



Press Release

Union Properties hosts founders of PropTech companies to shape next generation of Real Estate innovation

July 30, 2026 – Union Properties PJSC (“Union Properties” or “the Company”) (DFM: UPP), one of the UAE’s leading master developers, hosted founders of innovative PropTech companies at its Sales Centre in Motor City during a visit organised by Dubai PropTech Hub, an initiative of Dubai International Financial Centre (DIFC), the leading global financial hub in the Middle East, Africa, and South Asia (MEASA) region, and home to the region’s first PropTech innovation hub. As a founding partner of the Dubai PropTech Hub, **Union Properties** reinforced its commitment to fostering innovation by hosting the founders, connecting emerging technology companies and exploring solutions that support the future of Real Estate.

The visit created a collaborative platform for knowledge exchange between PropTech founders and **Union Properties’** leadership, fostering meaningful dialogue on emerging technologies, evolving customer expectations and the future of Real Estate innovation. Through strategic discussions and product demonstrations, entrepreneurs gained strategic market insights to build their product roadmaps, while **Union Properties** explored new technologies to enhance efficiency, data-driven decisions and customer experiences.

Eng. Amer Khansaheb, CEO and Board Member of Union Properties, said: “As a founding partner of the Dubai PropTech Hub, we believe meaningful innovation happens when industry leaders and emerging technology companies collaborate closely. By engaging directly with early-stage founders, we help them better understand the realities of the Real Estate sector.”

The onsite engagement marked the first group visit of its kind organised through the Dubai PropTech Hub, with founders presenting their solutions directly to **Union Properties’** senior leadership and receiving practical feedback. The hosting forms part of **the Company’s** ongoing participation in the Dubai PropTech Hub’s PropTech Elevate programme, through which it continues to support emerging innovators and accelerate the growth of the UAE’s burgeoning PropTech ecosystem in line with the Real Estate Sector Strategy, 2040 Urban Masterplan and D33 Agenda.

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