

## MEDIA & PRESS KIT

### Digital Assets Summit Africa (DASA) 2025

**Theme:** *Unlocking Africa's Digital Economy Through Innovation & Regulation*

**Date:** September 2025

**Location:** Ghana

**Website:** [www.dasummitafrica.com](http://www.dasummitafrica.com)

**Press Inquiries:** [press@dasummitafrica.com](mailto:press@dasummitafrica.com)

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### ABOUT DASA

The **Digital Assets Summit Africa (DASA)** is a landmark event bringing together Africa's leading regulators, institutional investors, technology innovators, and financial professionals to shape the future of digital finance across the continent. With a focus on regulatory frameworks, institutional adoption, blockchain innovation, and financial inclusion, DASA 2025 aims to position Africa as a global hub for digital asset development.

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### EVENT HIGHLIGHTS

- **Over 40 sessions** including keynotes, panels, fireside chats, and roundtables
  - **Top speakers** from across banking, DeFi, government, and tech
  - **Exclusive regulatory workshops** and institutional investment briefings
  - **Pan-African participation** from Nigeria, Kenya, South Africa, Ghana, and more
  - **Global representation** including experts from the U.S., EU, and Middle East
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### FEATURED TOPICS

- Building regulatory frameworks for crypto and tokenized assets
- Institutional adoption: custody, risk, and compliance strategies
- Tokenization of real-world assets (RWAs): real estate, commodities, IP
- Central Bank Digital Currencies (CBDCs) and national strategies
- AI and machine learning in digital asset management
- Financial inclusion through blockchain-based tools

- TradFi meets Crypto: bank and fund manager integration
  - Women in Web3 and blockchain leadership
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## WHO SHOULD ATTEND?

- **Journalists** covering fintech, blockchain, emerging markets, and regulation
  - **Government and regulatory bodies** exploring digital asset policies
  - **Institutional investors, banks, and hedge funds**
  - **Crypto startups and blockchain developers**
  - **Academics and researchers** in digital finance
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## MEDIA ASSETS

### Available on request or from our online press room:

- High-resolution event logo (horizontal and square)
  - Speaker headshots and bios
  - Official event banner for media use
  - Social media graphics and hashtags
  - DASA 2025 overview brochure
  - B-roll footage and recap videos (post-event)
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## PRESS ACCREDITATION

**Apply for a media pass** via our press office:

**press@dasummitafrica.com**

Include:

- Full Name
- Organization
- Position
- Media Type (Print / Broadcast / Online / Podcast / Social)
- Coverage Focus

Approved media partners will receive:

- Complimentary event access
  - Reserved seating at press briefings
  - Interview opportunities with keynote speakers and panellists
  - Priority access to press releases and post-event reports
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## **SOCIAL MEDIA & COVERAGE**

**Official Hashtag:** #DASA2025

Follow us for live updates and speaker announcements:

- Twitter/X: [@DAS\\_Africa](#)
  - LinkedIn: [Digital Assets Summit Africa](#)
  - Instagram: [@dasafrica](#)
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## **SPONSORSHIP & BRANDING INQUIRIES**

Contact: **[partners@dasummitafrica.com](mailto:partners@dasummitafrica.com)**

Sponsorship packages include:

- Speaking opportunities
  - Media features and co-branded content
  - VIP networking and press exposure
  - Logo placement on all PR materials
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## **CLOSING NOTE**

DASA 2025 is more than a summit—it's a platform to **accelerate Africa's digital financial future**. For interviews, articles, coverage access, or partnership opportunities, we welcome media collaboration at all levels.