

Zameen.com Co-hosted a 3 Day Long Property Expo in Pakistan

Zameen.com collaborated with the Government of Pakistan for Pakistan's biggest real estate expo, formally known as the PREEX.

LAHORE, PUNJAB, PAKISTAN, October 30, 2013

/EINPresswire.com/ -- Pakistan Real Estate Expo (PREEX) 2013 was held at Lahore International Expo Centre from 25th to 27th October 2013. In collaboration with the Government of Pakistan, the event was organized by Zameen.com for the sole purpose of exposing the true potential held by Pakistan's property market before investors and developers.



Zameen.com & Government Bodies of Pakistan jointly organised Property & Real Estate Expo in Lahore.

Since this was the country's first real estate event of this magnitude, it elicited an overwhelming response from the estate agents and developers looking to showcase their new developments. PREEX was inaugurated by the celebrated Pakistani architect, Nayyar Ali Dada, on the 25th of October, 2013. Ali Dada also paid an exclusive visit to Zameen.com's booth and spent some time with the portal's CEO, Zeeshan Khan.

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*Zeeshan Khan, CEO
Zameen.com*

The event opened to a great start and commanded attention of real estate professionals. Furthermore, the event also successfully managed to draw hordes of first-time buyers, interior designers and architects. PREEX 2013 was perfectly timed since many overseas Pakistanis, who invest in the local property sector, had returned home for Eid, religious holidays. For general estate agents, the event presented an excellent opportunity not just to network but

also increase their realm of influence by rubbing shoulders with business tycoons attending the event.

Since it was one of the biggest property related events of 2013, it got extensive media coverage by CNBC, Newsweek, City42, Jang, The Nation, and many local TV channels and media groups which made the event even more successful. Commenting on the success of this event, Zeeshan Khan, CEO Zameen.com, said, “Property expos are instrumental in bringing all real estate

professionals together on one platform.” Khan believes that events like these also go a long way in building investor confidence.

Zameen.com has single-handedly revolutionised the local real estate sector and has led it into the 21st century. The site is relentlessly working to bring all related real estate professionals together on one platform. Zameen.com’s wholehearted efforts to organise such high profile events have been appreciated in all circles. Judging by the reception received by PREEX 2013, many real estate events are likely to follow this one all over the country.

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