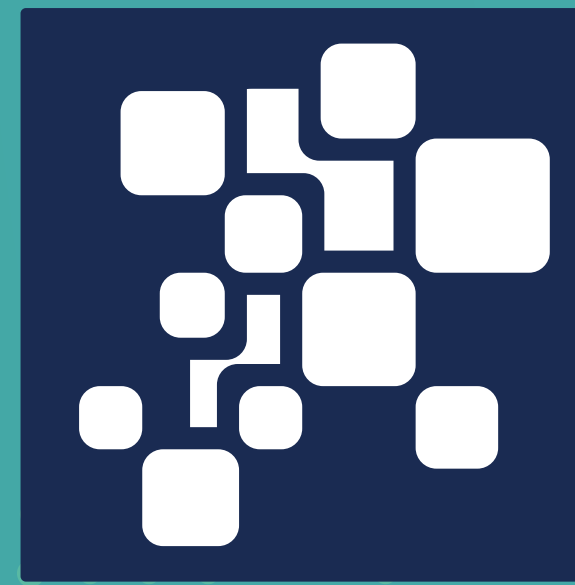


4TH ANNUAL



AFRICA
PROPTech
FORUM
VIRTUAL
SUMMIT

AFRICA'S NUMBER ONE REAL ESTATE TECHNOLOGY EVENT

07 SEPTEMBER 2021

UNLOCKING AFRICA'S
NEW ERA
WITH PROPTech



2021 SPONSORS:

SILVER SPONSORS



GREEN BUILDING SPONSOR



INDUSTRY SPONSORS



PARTNERS



START **HERE:** WHAT YOU NEED TO KNOW

Format: Virtual Event

Event dates: 07 SEPTEMBER 2021

Co-Located with the API Summit, Africa's leading real estate gathering.

- **Virtual Platform**
- **500+ attendees: 50% RSA | 25%: Rest Of Africa | 25%**

Global

- **40+ speakers throughout the five-days**
- **12+ sessions**
- **10+ virtual booths**
- **Ticket Cost Per Delegate: FREE TO ATTEND**

Audience Interaction: Attendees can set up meetings with one another, ask questions of the speakers, visit sponsor booths, answer polls and more.



**UNLOCKING AFRICA'S
NEW ERA
WITH PROPTech**

PREVIOUS ATTENDING COMPANIES



ABOUT:

The Africa PropTech Forum Virtual Summit 2021 is a one-day event where leading South African and regional real estate players gather to showcase and explore how innovation and technology are transforming real estate. It's where tech meets real estate and the future is built.

Taking place on 07 September 2021, this year's virtual edition will feature the biggest REITs, operators, banks, DFIs, investors and technology firms (established and startups).



ABOUT THE **THEME:**

UNLOCKING AFRICA'S NEW ERA WITH PROPTech

Over the next decade, property technology (Proptech) will become a key driver of value across global real estate markets. As adoption grows, Africa's real estate sector has the opportunity to pioneer new globally relevant solutions, as well as implement technologies to fast-track growth and leapfrog over historical challenges.

This year's Africa Proptech Forum on 07 September 2021 will explore how Proptech will be the key to unlocking Africa's new era by answering the following key focus areas.

KEY FOCUS AREAS FOR DISCUSSION:

- ✓ How are startups providing real value across the property value chain in Africa?
- ✓ How can the continents' property technology sector attract regional and global funding?
- ✓ How is the continent cultivating the right talent and personnel for the sector?
- ✓ How can we leverage Proptech solutions to lessen the impact of climate change on Africa's development?
- ✓ What Proptech solutions are best suited to fast-track affordable housing at scale in Africa?
- ✓ What are African commercial real estate company's strategies for data management, digitization and digital transformation?
- ✓ Can Africa's proptech community develop homegrown tech and solutions to export to global markets?
- ✓ How are tech and innovation changing the role of brokers and agencies on the continent?
- ✓ How will Blockchain, IoT and AI solutions feature in the growth of Africa's proptech sector?



2021 AGENDA:

09h00 (20min)	HOW TECH WILL ENABLE THE NEXT ERA OF CRE AND WORK IN AFRICA: A look at how tech trends are enabling truly remote working and how jobs can go deep into rural communities, helping them leverage the low costs and online education proliferation. Could this require a new form of CRE asset class – rural ‘WeWorks’ where workers can get resources to work on an even footing and contribute to the global economy? The benefits of this to workers are huge - reducing punitive transport and childcare costs.
09h20 (40min)	HOW WILL INNOVATION AND ADOPTION OF PROPTECH INTO AFRICAN COMMERCIAL REAL ESTATE SHAPE THE NEXT DECADE: Will traditional CRE players start adopting more aggressive technology strategies? How is African CRE so different to US, UK, Europe, and Australia? What about PropTech adoption in the real estate profession? What are the best practices for data and digitization in CRE, and where are we? What are the opportunities data digitization is unlocking in Africa’s real estate? What is the future of real estate management, big data, and valuations?
10h00 (20min)	BUILDING A PROPERTY TECHNOLOGY ECOSYSTEM: LESSONS FROM THE WORLD’S LEADING PROPTECH INVESTOR AND INNOVATOR: A look at venture capital and funding; accelerators and associations; partnerships and innovators.
BREAK	
10h30 (40min)	THE ROLE OF TECH AND INNOVATION FOR TODAY’S TOP BROKERS AND AGENCIES: A look at agency/agency trends and adoption of proptech around the property buying process. How does fintech help tenants pay rent faster and landlords to collect better? What tools can bridge the separated Real Estate actors? How do buyers and tenants find property and their online behaviours. Has tech and innovation disrupted mortgage origination – marketplaces, democratization, and tenant engagement platform adoption in Africa.
11h10 (30min)	TECH CONSTRUCTS OF THE SA REIT LANDSCAPE: A look at tech strategies and innovation with SA’s largest property owners; digitization of their portfolios and businesses, as well as tech integration for greenfield and existing assets
BREAK	
11h40 (50min)	LEAPFROGGING THE PROPTECH INDUSTRY WITH LEADING AFRICAN START-UPS: BIDIIBUILD, BUILDPALS, COFUNDIE AND MEQASA
11h40 (50min)	HOW TO BOOST FUNDING FOR AFFORDABLE HOUSING DELIVERY THROUGH PROPTECH & CONTECH: Crowdfunding, modular construction, community-led developments, effective allocation & management, fintech, mortgage tech and more.

2021 AGENDA:

11h40 (50min)	CREATING AND DEVELOPING TECH JOBS AND TALENT FOR AFRICA’S REAL ESTATE AND PROPTech SECTOR: A look at recruitment opportunities within the Proptech industry; hiring for real estate technology positions; the benefits of working in Proptech; the differences between the African vs international markets, career paths, roles available and salaries offered.
11h40 (50min)	USING PROPERTY MANAGEMENT SOFTWARE TO TRANSFORM THE WAY COMMUNITIES LIVE, WORK AND PLAY A session hosted by MRI Real Estate Software
11h40 (50min)	FUNDING GROWTH OF TECH STARTUPS IN AFRICA: Where will the investment and capital come from and how do we scale up faster?
BREAK	
11h40 (50min)	BLOCKCHAIN, IoT and AI IN REAL ESTATE: Beyond the jargon - practical implications for Africa’s real estate market and a deep dive on how we use data for better performance.
11h40 (50min)	EMBRACING THE CHALLENGE OF ESG, SUSTAINABILITY AND CLIMATE CHANGE WITH PROPTech: How will proptech advance sustainability and energy efficiency in the RE sector while weathering the climate change storm? And how will large portfolio owners apply ESG related innovations to both existing assets, new developments, and capital structures?
11h40 (50min)	GLOBAL PROPTech DISRUPTORS WITH AN AFRICA STRATEGY: Strategies to penetrate African markets.
17h00	END OF DAY

PREVIOUS SPEAKERS INCLUDE:



Menno Lammers
Founder - PropTech for Good, Netherlands



Zach George
Principal Alternative Equity Investment - Nedbank CIB



Gil Sperling
CEO and Co-Founder - Flow



Roland Igbinoba
Founder - Nigerian PropTech Association, Nigeria



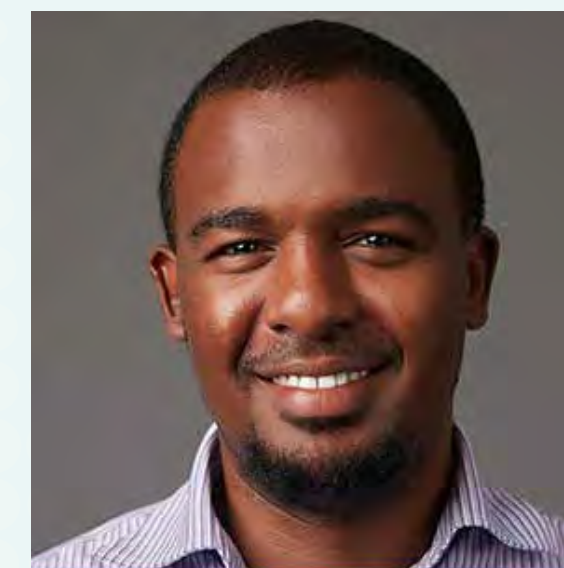
Leon van Rensburg
Director - BIM4SMME



Jessica Davies
Senior Disruption Analyst - Nedbank, South Africa



Clive Butkow
CEO - Kalon Venture Partners



Luqman Edu
Managing Director - FilmoRealty, Nigeria



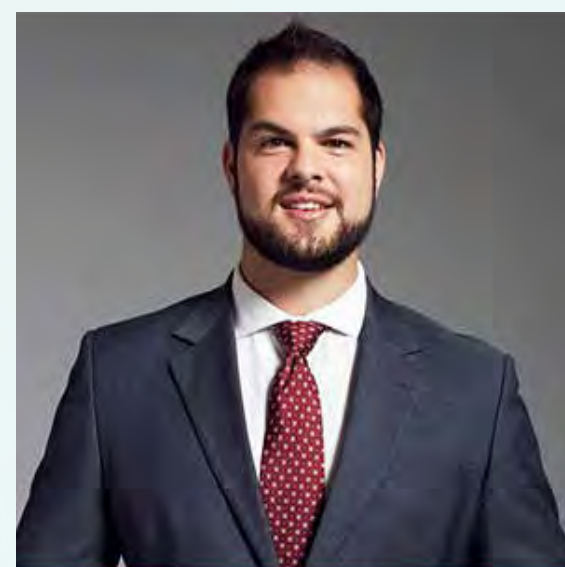
Vishal Maharaj
Executive - Digital Fast Lane



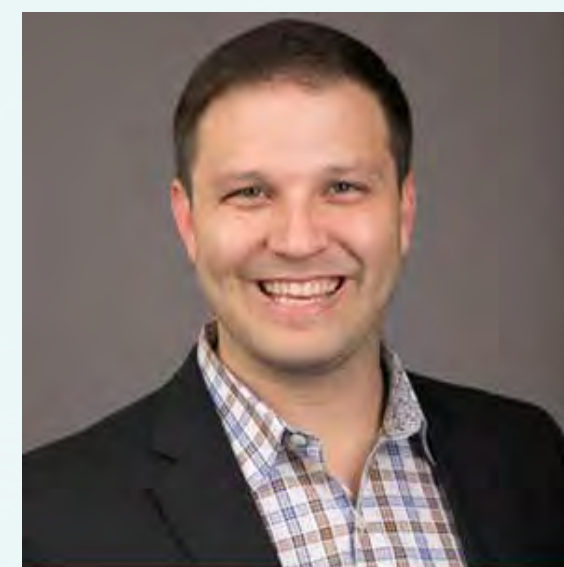
Genevieve Naidoo
Divisional Executive: Property Finance PM & Valuations - Nedbank CIB, South Africa



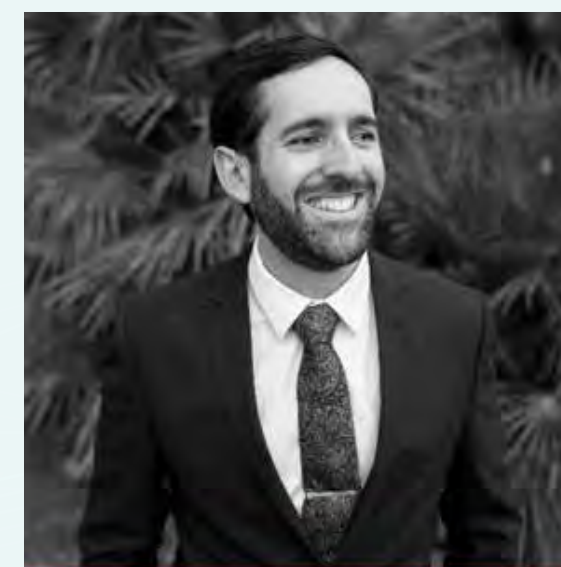
James Dearsley
Co-Founder - Unissu, UK



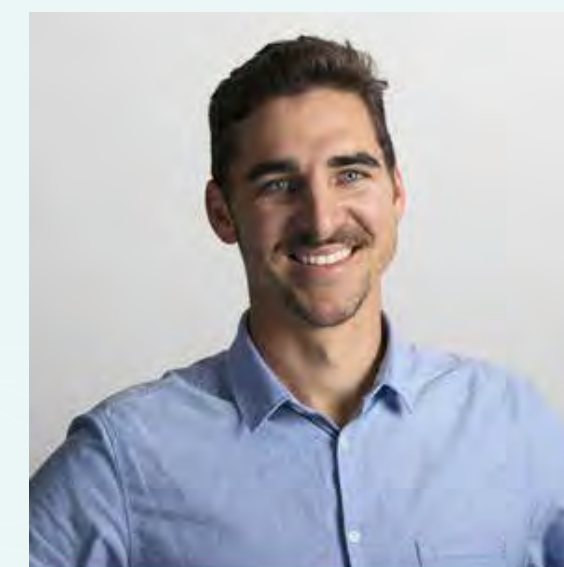
Ben Shaw
CEO - HouseMe, South Africa



Tom Feliz
Director of Enterprise Sales - OpenSpace



Sean Godoy
Co-Founder (PropTech Africa) & Director (Divercity Property Solutions)



Warren Witte
CEO - Integrated Aerial Systems



Andrew Mason
Founder - Workplacefundi

PREVIOUS SPEAKERS INCLUDE:



Daniel Bloch
CEO - SESO Global ,
Nigeria



Kelvin Wachira
Founder & C.E.O -
BidiiBuild



Carel de Jager
Lead Instructor - Blockchain
Academy



Dr. Marco Macagnano
Smart Real Estate
Leader - Deloitte
Consulting



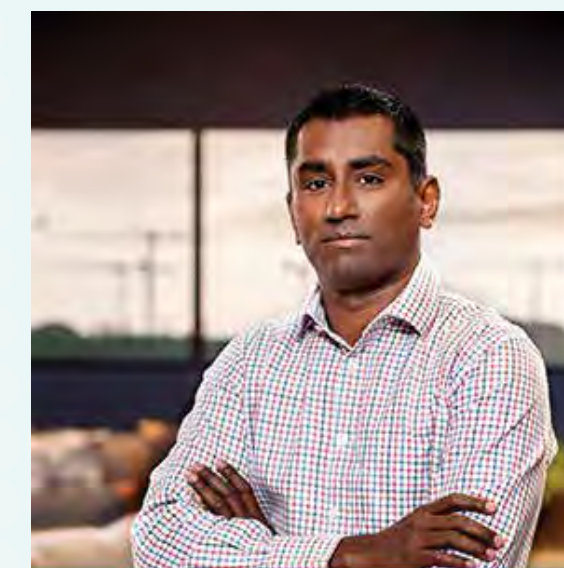
Francois Viruly
Associate Professor -
University Of Cape Town
(UCT)



Alexandria Procter
CEO - DigsConnect



John Kuruvilla
Cofounder & CRO,
Kalpnik Technologies &
Chief Mentor, Brigade
REAP



Kevin Teeroovengadum
Real Estate Advisor &
Co-Founder - Proptech
Africa



Kim van Rooyen
Global Head of
Technology Advisory -
Turner & Townsend



Nikki Greenberg
Founder - American
PropTech Academy



Will Harris
CEO - Gmaven



Lee-Zane Greyling
Director - Buildings & Cities,
Arup Africa



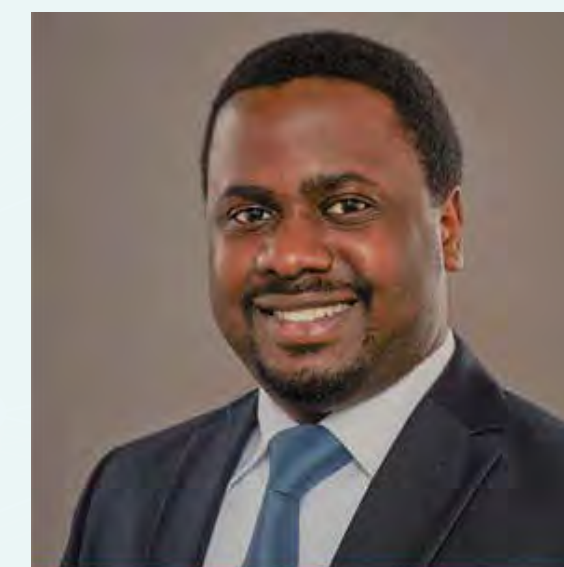
Kashira Naidoo
Investment Professional
- Venture Capital and
Alternative Investments
- Nedbank CIB, SA



Tertia Barrett
Founder and Managing
Director - Cataly5t



Steven Brown
CEO - Fortress REIT



Ronald Kaweesi
Project Lead - Proptech
Uganda, Uganda



**UNLOCKING AFRICA'S
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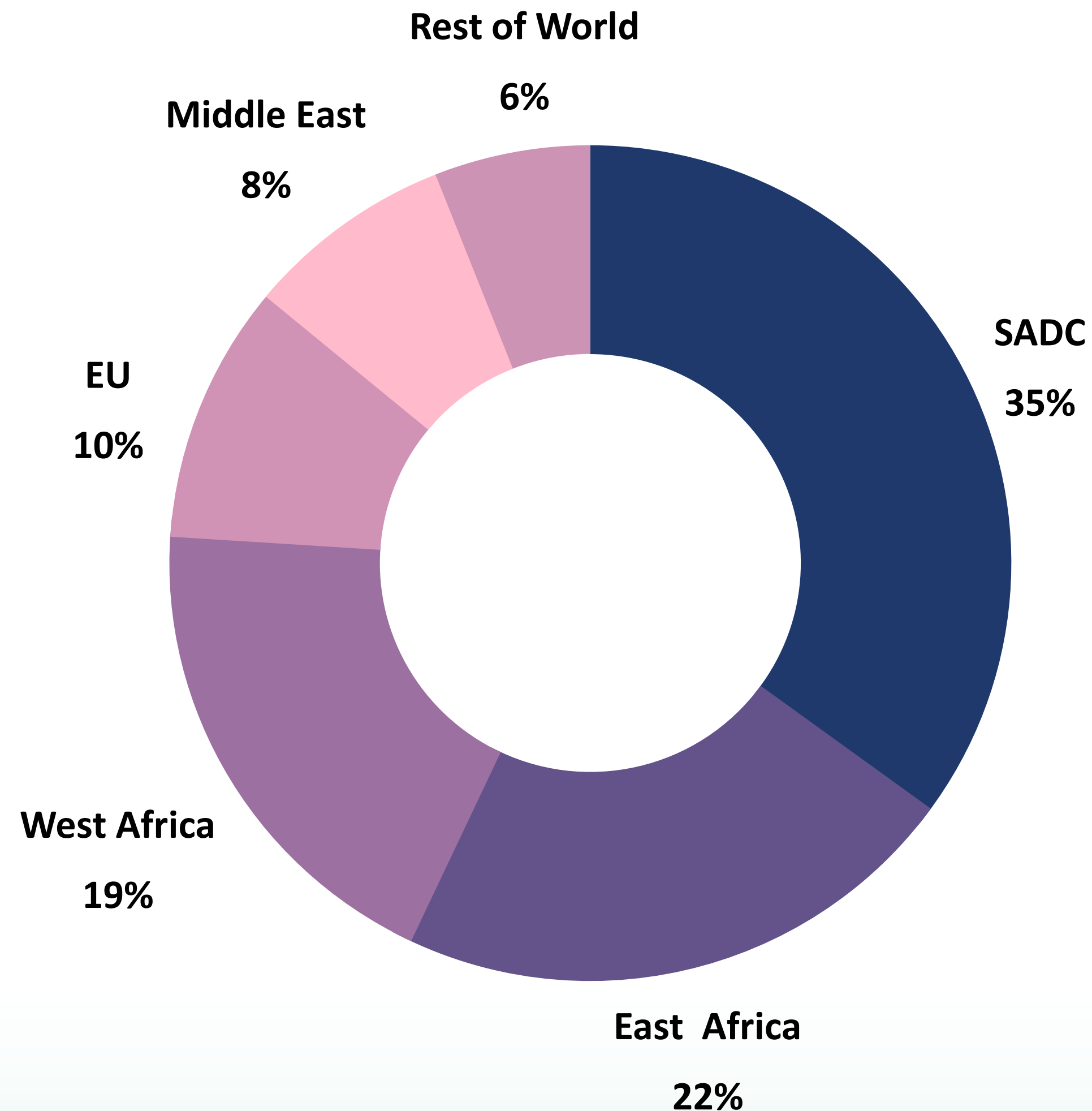
YOUR BRAND UNLOCKED:

Partner with API Events to produce content and can't miss experiences virtually that will put your brand at the centre of our: Unlocking Africa's New Era With Proptech.

As a sponsor, you can address more than 4500 of African and international real estate, tech and development firms from South Africa, Nigeria, UK, Kenya, USA, Europe, UAE & more.

From digital marketing, social media, PR and more, the API Summit is a data based performance marketing platform that positions your brand and generates real leads.

WHO YOU MARKET **TO**: GLOBAL & AFRICAN SHOT CALLERS



- INVESTORS & VCs: 22.6%
- PENSION FUNDS: 3.5%
- RE DEVELOPERS: 24.9%
- RETAILERS: 5.4%
- QUANTITY SURVEYORS: 1%
- FINANCIAL SERVICES: 6%
- TECH COMPANIES: 3.7%
- CONSTRUCTION: 7%
- CONSULTING & ADVISORY: 10.9%
- GOVERNMENT: 1.2%
- MEDIA: 3%
- PROPERTY MANAGEMENT: 12.4%

AFRICAN REAL ESTATE'S THOUGHT LEADERSHIP **PLATFORM**:

Thought Leadership and brand growth in African Real Estate's leading community.

OUR DATABASE: 27,350 subscribers | 45 Countries | 400 + Companies

EMAIL MARKETING STATISTICS:

- **MASTER DATABASE OPEN RATES: 18%**
- **MASTER CLICK THROUGH RATES: 1.1%**

VIRTUAL EVENTS STATISTICS: 2020 | Multi-Day Virtual Attendance

- East Africa Property Investment (EAPI) Summit: **472 Live Attendees | 15 Countries**
- Africa Property Investment (API) Summit: **572 Live Attendees | 21 Countries**
- Africa Proptech Forum (APF): 876 Registrations | **496 Live Attendees | 21 Countries**
- West Africa Property Investment (WAPI) Summit: **421 Live Attendees | 13 Countries**





- The API Summit is an enhanced virtual production.
- We ensure that your Company logo and leadership title(s) are always displayed in your sessions.
- This provides long term value and ROI after the Summit, which you can leverage on your own media channels.



WHAT DO SPONSORS **GET**: DATA, LEADS & GROWTH

BENEFITS:

- ✓ Logo branding across all Summit and API Events platforms (email, social, google, advertising...)
- ✓ Panel and Presentation speaking opportunities
- ✓ Exclusive company branded email sent to the API Events 26,000+ database
- ✓ Free attendee tickets
- ✓ Attendee list with contact details
- ✓ Hosting of your own sessions or workshops
- ✓ Concierge matchmaking service for you to secure meetings for your representatives at the event or on the virtual platform
- ✓ Showcasing of company videos across our various event platforms
- ✓ Sharing thought leadership content across our newsletters, social media and other communication channels
- ✓ Expo booths or virtual page to showcase the company's brochures, websites and videos

PRICING RANGES FROM: \$3,950 to \$29,500

PRICING DETERMINED BY:

- Prominence & level of logo tier
- Number of speaking slots requested
- Number of free tickets
- Including or excluding the following items: Exclusive company branded email sent to the API Events 27,350+ database of leading Africa property and real estate stakeholders
- Attendee list with contact details
- Hosting of sessions or workshops
- Concierge matchmaking service for you to secure meetings for your representatives at the event or on the virtual platform

VIRTUAL EXPO **BOOTH**: POSITION, ENGAGE & SELL

VIRTUAL BOOTH STATISTICS: A Smart Virtual Experience that tracks performance & ROI.

- ✓ Who Visited Your Booth
- ✓ Views of Your Booth
- ✓ Time Spent On Virtual Booth
- ✓ How many People Viewed Your Speaker's Session:
- ✓ Meeting Requests on Platform
- ✓ Number of Meetings Held

Lango

Standard Bank
Also trading as Stanbic Bank

A groundbreaking real estate deal across Africa

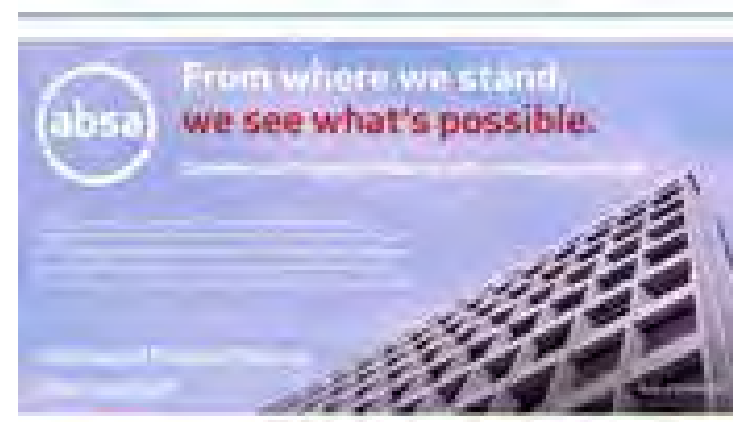
FIND OUT MORE

IT CAN BE™

Ts&Cs apply. Auth FSP 11287 and credit provider NCRCP15.

HOW WE MARKET YOUR BRAND:

EMAIL CAMPAIGNS



SPEAKER & COLLATERAL MARKETING



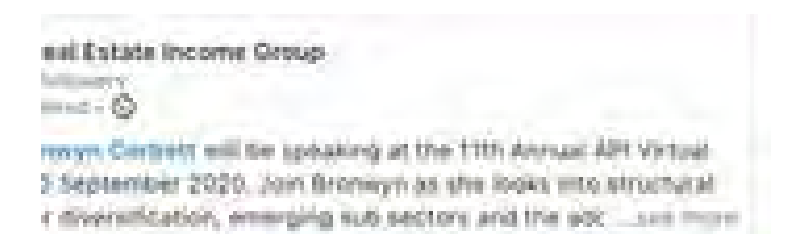
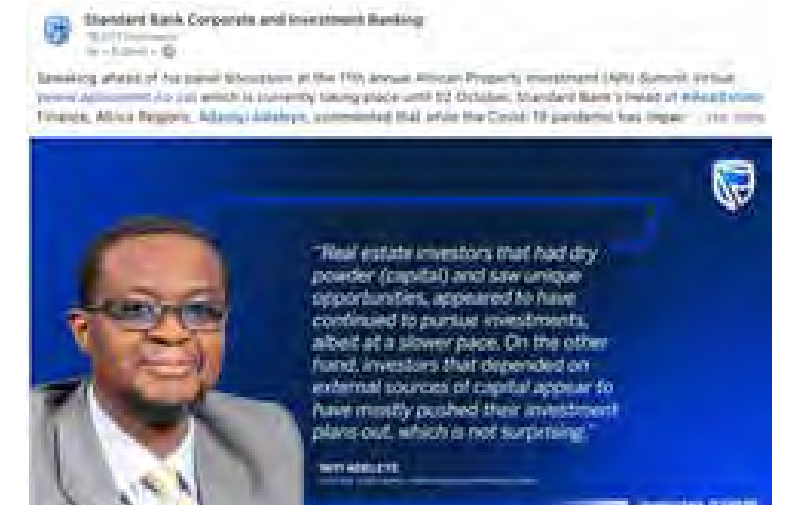
VIRTUAL EXPO



PR



SOCIAL & DIGITAL



SPONSORSHIP PACKAGES:

BENEFITS	LEAD	GOLD	SILVER	INDUSTRY	STREAM
Logo placement across all pre-event platforms – website, brochure, email campaigns, social media posts etc	✓	✓	✓	✓	✓
Exclusive company email campaign sent to API Events 25,000+ database	✓				
Comment on Event Press Release	✓	✓			
Speaking on Pre- Summit Webinar	2	1	1		
Free Passes	10	5	7	3	1
Welcome Address	✓				
Presentation speaking opportunity	2	2	1	1	
Panel Speaking	2	2	1	1	
EXPO Booth (BASED ON TIER)	✓	✓	✓	✓	
Banner on stream	✓	✓	✓	✓	
Access to attendee lists	✓	✓			
Report	✓	✓	✓	✓	✓
COST:	\$29,500	\$22,500	\$9.750	6,500	\$4,550

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CONTACT US

*Our team values participation
from the industries we serve*

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