



Press Release

January 6, 2021

Yapı - Turkeybuild Istanbul, an event that attracts buyers from the Middle East, Central Asia, and North Africa, where the industry trends will be discussed and the latest building technologies and products will be showcased, will host entrepreneurs who will contribute to the growth in the sector.

Yapı – Turkeybuild Istanbul will Host Entrepreneurs Who Transform the Sector

Bringing together international investors and domestic business partners by organizing exhibitions in the locomotive industries of the Turkish economy each year, Hyve Group is preparing to host the first exhibition of the year to be held at TÜYAP Fair Congress & Convention Center.

By bringing together all the elements in the sector, 43rd Yapı – Turkeybuild Istanbul to be held between April 1 – 4, 2021 aims to create new business, partnership, and purchasing opportunities by channeling its strong global network to the construction industry.

Yapı – Turkeybuild Istanbul provides an efficient platform full of events for business development to introduce new ideas through enabling interactions between the academic sphere, public, and private sectors within the building industry as well as promoting exchange of information and innovation in the sector.

THE CONSTRUCTION SECTOR IS READY FOR TRANSFORMATION AND BEING RESHAPED WITH YAPI TECH GARAGE!

While the developments and big data research in recent years have radically changed the entrepreneurial perspective and the way of doing business in many sectors, the construction sector also has a huge potential to take advantage of this transformation and bring innovative solutions to consumers.

Reminding that entrepreneurs play an important role in terms of exploiting the potential, Yapı – Turkeybuild Istanbul Director Banu Keskin stated “Although entrepreneurs generate outputs that will result in a massive transformation for companies, we think that entrepreneurs and sector representatives should come together more often and exchange ideas more closely and both investors and entrepreneurs are looking for this kind of opportunities. As Yapı – Turkeybuild Istanbul, we are bringing together the STARTUPS (tech-enterprises) with the building sector through the **YAPI TECH GARAGE** area established in collaboration with **Demet Demirer, the founder of the Architect of Change Innovative Management Consultancy**. We are opening new doors for new business relationships and sowing the seeds for new ideas.

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The STARTUPS will introduce their technologies related to subjects such as **smart construction materials, BIM, virtual reality, augmented reality, management tools, mobile building applications, 3B construction, robotic production, and internet of things** on this platform from the stage of design to the point where the building is completed and handed over, which provide numerous opportunities for the architects, engineers, project managers, manufacturers, contractors, developers, marketers, and users.

In the experience area of YAPI TECH GARAGE, however, the presentations and product demos of the enterprises will be experienced first-hand.

THE NEW PLATFORM, YAPI TECH GARAGE IS READY TO WELCOME THE STARTUPS!

In this period, when the startup point of view changes the dynamics of the industries by offering groundbreaking solutions, Yapı – Turkeybuild İstanbul, which is preparing to bring the entrepreneurs who make bold moves in the construction and real estate industry calls on entrepreneurs who develop industry-specific technological and scalable products.

We invite all relevant startups that want to transform the sector by taking part in the exhibition to contact us by sending their startup promotion to **content@hyve.group**.

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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