

## **42<sup>nd</sup> Yapı – Turkeybuild Istanbul, Turkish Building Industry Summit, prepares to open its doors on June 18-22, 2019!**

**Yapı - Turkeybuild Istanbul, the largest international meeting point for the Turkish building industry and the surrounding region for 42 years, will take place in Tüyap Fair, Convention and Congress Center between June 18-22.**

**Yapı - Turkeybuild Istanbul will host agenda meetings in 5 different themes for 5 days. There will also be events that will add fun to the exhibition with on-site experience and learning.**

**Yapı - Turkeybuild Istanbul will host over 120 important buyers coming from countries including Azerbaijan, Georgia, Germany, Iran, Palestine, Qatar, UAE, Algeria, United Kingdom, Netherlands, Saudi Arabia, France, Spain, and India with the VIP International Hosted Buyers programme.**

Yapı-Turkeybuild Istanbul, the largest international meeting point of the Turkish building industry for 42 years, will be held in Tüyap Fair, Convention and Congress Center between June 18-22. Yapı - Turkeybuild Istanbul will be the summit of the industry this year as well with its diverse product range consisting of the latest innovations and technologies, international events, and the business opportunities. The 2019 agendas of the building & construction materials industry will be discussed in the sessions focusing on the triangle of “Export, Renovation, and Technology” and lasting for 5 days.

Presidents and investors of the leading associations within the industry including ÇEDBİK (The Turkish Green Building Association), GİİP, GİSP (The Center for Strategic Thinking in Real Estate), GYODER (The Association of Real Estate Investment Companies), İNDER (Istanbul Builders Association Platform), İSTANBUL SMD (Association of Freelance Architects of Istanbul), İZMİR SMD, TMMMB (Association of Turkish Consulting Engineers and Architects), TÜRK SMD, TÜRKİYE İMSAD (Association of Turkish Construction Material Producers), ULI TURKEY will assess the year 2018 together with 2019 and discuss future projections for 2020 in the “agenda meeting” that will be held on the opening day of the exhibition. “Tourism and Construction”, which is one of the new markets and areas of focus in the industry, will be discussed in the “Investment Focus Forum”, hosting executives from the Turkish Tourism Investors Association, Turkey Eximbank, and Türkiye İMSAD.

In the meeting which is expected to become a traditional event thanks to the platform presented by the Yapı - Turkeybuild Istanbul every year, the targeted topics of the agenda will include the assessment of the previous year for the industry from material, construction, economy, and planning perspectives, discussion of future projections, conveying of messages on the first day of the exhibition along with local authorities and government policies.

Yapı – Turkeybuild Istanbul, which aims to host over 600 exhibitors and more than 90,000 visitors from 17 countries this year, will also welcome domestic and international companies providing services in the fields of construction machinery, hardware and hand tools, constructional steel, prefabricated structures, building systems, interior design & decoration, wall and floor coverings, bathroom-kitchen equipment, doors & accessories, electricity, lighting, automation, insulation, construction chemicals, paint, roof, joinery (doors - windows), façade, automatic doors - access systems, sun protection, rough construction, installation, elevator, landscaping, and software. Many countries including Qatar, Iran, Russia, China, UAE, Italy, Saudi Arabia, South Korea, Taiwan, Czech Republic, TRNC, Turkey, Germany, Poland, Ukraine, India, and Portugal will showcase their new product and service technologies.

The exhibition, which aims to overcome the stagnation experienced in the domestic market with professional buyers coming from abroad and to be the right address for exporting activities, will host over 120 international buyers from Azerbaijan, Georgia, Germany, Iran, Palestine, Qatar, UAE, Algeria, United Kingdom, the Netherlands, Saudi Arabia, France, Spain, and India within the scope of the International VIP Hosted Buyer programmes that will be held this year as well. In addition, the show will bring together important international buyers from the target countries and all the exhibitors and visitors with the support of the T.R. Ministry of Commerce. All the exhibitors, visitors, and hosted buyers will have the opportunity to network quickly and efficiently, connect with the right customers or suppliers, and expand their contacts base through the free-to-use smartphone and internet application with the **ITE Connect Matching Program (Matchmaking System)**, which was first used last year.

### **The exhibition will host visitors with 5 different themes for 5 days!**

Numerous events will take place during the exhibition which will bring together the Turkish building industry and different contents. Yapı - Turkeybuild Istanbul 2019, which will host over 30 events with more than 90 domestic and international expert speakers, is expected to receive more than 11,000 international visitors.

Yapı - Turkeybuild Istanbul will host the meetings with agendas in 5 different themes for 5 days. There will also be events that will add fun to the exhibition with on-site experience and learning.

**Yapı Arena** will host architecture and business-oriented panels, partnership sessions, talks of new design and technology tools, and “inspiring” keynote speaker conferences. Yapı Arena

will also host live presentations and seminars for the new products and technologies of 2019 on its stage with special “Innovation-focused” **Yapı Innovation** session.

On **Tuesday, June 18**, the theme of "Road Map" will be discussed during the presidents' forum and the panel on new investment focuses in order to discover new focuses in the industry for successful exporting, and on **Wednesday, June 19**, the theme of “**Being a Global Player**” will be addressed in order to learn how to develop business and partnerships in different markets.

On **Thursday, June 20**, all aspects of "**Technology**" will be discussed in order to differentiate and be one step ahead in the industry by taking into account the innovation and design aspects of the relevant work at the intersection of technology, material, and innovation.

**Friday, June 21** is also celebrated as the "**World Sun Day**" since it is the longest day of sunlight for places in the Northern Hemisphere. On this special day on which the agenda and trend in the domestic market will be discussed by taking the pulse of the industry and considering the changing climatic conditions, the focus will be on the topics of “New, Renewal, and Renewability” in terms of planning, material, and design aspects in order to create efficient alternatives.

On **Saturday, June 22**, the last day of the exhibition, the modules of **Yapı Unplugged Summer School Workshop**, which provides on-site experience to the young professionals, new graduates, and students by introducing the material and promoting social responsibility through architecture, innovative thinking, and design at the same time will be introduced.

Other activities that are organized in parallel with the exhibition and add a fun element to experience and learning are as follows:

**Yapı Masterclass**; architectural masterclasses serving as an intersection point between the interests and working areas of different visitor groups designed for 4 days, including interiors, insulation and building materials, façade and joinery, rough construction and worksite group products in the presence of a moderator. **Yapı Robot Zone**; the area which will host robotic production and talk sessions organized in collaboration with Fabb and will be held simultaneously with the exhibition with the message of “Design, Develop and Build with Robots!” and lastly, **Yapı VR Home**; a place that will be created in collaboration with Garage Atlas and enable us to experience our dream spaces and living in Mars.

**The exhibition provides you with the opportunity to get to know the market better and come together with many potential customers!**

Emphasizing the importance of attending the exhibition, **EVDEMA Human Resources Manager Sebahattin Duran** states; “Yapı - Turkeybuild Istanbul plays a significant role in the industry. Last year's exhibition was a success when we take into account the number of exhibitors and visitors. As the leading companies of the industry are also in this platform, the exhibition has a high demand. So far, we have met a number of new customers. Our initial

aim here was to introduce ourselves to the market. Over the years, the exhibition has turned into a platform that we use to reach to our domestic and foreign customers much more quickly; and, as a result, we are attending to Yapı - Turkeybuild Istanbul almost every year. We met many of our domestic and international customers at this exhibition. This year we will add the bathroom and kitchen furniture we started to produce about five months ago to our product range. We will participate in the Yapı – Turkeybuild Istanbul 2019 with a much larger booth.

### **Yapı - Turkeybuild Istanbul has been leading the development of the industry for 42 years!**

Stating that as an international platform, Yapı - Turkeybuild Istanbul mirrors the construction industry in our country, **Regional Director of ITE Turkey, Kemal Ülgen**; “We are organizing Yapı Exhibition, which is ranked among the 5 largest exhibitions of its kind, for the 42nd time this year. Pointing out that the construction industry is expected to gain stability after the fluctuations experienced for a while, Ülgen stated that; “Export growth seems to be a key solution for the year 2019. Exports of construction materials are expected to increase by 7-8% and to reach around 23 billion dollars. Market conditions are expected to improve in export markets for all sub-sector groups and unlike other years, two more developments are expected in the domestic market. One is the comeback of the renewal market with respect to the decrease in demand for the new construction works, and the other is the increase of the supply in the domestic market as a result of the limited exporting activities due to the exchange rates. In the middle of this transformation, the pulse of the construction industry beats in Yapı – Turkeybuild Istanbul. Companies who wish to have the opportunity to come together with thousands of domestic and international professional visitors and potential customers take their place at the meeting point of the industry.

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#### **About ITE Turkey**

ITE Turkey is the Turkey office of ITE Group, the international exhibition company which organizes more than 150 exhibitions and conferences worldwide with 32 offices in 20 countries with more than 1,000 experienced personnel. **ITE Turkey**, organizing premier exhibition organizations in leading industries of Turkey, consists of **YEM Fuarçılık, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, and Platform Uluslararası Fuarçılık.**

ITE Turkey, which organizes the leading exhibitions of Turkey in the industries of construction, tourism, cosmetics, food, rail systems, and logistics, takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Turkey creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the exhibition industry to each and every industry it is included in and supports the development of these industries.

[www.ite-turkey.com](http://www.ite-turkey.com)

**About EUF - E Uluslararası Fuar Tanıtım Hizmetleri**

EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş., which is subsidiary of ITE Turkey, has organized exhibitions in energy, construction machinery, food, furniture, stationery, promotion, water and wastewater treatment, tourism, rail systems, and logistics industries since 1999. EUF A.Ş takes global event organizer ITE Group's global knowledge, know-how techniques, and cooperations and organizes the following events: EMITT (East Mediterranean International Travel and Tourism Exhibition), EURASIA RAIL (International Rolling Stocks, Infrastructure & Logistics Exhibition), and WORLDFOOD ISTANBUL (International Food Products and Technologies Exhibition).

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