



12<sup>TH</sup> ANNUAL  
**EAST** AFRICA PROPERTY  
INVESTMENT SUMMIT

**SAVE  
THE  
DATE**

**14 - 15 MAY 2025**

**Radisson Blu, Upper Hill, Nairobi**



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## EAPI 2025 | 14 & 15 MAY 2025

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Bigger and more dynamic than ever, The 12<sup>th</sup> annual EAPI Summit, East Africa's premier real estate gathering will once again take place in Nairobi on 14 & 15 May at Radisson Blu, Upperhill, Nairobi.

In 2025, EAPI Summit will connect over 450+ global investors, developers and professionals from across the real estate and hospitality sectors for two days of dealmaking, networking and insights from industry leaders and trend makers.

If you're invested in East Africa, the 12<sup>th</sup> annual EAPI Summit will feature new exciting features and provide a unique platform to gain access to funding and finance; meet project professionals and industry players developing East Africa's real estate sector.

In 2025, EAPI will again host dedicated discussions focused investment; capital markets; occupier trends; retail, logistics, hospitality, affordable housing and retail – making 2025 our influential, valuable and dynamic experience yet.

To sponsor or speak at #EAPI2025, and put your brand front and centre of East Africa and some of the continent's leaders, please email [murray@apievents.com](mailto:murray@apievents.com) for more information.

We have included a summary of key marketing, attendees and PR benefits accrued to 2024 sponsors.



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## EAPI 2025 | SPONSORSHIP

LEAD	GOLD	SILVER	INDUSTRY	COCKTAIL
<ul style="list-style-type: none"><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 style="list-style-type: none"><li>• 2 speaking slots</li><li>• 10 non-transferable passes ex-speakers</li><li>• 1-email campaign</li><li>• Comment in press release</li><li>• In-person activation space</li><li>• Access to list</li></ul>	<ul style="list-style-type: none"><li>• 1 speaking slot</li><li>• 5 non-transferable passes ex-speakers</li><li>• In-person activation space - Expo space - only</li></ul>	<ul style="list-style-type: none"><li>• 1 speaking slot</li><li>• 3 non-transferable passes ex-speakers</li></ul>	<ul style="list-style-type: none"><li>• 1 speaking slot</li><li>• 4 non-transferable passes ex-speakers</li></ul>
<b>\$45,000</b>	<b>\$31,000</b>	<b>\$15,000</b>	<b>\$8,000</b>	<b>\$13,000</b>



# ENDLESS NETWORKING OPPORTUNITIES





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## SUMMARY OF 2024

The 11th annual East Africa Property Investment (EAPI) Summit is a significant event that brings together various stakeholders in the property industry. This in-person event took place in Nairobi, Kenya from the 17<sup>th</sup> – 18<sup>th</sup> April.

With a total of 443 attendees from 18 nations, representing 260 companies, the summit was a melting pot of ideas and collaborations, fostering growth and innovation in the African property market. An extensive digital marketing campaign that included social media, email marketing, videos, and public relations to communicate and market sponsor brands. During the event, sponsors had the opportunity to interact face-to-face with attendees at their booths and exchange ideas during panel discussions.

EAPI Summit included over 30 sponsors and partners who engaged in the event and its sub-forums on hospitality, proptech, retail and housing. We appreciate collaboration with API Events. We appreciate your cooperation in helping the EAPI Summit to effectively organize and conduct the premier real estate conference in Africa.

A summary of significant marketing milestones and examples of marketing deliverables fulfilled throughout the sales and marketing campaign are provided.

# SELECTED BRANDS FROM 2024



# INSIGHTS – NETWORKING – DEALMAKING





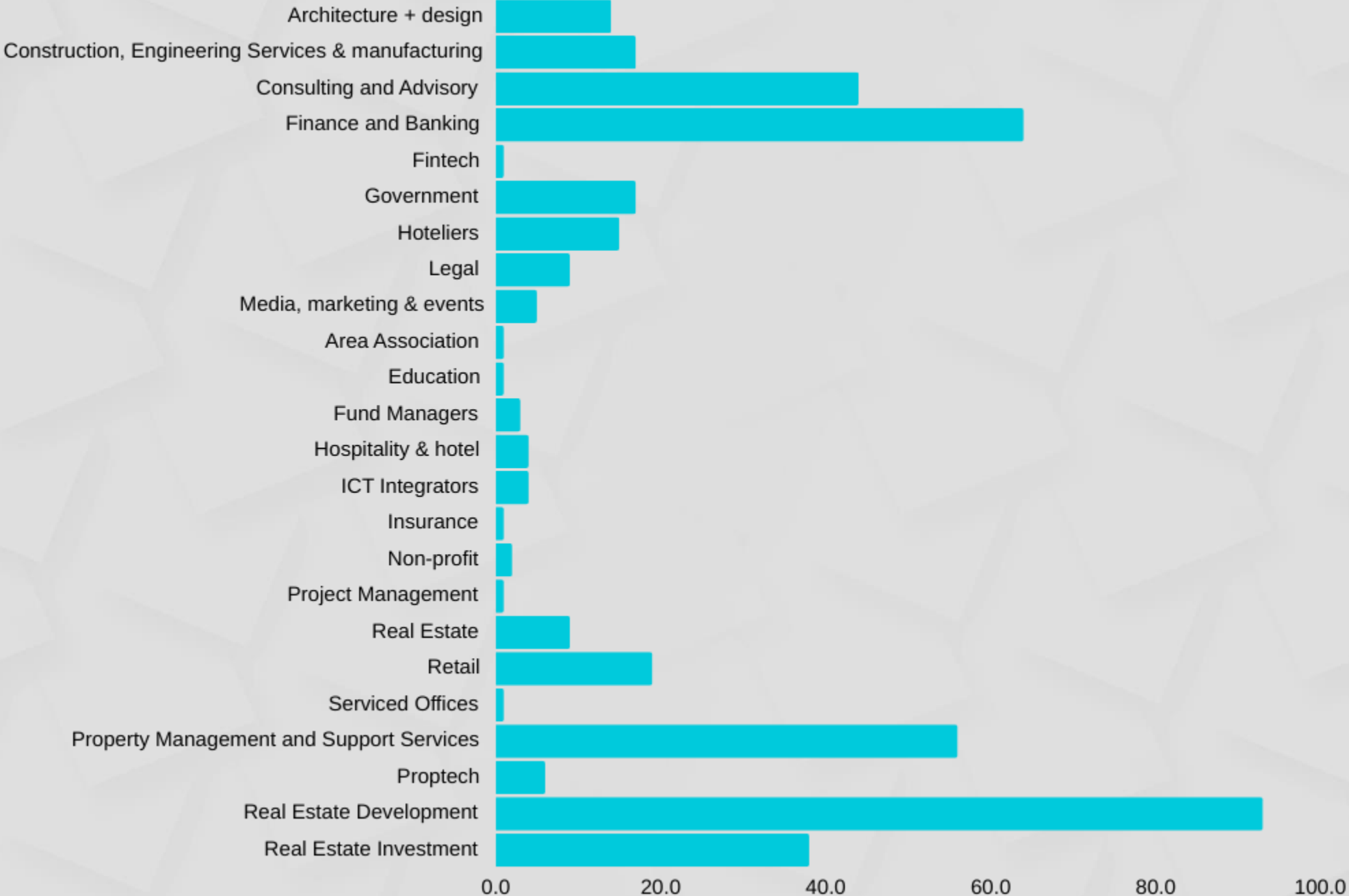
# KEY STATS: COUNTRIES IN ATTENDANCE

## SUMMIT BY NUMBERS:

- In person: 443
- Companies: 260
- Speakers: 170
- Countries: 18
- Cocktail: 170
- Industries: 32



# KEY STATS: INDUSTRIES IN ATTENDANCE





The hotel industry is booming in East Africa and is among the top performing asset groups. This forum took place on the first day and included 6 sessions, 21 speakers and 200 attendees.

**The key topics discussed at this forum include:**

- The growth of green hospitality developments in East Africa
- State of the market in East Africa
- The beach in East Africa
- Hospitality led mixed use developments
- Alternative hospitality investments.

## HOSPITALITY SPONSORS





**HOSPITALITY  
& RESIDENCES**



**RADISSON  
HOTEL GROUP™**





The EAPI Housing forum is a conversation generated around affordable and sustainable housing, and is a critical driver of the sector in the country. The forum took place on the second day and included 12 sessions, 19 speakers and 200 attendees, and was well supported by leading brands and public sector leaders.

### The key topics discussed at this forum include:

- Forming the question: affordable, sustainable or both
- Starting with sustainable
- Starting with affordable
- Tracking Costs
- Demonstrating progress
- Balancing objectives
- Enabling affordability KMRC
- Off-plan Mortgages
- On pezesha
- Enabling affordability with finance
- Connecting buyers to homes, developers to buyers



**KENYA GREEN  
BUILDING SOCIETY**  
Build Green Save Kenya



**Centre for Affordable  
Housing Finance  
in Africa**



**MI VIDA**  
MY HOME, MY LIFE



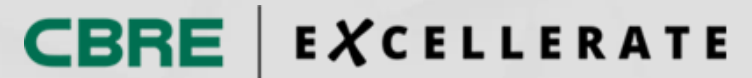




The EAPI Retail Forum explores regional and worldwide trends that are critical to the expansion of the real estate market while connecting East Africa's retail industry with top landlords, brokers, and financiers. This took place on the second day and included 5 sessions, 22 speakers and 200 attendees.

### **The key topics discussed at this forum include**

- Overview of the regional retail market,
- Landlords & big box retailers in East Africa,
- How can international franchisers and new players enter the regional market
- Neighborhood convenience
- The rise of e-commerce.







The logo for the East Africa Proptech Forum. It features the text "EAST AFRICA" in a dark blue, sans-serif font at the top. Below it, "PROPTTECH" is written in a larger, bold, dark blue font, with a cluster of small teal squares replacing the letter "O". At the bottom, the word "FORUM" is written in a smaller, dark blue font.

# EAST AFRICA PROPTTECH FORUM

**The East Africa Proptech Forum brings together tech and traditional real estate executives to discuss the impact of Proptech, AI, and other factors on decision-making throughout the value chain. This forum took place on the second day and included 3 sessions, 15 speakers and 150 attendees.**

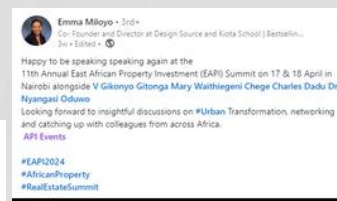
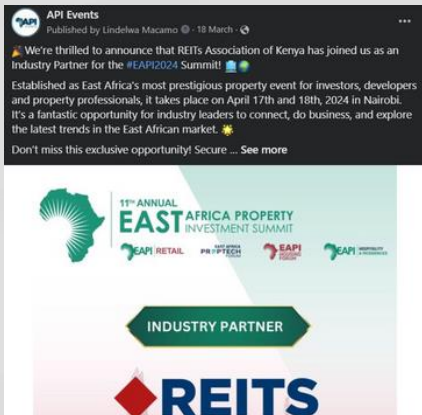
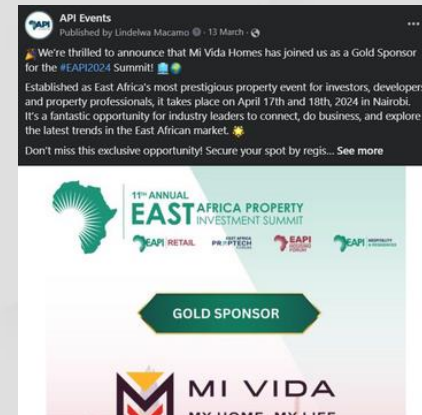
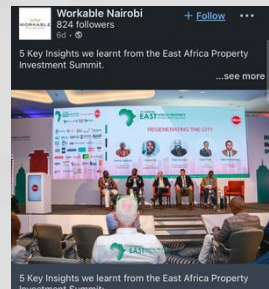
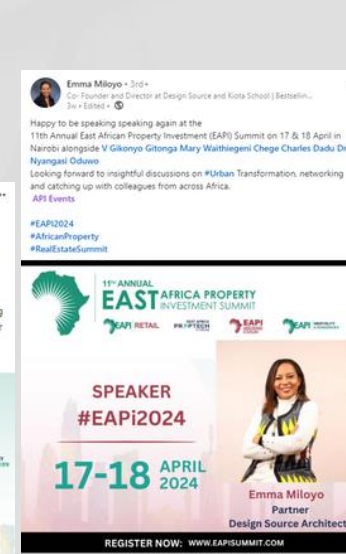
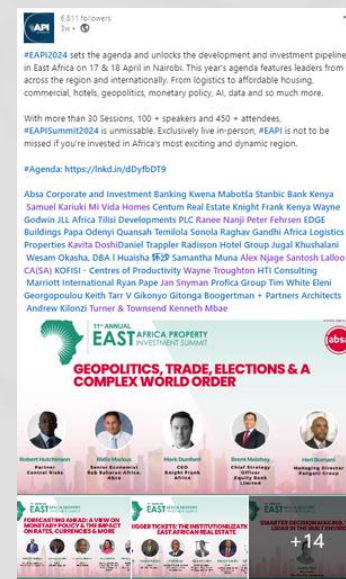
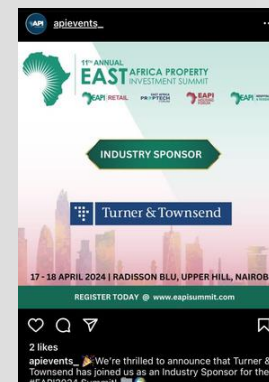
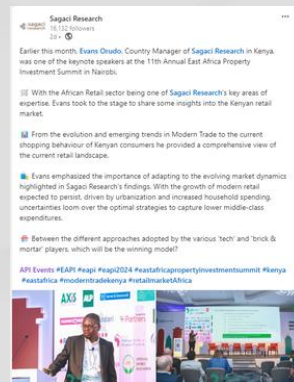
## **The key topics discussed at this forum include**

- Technology driving property ownership
- Alternative building technologies
- Data & AI in real estate

# EAST AFRICA PROPTECH FORUM



# SOCIAL MEDIA EXAMPLES: OWNED AND EARNED



# 2024 EMAIL EXAMPLES

**EAPI HOSPITALITY & RESIDENCES** | **RHC RADISSON HOTEL GROUP**

**17 APRIL | 2024**  
Radisson Blu, Upperhill Nairobi

### EAPI HOSPITALITY AGENDA

Taking place alongside the EAPI Summit, the #EAPI2024 Hospitality & Residences Agenda on 17 April unlocks opportunities for investors and developers across one of the region's most high performing asset classes. From the need for green hotels to development pipelines & performance; coastal trends; mixed use & residences; alternative hospitality investments and so much more. Join us for networking, insights and dealmaking from across the value chain and regional experts in 2024.

[Download Hospitality Agenda](#)

[Full Conference Agenda \( Day 1 & 2 \)](#)

[Register Now](#)

#### EAPI2024 HOSPITALITY SPEAKERS

 Wayne Troughton CEO VTC Consulting	 Jugal Khushalani General Manager Development, M&A, East & Africa, Market International	 Russel Storey General Manager Radisson Blu International	 Daniel Trappier Senior Development Director Radisson Hotel Group
 Fiona Crow VP Hotels & Hospitality Dev. Africa	 Ken Ogwang Senior Director ICC	 Tejas Shah Director PPP Investment	 Wesam Okasha Head of Global Development Asia, South China & EMEA, The World
 Ewan Cameron	 Catherine Hendry	 Kim Imler	 Kieran Day

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Your story matters **absa**

**INSPIRE  
IMAGINE  
INVEST**

**17 - 18 APRIL 2024 | RADISSON BLU, UPPER HILL, NAIROBI**

Dear Lindt

Join more than 500+ leaders from across East Africa and internationally at #EAPI2024 in 2 Weeks.

Meet the biggest investors, developers, professional services, operators and more from across the value chain doing business in Africa's most exciting and dynamic region. With multiple formal and informal networking functions over 2 days, #EAPI is the region's dealmaking engine.

As our biggest ever #EAPI Summit, this year's agenda features additional dynamic in-depth discussions on retail, hospitality, housing, and proptech. If you're invested in Africa, #EAPI2024 set the agenda and pipeline for serious developers.

1. Master Agenda (Day 1 & 2)
2. Hotel Agenda (Day 1)
3. Housing Agenda (Day 2)
4. Retail Agenda (Day 2)
5. Tech Agenda (Day 2)

[MASTER AGENDA \( DAY 1 & 2 \)](#)

[I Will Attend](#) [No](#)

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Dear [Name],

Countdown to the Biggest Real Estate Event in East Africa! [Register Now!](#)

Excitement is building as we countdown to the East Africa Property Investment Summit! Don't miss out on this unparalleled opportunity to be part of a dynamic gathering of industry leaders, investors, and innovators shaping the future of real estate across the continent.

With just 4 weeks left until the summit kicks off, NOW is the perfect time to secure your spot and take advantage of registration discounts. Come with five attendees to qualify for a 20% DISCOUNT!

Why you should attend:

- Gain valuable insights from 100+ keynote speakers and industry experts;
- Participate in engaging panel discussions on investment opportunities, sustainability, regulations, and more;
- Connect with 500+ potential partners, investors, and peers during networking sessions;
- Explore innovative products and services showcased in the exhibition zone;
- Learn from successful case studies and best practices driving real estate development in Africa.

Don't miss your chance to be part of this transformative event. [Register now](#) to secure your spot and join us in shaping the future of real estate in Africa!

If you have any questions or need assistance with registration, feel free to contact us on +27659099514, [katieho@apevents.com](mailto:katieho@apevents.com). Let's make history together at the East Africa Property Investment Summit!

[VIEW AGENDA](#)

[I Will Attend](#) [No](#)

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IMAGINE  
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[Download Brochure](#)

### 6 WEEKS TO GO...

#EAPI2024 is in 6 weeks and is bigger than ever before. With more sponsors, speakers and partners, EAPI2024 will define the property investment and development agenda for years to come. Join us for deep insights into key trends and innovations driving development across East Africa.

Quick Facts for 2024:

- Attendees: 500+
- Speakers: 90+
- Companies: 200+
- Exclusive Networking Mixers: 2
- Venue: Radisson Blu, Upper Hill, Nairobi
- Format: In-Person Only ( No Streaming )
- Housing Forum: 18 April
- Hotels & Residences: 17 April
- Retail Forum: 18 April
- Proptech: 18 April

[Register Now](#)

# PUBLIC RELATIONS

The strategic partnership between API and ZeZe Digital for media coverage, complemented by APO Group's expertise in public relations and media monitoring, aimed to enhance brand awareness, market traction, and sponsor profiles in top-tier media.

API Events invested significantly in PR for 2024, which included 3 press releases via APO Group, media attendance (25) with Zeze Digital, a press conference and a one-hour show on the situation room on Spice FM.

The results of the strategy were impressive, with a total AVE spend of USD 24,132,600, reaching 950 websites, 10 broadcast media outlets, 3 print media platforms and 20 online media channels recorded via APO Group. This comprehensive approach to media engagement demonstrates the value of targeted communication strategies in achieving significant market presence and visibility for our sponsors.

 The Exchange - Investment News in Africa

EAPI retail forum 2024 | focus on Nairobi's retail sector

08 Apr



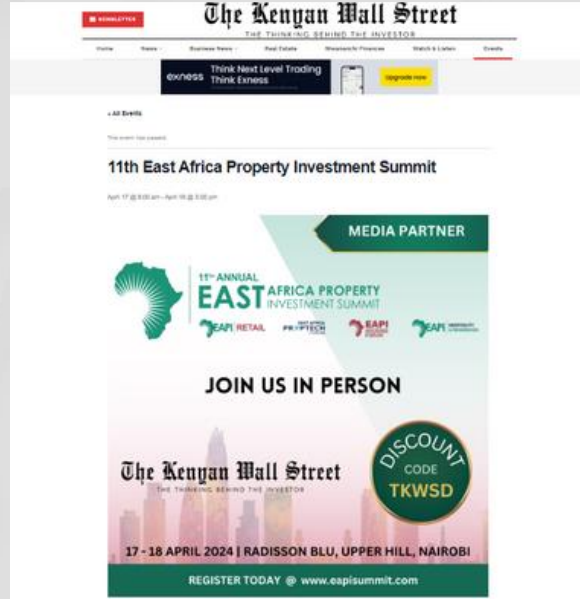
 Africa.com

11th East Africa Property Investment Summit  
announced for 17-18 April 2024 in Nairobi

06 Mar



# 2024 PUBLIC RELATIONS: EXMAPLES





# EAST AFRICA PROPERTY INVESTMENT SUMMIT

**14 - 15 May 2025**

**Radisson Blu, Upper Hill, Nairobi**



**RETAIL**

**EAST AFRICA  
PROPTECH  
FORUM**



**EAPI  
HOUSING  
FORUM**



**HOSPITALITY  
& RESIDENCES**



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Our team values participation from the industries we serve.  
To participate in one of our industry defining conferences,  
please contact one of our team members today.

**GIDEON VAN ASWEGEN**  
GIDEON@APIEVENTS.COM

**MURRAY ANDERSON**  
MURRAY@APIEVENTS.COM