

GREIS

Global Real Estate Innovation Summit

BLUEPRINT

INTRODUCTION

Nigeria's housing deficit remains one of the most pressing socio-economic challenges of our time, with millions of citizens unable to access affordable financing options that make home ownership a reality. Rising construction costs, limited mortgage penetration, and inconsistent housing policies have left many aspiring homeowners locked out of the property market.

The Global Real Estate Innovation Summit (GREIS), themed “**Unlocking Housing Finance: Pathways to Home Ownership for All**”, is designed to address these challenges head-on.

Bringing together policymakers, investors, developers, financial institutions, and innovators, this summit will explore groundbreaking strategies, financing models, and partnerships that can bridge the gap between housing demand and supply.

By facilitating knowledge exchange, showcasing innovative housing finance solutions, and fostering strategic collaborations, GREIS aims to pave the way for inclusive, sustainable, and scalable pathways to home ownership for Nigerians and beyond.

THEME:

Unlocking Housing Finance: Pathways to Home Ownership for All

OBJECTIVES

- 1** Promote Innovative Housing Finance Models. Showcase and discuss practical, scalable financing solutions that can make home ownership more accessible to low- and middle-income earners in Nigeria.
- 2** Encourage Public-Private Partnerships (PPPs) Foster collaborations between government agencies, private developers, financial institutions, and international investors to drive affordable housing projects.
- 3** Facilitate Policy Dialogue and Advocacy Engage policymakers, regulators, and industry stakeholders to address policy gaps, strengthen housing finance regulations, and create an enabling environment for sustainable housing development.
- 4** Drive Technological and Innovative Solutions Leverage technology—such as PropTech and digital mortgage platforms—to simplify processes, enhance security, and expand access to housing finance..
- 5** Empower Stakeholders with Market Insights Provide attendees with up-to-date data, research, and trends on the Nigerian and global real estate markets, highlighting opportunities in housing finance.

PROPOSED DATE & VENUE:

Date: October 2025

Venue: Abuja (possible venues include Transcorp Hilton, International Conference Centre, Merit House or any iconic government-affiliated location)

WHY THIS EVENT IS CRITICALLY IMPORTANT

1

Addressing Nigeria's Housing Deficit

With an estimated housing shortage of over 20 million units, there is an urgent need for practical solutions that can bridge the gap and make home ownership a reality for millions. GREIS will bring together key decision-makers to tackle this challenge with concrete, actionable strategies.

2

Rising Cost of Housing and Financing Barriers

Escalating construction costs, high interest rates, and limited mortgage penetration demand innovative approaches to make housing finance more affordable and accessible. This summit will uncover creative funding structures that can break down these financial walls.

3

Economic Impact of Home Ownership

Increasing access to housing stimulates job creation, boosts GDP, and strengthens community development, making it a key driver of national economic growth. GREIS will explore how housing finance can be positioned as a tool for long-term economic stability.

4

Global Best Practices and Local Adaptation

The summit will bring together global experts and local stakeholders to share proven models and adapt them to Nigeria's unique market realities. Attendees will gain actionable insights on how to localize successful international housing finance solutions.

5

Opportunities for Investment and Partnerships

GREIS will serve as a platform for investors, developers, and financiers to explore and secure mutually beneficial collaborations in the housing sector. It will connect capital with projects that have both commercial viability and social impact.

6

Building a Sustainable Housing Future

By integrating innovation, sustainability, and inclusivity, the summit aims to shape housing solutions that can stand the test of time and benefit future generations. GREIS will push for green, resilient, and socially responsible housing finance models.

WHO IS THE SUMMIT MADE FOR

Directors and key decision-makers in:

Government Officials &
Policymakers

Real Estate Developers &
Builders

Mortgage Banks &
Financial Institutions

Commercial Banks &
Microfinance Institutions

Private & Institutional
Investors

Federal Housing Authority
(FHA)

PropTech & FinTech
Innovators

Association of Housing
Corporations of Nigeria

Cooperatives and Housing
Unions

State Housing Corporations

Real Estate Developers
Association of Nigeria
(REDAN)

Media & Communications
Professional

PROJECTED EVENT METRICS

SPEAKERS

We anticipate hosting **15+** industry-leading speakers, including thought leaders from the real estate, finance, policy, and technology sectors. These speakers will deliver actionable insights, share scalable innovations, and lead crucial conversations around housing and infrastructure development.

ATTENDEES

The summit is projected to attract over 500 curated attendees—a diverse mix of real estate professionals, developers, investors, policymakers, architects, financial institutions, and ecosystem enablers across Nigeria and beyond.

EXHIBITORS

We expect to showcase **30+** exhibitors featuring top real estate brands, proptech companies, construction firms, material suppliers, and innovative housing solution providers, offering unique networking and partnership opportunities.

GOVERNMENT AGENCIES

Engagement with **10+** relevant government agencies is projected, including housing and urban development bodies, mortgage institutions, regulatory agencies, and state housing authorities—all contributing to discussions on policy-driven solutions.

MEDIA AGENCIES

Our media outreach will involve **20+** media partners across print, digital, and broadcast, ensuring maximum visibility before, during, and after the event. This includes national dailies, industry blogs, and major TV and radio stations.

SOLUTION LAB

The summit will host a dedicated Solution Lab featuring **10** curated innovations. This lab will spotlight scalable technologies, products, and services addressing housing deficits, mortgage access, smart building, and construction affordability.

EVENT STRUCTURE:

Morning Session

Registration & Networking
Breakfast + Exhibition

Welcome Address

Keynote Address – The Future
of Housing Finance in Nigeria

Special Address – Making
Mortgages Affordable for Nigerians

Panel 1 – Breaking Barriers to
Affordable Home Financing

Tea/Coffee Break

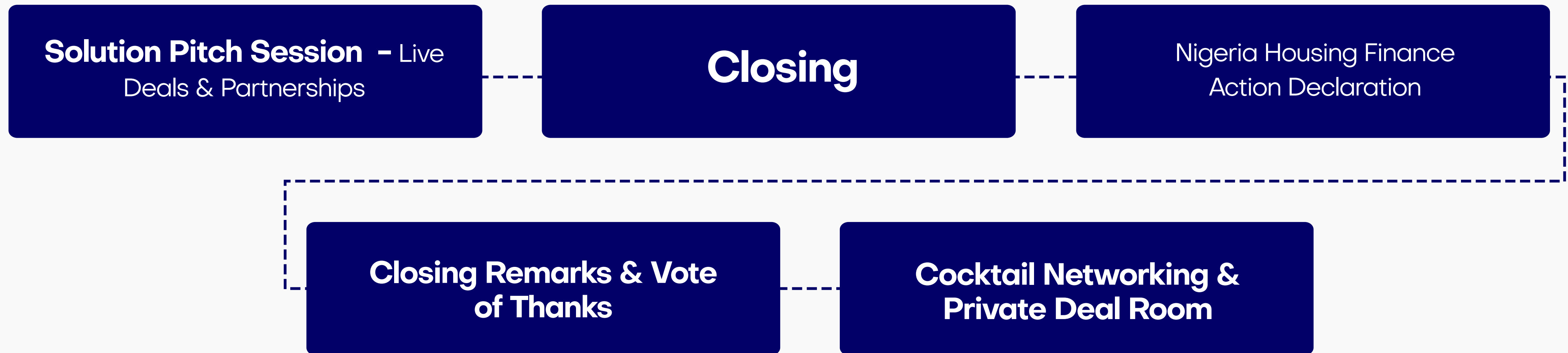
Panel 2 – Alternative Housing
Finance Models That Work

Afternoon Session

Networking Lunch &
Exhibition Tour

Breakout Workshops – (Fintech,
Pension Funds, Real Estate Portals)

Tea Break



Special Features: NHF Access Desk • Cooperative Housing Booths
• Pension Fund Engagement • State Housing Case Studies • Direct MOU Signings

SUMMIT HIGHLIGHTS:

1	High-Level Keynote Sessions from government leaders and industry experts on the future of housing finance in Nigeria
2	Insightful Panel Discussions tackling real barriers and presenting workable housing finance solutions.
3	Breakout Workshops on fintech innovations, pension fund integration, and real estate technology.
4	Live Solution Pitch Sessions where developers, cooperatives, and fintechs present directly to financiers.
5	Special Networking Opportunities connecting developers, banks, investors, and cooperatives for real deals.
6	Interactive Exhibition featuring mortgage banks, state housing corporations, fintech platforms, and cooperatives.
7	Nigeria Housing Finance Action Declaration – joint commitments from government, private sector, and communities.
8	Direct MOU Signings enabling immediate partnerships and housing finance commitments.

SUMMIT ROADSHOW ACTIVITIES (August – November)

STAKEHOLDER VISITS TO GOVERNMENT AGENCIES

Targeted courtesy visits and strategic engagement with key government agencies to foster collaboration, secure institutional support, and align on policies driving housing and infrastructure solutions.

CITYWIDE ROADSHOW

Activations across high-traffic locations in Abuja to promote summit participation, engage the public, and distribute branded materials, ensuring grassroots awareness and stakeholder involvement.

PRESS RELEASES

Strategic press releases shared across leading news outlets and online platforms to announce the summit, highlight key themes, and communicate critical milestones in the lead-up to the event.

TV AND RADIO INTERVIEWS

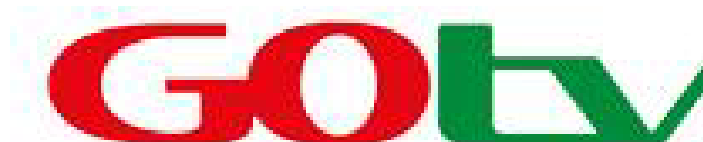
High-profile interviews and media appearances with summit organizers and partners across top national stations to discuss housing challenges, promote the summit, and reach a wider audience.

MARKETING AND COMMUNICATION CAMPAIGNS

An integrated marketing strategy combining digital, print, OOH, influencer, and email campaigns to drive registration, engage target demographics, and amplify summit messaging.

MARKETING & VISIBILITY PLAN:

- Press & Media Briefing
- Partnership with real estate publications and housing blogs
- Dedicated event landing page + registration portal
- Social Media Campaigns (LinkedIn, google, Twitter/X, Instagram)
- Branded collaterals, radio mentions, and newspaper features
- Partnership with NTA, AIT, Channels TV, Startimes, gotv



POST-EVENT STRATEGY:

1

Publication of the GREIS Outcome Report

A detailed report capturing key insights, recommendations, and agreements will be shared with all stakeholders and policymakers.

2

Formation of the Housing Finance Action Taskforce

A multi-stakeholder working group to monitor the progress of summit resolutions and drive implementation.

3

MOU & Partnership Tracking

Dedicated follow-up to ensure agreements signed during the summit move to execution stages

4

Continuous Stakeholder Engagement

Quarterly virtual meetings and periodic in-person forums to assess progress, address challenges, and refine strategies.

5

Pilot Project Roll-Out

Support for selected housing finance models and community housing schemes introduced at the summit to begin implementation.

6

Media & Public Awareness Campaign

Post-event campaigns to highlight achievements, inspire confidence, and attract additional partners and investors.

IMPACT SUMMARY

Through high-level dialogues, practical workshops, and live pitch sessions, GREIS will:

- Drive new housing finance policies and reforms that make mortgages more affordable.
- Facilitate direct partnerships between banks, pension funds, developers, and cooperatives.
- Showcase scalable housing finance models tailored for low- and middle-income Nigerians.
- Encourage the adoption of technology and fintech innovations for faster, easier access to housing loans.
- Promote sustainable and inclusive housing developments across states.

The summit's unique approach—combining thought leadership, networking, and real-time deal-making—ensures that its impact will be felt long after the event, fostering long-term pathways to home ownership for all Nigerians.



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Thank you!