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**PROPTech
CONVENTION '24**

**PROPERTY
ASIA EXPO
2024**

POST SHOW REPORT

“Empowering Real Estate Stakeholders For
A Tech-Driven Future”

24TH - 26TH
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THANKYOU FOR ATTENDING PROPTech CONVENTION '24 & PROPERTY ASIA EXPO 2024

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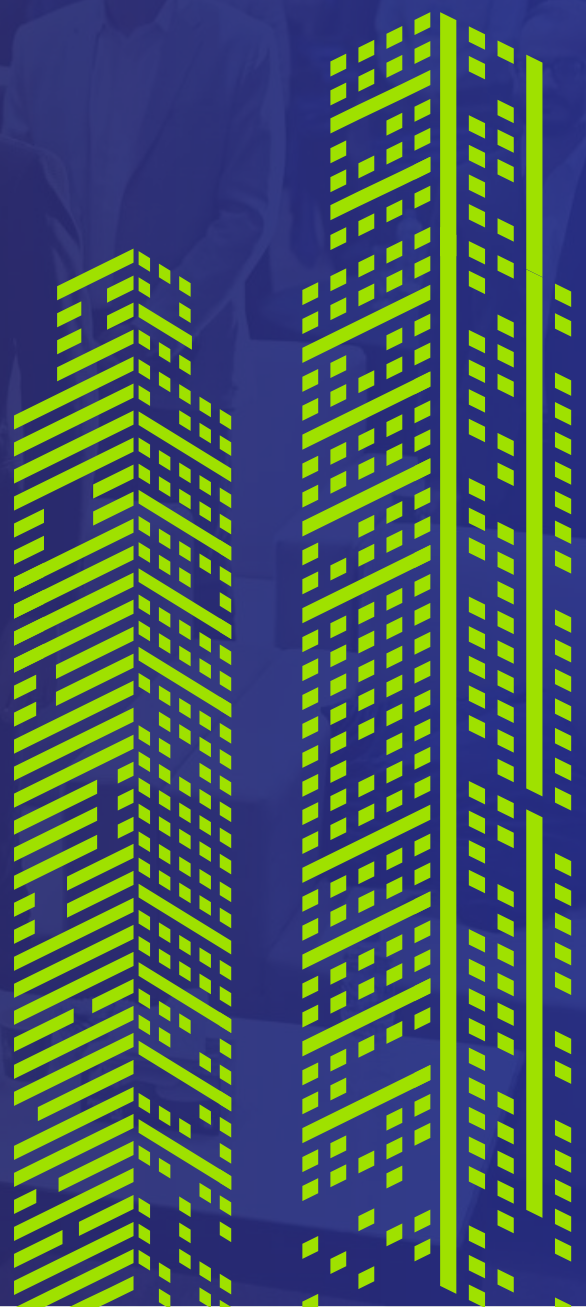
We extend our heartfelt thanks to all the **Speakers, Sponsors, Partners, Exhibitors, Delegates, Dignitaries** and **Visitors** who played a pivotal role in making the **PropTech Convention '24 & Property Asia Expo 2024** a phenomenal success.

Your contributions helped foster collaboration, spark meaningful discussions, and pave the way for a smarter, more sustainable future in PropTech and real estate. Together, we have taken significant strides toward revolutionizing the industry and empowering stakeholders with technology-driven solutions.

Thank you again, for being an integral part of this transformative journey.

Warm Regards,

Atif Arafin
Founder
Landtrack.pk (Pvt) Ltd.





Day 1 - first Half | 24th December

REGIONAL STAKEHOLDERS MOOT ON TOURISM, HOSPITALITY & REAL ESTATE

The **PropTech First Regional Stakeholders' Moot on Tourism, Hospitality, and Real Estate**, held on the inaugural day of **PropTech Convention '24**, brought together esteemed industry leaders, policymakers, and visionaries to discuss Pakistan's untapped potential in these vital sectors. The session served as a dynamic platform for addressing challenges, exploring opportunities, and fostering collaborations to transform Pakistan into a global hub for tourism and real estate development.

The session featured notable speakers, policymakers, tourism experts including a video message from **Mr. Bulut Bağcı**, President of the World Tourism Forum, highlighted Pakistan's unique position to attract international travelers through its cultural and natural heritage.

With stakeholders pledging to work together to develop a comprehensive roadmap for the growth of tourism and real estate in Pakistan. It emphasized the need for policy reforms to attract foreign investments and promote sustainable tourism. Participants highlighted the significance of technology enablement, agreeing to leverage PropTech and digital tools to enhance customer experiences, improve infrastructure, and streamline operational processes.





Day 1 - Second Half | 24th December

FUTURE OF REAL ESTATE INVESTMENTS

EVOLVING STRATEGIES AND FINANCING FOR MARKET GROWTH

The second half of PropTech Convention '24 featured insightful discussions, impactful speeches, and collaborations aimed at transforming Pakistan's real estate sector.

The session commenced with a **high-impact keynote address** from notable dignitaries, including **Mr. Sharjeel Inam Memon** and **Mr. Andreas Wegner**, who shed light on the economic importance of real estate development and how government initiatives can streamline business operations for industry professionals.

The **Karachi Vision 2030 panel**, joined by representatives from **ABAD** and **SBCA**, highlighted sustainable urban planning, green buildings, and efficient transport to shape Karachi as a global hub.

A key session on **Special Technology Zones (STZs)** underscored their potential in driving digital transformation, attracting foreign investment, and fostering a knowledge-based economy.

Mr. Rabih Itani, Partner Sales at Knight Frank KSA, presented insights from **"Destination Saudi"**, outlining Vision 2030's impact on economic diversification and real estate growth. He discussed rising investment interest in Mecca and Medina, luxury developments, and Saudi's evolving Freehold law.

The session concluded with memento distributions, recognizing speakers for their contributions to innovation and progress.





Day 2 - First Half | 25th December

AI & ACADEMIA SHAPING REAL ESTATE

THE AI REVOLUTION TRANSFORMING REAL ESTATE & ACADEMIA

The first half of Day 2 at PropTech Convention '24 revolved around the transformative power of **Artificial Intelligence (AI)** in real estate, education, and construction. Industry leaders, tech experts, and academic professionals engaged in insightful discussions, exploring how AI is reshaping traditional paradigms and driving innovation.

The day featured a thought leadership talk on integrating AI and blockchain for sustainable development. Speakers emphasized AI-driven tools like Building Information Modeling (BIM) and predictive analytics, which optimize urban planning, property management, and financial decision-making. Experts also discussed **AI's role in education**, stressing the need to integrate AI within university curriculums to prepare future industry professionals.

A key highlight was the **Academia Panel Discussion**, where experts emphasized the need for AI integration in education to equip future professionals with essential digital skills. Panelists explored how AI-driven learning models can enhance real estate education, preparing students for data-driven decision-making and technological advancements in the industry. The discussion concluded with a strong call for collaboration between academia and industry, ensuring that AI adoption aligns with market demands and fosters long-term innovation in real estate, construction, and smart technologies.





Day 2 - Second Half | 25th December

THE DIGITAL EVOLUTION IN REAL ESTATE

DIGITALIZATION DRIVING THE NEXT ERA OF REAL ESTATE

The second half of Day 2 at PropTech Convention '24 was dedicated to real estate professionals, investors, and industry associations, shedding light on market trends, financial strategies, and global investment pathways.

The session opened with a **keynote speech by Mr. Zahid Latif Khan**, Chairman of ISE Towers REIT Management Company, who emphasized the importance of REITs in attracting small and large investors to the real estate sector.

A dynamic **panel discussion on digital media** followed, highlighting how social platforms are transforming real estate marketing. Experts explored AI-powered tools, CRM adoption, and data-driven strategies to maximize outreach and efficiency.

The day also featured a special session on **financial literacy**, aimed at empowering real estate professionals with smarter investment strategies and risk assessment techniques.

Another engaging session focused on **overseas investments**, where panelists discussed investment diversification, global migration trends, and real estate opportunities across Turkey, Dubai, and Greece.


The day concluded with **thought-provoking insights** on regulatory challenges, with top realtor associations discussing solutions to enhance transparency and growth in Pakistan's real estate ecosystem.



BUILD ASIA STARTUP

SHOW DOWN

Day 3 - | 26th December

EXECUTION PARTNER  STARTUP SYNDICATE

THE FUTURE OF STARTUPS

EMPOWERING STARTUPS TO SHAPE THE FUTURE OF REAL ESTATE

The final day of PropTech Convention & Property Asia Expo 2024 was dedicated to fostering entrepreneurship, investment, and groundbreaking technology through the **Build Asia Startup Showdown**, powered by Startup Syndicate. This high-energy platform provided **emerging startups** in PropTech, SmartTech, CleanTech, and ConstructionTech the opportunity to pitch their disruptive ideas to investors, venture capitalists, and industry leaders.

A **prestigious panel of judges** including Mr. Karim Teli, Mr. Salman Mand, Mr. Ahmed Ayub, and Ms. Ayesha Laghari evaluated the innovative solutions presented by startups, assessing their viability, scalability, and impact on the real estate and technology sectors. The event showcased trailblazing ideas aimed at solving industry challenges through AI, automation, and smart infrastructure.

The convention concluded with powerful **closing remarks by Mr. Atif Arafin**, Founder of PropTech Convention, who emphasized the crucial role of technology in reshaping Pakistan's real estate landscape. He highlighted that adapting to innovation is no longer an option but a necessity for industry growth and sustainability.

Day 3 marked a pivotal moment in **bridging entrepreneurs with investors**, reinforcing the PropTech Convention's mission of creating a tech-driven, future-ready real estate industry in Pakistan.



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ARY Laguna is a premium real estate project featuring Pakistan's first artificial lagoon, offering luxurious waterfront living with world-class amenities. Designed for modern lifestyles, it combines residential, commercial, and recreational spaces to create a unique and vibrant urban community.

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Arif Habib Dolmen REIT RMC LTD

A joint venture of Arif Habib and Dolmen Group since 2009, facilitates accessible real estate investment through REITs. Registered with SECP, it holds an AM2 (RMC) rating as a licensed Public Interest Company for REIT management services.

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Patel Group

Patel Group delivers high-value projects through cutting-edge innovation and professionalism. Founded to compete with large firms while maintaining a family-run approach, 75% of their business comes from legacy clients, reflecting strong, long-term relationships.

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Neura Sphere

Neurasphere aims to revolutionize learning by offering cutting-edge courses in AI, Machine Learning, Deep Learning, Data Science, Blockchain, and other emerging technologies, empowering individuals to unlock their full potential in the digital age.

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Xefan

Xefan Builders delivers high-quality craftsmanship with attention to detail, ensuring excellence in every project and providing reliable solutions tailored to clients' needs.

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My Home Pakistan Real Estate & Marketing has significantly contributed to the development of key Pakistani cities and expanded into Dubai. Their success is built on a commitment to excellence and innovation.

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Property Point



Property Point is a Trusted Name In Real Estate & Marketing in Karachi, Pakistan. We believe in building trust and lasting relationships with Honesty, Integrity, and Professionalism for our clients.

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Meezan Bank



Meezan Bank is Pakistan's first and largest Islamic bank, With over 1,000 branches in 300+ cities, it offers Shariah-compliant financial services and has been recognized as the 'Best Bank in Pakistan' by the Pakistan Banking Awards.

Diamond Sponsor

The Gardens Residence



The Gardens Residence in Islamabad offers premium living with modern amenities and lush green spaces. Its prime location provides families with a serene lifestyle amidst natural beauty. The development features luxury apartments designed for comfort and convenience.

Diamond Sponsor

AKD Group



AKD Group, is a Karachi-based conglomerate operating in real estate, financial services, infrastructure, natural resources, and telecommunications. It introduced Pakistan's first online brokerage firm in 2002 and continues to play a significant role in multiple industries.

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OK Estate & Builders



OK Estate & Builders is a trusted name in Karachi's real estate industry. They specialize in real estate investment advisory, property sales and purchases, and construction of high-end housing projects.

Gold Sponsor

Aman Builders & Developers



Aman Builders & Developers is a leading name in real estate, construction, and development through hard work, ethical practices, and excellence. With three decades of experience, it delivers quality residential and commercial projects while prioritizing sustainability and premium craftsmanship.

Gold Sponsor

Country Builders & Developers



Country Builders and Developers is a leading real estate construction and development company in Pakistan. With over 46 years of experience, they specialize in creating unique residential and commercial projects, exemplified by the Infinity Tower in Karachi.

Gold Sponsor

Mand Empires



Mand Empires is a leading real estate, construction, and marketing firm operating in Bahria Town Karachi. They offer comprehensive services, including property transactions and custom home construction, all delivered with a commitment to quality, innovation, and integrity.

Diamond Sponsor

DAO PropTech



DAO PropTech is Pakistan's first digital real estate investment platform. It leverages blockchain technology to create a secure, transparent, and accessible space for individuals to invest in real estate, connecting investors and developers in a decentralized system.

SPONSORS

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Abdullah Builders & Developers

Abdullah Group is a leading builder and developer in Hyderabad, Pakistan. They specialize in luxury residential and commercial properties, offering prime investment opportunities. The company is committed to quality, service, and ethical practices.

Silver Sponsor



HMR Waterfront

HMR Waterfront is a luxurious gated community by the Arabian Sea, featuring 14 high-rise residential towers, modern amenities, and secure living. It includes a business district, commercial tower, retail spaces, a seafront promenade, and uninterrupted utilities for premium living.

Silver Sponsor



Mega Pearl

Mega Pearl Properties is a renowned and reputable real estate developers that has established itself as a leading player in the industry. With an unwavering commitment to excellence, integrity, and customer satisfaction, It has become a trusted name among homebuyers, sellers, and investors.

Silver Sponsor



Darwaish Builder & Developer

Darwaish Builder & Developer specializes in transforming spaces through innovative design and superior construction, enhancing lifestyles with a commitment to quality. They offer prime commercial opportunities Karachi.

Silver Sponsor



HBFC

House Building Finance Company (HBFC) is Pakistan's oldest specialized housing finance institution. Owned by the State Bank of Pakistan and the Ministry of Finance, it offers financing solutions for constructing and purchasing residential properties nationwide.

SPONSORS

Silver Sponsor

TPL Properties



TPL Properties is a leading real estate development company in Pakistan, focusing on sustainable residential, commercial, and mixed-use projects. It delivers high-quality, innovative spaces that enhance urban living and business environments.

Silver Sponsor



I.S DULARA BUILDER
& DEVELOPER

I.S Dulara Builder & Developer

I.S Dulara Builder & Developer specializes in crafting exceptional houses and bungalows across Karachi, emphasizing excellence in every detail.

Silver Sponsor

Kings Group



Kings Group is a leading real estate developer in Pakistan, known for delivering high-quality residential and commercial projects. With a focus on innovation, prime locations, and customer satisfaction, they continue to shape modern urban living across the country.

Silver Sponsor

Al-Hilal Sharia Advisors



Al-Hilal Shariah Advisors is Pakistan's first Shariah advisory company. They provide Islamic business solutions, including financial advisory, trade consultancy, financial structuring, and training services, adhering to Islamic Shariah guidelines.

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Media Partner



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Event Highlights.

3000+

Attendees

112

Speakers

15

Exhibitors

55

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Salman Mand
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Managing Director
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Federal Republic of Germany



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Mirza Ikhtiar Baig
Member of the National
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Altaf Tai
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Safdar Abbas
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Umer Rinch
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Moazzam Faridi
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Ahmed Patel
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Faizan Laghari
Co Founder Modulus Tech



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landtrack.pk

Landtrack.pk (Pvt.) Ltd is a PropTech facilitation platform that integrates AI-driven automation, data analytics, and digital transformation to revolutionize Pakistan's real estate industry. Our mission is to empower stakeholders with smart solutions, ensuring informed and efficient decision-making.

We cater to real estate developers, investors, and buyers with AI-driven marketing, advanced lead generation, automated chatbots, WhatsApp AI assistants, and ERP solutions. Our data-backed strategies and intelligent automation maximize engagement and conversions. From digital property management to tokenization, Landtrack.pk is building a smarter, more transparent real estate ecosystem.

With AI-powered insights, we assist local developers and overseas investors in making well-informed investment decisions, eliminating inefficiencies and risks. Landtrack.pk is not just redefining real estate transactions—it is transforming the way the industry operates, ensuring seamless growth and future-ready solutions for all stakeholders in Pakistan's dynamic real estate market.



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