



Asif Ghafoor is the Founder & CEO of Spacious.hk, a leading property technology platform operating across Hong Kong, Taiwan, and mainland China. With a background in global banking technology—previously at Goldman Sachs and Standard Chartered—Asif left the trading floor to solve real problems in the real estate sector, building a data-driven, user-centric marketplace that now powers over USD \$78 billion in annual property enquiries.

Under his leadership, Spacious has become the go-to destination for high-intent property seekers, working closely with major developers and agencies including Swire, SHKP, Hysan, and Centaline. Asif's focus on transparency, performance marketing, and smart design has helped reshape how people discover property in Greater China.

Asif is passionate about the intersection of real estate and technology, particularly how AI, data analytics, and platform design can improve housing outcomes, market efficiency, and user trust. He has spoken at industry forums on topics ranging from PropTech to the future of search, and actively engages with stakeholders across banking, development, and government.

A long-time supporter of ULI's mission, Asif brings a cross-disciplinary perspective that blends private sector innovation with practical urban insight. He is especially interested in contributing to ULI's programming on digital transformation, housing accessibility, and Asia's evolving urban dynamics.

Based in Hong Kong and London, Asif also serves as a thought partner to financial institutions seeking to bridge real estate with risk, compliance, and customer experience in an increasingly digital world.