

Unlocking Opportunities:

**Guiding Chinese Private Enterprises and
Capitals into Africa's Booming Real Estate**

Focus on Africa's
market



Forge a Sino-African
link

Founder & CEO HiEdu

Academic Achievements

PhD in Cosmology

Dual **MBA** degrees from Tsinghua University and MIT Sloan School of Management

Key Professional Contributions

Led the business rescue operation for South Africa's **TOPTV**

Former CEO & Director of STARSAT SA (TOPTV, South Africa) and NTA-STARTIMES (Nigeria)

Supported Chinese enterprises in securing **major projects, licenses, and mineral rights**, and played a key role in mediating government-business crises.

Extensive Africa Experience

Over **20 years** of professional experience in telecommunications, media, and renewable energy sectors
In-depth market knowledge across more than **20 African countries**

Strategic Government Relationships

Maintains direct connections with Chinese and foreign embassies, consulates, the Ministry of Foreign Affairs, and the Ministry of Commerce, with access to a broad network of valuable government and international resources.



DR. Sophia Zhang

HiEdu's Footprint – Assisting Chinese Enterprises in African Real Estate Layout

Wine Estate

One 300-hectare wine estate in Cape Town, South Africa.



Residential Properties:

Over 20 residential units across 15 African countries.



Office Properties:

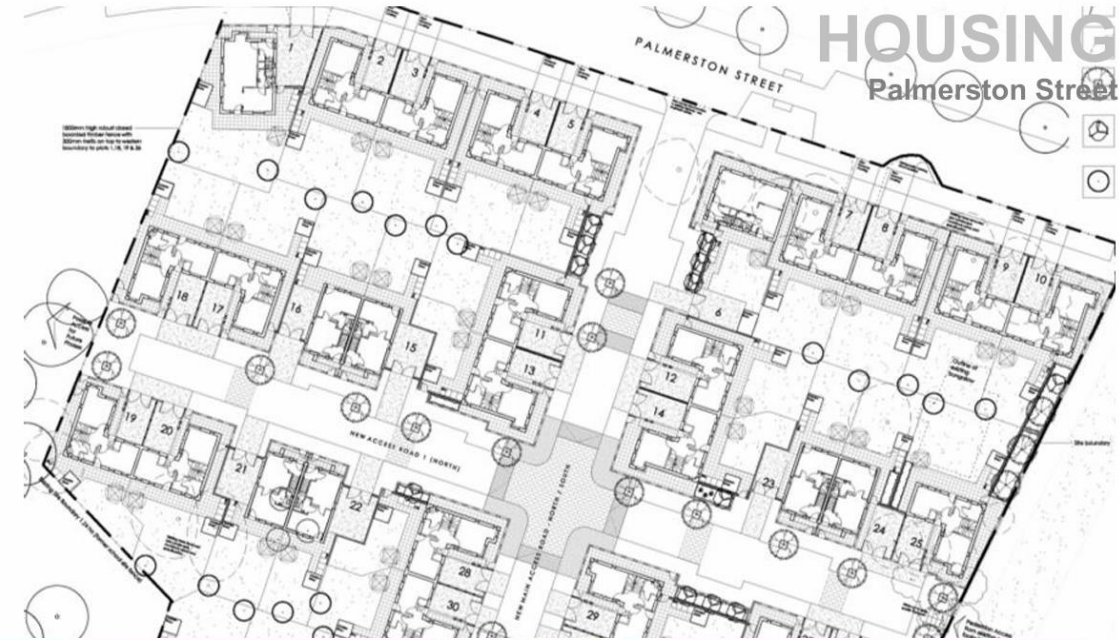
Lagos, Nigeria: A five-story office building;

Johannesburg, South Africa: A four-story office building.



Footprint of HiEdu + HAI NUO

In collaboration with partners, we have completed real estate design and development cooperation in 10 countries and regions worldwide.



Key Questions for Chinese Capital Entering African Real Estate



Absorption Speed

Through the “ pre-lease marketing ”
“ tenant financing ” models, the
18-month absorption cycle has been
shortened to 6 months, enabling rapid
capital turnover



Capital entry point

Adopt a "three-phase" model to
accurately match financial products,
ensuring an uninterrupted capital
and interest rates lower than the local
average.



Outward direct investment path

Rely on the "international guarantees"
"RMB closed-loop" mechanism to
compliant outbound capital transfer,
remittance, and profit repatriation,
eliminating dual concerns for

Building a Smart and Green Real Estate Investment Ecosystem – Focus on Industrial Real Estate

Partner Collaboration Matrix: Building a "Low Cost + Fast Leasing + High Premium" Business Closed-Loop



Industrial Real Estate Companies

Responsible for over 60% of lease marketing and land compliance matters



Renewable energy Companies

Reduce tenants' electricity costs by 35% through solar PV solutions



Water circulation system

Reduce tenants' water costs by 25% through recycling systems



ESG

Provide full-cycle financing services and RMB settlement services



Chinese Financial Institutions

Provide full-cycle financing services and RMB settlement services

HAI NUO



KEYS:



Localization Strategy

Adapting products and services to meet the specific cultural, linguistic, and market needs of local communities enhances customer engagement and brand loyalty.



Green Initiatives

Implementing environmentally friendly practices and sustainability measures across operations helps reduce carbon footprint and aligns with global climate goals.



Strategic Partnerships

Building strong alliances with other businesses and organizations fosters innovation, expands market reach, and creates shared value across industries.



Thank you

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