



AFRICA PROPERTY
INVESTMENT SUMMIT

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Standard Bank



REAL impact



19 - 20 SEPTEMBER 2024
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AFRICA PROPERTY
INVESTMENT SUMMIT

SUMMARY OF 2024

The 15th annual Africa Property Investment (API) Summit took place in Cape Town for the first time at the Westin Hotel, Cape Town on 19 & 20 September.

The event included **531+ attendees** from **200+ companies**, **30+ industries** and **20+ nations**. The Summit provided an opportunity to connect and establish networks that will leave a lasting development legacy in Africa in hospitality and proptech.

This year's API Summit served as a platform for over **120 speakers** and **over 40 sponsors** and **partners**. This forum included the API Hospitality and API Proptech Forums and the Zimbabwe Investor Sessions.

The API Summit included two competitions, the 2024 API Awards and the 2024 Proptech startup competition. Both competitions had multiple applicants with outstanding candidates entering and celebrated over the event.

The event ended with rooftop cocktail party, which allowed attendees to continue networking informally. Our success is attributed to our collaboration and contributions of our sponsors. An overview of the key marketing campaigns, marketing deliverables and key stats have been summarised in the slides to follow.



2024 LEAD SPONSOR



Standard Bank

This year's lead sponsor was Standard Bank. After the informal networking session, they kicked off day 1 of the summit with a welcome address.

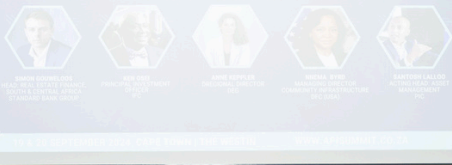
Standard Bank contributed to the summit with speakers who wonderfully contributed on different panels, including The Growth of REITS in Africa, Creating Value and Impact in Africa and The Business of Real Estate Over the Next Five Years. Their speakers included Tola Akinhanmi, Niyi Adeleye, Anneke Lund, Mncedisi Dumse and Simon Gouweloos.

Standard Bank's benefits included an activation space (which they created into an amazing coffee station), mentions in multiple articles (such as Propertywheel, Serrari Group, Africa.com and Construction World), a pre-event cocktail party and a private meeting room. In addition, they also entered into the API Awards, managing to win Best African Real Estate Bank of the Year.

LOURENSFORD, WINELANDS



ROUNDTABLE: FUNDING REQUIREMENTS WITH PENSION FUNDS & DFIS IN AFRICA



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build thoughtfully designed, all-inclusive accommodation and workspaces that offer regional amenities and a connected simplicity for the modern traveller.



AFRICA PROPERTY INVESTMENT SUMMIT

KEY STATS: Countries In Attendance

South Africa 51%

Kenya 8.8%

Zim 7%

UAE 2.5%

Mauritius 2...

UK 2%

Nigeria 2.2%

Tanzania 1....

Egypt 1.2%

Zambia 2.2%

Uganda 1.4%

France 1.2%

Rwanda 1.2%

India 1%

Botswa...

Ghana...

Ivory...

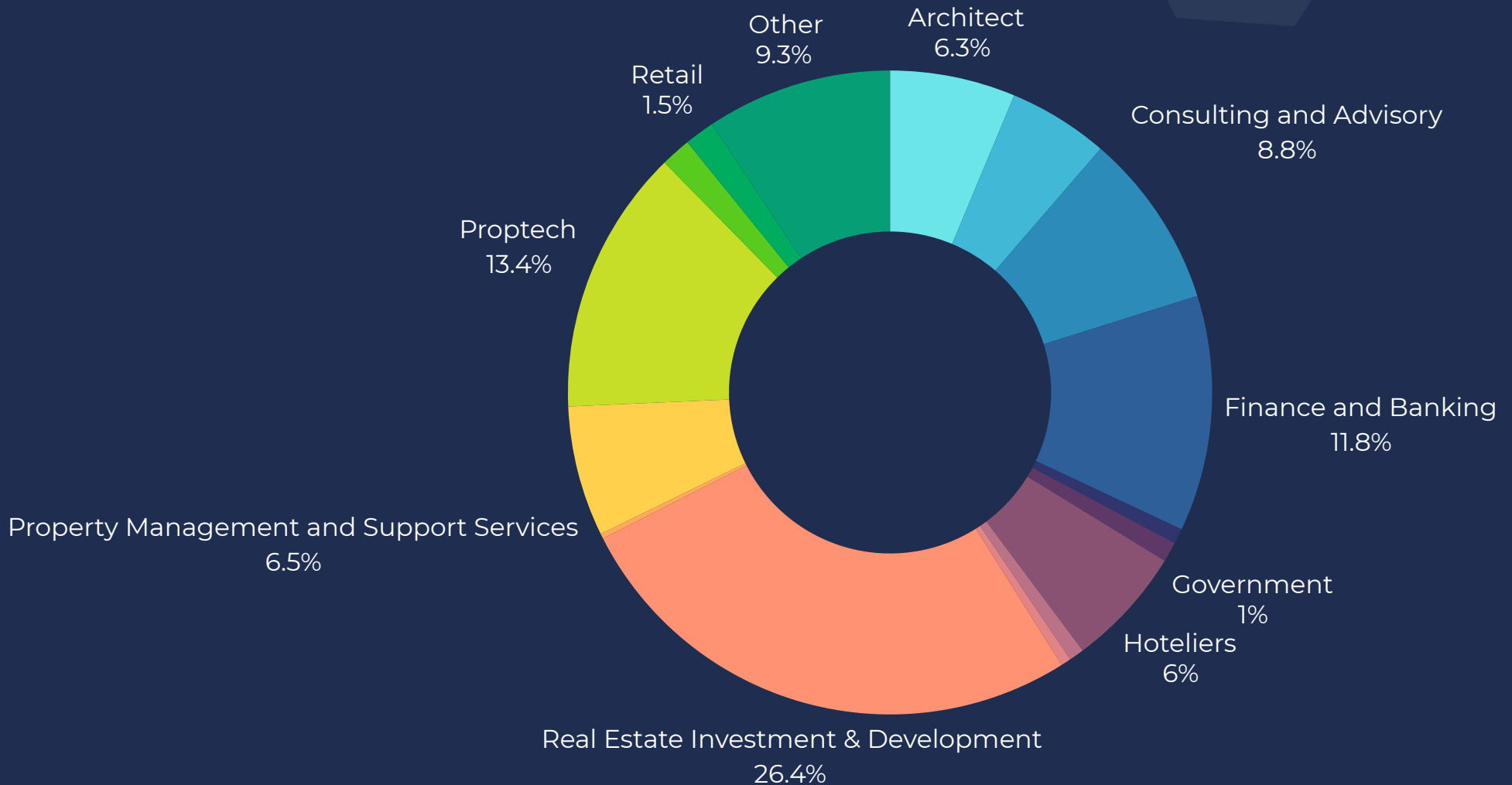
US 1.2...

De...

Morocco 1%

Senegal 1%

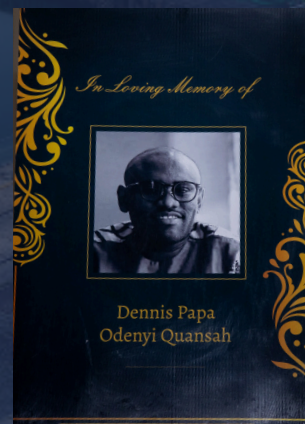
KEY STATS: Industries In Attendance



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. The judges were Tim Harlech-Jones, Elizabeth Natukunda, Nicolas Sheard, Ivan Cornet, Paul Onwuanibe and Vere Shaba



AWARDS: WINNERS

DEVELOPMENT CATEGORY

- Best Retail Development Award
- **Highland Park Phase 2, Terrace Africa**
- Best Commercial Office Development Award
- **Stanbic IBTC Head Office, Profica**
- Best High-end Residential Development Award
- **Mont Choisy La Reserve Phase 3, Mont Choisy**
- Best Hotel Development Award
- **Radisson Safari Hotel Hoedspruit, Radisson Blu**
- Best Affordable Housing Development Award
- **Inkanyezi Village, Alley Roads**
- Industrial, Logistics and Alternative Assets (Data Centres, Healthcare & Education) Award
- **JNB11 Data Centre**
- 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**

PERSONNEL CATEGORY

- Woman in Real Estate Award
- **Stella Mutai, HFC Bank**
- Dealmakers of the Year
- **Peter Clark & Matthew Marshall, REdimension Capital**
- Young Property Person of the Year Award
- **Mikayla Benkenstein, Hodari Africa**
- Top Africa Real Estate CEO of the Year Award
- **Edward Kirathe – Acorn Holdings Africa**

SERVICE, TECHNOLOGY, & INNOVATION CATEGORY

- Best Africa Real Estate Bank of the Year Award
- **Standard Bank**
- Best Property Service Group of the Year Award
- **HTI Consulting**
- Most Innovative Real Estate Company Award
- **JLL Foundation**
- Co-working Operator Award
- **Kofisi Africa**
- Best Transaction of the Year
- **Nedbank Sentinel (OAS)**
- Short Term Residential Operator Award (more than 5 units)
- **Triatum Hospitality**

PROPTech STARTUP COMPETITION

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



PUBLIC RELATIONS: INSIGHTS

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

SERRARI Home Personal Finance Tips Business Finance Tips Macro Economic News Investments News
Financial & Investments Calculators Compare Economies & Financial Products My Serrari Serrari Ed Online Courses

Cape Town Welcomes The Africa Property Investment (API) Summit 2024

PROPERTY FLASH PROPERTY NEWS FAST & FIRST
GET PROPERTY FLASH HEADLINES IN YOUR INBOX

API Summit comes to Cape Town as investment in the continent's hotel and leisure industry shines resurgent

August 29 2024

LUKESA LIBRARY CONTRIBUTORS PARTNERS EVENTS FORUM PORTAL LOGIN

Africa Property Investment Summit

Main Organiser
Africa Property Investment (API)

When: 19 September 2024 - 20 September 2024
Where: The Western Cape Town Lower Long Street, Cape Town City Centre, Cape Town, South Africa
Type: Summit
Conference Page: [Website Link](#)
How Much: \$4,000

africa.com THE DEFINITIVE LIST **DP** africa **afrika ONLINE** **afrika.com** **TOP10** **iAfrica**

Cape Town Welcomes The Africa Property Investment (API) Summit 2024 To Explore Impactful Strategies For Africa's Real Estate

By Editor / August 13, 2024 / headlines

ventureburn NEWS STARTUPS VENTURE CAPITAL CRYPTO EVENTS DIRECTORIES

Africa PropTech Forum to delve into real-estate disruption

EVENTS 5 Sep 2019

memeburn TECHNOLOGY SOUTH AFRICA TV & MOVIES SOCIAL MEDIA APPS ESKOM CRISIS

API Summit 2024: Driving impact in Africa's real estate sector

ENTREPRENEURSHIP 13 Aug 2024

Construction WORLD HOME MAGAZINES NEWS ADVERTISING BLOG ABOUT US CONTACT

Cape Town welcomes API Summit 2024 to explore impactful strategies for Africa's real estate

01 August 2024

APSAIDAL Projects Events Professionals Companies & Institutions Products

8TH ANNUAL AFRICA PROPERTY INVESTMENT AWARDS 2024

DATE: 19 - 20 Sep 2024
LOCATION: The Western Cape Town, Convention Square, Lower Long St, Cape Town City Centre, Cape Town, 8000, South Africa
CATEGORY: Awards
ORGANIZER: API EVENTS
WEBSITE: <https://apsaidal.com/associates/8th-annual/>

AFRICA PROPERTY INVESTMENT AWARDS 2024

The Africa Property Investment (API) Awards is an annual event that recognizes and celebrates peer-to-peer excellence in the African real estate industry, by showcasing successful and innovative projects and initiatives. The awards have become a critical benchmark for measuring success and aim to promote and encourage investment in the African property market. The API Awards honor leading developers, architects, engineers, investors and other professionals who have contributed to the growth and development of the real estate industry in Africa and cover various categories, including developments.

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Market And Tourism

Qatar Airways Invests In Airlink: Strengthening Ties With Africa

QATAR AIRWAYS' INVESTMENT IN AIRLINK BOOSTS AFRICAN EXPANSION PLANS. THE PARTNERSHIP ENHANCES ROUTES, LOYALTY PROGRAMS, AND ECONOMIC GROWTH. QATAR...

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UN Tourism And World Sustainable Hospitality

120+ SPEAKERS
600+ ATTENDEES
250+ COMPANIES
30+ SESSIONS

SOCIAL MEDIA EXAMPLES

Courage Karenyi • 2nd
Managing Director @ ATARAH PROJECTS
1mo •

Looking forward to attending the **API Events Summit** on the 19th and 20th of September in Cape Town. Great place to linkup with old friends and make new friendships. For all out of town visitors, welcome to CapeTown.



Fedhasa
17 September •

FEDHASA members can still register to attend the **API Events Hospitality Summit** on September 19-20, 2024, at the Westin Hotel, Cape Town. Enjoy a special discounted rate using the code 'FHAD'. This event will bring together over 500 industry leaders to explore Africa's tourism potential. Engage with 250+ hospitality delegates, 75+ hotel brands, and 35 distinguished speakers at the API Hospitality & Residences Forum, a major highlight where strategic investments and partnership... See more



SVA International is in Cape Town.
20 September at 18:01 •

SVA International attended the **API Events Summit** in Cape Town this week. A great opportunity to link up with colleagues and make some new connections.
#SVAInternational #LeadBuildDesign #APIEvents #APISummit2024 #Networking



tkds

Two of our projects have been nominated for the **API Awards 2024**. We look forward to the awards ceremony and wish our fellow nominees the best.



wearctkds • Follow
20 September at 16:01 •

wearctkds We are proud and excited to be part of these prestigious awards. We would like to dedicate this nomination our amazing clients for trusting us to design work for them worthy of an award nomination. Recognition of excellence. you API Awards.

#WeAreTKDS #apisummit2024 #builtenvironment #archilov #architecture #engineering #projectmanagement #quantitysurveyor
7w

_kedii All the best guys 🍀
7w Reply

nokwa1848 Good day aren't you hiring for your office adm Customer services?
7w Reply

Liked by **01_miss.lee** and others
August 29

Add a comment...

yourhostbnb • Follow

yourhostbnb We're thrilled to announce that we @yourhost have been selected as a finalist for the Short Term Residential Operator. We are looking forward to you attending the Ann API Summit Awards Dinner on 19th September 2024 where CEO and Founder @geolen4 will be a speaker.

#yourhostbnb #shorttermrental #apisummit2024 #PropertyManagement #esg #sustainability
8w

Liked by **5** likes
August 16

Add a comment...

Property Wheel is with **RoomKing** and **API Events**.
20 September at 16:01 •

RoomKing - an update on their journey and milestones by CEO, Mnculwane and Neil Elason, Head: Tech & Marketing Design at the #AfricaPropTechForum, #APISummit #APISummit2024 #proptech #township #backroommarket #backroomrentals #propertywheels #landlords #rural #rental #tenants #lease #realestateinvestment



EDGE Buildings
9 October at 23:40 •

The EDGE team gathered in Cape Town recently for the #APISummit by API Events where we celebrated our continued commitment to the decarbonization of the built environment and mourned the absence of our late colleague Dennis Quansah, who was honored with an API Lifetime Achievement Award.



RE-TECSolutions
1,039 followers
4w •

We're thrilled to be in the running for the prestigious APF Prop-Tech Startup award being run by **Africa PropTech Forum**

Being nominated as a finalist is a testament to our team's hard work, continuous innovation, and the real-world impact we're making in solving the problems of traditional property management.

We have been nominated alongside some excellent innovators including **RentBeta**, **The Campus HQ**, **3D Printcrete** and **Robotics** and **Hoom™**.

Looking forward to pitching to the panel of judges and audience tomorrow at the **API Events** conference.

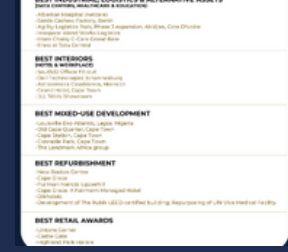
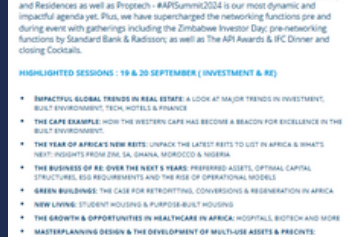
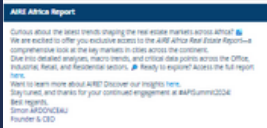
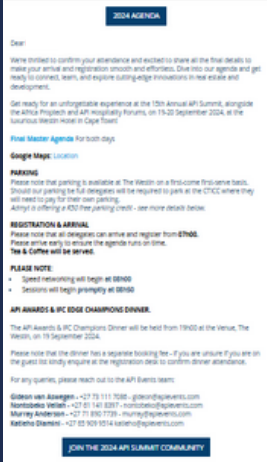
Property Wheel
11,581 followers
1mo •

Congratulations to the finalists in the Africa PropTech Forum Start Up competition, sponsored by **Burstone**.

#RentBeta @reapedia

EMAIL EXAMPLES

IN TOTAL, API EVENTS SENT 16 EMAILS TO ITS DATABASE OF 27,331 SUBSCRIBERS TO BUILD BRAND AWARENESS.



2025 API SUMMIT HEADLINE PACKAGES



LEAD	GOLD	SILVER/LEGAL	INDUSTRY	COCKTAIL (DAY 2)
<ul style="list-style-type: none"> • Welcome address at conference • 3 speaking slots • 15 non-transferable passes ex-speakers • Comment in press release • Media interviews <u>on day</u> • In-person activation space • Access to delegate lists • Company video played 2 times • 2 custom emails to API Database 	<ul style="list-style-type: none"> • 2 speaking slots • 10 non-transferable passes ex-speakers • 1-email campaign • Comment in press release • In-person activation space • Access to list 	<ul style="list-style-type: none"> • 1 speaking slot • 5 non-transferable passes ex-speakers • In-person activation space -Expo space - only 	<ul style="list-style-type: none"> • 1 speaking slot • 3 non-transferable passes ex-speakers 	<ul style="list-style-type: none"> • 1 speaking slot • 4 non-transferable passes ex-speakers
\$45,000	\$32,000	\$15,000	\$ 8,000	\$13,000

2024 Sponsor-only offer:

Pay 2024 rates in 2025 - Offer valid until January 7th 2025

T's & C's apply



AFRICA PROPERTY
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We value and appreciate your contribution.
If you would like to continue supporting us
in our other events, please contact:

Murray@apievents.com