

Real Estate Sector

Sector Pitch

August 2025



Pakistan's recently reformed economy and vibrant and talented population have contributed to the nation's appeal as an investment destination

Pakistan Value Proposition

Reformed Economy



USD 3.3Tn¹

Expected GDP in 2050 (from USD >410Bn² today)



B-

Improved Credit Rating³ from CCC-



Top 10

In Business Entry Regulations ranking⁴



Stabilized Inflation

At lowest levels since 1968⁵



Stabilized Currency

Achieved since 2023 in coordination with IMF



10-Year Tax Holidays

and other fiscal and trade incentives in Special Economic Zones⁶



Vibrant Demographics and Talent



255 million

Large and growing population⁷



64%

Population younger than 30⁷



7th largest

Workforce globally⁸



2 million

University students enrolled every year⁹



1. Goldman Sachs; 2. National Accounts Committee; 3 Fitch Ratings; 4. World Bank's B-READY assessment; 5. US (St Louis) Federal Reserve Bank; 6. Pakistan Government; 7. United Nations; 8. CIA World Factbook; 9. Higher Education Commission

To develop critical mass, Pakistan is advancing strategic initiatives to boost private investment in critical sectors of the economy

2023 SIFC ESTABLISHMENT

SIFC has been established to act as a **single window to create a thriving business environment and develop favorable policies to increase ease of doing business**



2024 ECONOMIC AGENDA LAUNCHED

Pakistan launched Uraan Pakistan, aimed at economic development across 5 pillars:



Ongoing OPPORTUNITIES PIPELINE DEVELOPMENT

The government is working on developing a **pipeline of internationally competitive investment opportunities geared towards full operational and commercial facilitation**



Pakistan is actively seeking to partner with global stakeholders, to **leverage international expertise and investments, while safeguarding the viability and profitability of each project from an investor's standpoint**



Pakistan is strengthening the integrity of key enablers that will unlock sustained progress in multiple economic sectors

1 Consistent Policy Framework

Consistent FDI, tax, and industrial policies with long-term orientation and minimal reversal risk



2 One-Window Investor Facilitation

Seamless processing of approvals, permits, and licenses. A single, empowered agency that owns this end-to-end journey



3 Ease of Repatriation of Profits

Steadfast assurances to repatriate profits and convert currency without friction



4 Legal & Contract Enforcement

Independent, fast-track commercial courts and adherence to international arbitration standards



5 Political and Macro Stability

Strong stability in terms of macroeconomic environment (inflation, debt, currency) and cross-party consensus



6 Positive Global Perception

A globally resonant and visible narrative shift for Pakistan showcasing its viability



Pakistan is currently working on incentives geared to catalysing private sector investment across multiple sectors

The government continues to enact major steps that reinforce attractiveness and viability of the private sector

1 Ensures investment protection

Implementation of key investment regulations, such as:

- Foreign Private **Investment Promotion and Protection Act**
- **Bilateral Investment Treaties** with Friendly Countries
- **Special Economic and Technology Zones (SEZs, STZs)** regulation

2 Preserves security and safety

- Pre-approved **site access** for **Special Economic Zones (SEZs)**
- **Specialized, highly trained security units** for investor protection
- **Enhanced law enforcement and monitoring** at industrial zones
- Controlled, heavily surveilled, and **secure project sites**



2 Pak-China Trade Relations

- **China and Pakistan** have developed key treaties and agreements, including:
 - Bilateral Investment Treaty: China–Pakistan Economic Corridor (**CPEC**)
 - **China-Pakistan Free Trade Agreement (CPFTA)**

3 Enables global trade access

- **Export Facilitation Scheme (EFS)**
- Signed **major trade agreements** (PTAs & FTAs)
- **Connected to key global markets**
- Access to **South Asian Free Trade Area**, and more



These efforts have garnered international recognition, as Pakistan has been featured in the international media as an emergent attractive investment destination

Where Pakistan Has Been Featured

BARRON'S

Bloomberg

FitchRatings

ARAB NEWS

Key Articles

**Pakistan Isn't That Risky Anymore.
Its Economy Is a Mini-Miracle.**

**Pakistan Economy Grows Faster Than
Expected on IMF Aid Boost**














Pakistan economy moving in
'right direction' — IMF chief

PAKISTAN: Staying the Course on Implementing Structural Reforms Critical to Turn Economic Stabilization into Sustained, Inclusive Growth, says World Bank

International recognition highlights Pakistan's renewed economic attractiveness and stability

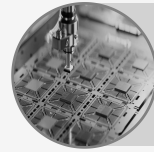
Multiple global and regional entities have announced recent FDI projects in Pakistan

Examples of Foreign Direct Investment (FDI) projects in Pakistan

FDI projects (non-exhaustive)		
<p>Crescent Bay, Karachi (UAE) USD 2-3Bn <i>(Under construction)</i></p>  <ul style="list-style-type: none"> – Joint venture by EMAAR and Giga Group for the development of 50 high and mid-rise towers for residential and commercial use, a shopping centre, and a five-star beachfront hotel 	<p>AD Ports (UAE) USD 220Mn</p>  <ul style="list-style-type: none"> – 50-year concession agreement to manage, operate and develop the Karachi Gateway Terminal  <p>مجموعة موانئ أبوظبي AD PORTS GROUP</p>	<p>Al Mirqab Capital (Qatar) Power Construction Corp. USD 2.09Bn</p>   <ul style="list-style-type: none"> – Construction of coal-powered power plant in Port Qasim   <p>مجموعة المرقاب للمشاريع Al Mirqab Projects Group</p> <p>中国电建 POWERCHINA</p>
<p>Pak-China Friendship Hospital PPP project</p>  <ul style="list-style-type: none"> – The hospital was built as a component of the China-Pakistan Economic Corridor (CPEC) initiative, with investment provided by the Chinese government 	<p>DP World (UAE) and National Logistics Corp. JV investment not public</p>  <ul style="list-style-type: none"> – Development of 50km freight corridor from Karachi Port to Pripri  <p>DP WORLD</p>	<p>Other Announcements and MoUs (non-exhaustive)</p>    <p>MANARA MINERALS</p>

Moving forward, Pakistan aims to propel domestic growth across 15 investment areas

Pakistan's Focus Investment Areas



Semiconductors



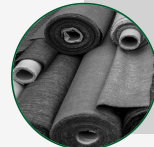
Power Sector



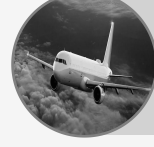
Pharmaceutical Sector



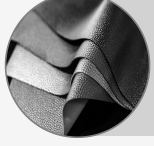
Petroleum Sector



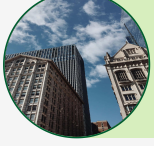
Textiles



Aviation



Leather



Real Estate

Focus of this Presentation



Food & Agriculture



Iron, Steel & Copper



ICT, Fintech & Software



Automotive:
Electric Vehicles (EVs) and
Traditional Automobiles



Chemicals & Petrochemicals



Solar Power



Agri-Tech

Pakistan’s real estate sector has seen an increased demand across categories and significant opportunities for investments

Sector Categories

	Hospitality & Tourism	Office & Retail	Residential	Healthcare	Education
Overview	Visitor-oriented lodging and leisure assets that draw spending into new districts and lift surrounding real-estate values	Shopping and business precincts that combine consumer, work (offices) and lifestyle functions	Diversified housing clusters that satisfy demand across income tiers and create the resident base for all other asset classes	Inpatient and outpatient facilities that broaden access to quality healthcare	Purpose-built school and higher education infrastructure that delivers accessible, modern learning environments
Key Trends and Demand Drivers	<ul style="list-style-type: none"> – Strong tourism attraction policies, such as easing visa restrictions – Expanding diplomatic activity, with 80+ embassies and high commissions in Islamabad – Recent market entry announcements in hotels like Rotana, Hilton, Grand Hyatt, signaling rising investor confidence 	<ul style="list-style-type: none"> – Grade A offices in Islamabad are maintaining occupancy >90%, signaling undersupply¹ – FDI climbed 17% and reached \$1.9Bn in 2024, signaling investor interest² 	<ul style="list-style-type: none"> – The middle class in Pakistan is estimated to have reached ~50Mn (15-20% of population) driving demand for new / modern property and services – Pakistan’s urban population is expanding rapidly. Cities like Islamabad, Lahore, and Karachi are witnessing a high demand for vertical and gated communities³ 	<ul style="list-style-type: none"> – National average 0.64⁴ beds/1,000 vs WHO target of 3; gap widest in peri-urban corridors where MoHW owns land – In FY2024, total public health expenditure increased by 10%, with need for further investment⁵ – Healthcare listed as SIFC “priority PPP”, ensuring one-window clearances 	<ul style="list-style-type: none"> – Pakistan's education sector services over 54 million students across primary to tertiary levels, highlighting an opportunity for infrastructure and service expansion⁶

1. Grade A: premium development; Grade B: mid-tier development; Savills. 2. Pakistan media crawling / desktop research, 3. Valencia Developers, 4. Economic Survey of Pakistan / NUMS, 5. GoP Public Health Expenditure, 6. Pakistan Affairs

The real estate sector has a unique advantage due to its demographics, robust regulatory framework, competitive costs, and limited competition



Demographic & Market Demand

- Rising urban households in the upper-middle class, creating a **strong demand driver**
- 65% of the 220M population is under 30 — a **young and growing consumer base**



Enabling Environment

- **Excellent incentives** provided by the government for infrastructure development
- **Strong base** of potential required **raw materials (glass and building materials)**



Cost Efficiency & Skilled Workforce

- **Competitive construction worker wages** — below regional benchmarks
- Access to a **large base of skilled workers** (the sector contributes ~40% to industrial employment)



Limited Competition

- **Real estate demand** in most categories **significantly outpaces formal supply**, creating opportunity for **first movers**
- **Underserved segments** (e.g., mid-income housing, branded hospitality, healthcare infrastructure) **offer low-competition entry points**

Pakistan is home to multiple firms working across the real-estate sector

Non-Exhaustive

Select Leading Players in Pakistan	
	<p>Emaar Pakistan is the local subsidiary of Emaar Properties PJSC, the UAE-based global real estate developer behind landmark projects like the Burj Khalifa and Dubai Marina. Latest project launches in Pakistan include Park Edge, The Views, and multiple commercial plots</p>
	<p>Imarat Group is a multi-asset developer behind projects like Amazon Outlet Mall, Mall of Arabia, and Courtyard by Marriott in Islamabad and Rawalpindi</p>
	<p>Zameen Developments is the real estate arm of EMPG (Emerging Markets Property Group), building high-end residential projects across Lahore, Islamabad, and Faisalabad. Notable launches include Zameen Opal, Zameen Aurum, and Zameen Ace Mall.</p>
	<p>GFS Builders & Developers is a versatile Pakistani construction and real estate group known for its themed master-planned communities (7 Wonders City) and gated developments (Villas at DHA city)</p>
<p>Other Players</p>	

Investors in the real-estate sector will be supported by a robust ecosystem that encompasses multiple existing local companies

Government of Pakistan

- Ministries / local authorities including the Ministry of Housing & Works, CDA, LDA, and others manage zoning, building approvals, and land allocation
- Entities like FGEHA and PHA-F lead affordable housing and government-backed residential projects
- Other ministries (e.g., Railways, Health) have land in strategic locations and can enter partnerships with investors to develop said assets



Local and Multinational Companies

- Existing strong base of local companies, delivering and financing real estate assets across categories
- Key companies include Emaar Pakistan, ZEM Builders, Union Developers, etc.

Key Players and Stakeholders

Association of Builders and Developers of Pakistan (ABAD)






- Advocates for reforms in construction regulations, land titling, and approvals
- Represents the developer community in policy discussions with provincial and federal authorities



Special Investment Facilitation Council (SIFC)

- Facilitates and fast-tracks foreign and domestic investments
- Provides a streamlined, one-window operation for investor support and coordination across government entities

Pakistan has identified several opportunities in the real estate sector readily available to investors

Sector Categories	Government Projects Pipeline <i>(non-exhaustive)</i>	Potential Local Partners <i>(non-exhaustive)</i>
A Hospitality & Tourism ¹	<ul style="list-style-type: none"> – Mixed-use Luxury Development (Hotel, Office, Residential), F-5, Islamabad – International 5-Star Hotel, G-13 Mauve Area, Islamabad – Constantia Lodge (Kashmir Point), Murree – Chamba House (Luxury Heritage), Lahore – Qasr-e-Naz (Commissioner’s House area), Karachi 	
B Office & Retail ¹	<ul style="list-style-type: none"> – High Rise, Mix use Buildings in Blue Area Sector F-8, Islamabad – IT Park Tower, G-13 Mauve Area, Islamabad – International Offices Hub / Banks, Islamabad – Skyline Mixed-Use Shopping Mall, Islamabad 	
C Residential ¹	<ul style="list-style-type: none"> – Apartment Complex Sky Gardens, Islamabad – Apartment Complex (Chaklala Heights) Rawalpindi – Mixed Use Commercial / Apartments, Cantt Station Karachi – Mixed-Use Commercial Projects, G-13/4, Islamabad – Mixed-Use Commercial (Chaklala Heights) Rawalpindi 	
D Healthcare	<ul style="list-style-type: none"> – International Hospital, G-13 Mauve Area, Islamabad 	
E Education	<ul style="list-style-type: none"> – International Standard School, Islamabad 	

NOTE: List not exhaustive; Government entities are looking to monetize premium land and buildings in Islamabad, Karachi, Lahore, Peshawar, Quetta and other prominent locations on their balance sheets through partnerships with investors

Pakistan offers an enabling environment to investors in the real-estate sector

Key Enablers and Incentives

Ease of Doing Business

- Ongoing review and simplification / deregulation across sectors
- 100% foreign equity investment permitted
- One-stop licensing and digital registration



Demand Attractiveness

- Collaboration with government on key real-estate projects with high demand drivers



Tax & Fiscal Incentives

- Eligibility for corporate tax incentives under hospitality and infrastructure development schemes
- For example, in a development REIT structure, a reduced corporate tax of 15%, is applied (goes to 0% if 90% of profits distributed)



Infrastructure Provision

- Complete autonomy of management and operations for agreed period



Thank You

