenges in sectors such as healthcare and logistics, producing market-ready solutions ripe for adoption and investment.

## Why sponsor or partner with FLAIR?

For organisations looking to expand their presence in Africa, FLAIR offers an unparalleled opportunity for global visibility and access to exclusive networks of high-profile business leaders, government officials, and philanthropists. By partnering with FLAIR, companies can align themselves with Africa's most strategic initiatives, enhancing their corporate reputation and ensuring long-term sustainable returns in the continent's rapidly evolving markets.

The summit will also offer tailored sponsorship packages, allowing businesses to showcase their thought leadership and invest in key focus areas such as climate, health, digital transformation, and more.

As one of the first summits to bring together this powerful mix of leaders, innovators, and stakeholders, FLAIR is the place to be for any company aiming to play a pivotal role in Africa's growth.

## The summit leadership team

FLAIR is the result of the combined efforts of several visionary leaders committed to Africa's transformation. Dr. Yvonne Thompson CBE DL, co-founder of FLAIR and founder of Wintrade Global, states that FLAIR is not just about hosting an event but about creating a platform for women and youth to harness their potential and drive business and social change.

Dr. Nero Ughwujabo, co-founder of FLAIR and founder of PineCone Strategies, highlights the summit's role in turning bold ideas into measurable results, while Dr. Rex Idamino, founder of the Global Reputational Forum African Achievers Awards, emphasises that FLAIR is about building a legacy that elevates Africa's next generation of leaders.

## Seize the opportunity

The FLAIR Summit represents a once-in-a-generation opportunity to become a partner in Africa's economic growth story. As the world's eyes turn toward this pivotal summit, businesses and organisations have the chance to engage with Africa's most influential leaders and entrepreneurs, forge vital business alliances, and unlock fresh frontiers of growth.

Whether you are a multinational corporation, an investment fund, or a leading NGO, FLAIR offers an exclusive platform for collaborations that can shape Africa's future – and your own. Join us in London this June and be part of history. Together, we can drive Africa's transformation and build a future that benefits everyone. ■

*For more information, please email [orgcom@flair-summit.com](mailto:orgcom@flair-summit.com)*

