



Immediate Release

APAC Real Estate Sales & Marketing Frontline Summit Discusses the Revolutionary Impact of Disruptive Technology on Real Estate Industry

(Hong Kong, 3 December 2015) SMART Expo Ltd., a member of iProperty Group, has successfully held an industry-leading forum “APAC Real Estate Sales & Marketing Frontline Summit” on 17th to 19th November at the Sheraton Hotel Macao. The three-day summit received over 100 real estate leaders from across the region inclusive of Thailand, Malaysia, Australia, Singapore, Hong Kong and as far as the USA, representing leading companies such as Centaline Group, Qfang.com, China Post, LinkedIn, REA Group, and many more.

The interactive and inspiring Summit is designed for Asia-Pacific professionals in the field of marketing and sales of real estate. In a competitive property market with no geographic sales boundaries, the opportunity to maximize profit is a huge challenge. Frontline Summit is a solution platform where leaders share winning strategies, discuss the latest industry trends, and explore technological advances in a constantly changing and expanding marketplace.

The Summit attracted some of the biggest names and influencers in real estate. Two notable themes covered during the Summit were “How to Crack the China Market” and “The Impact of Disruptive Technology”. According to some of the top technophiles presenters, the future for successful sales and marketing is with big data. If developers and agents are to embrace the future they must also embrace the many level of disruptive technology that is ever present, from integrated customer experience through to O2O platform, to 3D virtual reality and 3D digital publishing to social media that influence buyers’ behavior. These are the types of 360 degree solution that integrate and compliment sales and marketing needs and indeed the iProperty Group are currently offering to the real estate industry.

Georg Chmiel, Managing Director and CEO of iProperty Group said, “Big data and predictive analytics have a high impact on sales and marketing of real estate industry. By tracking and analyzing users’ search behavior such as locations, prices and types of housing, iProperty Group has established a huge database to re-position customer relationship management, and help industry players to get better insights about their customers and effectively convert to sales.”

SMART Expo Ltd.

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Similarly, Chairman of Qfang.com Mr. Liang Wen Hua shared his views on the future of China's online real estate market, stating, "the traditional offline business model has disadvantages which has caused bottlenecks in the industry. Qfang.com as China's first online property platform, is operating an O2O platform utilizing strong system, data, back offices and branding, has successfully transformed and upgraded the China's real estate industry."

Director of Online Channel (New Media) of China Post Mr. Dickson Ding shares the same views and presented the massive big data capabilities of China Post. "Big data has provided the real estate sector with a brand new way of marketing, using new media to revolutionize the traditional model of real estate."

Supporting the new age of disruptive technology, Chairman & CEO of Shenzhen Zunhao Network Technology Co., Ltd Mr. Arthur Li also shared his vision, "as the exclusive strategic partner of Tencent's street map, Wechat, QQ, and DiDi Taxi App, we are keen to promote a revolutionary "internet + real estate" roadmap, that provides users a one-stop platform from property search to purchase."

However, Mr. Shih Wing Ching, Founder of Centaline Group, Hong Kong's leading property agency, with over 30 years of field experience in the Greater China market, reminded industry players the importance of profitability for a more sustainable future. "Internet and O2O is burning money now, it is still an investment stage." Centaline Group is investing and offering transaction data and CentaMap for the purpose of accelerated sales in the future.

In the closing comments from the organizer, Ms Carrie Law, Regional General Manager of iProperty Group said, "the success of the Frontline Summit has been its ability to establish an opinion-leading platform for industry leaders to exchange ideas and strategies. We must all embrace technology and welcome it with open arms. Technology makes us all stronger, make us run faster and spread our reach wider." For the Summit, the organizer utilized the very technology preached and deployed hashtag, '#FRONTLINE2015' to harness and capture real-time social feeds about Frontline Summit 2015 across Facebook, Instagram, Twitter, and Youtube and was rewarded by tremendous social media coverage.

The APAC Real Estate Sales & Marketing Frontline Summit organized by SMART Expo and supported by the iProperty Group, serves as an invaluable platform, utilizing big data analytics and digital disruption technologies to bridge the gap between China, APAC, and the rest of the world.



About Smart Expo

We are Asia's leading expo of its kind with 12 years and 43 show track records. Throughout the years we have helped over 2,300 property developers and agents to grow their business by proactively educating the market and bringing over 129,000 genuine investors to meet face-to-face with exhibitors from across the globe. The SMART Expo is a member of the iProperty Group Ltd., an ASX listed company (ASX: IPP).

About iProperty Group Limited (www.iproperty-group.com)

Listed on the Australian Securities Exchange, the iProperty Group (ASX: IPP) owns and operates Asia's No.1 network of property websites under the iProperty.com umbrella brand. Headquartered in Kuala Lumpur, Malaysia, the Company is focused on developing and operating leading property portals with other complementary offerings in Asian markets. It currently operates market leading property portals in Malaysia, Hong Kong, Macau, Indonesia and Singapore. With further expansion planned, the iProperty Group is continuously working to capitalise on its market-leading positions and the rapidly growing online property advertising market throughout the region. Along with 18 property websites across the region, the Group's portfolio also includes the first comprehensive regional commercial property website, CommercialAsia.com, as well as a regional property exhibition business and monthly property magazines in Malaysia and Indonesia.

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Photo Captions



Group photo from the last day of APAC Real Estate Frontline Summit



From left: Managing Director and CEO of iProperty Group Mr. Georg Chmiel, Regional General Manager of iProperty Group Ms Carrie Law, Qfang.com Chairman Mr. Liang Wen Hua and Founder of Centaline Group Mr. Shih Wing Ching.



Mr. Georg Chmiel, Managing Director and CEO of iProperty Group



Mr. Liang Wen Hua, Chairman of Qfang.com



Mr. Dickson Ding, Director of Online Channel (New Media) of China Post



Mr. Arthur Li, Chairman & CEO of Shenzhen Zunhao Network Technology Co., Ltd



Mr. Shih Wing Ching, Founder of Centaline Group



Mr. Jason Li, Enterprise Sales Manager (APAC), LinkedIn

Download high resolution photos: <http://j.mp/1O5qwxL>

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