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Press Release

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A platform for international cooperation in the Turkish construction sector including representatives from the building materials sector, Yapi-Turkeybuild Istanbul is preparing to open its doors for the 43rd time between April 1-4, 2020. The fact that one-third of the total number of houses sold in the year 2019 was sold in the post-pandemic period, especially in June & July, had been a lifesaver in the sector.

HYVE GROUP REGIONAL DIRECTOR, ÜLGEN: “2nd PERIOD OF URBAN TRANSFORMATION MAY BECOME THE LIFEBLOOD OF THE SECTOR”

While preparing to open its doors on its new date, April 1-4, 2021, Yapi - TurkeyBuild Istanbul provides the opportunity to contribute to the sector and to improve the international competitiveness of the sector for 43 years now.

Yapi - Turkeybuild Istanbul, which is organized by Hyve Group, the organizer of exhibitions in the locomotive industries of the Turkish economy including tourism, rail systems, cosmetics, food, and construction, is among the top 5 exhibitions of the sector globally and fulfills its duty to provide an international platform to enable domestic actors to build new global partnerships in an effective manner.

The aim of the TurkeyBuild is to Contribute to the Sustainable Growth

Reminding that the advantage of the exhibition's positioning in the global market is crucial especially in this period, Hyve Group Yapi - TurkeyBuild Exhibition Director Banu Keskin emphasized that what the building sector needs is sustainable & healthy growth.

"TurkeyBuild aim is to lay the groundwork for healthy and sustainable growth in the sector. Saying "In line with this goal, our contributions will increasingly continue to strengthen the sector's branding across the world and to promote its pioneering role in innovative ways of doing business," Keskin also reminded that TurkeyBuild is among the 5 most important sectoral events and international platforms that leads the way for achieving this goal.

She further added that the domestic market has seen a small revival, which is partly due to the contribution of urban transformation, and there are opportunities in the international market, especially in the European Union and the UK markets. Adding that according to data from the statistical office of the EU, Eurostat, construction production increased by 21.2% within the borders of the European Union in May 2020 compared to April 2020, she also stated that the UK plans to speed up planned infrastructure investment in the upcoming period. Keskin added that Europe-centered international market opportunities can also contribute to the revival of the sector.



One-third of the Overall House Sales were made in Two Months

The rise in the economic activity in the "new normal" period, which has begun as of June 2020, is showing signs of a recovery trend. Especially industrial production and Manufacturing Purchasing Managers' Index (PMI) signals a V-shaped recovery in Turkish economy. Although Turkey does not hold a strong position in the global supply, the possibility of seeing a positive momentum for recovery is rising.

The low-interest mortgage loan campaigns launched by Turkey's state banks in June and July ensured the highest housing sales figure for June with 192,012 housing units sold in the same period. In July, residential property sales reached an all-time high of 229,337 units. The total number of houses sold in two months was recorded as 419,369 units. The total number of home sales in two months during the pandemic period equals one-third of the total of 1,35 million houses sold in 2019.

Reminding that despite the growth forecast expected for the global economy in the second half of 2020, the global economy expects a contraction of 5 to 6% this year, Turkey's IMSAD Economic Consultant Dr. Can Fuat Gürlelel added, "in the first half of the year, the global construction industry has experienced a contraction of 7-8%. In the second half of 2020, however, a gradual recovery is expected in the sector. Despite the recovery, the sector is likely to recoup the level of economic activity seen in 2019 in the last quarter of 2019, emphasizing that economic activity in 2020 has just really started to pick up

Reminding that the average industrial production of construction materials contracted by 20% in the second quarter and exports shrank by 21%, Gürlelel further added that the contraction in the sector is likely to continue in the remaining months of 2020.

Second Period of Urban Transformation

Reminding that despite all difficulties faced during these periods, the sector, including the building materials suppliers of Turkey, supports more than 200 sub-sectors and the revival in the sector will have positive effects for Turkey, Regional Director of Hyve Group, Kemal Ülgen said "So far, KONUTDER (Housing Developers and Investors Organization) figures indicate that only in Istanbul, 300,000 housing units are renewed or made earthquake-proof or in the transformation process. Apart from Istanbul, many urban transformation projects are being implemented in many different parts of Turkey, ranging from Bursa to Rize. Some projects are also conceptualized and submitted for the approval of the T.R. Ministry of Environment and Urbanization. If this mobility triggers the 'Second Period of Urban Transformation,' I think that Turkey's economic recovery gains further momentum in the new normal period. The campaigns launched by state banks have become the lifeblood of the sector. If the Second Period of Urban Transformation Period comes to life, it will be the lifeblood of our economy." He also drew attention to the big opportunity in the domestic market considering the current conditions of the sector.

Expressing that the preparations for the 43rd Yapı - TurkeyBuild is in full swing, Ülgen reminded that they will host domestic and international sector representatives in Istanbul on April 1-4, 2021 at TÜYAP. Stating that they have been in contact with both exhibitors and international visitors for a long time, Ülgen also underlined that the new date of the exhibition was welcomed by everyone. Ülgen



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stated that they want this satisfaction to be reflected throughout the Exhibition, and that they expect to see a huge demand that will be not less than that of previous years.

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 120 events worldwide with 17 global offices in 14 countries with more than 1,000 experienced personnel. Hyve Group is a next-generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape sector innovation. Hyve Group plc was announced as the new brand name of ITE Group plc in September 2019, following its significant transformation under the Transformation and Growth (TAG) program. Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers. In Turkey, Hyve Group organizes the leading exhibitions of Turkey in the industries of construction (**Yapı – Turkeybuild İstanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood İstanbul**), rail systems, and logistics (**Eurasia Rail**), by drawing its strength from the global network in the region.

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