

**PROPTech
CONVENTION '24**

Organized By

landtrack.pk



POST-SHOW REPORT

Insights and Innovations from PropTech & SmartTech
Convention '24

proptech-convention.com

**19TH APRIL 2024
24TH ITCN ASIA
EXPO CENTER LAHORE**

Thankyou **LAHORE**

We extend our heartfelt thanks to all the speakers, sponsors, partners, dignitaries and visitors who played a pivotal role in making the PropTech & SmarTech Convention '24 a resounding success.

Your invaluable contributions, insights, and support helped create an event that was not only informative and engaging but also a landmark in the advancement of the real estate and technology sectors.

Regards,
Landtrack.pk (Pvt) Ltd.





The inaugural morning of the Proptech Convention '24 set a dynamic tone for the event, with a series of expert-led sessions that dissected and showcased the innovations shaping the Proptech industry.

The event kicked off with an inaugural speech by the esteemed Chief Guest, Mr. Muhammad Ejaz, CEO of Arif Habib Dolmen REIT, setting a powerful tone for the day. A Keynote from Mr. Usamah Naveed of Special Technology Zones Authority – STZA, and insightful discussions led by prominent figures like Mr. Osama Jawad, Member Board of Advisors, British Council Pakistan, Mr. Mohsin Termezy, Founder Dastak Accelerator, Mr. Umair Shehzad, GM Khudi Ventures, Mr. Kamran Basit, CEO Indus Technology Solutions Pvt Ltd. . Dr. Fiaz Chaudhry, Director LUMS Energy Institute and Ms. Sana Malik, Architect & Affordable Housing Consultant further enriched the dialogue, exploring innovative energy solutions and strategic approaches for affordable housing.

Friday 19th April 10:00 AM – 12:30 PM Expo Center Lahore





The second half of Proptech Convention '24 began with an engaging keynote from our distinguished Guest of Honor, Mian Talat, President DHAEEA, who illuminated the audience with his forward-thinking on digital adaptation in real estate. This was followed by dynamic insights from Mr. Asif Abdul Kareem, CEO Al-Karim Capital Estate, and Col. Masood Qureshi, Director DHA Bahawalpur shedding light on sustainable building practices .

Next igniting the stage was Mr. Arshad Awan, CEO Homy Properties, Mr. Abrar Shaikh, Managing Director Unison Group & Mr. Sahib Wazir, Founder Green Goodwill.

There was a dynamic panel discussion on startup growth, featuring experts like Mr. Baber Mushtaq from NIC Islamabad, Syed Zain Ali CEO Fortify, Mr. Zeeshan Rasul CEO Price & Property and Mr. Usamah Naveed from STZA, highlighting the emerging tech ecosystem in real estate.

The Proptech Convention '24 closed with remarks from Mr. Atif Arafin Founder Landtrack.pk who emphasized the progress in integrating Proptech into Pakistan's real estate sector.

Friday 19th April 02:30 PM – 05:30 PM Expo Center Lahore



KEY HIGHLIGHTS

120+

Attendees

21

Speakers

15

Presentations

20

Partners



PROPTech CONVENTION '24 NARRATIVE



In April 2024, the ITCN Asia at Expo Center Lahore was the stage for the transformative PropTech Convention '24, a pivotal event that brought together technology and real estate. With a focus on harnessing tech-driven solutions, the convention aimed to redefine the real estate landscape in Pakistan, catering to a dynamic youth demographic that constitutes over 65% of the nation's population.

The event was not just a gathering but a vibrant ecosystem of ideas, showcasing cutting-edge technologies like virtual reality that promise to revolutionize property management and sales. It also highlighted purpose-built real estate solutions that integrate energy efficiency and operational excellence, providing actionable insights for developers to elevate their projects.

One of the key advocacies at the convention was for the establishment of **Special Technology Zones**. These zones are envisioned as incubators for technological innovation in real estate, providing the necessary infrastructure, policy support, and incentives to foster rapid technological adoption.

Looking forward, the PropTech Convention '24 has set the groundwork for ongoing strategic initiatives aimed at making Pakistan's real estate sector more transparent, sustainable, and efficient. We invite everyone to stay engaged through our social media channels as we continue to build on this momentum, shaping the future of real estate in Pakistan together.

SPEAKERS



MUHAMMAD EJAZ
CEO Arif Habib Dolmen REIT
RMC Limited
(CHIEF GUEST)



MIAN TALAT
Founder Talat Estate
President DHAEAA
(GUEST OF HONOR)



ASIF KARIM
CEO Al-Karim Capital Estate
Vice President Karachi DHAMRA
(GUEST OF HONOR)



MASOOD QURESHI
Director DHA Bahawalpur
(GUEST OF HONOR)



USAMAH NAVEED
Associate
Special Technology Zones Authority



DR. FIAZ CHAUDHRY
Director
LUMS Energy Institute



OSAMA JAWAD
Member Board of Advisors
British Council Pakistan



DR. SANA MALIK
Architect & Affordable
Housing Consultant



UMAIR SHEHZAD
General Manager
Khudi Ventures



MOHSIN TERMEZY
Founder
Dastak Accelerator



KAMRAN BASIT
CEO
Indus Technology
Solutions Pvt Ltd.



ARSHAD AWAN
CEO
Homy Properties



ABRAR SHAIKH
Group Managing Director
Unison Group



SAHIB WAZIR
Founder
Green Goodwill



M. RABIH ITANI
Knight Frank
Partner - Residential Sales
& Marketing Projects KSA



ATIF ARAFIN
Conference Director
Founder
Landtrack.pk



BABER MUSHTAQ
Startup Growth Manager
NIC Islamabad

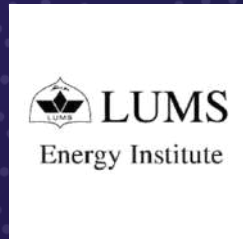


SYED ZAIN ALI
Founder & CEO
Fortify



ZEESHAN RASUL
CEO
Price & Property

PARTNERS



ORGANIZER

landtrack.pk

Landtrack.pk (Pvt.) Ltd stands at the forefront of proptech, utilizing advanced technology to revolutionize Pakistan's real estate market. With a mission to educate and empower, the platform addresses the 40% of buyers currently making uninformed decisions. Landtrack.pk distinguishes itself by providing data-driven

insights through comprehensive tools like CRM, AR/VR, and data analytics. This commitment to transparency and trust extends its reach to a diverse audience, including local developers and overseas buyers.

By reshaping the real estate landscape in Pakistan, Landtrack.pk aims to bridge the gap between stakeholders, fostering a more informed and efficient real estate ecosystem. With a focus on leveraging technology, Landtrack.pk is poised to redefine how decisions are made in the dynamic and evolving real estate market of Pakistan.



“REVOLUTIONIZING REAL ESTATE: BUILDING A SUSTAINABLE, TECH-DRIVEN FUTURE.”



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