



**AFRICA PROPERTY  
INVESTMENT SUMMIT**

# A NEW ERA

**06 - 10 SEPTEMBER 2021**

**CO-LOCATED WITH:**





# 2021 SPONSORS

## GOLD SPONSOR



## SILVER SPONSORS



## INDUSTRY SPONSORS







12<sup>TH</sup> ANNUAL

API

AFRICA PROPERTY  
INVESTMENT SUMMIT

## ABOUT

The Africa Property (API) Summit 2021 is five-days of curated experiences created exclusively for Africa's real estate leaders. This year, you get exclusive access to your own personal networking experience, unique and fresh content and exclusive workshops from Monday to Friday (06-10 September 2021) for \$195 (Ex-Vat).

# A NEW ERA



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

**Format:** Virtual Event with in-person studio & networking functions

**Event dates:** Monday to Friday, 06- 10 September 2021

- ✓ **Monday: Networking Summit**
- ✓ **Tuesday: The Africa PropTech Forum**
- ✓ **Wednesday & Thursday: API Summit Main Agenda**
- ✓ **Friday: Country Sessions, Networking and Workshops**

- Virtual Platform and in person studio (Sandton Convention Centre, JHB)
- 500+ attendees: 30% RSA | 50%: Rest Of Africa | 20% Global
- 100+ speakers throughout the five-days
- 30+ sessions
- 200+ one to one virtual meetings
- 20+ virtual booths
- Ticket Cost Per Delegate: \$195 (Ex-VAT)

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

A dark blue silhouette of the African continent is positioned on the right side of the image. It is set against a background of pink polka dots. The text '5-DAYS OF EXPERIENCES' is written in white, bold, sans-serif capital letters across the upper part of the silhouette. Below this, the dates '06 - 10 SEPTEMBER 2021' are written in pink, bold, sans-serif capital letters.

**5-DAYS  
OF EXPERIENCES**

**06 - 10 SEPTEMBER 2021**



AFRICA PROPERTY  
INVESTMENT SUMMIT

# A NEW ERA

## ABOUT THE **THEME:**

2021 marks the start of a transformative period in global real estate. As we move forward into this new era, Africa's property sector has a generational opportunity to set a new course and purpose for how we develop the continent's built environment. To achieve this, investors and developers must replace outdated conventions and create a new paradigm founded on future market dynamics, real demand and ESG principles.

In such an environment, this year's theme, A New Era, will reveal how real estate decision makers will create the assets, funds and portfolios that will propel the next wave of global and regional investment.



# KEY FOCUS AREAS FOR DISCUSSION:

- ✓ Are the fundamentals for growth in Africa changing and how is this affecting FDI and targeted returns in real estate?
- ✓ How do we create the bridge for new pools of developed market money to invest in the continent's property sector?
- ✓ How will a renewed focus on ESG principles impact African RE, and what does this mean for investors, financiers and developers?
- ✓ How do we make the next wave of RE development in Africa more resilient, sustainable and affordable?
- ✓ Will the last 12 months of restructuring and lack of USD liquidity change the way financiers and banks view lending into the sector?
- ✓ How are investors and developers rethinking the purpose of buildings now that space is being seen as a service?
- ✓ Will the pandemic be the catalyst for investment and development in student accommodation, affordable housing, data centres, healthcare facilities and other non-traditional asset classes in Africa?
- ✓ To what extent will innovation be key to achieving sustainable growth in African real estate? Is the sector ready for adoption?
- ✓ What does this New Era mean for Africa's struggling retail sector?
- ✓ Will the global residential and logistics development boom spillover to Africa?



# WHAT WE ARE TALKING **ABOUT:** IN 2021

## FINANCE, DEVELOPMENT & INVESTMENT: **FOLLOWING THE MONEY**

- **Macro Economic Overview**
- **African Real Estate Within The Global Context**
- **Attracting Capital For The New Era:**
- **DFI Investment In Africa**
- **Post-pandemic Cities: The Future Of Africa's Business Districts & Workspaces:**
- **Sustainable Financing, Green**  
Bonds And REITs: A New Era For Africa's Capital Markets
- **ESG's And Their Evolving Role**  
In African real estate

## SECTOR FOCUS SESSIONS: **WHAT'S HOT**

- Residential
- Affordable housing
- Commercial Offices
- Retail
- Industrial and Logistics
- Hotels and Hospitality

## COUNTRY FOCUS SESSIONS: **MARKET UPDATES**

- **Zambia** hosted by Zamreal
- **Mozambique** hosted by Mozamreal
- **Botswana**
- **Mauritius**
- **DRC**
- **Angola and more**

## CASE STUDY SESSIONS: **NEW ERA THINKING**

- **Data Centers**
- **Healthcare Facilities**
- **Student Accommodation**
- **Flexible and co-working offices**







# A NEW ERA IN B2B **MARKETING**

Partner with API Events to produce content and can't miss experiences virtually that will put your brand at the centre of our: A NEW ERA Agenda.

As a sponsor, you can address more than 500 of African and international real estate investment and development leaders from over 350 companies.

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.



# 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:

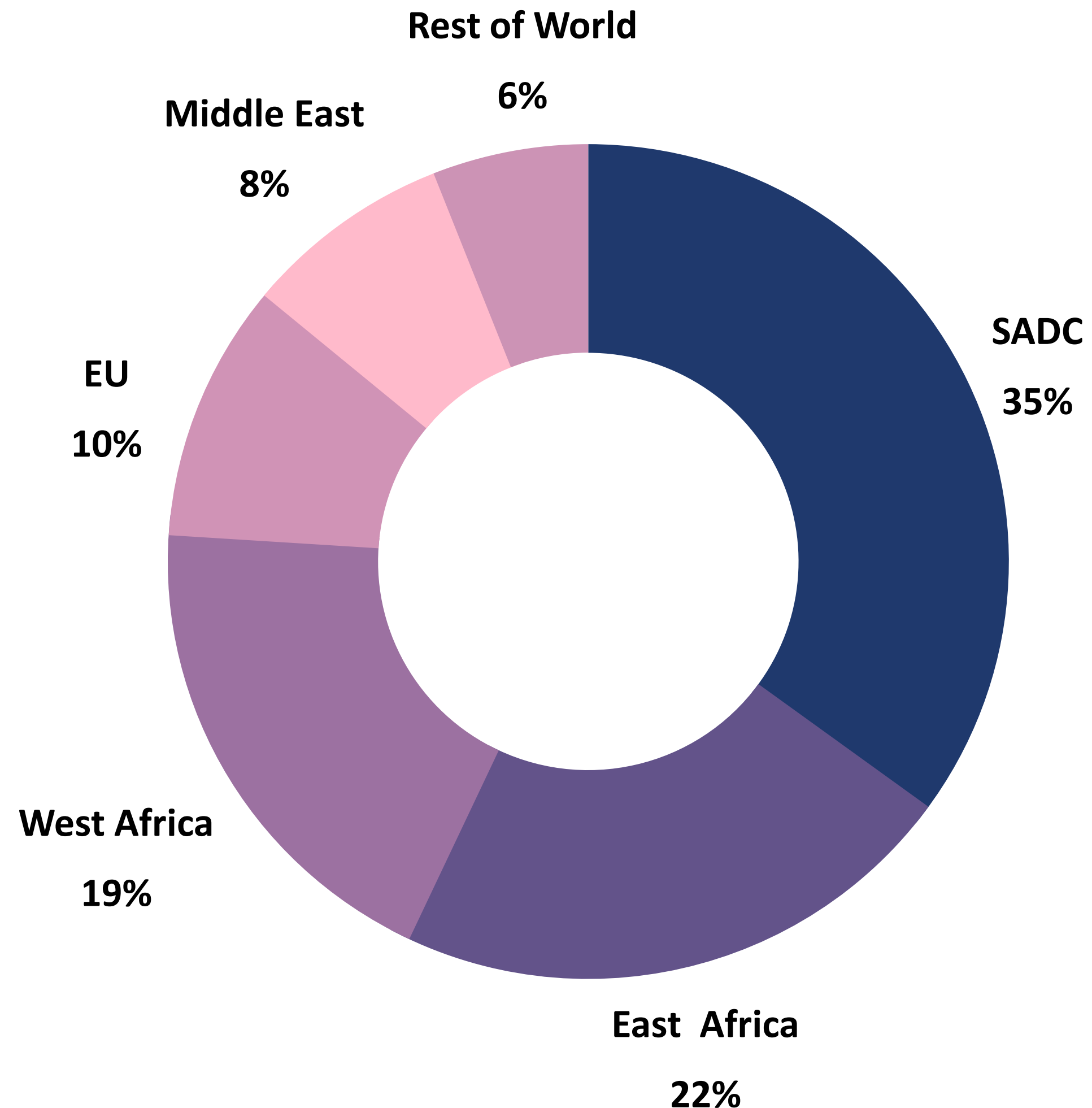
- **MASTER DATABASE OPEN RATES: 18%**
- **MASTER CLICK THROUGH RATES: 1.1%**

## 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**



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



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





- 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 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

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



# 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**

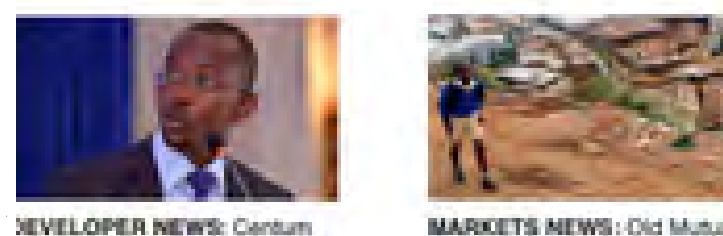
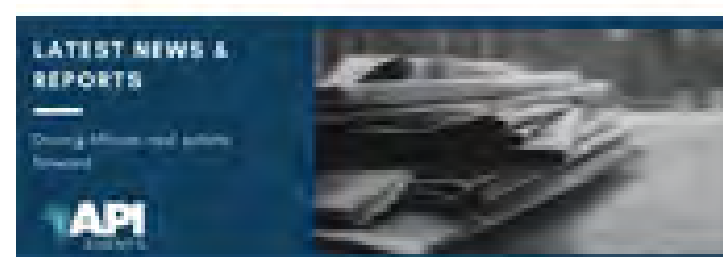
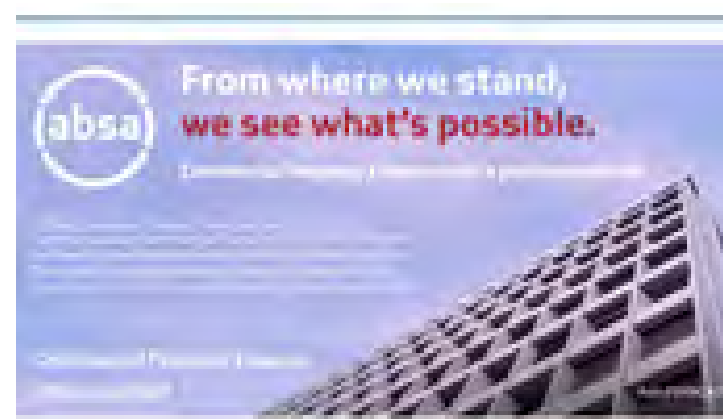
**IT CAN BE™**

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



# HOW WE MARKET YOUR BRAND

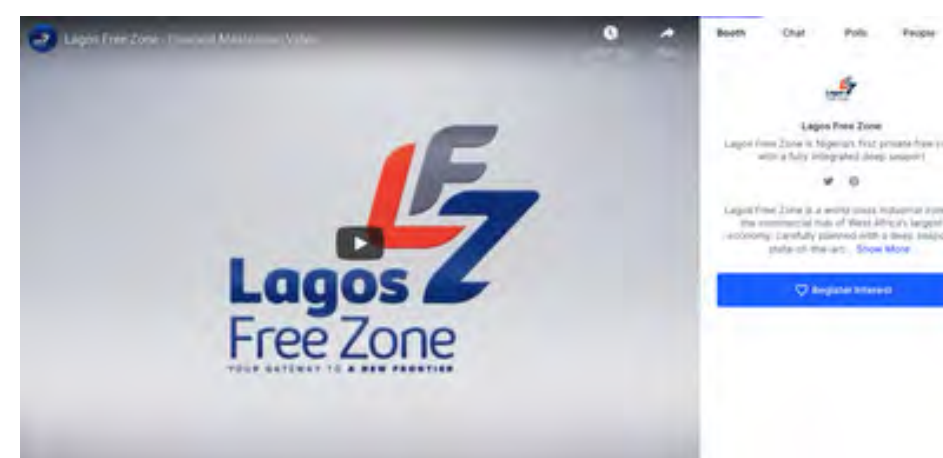
## EMAIL CAMPAIGNS



## 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



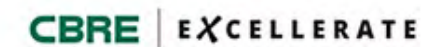
# PREVIOUS SPEAKERS INCLUDE:



**Femi Akintunde**  
GMD - Alpha Mead Group



**Michael McNulty**  
Director- Office of Development Credit - U.S. Development Finance Corporation (DFC)



**Ruan Zellbren-Adlam**  
Associate Director – Contracted Accounts Advisory & Transaction Services - CBRE Excellerate



**Amos Mazarire**  
Senior Partner - Knight Frank , Zimbabwe



**Martin Fitchet**  
Director - Knight Frank



**Niyi Adeleye**  
Head Real Estate Finance-Africa Regions - Standard Bank Group



**Paulo Cruz**  
CEO - Land Afrique, Nigeria



**David Lashbrook**  
Director - Momentum Africa Real Estate



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



**Gerhard Zeelie**  
Divisional Executive: Commercial Property Finance Africa - Nedbank CIB, South Africa



**Kabir Chal**  
Director - Actis, Kenya



**Olaf Schmidt**  
Investment Manager - Manufacturing, Health & Education, Real Estate, Retail & Hotel Investment - IFC



**Thomas Reilly**  
Managing Director - Growthpoint Investec African Properties, UK



**Solomon Asamoah**  
CEO - Ghana Infrastructure Investment Fund (GIIF), Ghana



**Dr Gireesh Kumar**  
Senior Manager - knight Frank, UAE



**Dr. Hendrik Müller-Lankow**  
Director - MLC PropertiesProperty Group



# PREVIOUS SPEAKERS INCLUDE:



**Thomas Schultz**  
Director: Investments -  
Growthpoint Investec  
African Properties



**Gozie Chigbue**  
Director - Africa Funds  
and Capital Partnerships  
- CDC Group



**Samuel Kariuki**  
Managing Director,  
Centum Real Estate,  
Kenya



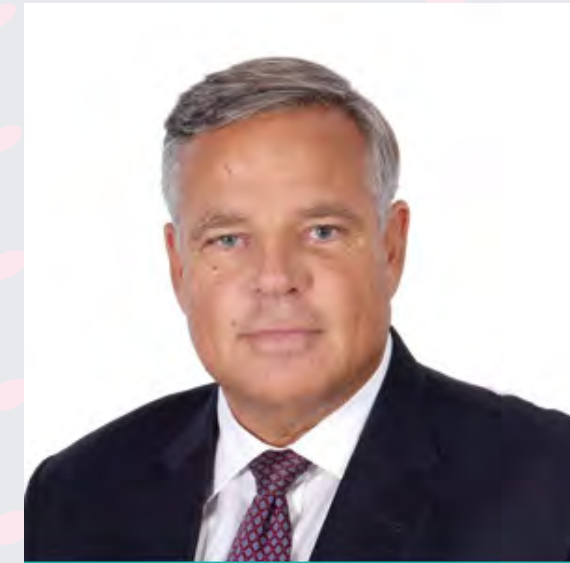
**Patrick Domingos Tembwa**  
GDirector of Investment  
& Operations, REALL



**Tilda Mwai**  
Researcher - Africa,  
Knight Frank,



**Adam Nisbet**  
Head of Investment, Grit,  
Mauritius



**Geoffrey White**  
CEO, Agility, UAE



**John Schooling**  
Founder & MD, STAG  
African



**Francois Bredenkamp**  
Director, Boogertman &  
Partners Architects



**Dr Marco Macagnano**  
Smart Real Estate  
Leader, Deloitte  
Consulting, South Africa



**James McLean**  
Director- Real Estate,  
Fusion Capital, Kenya



**Shehzad Jamal**  
Partner - Healthcare &  
Education Consultancy,  
Knight Frank, Middle  
East



**Andrew McLachlan**  
Managing Director  
Development, Hilton,



**Wayne Troughton**  
CEO, HTI Consulting,



**Andrew Kilonzi**  
Director, Boogertman &  
Partners Architects,  
Kenya



**Rob Wesselo**  
Managing Director,  
International Housing  
Solutions (IHS)  
Investments,





**AFRICA PROPERTY  
INVESTMENT SUMMIT**

# **NETWORKING 06 & 10 SEPTEMBER**

**CONNECT WITH A GLOBAL AUDIENCE**

**Meet the industry leaders you want to do business with in Africa at the API Networking Summit on 06 & 10 September.**

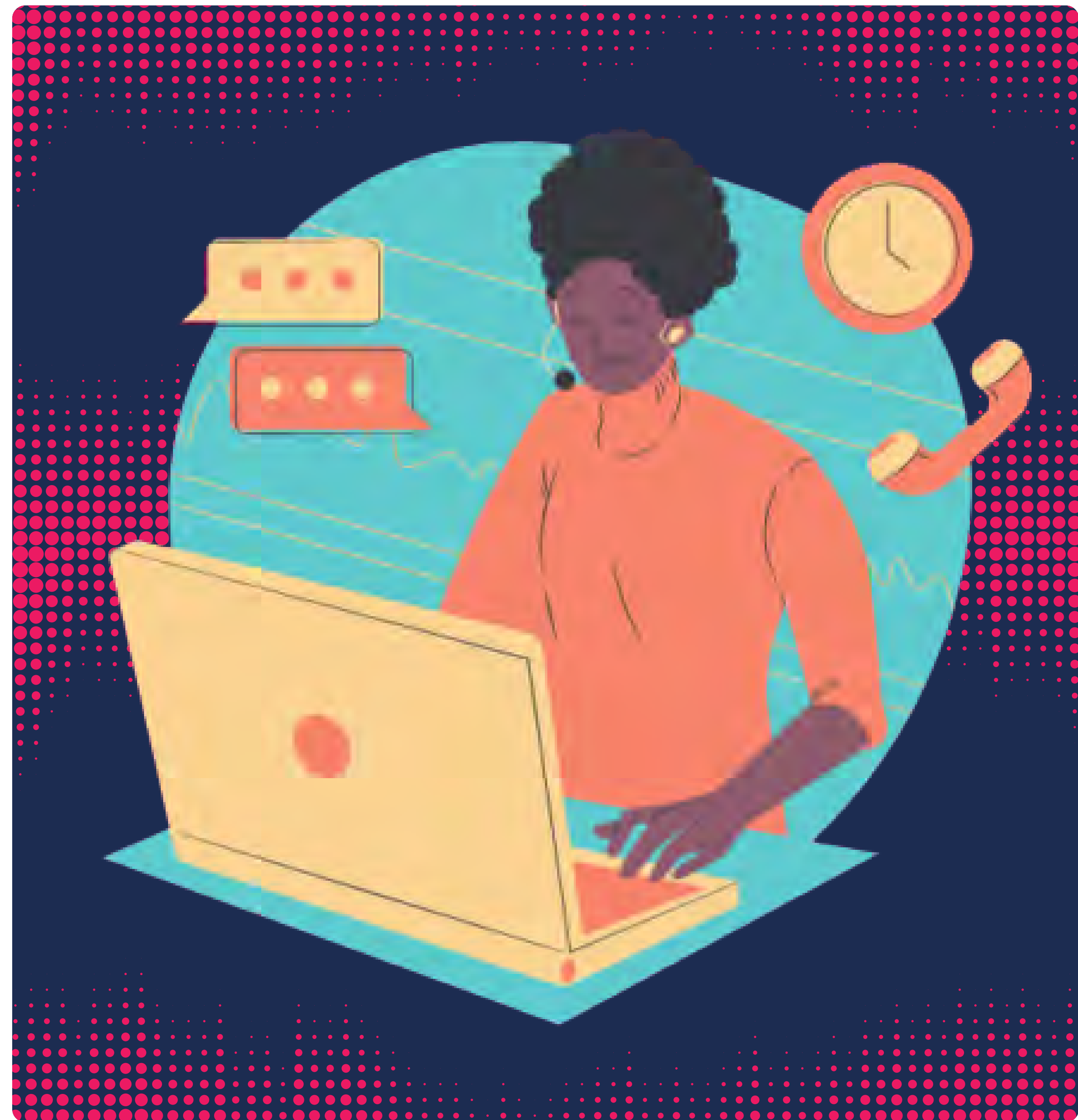
**A concierge and curated matchmaking experience, the API Networking Summit is where we connect you with the decision makers you want to meet in Africa.**

**Combining technology with a human Virtual Assistant, we book you the meetings you need to business in Africa.**



# HOW IT WORKS:

- ✓ Register & confirm payment for the API Summit
- ✓ Fill in your profile online & select which sub-sectors you're most interested in
- ✓ Get full access to already registered attendees for you to short list for prospective meetings
- ✓ Our virtual platform will also automatically match you with prospective candidates based on your criteria
- ✓ Select preferred meeting times on 05 & 06 July
- ✓ An API Representative will then arrange the meetings telephonically & via email
- ✓ Meeting invites and relevant links are sent to your email calendar (You Have to add them)
- ✓ On the day – our team follows ups and ensures meetings are taking place online
- ✓ You connect online via our platform over the two days and share details





08 SEPTEMBER 2021

5TH  
ANNUAL



AFRICA  
PROPERTY  
INVESTMENT  
AWARDS | 2021

ENTER NOW



# ABOUT THE API AWARDS

Established to recognise and promote excellence in Africa's rising real estate sector, the API Awards, have become a critical benchmark for measuring success for the industry. Awarded on 08 September, the Awards celebrate African real estate's best and brightest.

## 2021 Categories:

- ✓ Best retail development
- ✓ Best mixed-use
- ✓ Best commercial office
- ✓ Best high-end residential
- ✓ Best affordable housing development
- ✓ Best industrial development
- ✓ Best architectural design
- ✓ Best green building development
- ✓ Best hotel development
- ✓ Woman in African Real Estate
- ✓ African Real Estate CEO of the Year
- ✓ African Real Estate Bank of the Year
- ✓ Young Property Person of the Year
- ✓ Landlord of the Year
- ✓ PropTech Company of the Year
- ✓ Property Services Group of the Year
- ✓ API Lifetime Achievement Award







# CONTACT US

*Our team values participation  
from the industries we serve*

## API Events

231 Oxford Road, Corner Hurlingham & Oxford Road,  
Illovo, 2196, Johannesburg, South Africa

[www.apievents.com](http://www.apievents.com)

[info@apievents.com](mailto:info@apievents.com)

Tel: +27 11 250 2260