









AFRICA
PR PTECH
FORUM

18 - 19 SEPTEMBER 2025 THE WESTIN | CAPE TOWN



# ACCESS FUNDING | BUILD YOUR NETWORK | DO DEALS



### **API SUMMIT 2025**

- QUICK FACTS
- ✓ **VENUE:** THE WESTIN, CAPE TOWN, ZA
- ✓ **DATE:** 18 & 19 SEPTEMBER 202**5**
- √ 600 + Delegates | 30 + COUNTRIES
- ✓ API AWARDS & IFC EDGE DINNER: 18 SEPTEMBER 2025
- ✓ API SUMMIT COCKTAILS: 19 SEPTEMBER 2025
- ✓ **API HOSPITALITY & RESIDENCES:** 18 SEPTEMBER 202**5**
- ✓ **API PROPTECH FORUM:** 19 SEPTEMBER 2025



FOR SPONSORSHIP OPPORTUNITIES/QUERIES CONTACT MURRAY:

- MURRAY@APIEVENTS.COM





### **ABOUT: API SUMMIT 2025**

The 16th annual API Summit will occur in Cape Town on 18 & 19 September 2025. Established as Africa's most influential gathering of property investors, developers, and leaders, this year's forum including the Africa Proptech Forum and API Hospitality Forums will take place at the Westin Hotel on the 18th and 19th of September.

This is a unique opportunity to reconnect and establish networks with over 500+ investors, developers, and prominent figures in the property industry from over 30+ African and international countries. The event promises exclusive and impactful networking experiences that will leave a lasting impression, including the API Summit Cocktail Party and the API Networking & IFC EDGE Champions Dinner.

As the premier event that brings together regional and global participants from all facets of the real estate value chain, this year's summit will serve as a platform for over 100 + speakers and attract more than 550 in-person attendees over two days.

Representatives from Africa's leading banks, pioneering listed funds, institutional investors, developers, operators, and other key stakeholders will converge, shaping the agenda for the continent's real estate landscape



















































### **THEME: GROWTH THROUGH ADVENTURE**

After years of global interest rates peaks & currency volatility; changing occupier demand, and subdued macro–economic conditions, we believe that 2025 presents the right time to invest in African real estate. The industry has matured substantially and alongside significant fresh capital (PE, Family, Institutional, and Sovereign) a new cycle is emerging for pro-active and players and platforms who continue to develop and grow and mitigate local and global headwinds.

In this new period, not all will rise with the new tide; as success will be a result of only proactive active asset management as well diverse operational expertise deployed across the sector across by leaders who can secure growth in a market where risk, rewards and those prepared to venture will ultimately win.

Join Africa's only global real estate gathering, the API Summit under the theme, 'Growth through Adventure" as we explore what investors want; and exploring why in a new Trumpian era of realpolitik, proven and resilient players will win.



# CAPITAL PLAYS: INVITED PENSION FUNDS, FUNDS& DFI's ATTENDING

**Construction Industry** 



Pension Fund (Zimbabwe)	PROPARCO	DFC USA	DFC
BPOBF	PIC (ZA)	BII	Actis
Fidelity Life Asset Management	GIPF NAMIBIA	NORFUND	IFC
Zimbabwe Electricity Industry Pension Fund	NAPSA (ZAMBIA)	SWEDFUND	SHELTER AFRIQUE

Industry Pension Fund

NAPSA (ZAMBIA)

SWEDFUND

SWEDFUND

STELLET AT RIGOR

KWACHA PENSION TRUST

DEG

NSSA

SANLAM

GEPF ZA

INDUSTRIAL DEVELOPMENT CORPORATION (IDC)

BRITAM

ESKOM PENSION FUND

AFLIFE

WORKMAN'S COMP FUND





- The rise of the family office and corporate RE owners The major drivers of RE development in Africa. How to optimize portfolios and more into this next cycle.
- Urban Design, Regeneration and the Future of the Africa City: Carless, density and more can we implement this in Africa.
- Fresh Capital in Africa A new era can private capital, PE work in African property?
- Listings & REITs in Africa: Are we seeing enough activity, insights from SA, ZIM, Kenya, Morocco and Ghana
- Long term capital in Africa: How to create platforms and assets that are attractive for institutional capital. The relationship between private capital, DFI's and Pension funds.
- Smart Cities, SEZ's and More: What's driving development and how are we catering for new alternatives.
- ESG and Green Development: Ensuring Future Returns, Tech enablement and more.
- Operationalization of real estate: Beyond buzzwords and hype what does it mean for Africa?
- Al & Tech in RE: How tech is creating real value and reducing costs, data enablement and more.
- Multifamily Residential.
- Informal Sector Opportunities Backyard rentals, and retail convenience? What lessons can we share and what's next?
- Office sector realities and Occupier demands in Africa.
- Healthcare, Industrial and Data Centres Still emerging but growing demand and appetite from investors.



## AFRICA PROPERTY INVESTMENT SUMMIT

### **HOSPITALITY & COUNTRY SESSIONS**

- **Resorts:** Continued market demand and growth but what's next?
- Luxury & Wellness: What do travelers want and need and how are we managing these demands
- Residences Branded.
- Alternative Hospitality Assets & Operating Models.
- **Dealmaking and Flow in African Hospitality -** Where are the deals, what do funders want and can we more transactions.

#### **COUNTRY & REGIONAL SESSIONS**

- Angola A key focus for Western and African Growth a look at logistics, demand and more.
- **Mozambique -** now that the gas is flowing what does this mean for RE?
- **Zimbabwe** New REITS, emerging sectors and more in one of Africa's most dynamic markets.
- **KZN, South Africa:** A new hotspot for development in SA in retail, housing and resorts.
- Mauritius & Indian Ocean's: Driving smart city development, mixed use precincts development, new funding and more.





# 2025 CONFIRMED SPONSORS

**LEAD SPONSOR** 



**HOTEL LEAD SPONSOR** 



**SILVER SPONSORS** 





**GREEN BUILDING SPONSORS** 





**INDUSTRY SPONSORS** 

























# **2024 KEY STATS**INDUSTRIES IN ATTENDANCE

- Real Estate Investment & Development
- Proptech
- Finance & Banking
- Consulting & Advisory
- Other
- Architects
- Hoteliers
- Retail
  - Government



## WHY API SUMMIT 2025?

The 16th annual API Summit is a platform for Africa's most influential investors and developers to connect.

Our platform provides unique insights to investing and developing across the African Continent.

Attending the API Summit provides insights on trends in the tradition RE sector, the fast growing Proptech scene, as well as a deep dive into the hospitality sector across the continent.

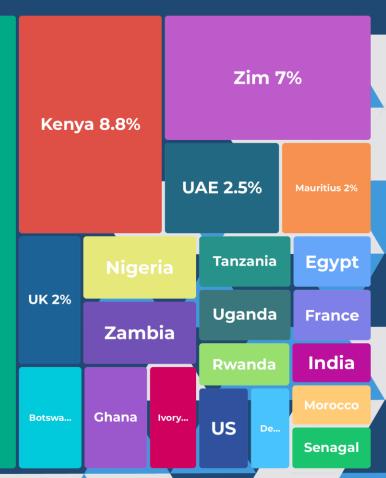
Meet the funds, debt funders, pension players and professional services unlocking opportunity in Africa.

#### WHAT YOU NEED TO KNOW:

- 600 Delegates
- 240+ Companies
- 30 + Countries
- 120 + Speakers
- Awards | Cocktails & Site Tours

# WHERE DO OUR ATTENDEES COME FROM





# 2025 API AWARDS



## **APPLICATION PROCESS**

The entire application process for the 2025 API Awards will run from **3 February 2025 to 30 June 2025.** Entries will open from **3 February 2025 to 01 July 2025.** Once an application is submitted, entrants will receive a submission deck, which must be completed and sent back to API Events.

Following the submission deadline, a shortlist of finalists per award will be selected. Finalists will be notified via email on 11 July 2025. From this group, the judges will select one winner for each award, who will be announced during the API Awards Dinner on 18 September. Kindly note that Awards Dinner tickets are sold separate from API Summit tickets however, you cannot purchase a dinner ticket without purchasing a summit ticket.

Award winners will be honored with a trophy and a physical certificate during the dinner. Additionally, a digital certificate will be emailed post ceremony, which winners may use at their discretion.

**VISIT THE WEBSITE FOR MORE INFORMATION** 

# 2024 API AWARDS



The 8th annual API Awards were open to developers, professional teams, consultants, suppliers and property owners involved in the African real estate industry.

The awards included over 240 entries & nominations, with 111 finalists and 20 winners. To ensure impartiality and objectivity, the awards were judged by a panel of 6 industry experts.









# 2024 API AWARD WINNERS



DEVELOPMENT CATEGORY	PERSONNEL CATEGORY	SERVICE, TECHNOLOGY, & INNOVATION CATEGORY
Best Retail Development Award	Woman in Real Estate Award	Best Africa Real Estate Bank of the Year Award
- Highland Park Phase 2, Terrace Africa	- Stella Mutai, HFC Bank	- Standard Bank
Best Commercial Office Development Award	Dealmakers of the Year	Best Property Service Group of the Year Award
- Stanbic IBTC Head Office, Profica	- Peter Clark & Matthew Marshall, REdimension Capital	- HTI Consulting
Best High-end Residential Development Award	Young Property Person of the Year Award	Most Innovative Real Estate Company Award
- Mont Choisy La Reserve Phase 3, Mont Choisy	- Mikayla Benkenstein, Hodari Africa	- JLL Foundation
Best Hotel Development Award	Top Africa Real Estate CEO of the Year Award	Co-working Operator Award
- Radisson Safari Hotel Hoedspruit, Radisson Blu	- Edward Kirathe – Acorn Holdings Africa	- Kofisi Africa
Best Affordable Housing Development Award		Best Transaction of the Year
- Inkanyezi Village, Alley Roads		- Nedbank Sentinel (OAS)
Industrial, Logistics and Alternative Assets		Short Term Residential Operator Award (more than 5
(Data Centres, Healthcare & Education) Award		units)
- JNB11 Data Centre		- Trianum Hospitality
Best Interiors Award (Hotel & Workplace)		
- JLL Tétris Showroom, JLL		
Best Mixed-use Development Award		
- Eneo at Tatu Central		
Best Refurbishment Award		
- New Boston Centre, Bronn at Boston		

# 2024 PROPTECH START-UP WINNER



API Events partnered with Burstone for the 2024 Proptech Start-up competition. Start-ups were given the opportunity to showcase business ideas that might revolutionise the African real estate sector.

Six finalists were selected from a total of 14 entries submitted. Each finalist got an opportunity to pitch their idea Shark Tank Style, to a panel of judges.

In the end, Aileen Rodel of REC-TEC Solutions (South Africa) walked away with a \$2 800 prize









### ATTENDING COMPANIES FROM #APISUMMIT2024





CBRE EXCELLERATE



































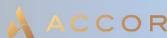




























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# 2025 API SUMMIT HEADLINE PACKAGES



LEAD	GOLD	SILVER/LEGAL	INDUSTRY	REGISTRATION PARTY ( 17 <sup>th</sup> )
<ul> <li>Welcome address at conference</li> <li>3 speaking slots</li> <li>15 non-transferable passes ex-speakers</li> <li>Comment in press release</li> <li>Media interviews on day</li> <li>In-person activation space</li> <li>Access to delegate lists</li> <li>Company video played 2 times</li> <li>2 custom emails to API Database</li> </ul>	<ul> <li>3 speaking slots</li> <li>10 non-transferable passes ex-speakers</li> <li>2-email campaigns</li> <li>2 Whatsapp Broadcast</li> <li>Comment in press release</li> <li>In-person activation space</li> <li>Access to list</li> <li>Gold Level Branding</li> <li>8 Dinner Tickets</li> </ul>	<ul> <li>2 speaking slot</li> <li>7 non-transferable passes ex-speakers</li> <li>2 email campaign</li> <li>1 Whatsapp Broadcast</li> <li>Silver Branding On All Collateral</li> </ul>	<ul> <li>1 speaking slot</li> <li>4 non-transferable passes ex-speakers</li> <li>Industry branding on all collateral</li> </ul>	<ul> <li>1 speaking slot</li> <li>4 non-transferable passes ex-speakers</li> <li>Pre-event cocktail function from 15h00 - 18h00</li> <li>Fee will cover drinks, music and entertainment as guests arrive to collect their passes pre-event</li> </ul>
SOLD	\$29,000 ( ex-vat )	\$15,000 ( ex-vat )	\$ 6,000 ( ex-vat )	\$10,000 ( ex-vat )



# RECONNECT AT #API2025

## 2025 PROPTECH, HOTELS FORUMS



LEAD	GOLD	SILVER/LEGAL	INDUSTRY	COCKTAIL (DAY 1)
<ul> <li>Welcome address at conference.</li> <li>1 speaking slots</li> <li>8 non-transferable passes ex-speakers</li> <li>1 custom email to API Database</li> <li>Video campaign showed at event</li> </ul>	<ul> <li>1 speaking slots</li> <li>5 non-transferable passes ex-speakers</li> <li>2 sponsors only</li> </ul>	<ul> <li>1 speaking slot</li> <li>3 non-transferable passes ex-speakers</li> <li>4 sponsors only</li> </ul>	<ul> <li>1 speaking slot</li> <li>2 non-transferable passes ex-speakers</li> <li>Unlimited sponsors</li> </ul>	• 1 speaking slot • 4 non-transferable passes ex-speakers
\$12,000(SOLD)	\$8,000 ( ex-vat )	\$6,000( ex-vat )	\$ 4,000 ( ex-vat )	\$10,000 ( ex-vat )





# WHY IT PAYS TO SPONSOR AFRICA'S MOST INFLUENTIAL PROPERTY EVENT



POSITION YOUR BRAND & LEADERSHIP VISIBILITY BUILD BUSINESS RELATIONSHIPS LEAD GENERATION **CONVERT & CLOSE DEALS FASTER ACCESS TO 500+ AFRICAN DECISION MAKERS** SHOWCASE SERVICES



### **PUBLIC RELATIONS INSIGHT**

API Events' public relations strategy was extensive and multilayered, with the use of local, regional and global PR agencies and content specialists. Our Primary agencies were DMIX and APO, along with paid industry media partners such as Asset Magazine, Property Flash and Property Wheel, African Decisions and AH Reports.

The total PR spend amounted to USD 30,269,100, covering campaigns for the awards, the summit, hospitality sessions, and the Proptech forum. Between June 21 and September 20, these efforts generated over 313 947 impressions across various websites and social media platforms. Key media outlets, including CNBC Africa, Zawya.com, Socialnews.xyz, Vox Africa, and African Business, were among the most influential channels to feature the release.

Attendees and sponsors also contributed by sharing posts leading up to the event, which assisted in building traction, especially posts related to the API Awards and the Proptech Competition.

Examples of the articles and social media post can be seen in the pages to follow.



#### **PUBLIC RELATIONS: EXAMPLES**

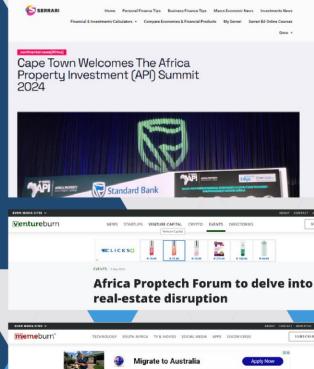


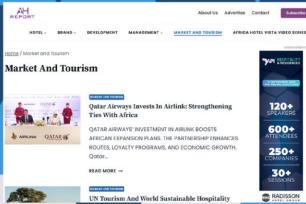








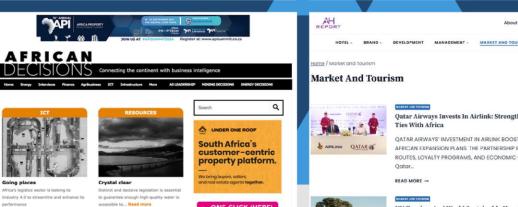




API Summit 2024: Driving impact in

Africa's real estate sector







#### **SOCIAL MEDIA: EXAMPLES**





WWW.APISUMMIT.CO.ZA



**SPEAKER** 

**FOUNDER & CEO** 

**#APISUMMIT** 

More Information : www.APISUMMIT

**YourHost** 

**ELENI GEORGOPOLOU** 

19 & 20 SEPTEMBER 2024

CAPE TOWN | THE WESTIN

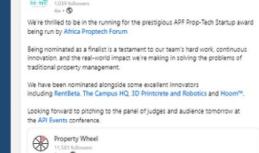
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Congratulations to the finalists in the Africa PropTech Forum Start Up

RE-TECSolutions

Ima - (D)





Best Refurbishment.

OOA Liked by 01\_miss.lee and others

Add a comment...

#### **EMAIL EXAMPLES:**

#### IN TOTAL, API EVENTS SENT 10 EMAILS TO 13878 RECIPIENTS.



Africa Hotel Report - Your Daily Source for the Latest Hospitality News across Africa In case you missed it, here's a weekly roundup of the most recent news and developments.























2024 SPONSORS B PARTNERS



## **CONTACT API EVENTS**

Sponsorship
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