



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

# POSITIONING FOR OPPORTUNITY

**7-8 MAY 2025**

**PULLMAN, UPPER HILL, NAIROBI**



RETAIL

EAST AFRICA  
PROPTECH  
FORUM



EAPI  
HOUSING  
FORUM



EAPI  
HOSPITALITY  
& RESIDENCES



# ABOUT



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**EAST AFRICA PROPERTY**  
INVESTMENT SUMMIT

## EAPI 2025 | 7 - 8 MAY 2025

Bigger and more dynamic than ever, The 12th annual EAPI Summit, East Africa's premier real estate gathering will once again take place in Nairobi on 7 & 8 May at Pullman, 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 12th 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, please email: [Murray@apievents.com](mailto:Murray@apievents.com).





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## THEME : POSITIONING FOR OPPORTUNITY



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## ABOUT THEME

East Africa's diverse real estate sector is gaining interest from institutional, local and offshore investors across the traditional, emerging and hospitality sub sectors. In 2025 and beyond, we expect a renewal of interest and dealmaking in the commercial, retail and hospitality segments, while alternatives include affordable housing and industrial benefit from demand, public sector policy and funding.

Under the theme '*Positioning for Opportunity*' – this year's EAPI Summit explores how 2025 provides a refreshed platform and impetus for developers and investors to capitalize on proven performers, improving political stability, stabilizing interest rates and demand in Tanzania and Zanzibar, Kenya, Uganda, Rwanda and Ethiopia.

Join over 500+ investors from 10 countries at #EAPI2025, as we explore key trends shaping the market across CRE, retail, alternatives, Proptech and hospitality on 7 & 8 May 2025.



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## Key Pillars and Focus Areas for 2025



### TRUMP & GEOPOLITICS

What does it mean for East Africa? How will global tariff wars impact the region going forward?

### THE MONEY QUESTION

Where is it going, and which way will rates go?



### UNLOCKING SLOW CAPITAL

How can Africa's pension funds be used to build the cities and assets required, and are REITs now back on the agenda?



### REITS

A new era in Africa property is emerging, can East Africa follow?



### THE GULF IN EAST AFRICA

The UAE, Qatar and Saudi are all investing and doing trade deals in East Africa, what does it mean and what's next?



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## UGANDA

From hotels to logistics; new office; retail and more – the country's oil sector is beginning to drive development and demand.

## RWANDA

With its drive for sustainable growth and governments drive to empower Private sector led market-based economy, we explore the increase in FDI and more.

## ZANZIBAR

One of Africa's most attractive hospitality and tourism markets; we explore Zanzibar and explore new projects; trends and more.

## ETHIOPIA

The growing real estate sector driven by rapid urbanization, population expansion & economic progress, we explore key developments and demand.



**COUNTRIES**



# THEME : POSITIONING FOR OPPORTUNITY



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## URBAN FUTURES & CITIES OF TOMMOROW



### URBANISM, MIXED USE & PRECINCT DESIGN

Showcasing best practice, planning, design and trends from global leaders. Can East Africa lead the continent in developing good neighborhoods?



### INDUSTRIAL

How unlocking industrial capacity and demand for the SME sector is driving demand and uptake.



### COMMERCIAL & OCCUPIER DEMAND

Absorption of over supply; improving rates – are good times here and what's next?



### RETAIL

Convenience, big box store demand and more.



### AFFORDABLE HOUSING

More and more projects are coming online, and improved investors and DFI investment.



### ALTERNATIVES

Healthcare, BPOs and Sports and Entertainment



### HOSPITALITY

Promoting liquidity in the market; options for Real estate players; growth in luxury; Apart hotels; third party management and more. Which markets are performing and more.

**EAPI** HOSPITALITY & RESIDENCES **PR PTECH FORUM**

**EAPI** RETAIL **EAPI HOUSING FORUM**





# EAPI 2025 | SPONSORSHIP



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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.



<b>LEAD</b> <b>SOLD</b>	<b>GOLD</b> <b>1 LEFT</b>	<b>SILVER</b>	<b>INDUSTRY</b>	<b>COCKTAIL</b> <b>1 LEFT</b>
<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>• 4 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>(SOLD)</b>	<b>\$31,000 (EX-VAT)</b>	<b>\$15,000 (EX-VAT)</b>	<b>\$6,000 (EX-VAT)</b>	<b>\$13,000 (EX-VAT)</b>

# ENDLESS NETWORKING OPPORTUNITIES





# EAPI SUMMIT 2024: THE NUMBERS



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**IN PERSON**



**443**

**COMPANIES**



**260**

**SPEAKERS**



**170**

**COUNTRIES**



**18**

**COCKTAIL**



**170**

**INDUSTRIES**



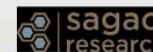
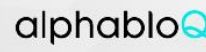
**32**



# ATTENDING COMPANIES FROM 2024



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# KEY STATS: INDUSTRIES IN ATTENDANCE



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PROPERTY MANAGEMENT AND SUPPORT SERVICES

**MEDIA, MARKETING & EVENTS**

GOVERNMENT HOTELIERS

REAL ESTATE DEVELOPMENT

**FINANCE AND BANKING** INSURANCE

CONSTRUCTION, ENGINEERING SERVICES & MANUFACTURING

CONSULTING AND ADVISORY

**AREA ASSOCIATION**

FUND MANAGERS

**ICT INTEGRATORS**

SERVICED OFFICES

**FINTECH**



**LEGAL**

**RETAIL**





# 2025 SPONSORS & PARTNERS



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## LEAD SPONSOR



## GOLD SPONSORS



## SILVER SPONSORS



## HOSPITALITY LEAD



## HOSPITALITY SILVER



## COCKTAIL SPONSOR



## GREEN BUILDING SPONSOR



## LEGAL SPONSOR



## INDUSTRY SPONSORS



## INDUSTRY PARTNERS



## MEDIA PARTNER



## AV PARTNER



## OCCUPIER PARTNER





A graphic design featuring the EAPI logo (a green map of Africa) and the text "EAPI HOSPITALITY &amp; RESIDENCES", "AFRICA PROPTECH FORUM", and "EAPI RETAIL HOUSING FORUM".



A photograph of a woman in a blue dress and glasses talking to a man in a dark suit. They are in a networking area with other people in the background. A speaker badge is visible on the woman's lanyard.



# SOCIAL MEDIA EXAMPLES: OWNED AND EARNED



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INDUSTRY SPONSOR

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

REGISTER TODAY @ [www.eapisummit.com](http://www.eapisummit.com)

2 likes

apievvents\_ We're thrilled to announce that Turner & Townsend has joined us as an Industry Sponsor for the #EAPI2024 Summit!

Workable Nairobi

5 Key Insights we learnt from the East Africa Property Investment Summit.

API Events  
Samir Patel  
#EAPI2024  
#AfricanProperty  
#LoveTheWork

Open to read

5 Key Insights we learnt from the East Africa Property Investment Summit:

Workable Nairobi on LinkedIn • 2 min read

We are throwing it back to last week's East Africa Property Investment Summit where our Founder...

6,811 followers

#EAPI2024 sets the agenda and unlocks the development and investment pipeline in East Africa on 17 & 18 April in Nairobi. This year's agenda features leaders from across the region and internationally. From logistics to affordable housing, commercial, hotels, geopolitics, monetary policy, AI, data and so much more.

With more than 30 Sessions, 100+ speakers and 450+ attendees, #EAPISummit2024 is unmissable. Exclusively live in-person, #EAPI is not to be missed if you're invested in Africa's most exciting and dynamic region.

#Agenda: <https://lnkd.in/dYfBDt9>

Abia Corporate and Investment Banking Kwena Mabotia Stanbic Bank Kenya Samuel Kariuki Mi Vida Homes Centum Real Estate Knight Frank Kenya Wayne Godwin JLL Africa Tilisi Developments PLC Raneer Nanji Peter Fehrsen EDGE Buildings Papa Odenyi Quansah Temilola Sonola Raghav Gandhi Africa Logistics Properties Kavita Doshi Daniel Trappler Radisson Hotel Group Jugal Khushalani Wesam Okasha, DBA I Huisaisha 1629 Samantha Muna Alex Njage Santosh Laloo CAASA) KOFISI - Centres of Productivity Wayne Troughton HTI Consulting Marriott International Ryan Pape Jan Snyman Profica Group Tim White Eleri Georgopoulou Keith Tarr V Gikonyo Gitonga Boogertman + Partners Architects Andrew Kilondi Turner & Townsend Kenneth Mbatia

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**GEOPLITICS, TRADE, ELECTIONS & A COMPLEX WORLD ORDER**

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Sagaci Research

Earlier this month, Evans Orudo, Country Manager of Sagaci Research in Kenya, was one of the keynote speakers at the 11th Annual East Africa Property Investment Summit in Nairobi.

With the African Retail sector being one of Sagaci Research's key areas of expertise, Evans took to the stage to share some insights into the Kenyan retail market.

From the evolution and emerging trends in Modern Trade to the current shopping behaviour of Kenyan consumers he provided a comprehensive view of the current retail landscape.

Evans emphasized the importance of adapting to the evolving market dynamics highlighted in Sagaci Research's findings. With the growth of modern retail expected to persist, driven by urbanization and increased household spending, uncertainties loom over the optimal strategies to capture lower middle-class expenditures.

Between the different approaches adopted by the various 'tech' and 'brick & mortar' players, which will be the winning model?

API Events #EAPI #Eapi #Eapi2024 #eastafricainvestmentsummit #Kenya #eastafrica #moderntradekenya #retailmarketAfrica

API Events

Published by Lindelwa Macamo • 13 March

We're thrilled to announce that Mi Vida Homes has joined us as a Gold Sponsor for the #EAPI2024 Summit!

Established as East Africa's most prestigious property event for investors, developers and property professionals, it takes place on April 17th and 18th, 2024 in Nairobi. It's a fantastic opportunity for industry leaders to connect, do business, and explore the latest trends in the East African market.

Don't miss this exclusive opportunity! Secure your spot by regis... See more

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GOLD SPONSOR

**MI VIDA**

MY HOME. MY LIFE.

API Events

Published by Lindelwa Macamo • 18 March

We're thrilled to announce that REITs Association of Kenya has joined us as an Industry Partner for the #EAPI2024 Summit!

Established as East Africa's most prestigious property event for investors, developers and property professionals, it takes place on April 17th and 18th, 2024 in Nairobi. It's a fantastic opportunity for industry leaders to connect, do business, and explore the latest trends in the East African market.

Don't miss this exclusive opportunity! Secure ... See more

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INDUSTRY PARTNER

**REITs**

Kenya Property Developers Association

Representative body of the residential, commercial and industrial proper...

KPDA is deeply honored to participate as industry partners at the 11th East Africa Property Investment Summit (EAPI) 2024. A haven for real estate industry players and investors.

Looking forward to a 2-day journey of knowledge, industry insights and networking opportunities that #EAPI2024 promises to deliver. We are especially excited to hear from our esteemed board directors and select members who will be sharing their expertise during the panel discussions!

with API Events

Emma Miloyo

Co-Founder and Director at Design Source and Kiota School | Bachelo...

Happy to be speaking speaking again at the 11th Annual East African Property Investment (EAPI) Summit on 17 & 18 April in Nairobi alongside V Gikonyo Gitonga Mary Waitiageni Chege Charles Dadu Dr Nyangasi Oduwo

Looking forward to insightful discussions on #Urban Transformation, networking and catching up with colleagues from across Africa.

API Events

#EAPI2024  
#AfricanProperty  
#RealEstateSummit

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SPEAKER #EAPI2024

17-18 APRIL 2024

**Emma Miloyo**  
Partner  
Design Source Architects

REGISTER NOW: [WWW.EAPISUMMIT.COM](http://WWW.EAPISUMMIT.COM)





# 2024 EMAIL EXAMPLES



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**EAPI HOSPITALITY & RESIDENCES** | **RHG 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 WFI Consulting	 Jugal Khushalani Director Logistics Development, Middle East & Africa, African International	 Russel Storey General Manager Retail Development	 Daniel Trappier Senior Development Director Retail Development
 Fiona Crow VP Hotels & Hospitality Sales Africa	 Ken Ogwong Senior Consultant EAC	 Tejas Shah Director PPP Partnership	 Wesam Okasha Head of Global Development Asia, Great China & EMEA, FDI Africa
 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 Lindi

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 \_\_\_\_\_

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@apievents.com](mailto:katieho@apievents.com). Let's make history together at the East Africa Property Investment Summit!

[VIEW AGENDA](#)

I Will Attend  No

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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



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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: EXAMPLES



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

**Real estate investors turn to Africa on Mideast conflicts**

Conflicts involving countries such as Israel, Iran, Syria, Lebanon, Yemen and Jordan pushing investors to rethink

**PROPERTY**  
**ALBERT MWAZIGHE**

A five-year ago, many investors of African origin were looking at the Middle East as a hotbed of investment opportunities. However, due to the recent conflicts involving countries such as Israel, Iran, Syria, Lebanon, Yemen and Jordan, investors are re-evaluating their investment strategies in the Middle East.

There is a growing interest in the developed markets of the world given the turmoil both in terms of macroeconomic and political instability.

There is a lot going on in the developed markets of the world given the turmoil both in terms of macroeconomic and political instability.

**The Kenyan Wall Street**  
THE THINKING BEHIND THE INVESTOR

Think Next Level Trading  
Think Exness

**11th East Africa Property Investment Summit**

11th ANNUAL EAST AFRICA PROPERTY INVESTMENT SUMMIT

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THE THINKING BEHIND THE INVESTOR

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

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DISCOUNT CODE **TKWSD**

**Spice FM LIVE**

**#TheSituationRoom TOPIC Spice FM • Instagram: @Spicefmke • X: @SpiceFM #TheSituationRoom**

**Spice FM Live Tuesday 9th April 2024 #TheSituationRoom**

SpiceFM

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**East Africa's retail boom: a new opportunity for real estate**

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**EAST AFRICA PROPERTY INVESTMENT SUMMIT**

**RAGHAV GANDHI**  
CEO, AFRICA LOGISTICS PROPERTIES

**MARK DUNFORD**  
CEO, KNIGHT FRANK KENYA

**TUESDAY 9<sup>TH</sup> APRIL | 8AM**

**WHY THE EAST AFRICAN REAL ESTATE SECTOR IS ATTRACTING GLOBAL INVESTMENT**

**the Situation ROOM** EAST AFRICA PROPERTY INVESTMENT SUMMIT

STREAM: [www.spicetv.co.ke](http://www.spicetv.co.ke) YouTube Spotify X Instagram

NAIROBI 94.4 | NAKURU 96.0 | NYERI 96.9 | KISUMU 102.5 | MALINDI 97.7 | MOMBASA 97.9 | ELDORET 96.7

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THE THINKING BEHIND THE INVESTOR

Think Next Level Trading  
Think Exness

**How Technology is Enhancing Property Investment in Kenya**

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**Urbanization Sparks Retail Revolution In Nairobi, East Africa's Retail Hub**

By Citicore Reporter  
Published on: April 17, 2024 02:38 (EAT)

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(L-R) Head of Real Estate and Construction **BOWMANG Alex Niagi**, Head Commercial Property Finance Pan African (Outside South Africa) **ABSA Sonmeja Joshua** and CEO Mi Vida Homes **Samuel Karuki**



THEME : POSITIONING FOR OPPORTUNITY



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## SPONSORSHIP

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