



**Announcement**

**February 24, 2021**

**Due to the ongoing mobility restrictions within the context of COVID-19 measures including a full weekend curfew, the 43<sup>rd</sup> YAPI - Turkeybuild Istanbul will be held on April 6 - 9, 2021 instead of April 1 - 4, 2021.**

## **43<sup>rd</sup> Yapi – Turkeybuild Istanbul opens its doors on April 6 - 9 at TÜYAP**

The 43<sup>rd</sup> Yapi – Turkeybuild Istanbul, a platform which sets the trends dominating the sector with the content, exhibitors, and international hosted buyers it includes and showcases the latest building technologies and products is rescheduled and will be held on April 6 - 9, 2021 at Tüyap Fair Convention and Congress Center during weekdays due to the requests of the exhibitors given there is no clear end in sight for mobility restrictions including the weekend.

Regional Director of Hyve Group, an international organizer of trade shows organizing the Yapi – Turkeybuild, Kemal Ülgen emphasized that their first priority is to organize an exhibition which is more efficient and fruitful for all stakeholders; especially exhibitors, visitors, and associations together with public health approaches.

“Due to the COVID-19 pandemic that has been felt worldwide for more than a year, measures are being taken in our country and around the world.” We have contacted all our stakeholders in the spring months of 2020, when the pandemic first erupted and changed the date of Yapi -- TurkeyBuild Istanbul. However, following this 1-year long period, we see that the mobility restrictions within the scope of the measures still apply including the weekends. Moreover, it remains unclear when restrictions will be lifted. In line with the opinions and demands of our exhibitors, we will organize our Exhibition between April 6 - 9, 2021, coinciding with workdays.

While extending his gratitude to all stakeholders for their contributions up to this date, Ülgen also pointed out that they are looking forward to initiating their collaborations in a more comprehensive and powerful way than ever before and to host exhibitors, buyers, and visitors who can physically attend the event.

### **In 2019, Almost 69,000 Visitors From 135 Countries Come Together at Yapi – Turkeybuild Istanbul**

The Exhibition, which is the largest trade event in the vast region including the Balkans, CIS countries, the Middle East, and North Africa, and ranked in the top 5 worldwide, continues its preparations to host visitors from all over the world for 4 days. The Exhibition, which will be organized by Hyve Group with the support of the Ministry of Trade, aims to create new business, partnership, and purchasing opportunities by transferring its strong global network to the construction industry. Turkeybuild Istanbul offers an efficient platform filled with activities tailored for business development in order to support the strategy of the industry, provide exchange of information, encourage innovation, and promote new ideas by enabling interaction among the public & private sectors and academic dimensions of the building industry. In 2019, the Exhibition hosted a total of 68,738 visitors from 135 countries with 555 exhibitor companies from 12 different countries.



### **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 taking strength from global network in the region.

### **For detailed information:**

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