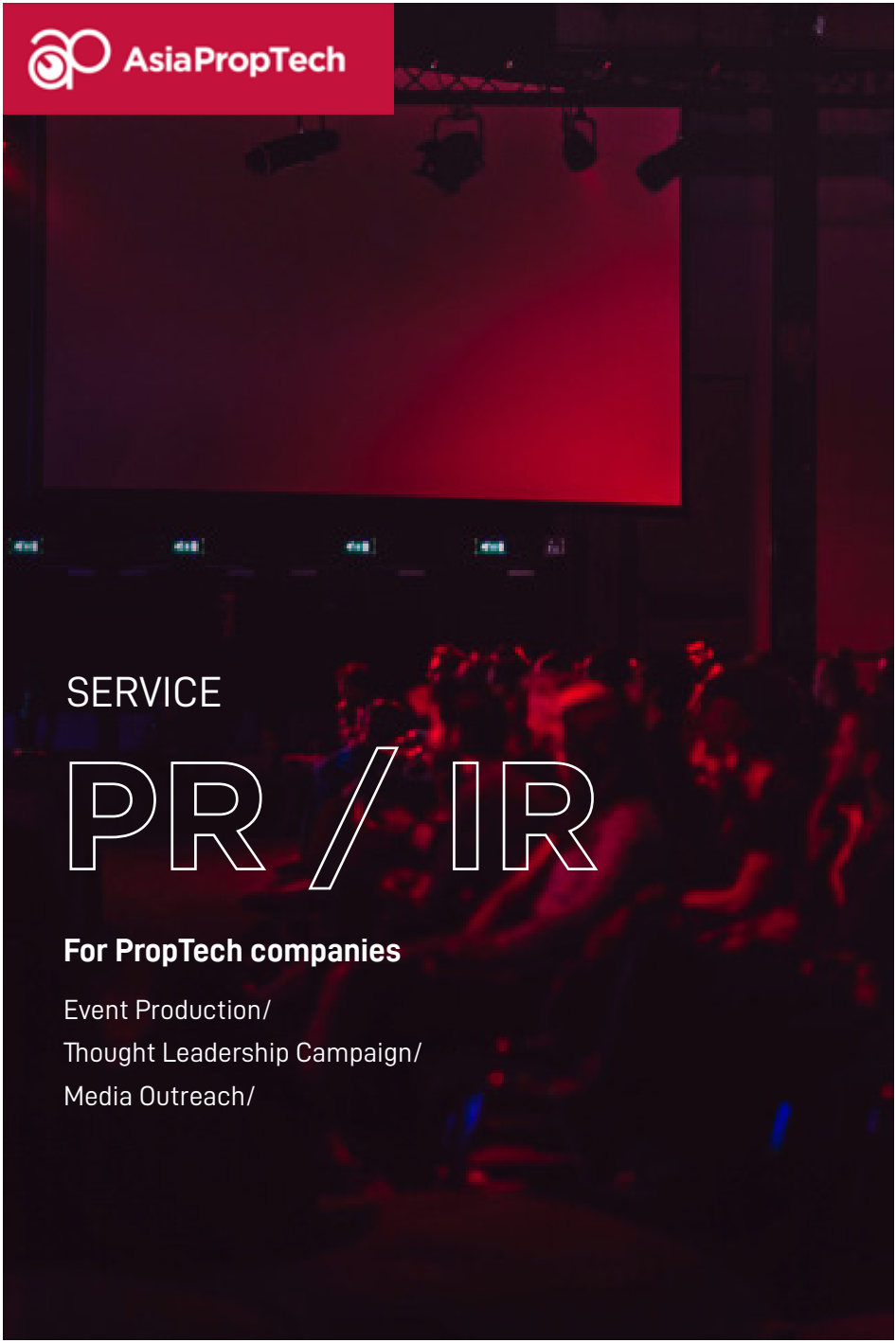
AsiaPropTech



SERVICE

PR / IR

For PropTech companies

Event Production/

Thought Leadership Campaign/

Media Outreach/

SERVICE

PropTech Event Production

Our one-stop event production service includes strategy, planning, logistics, knowledge contribution, and marketing.

- Select engaging, relevant topics
- Identify and invite renowned speakers to amplify the webinar
- Outline the webinar and talking points
- Promotional graphics and materials design
- PropTech experts from Asia PropTech to present related keynote
- Comprehensive promotion for the webinar (before and after)
- Support with virtual event and ticketing platform
- Provide with registration and post-event report

Target

To understand the target region, real estate sector, audience in order to refine the event topic and format.

Plan

Every part of the webinar will be taken care of, such as speaker sourcing, logistics, poster design, ticketing, event hosting platform.

Market

The event will be promoted under the "Asia PropTech" trademark, broadcasting promotion across our powerful 50+ association network to reach the right audience.



>30
events hosted

250
audience on average

Featured Track Records

The Canadian Consulate of Hong Kong

Asia PropTech webinar & Asia PropTech and ConTech webinar





Hosted two episodes of webinars with the Canadian Consulate of Hong Kong, the webinars aimed to provide an overview of PropTech and ConTech landscape in Hong Kong and Asia to the Canadian PropTech startups, as an effort to promote the Canadian Consulate's Canadian Technology Accelerator service. The webinar series has attracted around 60% of the existing PropTech startups in Canada to attend.

Softbank Robotics

Make our building more resilient through autonomous cleaning robots webinar



Through Asia PropTech's webinar, Softbank Robotics was able to create marketing strategies to promote their newly launched autonomous cleaning robot, Whiz, to the property management firms in Hong Kong and Southeast Asia as an effort to expand Whiz's market reach. The webinar has attracted over 100 audience from the real estate sector to attend.

InvestHK & Startmeup.hk

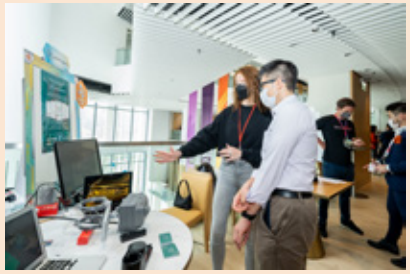
PropTech: Asia & Beyond at StartmeupHK Festival 2021





Asia PropTech was selected by InvestHK to become one of the core event organizers of StartmeupHK Festival 2021, with the aim of attracting and supporting startup ecosystem stakeholders companies to set up a presence in Hong Kong,

Hosted "PropTech: Asia & Beyond" Summit on the first and second day of the Festival, we have curated over 35 hours of content with 70 renowned speakers, successfully attracted over 1500 participants from 60 countries, of which around 150 of them are VCs/investors, and matched 33 business meetings.





SERVICE

Thought Leadership Campaign

We craft everything from social media content, to specialised whitepaper and news-worthy editorials, to establish your creditability and industry position.



Create

Distribute

- Facebook/ Instagram
- WeChat (for Mainland China region)
- LinkedIn
- Newspaper column
- Whitepaper
- Research
- Report
- Email marketing

As one of Asia's PropTech thought leaders, the creative and research team of Asia PropTech will guide you into creating content in line with local trending topics and to cater different content types and reporting appetite, including social media updates and newspaper columns. We will assist you in finding the right angle to tell your startup stories, increasing a chance of a successful pitch.

Without viewers, good materials cannot generate impacts and leads. The content will be broadcasted to the media news channels and PropTech influencer network under the "Asia PropTech" trademarks, our service ensures at least one coverage from media outlets with maximum engagement.

Featured Track Records

Fincase

Market research of China's real estate automated valuation model landscape

With the aim to expand their business to Mainland China, Fincase, a Russia based real estate appraisal solutions firm, has appointed Asia PropTech to conduct a market research on China's market. Through the research, Fincase was able to refine their marketing strategy for an accurate point of market entry and create a knowledge base for their new business location.

MyPropty, Denzity, Realinflo, CHFT Advisory and Appraisal

Column articles on am730, Hong Kong local newspaper

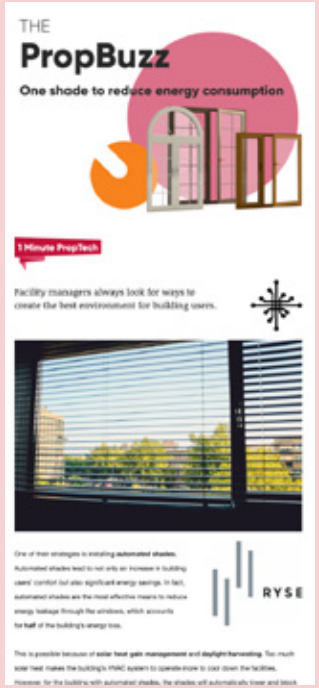




Four Hong Kong based PropTech startups have successfully published column articles on a Hong Kong local newspaper, am730, through Asia PropTech's thought leadership campaign channel. The articles have attracted over 1000 viewers, through introducing their PropTech and their industry insights, the startups were able to establish their company's profiles.

RYSE, Pakt

Content marketing through offical Asia PropTech channels





By featuring in the PropBuzz, Asia PropTech's bi-weekly e-newsletter, PropTech startups RYSE and Pakt were able to showcase their PropTech products to over 3000 community members across Asia by providing useful industry knowledge.

SERVICE

Media Outreach

Gain positive publicity by landing coverage in top-tier media outlets to strengthen the credibility of your brand.



Asia PropTech has been establishing media relations with various media outlets across Asia as one of the leaders in the PropTech sectors. By building long term relationships with journalists and media outlets, our team is able to provide a stream of press opportunities for PropTech startups with validations.

Asia PropTech's previous media coverage (Featured):


港PropTech僅起步 業界揭3挑戰



HKET 22 May 2021
Slow Hong Kong PropTech development, industry cites 3 challenges

AsiaTimes 20 March 2020
How Hong Kong can harness property technology

DigFin 7 May 2019
Missing piece in tokenizing property: the developers

SCMP 6 April 2019
Secure data transfer known as blockchain set to tackle notorious bid-rigging among Hong Kong's building owners' corporations

>20

media exposure of Asia PropTech

Featured Track Records

Xtra-sensing

Media coverage on Hong Kong local newspaper, HKET



Xtra-sensing is a PropTech company with an early-stage fault detection algorithm and alarm triggering program. It is featured by HKET during the "PropTech for Youth" event during StartmeupHK Festival 2021. The article mentioned Hong Kong's PropTech opportunities have increased with high potential for construction energy-related developments, one of which is Xtra-sensing, with multiple track records with commercial buildings and hotels.

CHFT Advisory and Appraisal

Media coverage on Hong Kong local newspaper, HKET



CHFT Advisory and Appraisal is a real estate professional service firm with innovative technology. Their newly launched product, PropZen, a first-hand residential flat online sales platform, was featured by HKET. The article mentioned that PropZen can replace the labour force with image analysis technology, therefore able to reduce at least 20% of the sales force on behalf of the real estate developers.

Upcoming media interviews line-up :

En-trak

Media coverage on Bloomberg Business Week

Negawatt Utility

Media coverage on Mergermarket

Asia PropTech

Asia PropTech

asiaprop.tech

Interested in our services?
Contact:

Rachel.Yuen@asiaprop.tech