



PIPE

PAKISTAN INTERNATIONAL
PROPERTY EXPO

Presented by: ABAD & Abb Takk Media Group

PAKISTAN INTERNATIONAL **PROPERTY EXPO**

DEALS THAT ARE BEST, FOR YOU TO INVEST.

MADRID, BARCELONA, MUNICH

2019

Project of:



Presented by:



Marketing by:



Travel Partner





About Atlantic International

Atlantic International is a rapidly emerging cohesive team of highly motivated and target driven professionals. Our team equally values all its clients and focuses on delivering quality services to them. We are known for our core commitments towards our clients and offer them the most effective solutions to their problems. The agency not only just arranges events globally but also excels in marketing, brings forward advertising strategies and effectively manages Public Relations.





PAKISTAN'S REAL ESTATE SECTOR

Real estate is considered the back bone for the economy of any country. Over the years, the estate market has evolved a lot. Like any other business sector, real estate itself has to ensure quality products and provide services as value for the customers' money.

Pakistan has successfully overcome and shown a tremendous transformation in the real estate sector which is eminent by the interest of global investors' in Pakistan's economy.

One of the main sectors where national and foreign investments are still pouring in abundance is the real estate sector. After all, real estate plays a vital role in both; the development of a country, and also contributes in a country's economy.

Pakistan, by virtue of pivotal geographical location and rich natural resources has remained of paramount importance for any leading bi-lateral or multi-lateral regional arrangement on political and economic fronts. CPEC will further overall enhance its geographical linkages through improved infrastructure of roads, railways, dry port, seaport, and air transportation among Central Asian states. All these development are surely integrated with real estate sector development and has witnessed a four-fold increase in the volume of commercial and residential projects.

An international expo of this scale will be a landmark in the Pakistani real estate industry. This will not only help in attracting potential foreign direct investment moreover it will help the country to create a professional, stable and international image.

ASSOCIATED EVENTS



**PIPE
CONFERENCES**

- Investment Opportunities in Pakistan

Pakistan is rapidly emerging as a preferred business and suitable investment destination that competes with international standard projects which seems to be uplifting. Pakistan's real estate offers the highest return of investment (ROI) which is a major attraction for foreign investors.

- CPEC – The All Rounder

The investments in CPEC are transforming Pakistan into a regional-economic hub. CPEC will be a confidence booster for investors to attract investment not only from China but globally as well. This corridor will not only provide Pakistan with transportation infrastructure but also telecommunications and energy infrastructure.

- Gwadar – Rising Real Estate Hub

Gwadar, a relatively small town is in the process of being developed, especially with a modern port. It offers lot of opportunities to prospective investors in the following fields: Port related infrastructure (warehousing etc.), Hotels & Motels, travel and tourism, Industrial sector (sea food processing and export), data processing, export construction, office spaces, special economic zones etc.



**PIPE
AWARDS**

- Best Developer

This award calls out to the best property developer from the PIPE. Development is a risky business, let's see if you are creative, excellent at problem solving and can take calculated and measured risks.

- Best Builder

The one, who is ingenious, possesses great Leadership skills, is Customer-oriented, delivers quality and is level-headed when faced with a crisis.

- Best Planner

The qualities of a best planner include expertise, skill as a guide, must-have deep understanding of finance — which are learned experientially.

- Best Marketing Firm

An experienced firm that has the knowledge of pricing, marketing savvy, global connections, listen to your wants and needs, and can match you with the community and home to suit them. It must have excellent capability in Marketing & Technology, Resources & Connections.



**PIPE
NETWORKING DINNERS**



**PIPE
MUSICAL EVENING**



Why to showcase Pakistan Property Projects?

People migrate from one country to another. A large number of foreigners have moved to Pakistan for business and investment purposes, especially after CPEC. Projecting Pakistani property abroad means further attracting more people for sale and purchase of Pakistani property. Especially those people who move or plan to move to Pakistan in any future time for tourism, business purposes or otherwise. Showcasing Pakistan's property project gives people opportunity to:

- Explore the European market and new Clientele.
- Distinguish between the international real estate industries and set a benchmark of one's company among the market leaders around the world.
- Create a network with industry peers.
- Discuss and define cutting edge strategies.
- Share your expertise with an international audience of real estate professionals.
- Source new partnerships and alliances from the international industry.
- Get competitive edge by securing international Exposure and enhance sales volumes.

EXHIBITOR'S PROFILES

Urban Planners

Contractors

Property Owners

**Project Management
Companies**

**Marketing
Firms**

**Construction
Companies**

**Real-Estate
Consultant**

**Banks & Financial
Institutions**



PLATINUM SPONSOR

7 MILLION

Exhibition Area

6x6 meters shell scheme stalls

- 6x6 meters shell scheme space will be provided to the client.
- Furniture/stall branding for shell scheme, Fabrication for customized stall will be exhibitor's own responsibility.

Publicity and Promotion

- Full back page advertisement in PIPE magazine.
- Full page advertisement in PIPE magazine.
- Placement of logo throughout the promotion of the campaign will be provided in Pakistan as well as Germany.
- Placement of logo will be placed in PIPE campaign advertisement.
- Radio advertisement of the event to be aired on leading radio stations in both countries.
- Placement of logo on visitors passes.
- Placement of logo on special invitations.

Brand Building

- 20 minutes slot for presentation in PIPE talks
- 1 guest speaker in PIPE conference
- Special announcement and introduction as the 'Platinum Exhibitor' at networking dinner and musical evening backdrops.
- Special exhibitor plaque with logo printed on it
- Souvenir shield of participation with your company name and logo

Boarding And Lodging

- Visa and invitation letter
- Return air ticket for 4 people
- 6 night's accommodation on twin-sharing basis
- 2 meals per day

Online Marketing Campaign

Company logo will appear in extensive online marketing of the campaign, carried out for the promotion of the event in Pakistan as well as Germany.

GOLD SPONSOR

3.5 MILLION

Exhibition Area

3x6 meters shell scheme stalls

- 3x6 meters shell scheme space will be provided to the client.
- Furniture/stall branding for shell scheme, Fabrication for customized stall will be exhibitor's own responsibility.

Publicity and Promotion

- Center page advertisement in PIPE magazine.
- Placement of logo throughout the promotion of the campaign will be provided in Pakistan as well as Germany.
- Placement of logo provided in pipe campaign advertisement.
- Company has arranged Radio advertisement of the event to be aired on leading radio stations in both countries.
- Placement of logo on special invitations.

Brand Building

- 10 minutes slot for presentation in PIPE talks
- 1 guest speaker in PIPE conference
- Special announcement and introduction as the 'Platinum Exhibitor' at networking dinner and musical evening backdrops.
- Special exhibitor plaque with logo printed on it
- Souvenir shield of participation with your company name and logo

Boarding And Lodging

- Visa and invitation letter
- Return air ticket for 3 people
- 5 night's accommodation on twin-sharing basis
- 2 meals per day

Online Marketing Campaign

Company logo will appear in extensive online marketing of the campaign, carried out for the promotion of the event in Pakistan as well as Germany.

SILVER SPONSOR

2.2 MILLION

Exhibition Area

3x3 meters shell scheme stalls

- 3x3 meters shell scheme space will be provided to the client.
- Furniture/stall branding for shell scheme, Fabrication for customized stall will be exhibitor's own responsibility.

Publicity and Promotion

- Quarter page advertisement on PIPE magazine.
- Placement of logo throughout the promotion of the campaign will be provided in Pakistan as well as Germany.
- Placement of logo provided in pipe campaign advertisement.
- Company has arranged Radio advertisement of the event to be aired on leading radio stations in both countries.

Brand Building

- Special announcement and introduction as the 'Platinum Exhibitor' at networking dinner and musical evening backdrops.
- Special exhibitor plaque with logo printed on it
- Souvenir shield of participation with your company name and logo

Boarding And Lodging

- Visa and invitation letter
- Return air ticket for 2 people
- 4 night's accommodation on two-sharing basis
- 2 meals per day

Online Marketing Campaign

Company logo will appear in extensive online marketing of the campaign, carried out for the promotion of the event in Pakistan as well as Germany.