



The countdown has begun for the most important platform for the building sector. The biggest building exhibition of Turkey and the surrounding region, Yapi – Turkeybuild Istanbul opens on April 6 – 9 at Tüyap Fair Convention And Congress Center.

43rd YAPI – TURKEYBUILD ISTANBUL BRINGS 240 HOSTED BUYERS FROM 14 COUNTRIES WITH DOMESTIC MANUFACTURERS

Providing large foreign currency inflows into Turkey and sustaining its dynamism in every period, the building sector is preparing for the Yapi – Turkeybuild Istanbul, the most powerful collaboration platform in the region, with its domestic and foreign stakeholders. Yapi – Turkeybuild Istanbul, which will be held for the 43rd time this year and will open its doors with a hybrid event strategy at TÜYAP between April 6 – 9, will bring its exhibitors together with international hosted buyers from 14 countries. In addition to the exhibition environment where all health protection measures are taken following the Hyve Safe & Secure Standards, remote participation will also be possible thanks to Hyve Connect.

Compared to pre-pandemic period, the number of international hosted buyers has increased

Saying that exhibitions are important for the further development of local economies, Turkeybuild Istanbul Event Director Banu Keskin drew attention to the importance of enabling the participation of African and Middle Eastern countries to the exhibition with hosted buyers through the physical and virtual business platform, Hyve Connect. Expressing that Turkey is among the countries demonstrating favorable trade performance in the world especially in terms of its logistics capabilities, Keskin continued her words as follows: "The second exhibition that we are going to organize in the pandemic period as Hyve Group is Yapi – Turkeybuild Istanbul. In accordance with the decision of the Ministry of Trade, we will provide our exhibitors with the chance of having many meetings for new collaboration opportunities at our exhibition, where 50% incentive payment is implemented by the Ministry as in previous years. The figures show us that more than 15.000 visitors from 128 countries received invitations to our exhibition. According to figures for 2019, there is an increase of 7% in the number of professional visitors and 25% growth in the total number of visitors. We expect the numbers to rise further in the next 10 days. To increase the foreign exchange inflow into Turkey, and to diversify export opportunities for domestic manufacturers, we are further developing the range of opportunities we can offer in terms of quality and quantity. For this reason, we aim to create a trade volume of € 1 billion as part of the Exhibition this year."

Keskin stated that so far, a strong pipeline of hosted buyers from Morocco, Tunisia, Algeria, Cameroon, Georgia, Uganda, Nigeria, Pakistan, Lebanon, Sudan, Oman, Jordan, Azerbaijan, and Kosovo will attend the exhibition.

Hyve Group

Hyve Fuarçılık A.Ş. | Tic.Sic.No: 430499 | Mersis No: 0323013694600018
Hyve Build Fuarçılık A.Ş. | Tic.Sic.No: 758423 | Mersis No: 0947046442400015
Hyve Beauty Fuarçılık A.Ş. | Tic.Sic.No: 745813 | Mersis No: 0730035673300018



Higher level of participation and increased opportunities at Yapı – Turkeybuild Istanbul with Hyve Connect

In line with the "Safe Trade, 365-Day Exhibition" strategy, Keskin reminded that the buyers who cannot physically attend the exhibition will be hosted online in Istanbul through the virtual trade platform Hyve Connect, which has been available 2018, and added, "Our platform will also host buyers who cannot physically participate in our exhibition, which means that our exhibitors will meet with more buyers than they are now."

Yapı Exhibition offers a packed schedule of events

Emphasizing that especially in this period where organizing exhibitions to ensure economic growth and sustainable business partnerships is a critical success factor for all economies, Keskin added that they will host entrepreneurs who have an important role in technology exports by offering innovative solutions to the sector throughout the exhibition. Keskin stated that they prepared a productive events program and that they will continue their mission of becoming a "north star" for the sector with the assessments concluded by experts and reminded that the Yapı Exhibition will open its doors on April 6, 2021 at 1:30 pm at TÜYAP.

Turkish IMSAD Vice Chairman Çetin Tecdelioğlu, President of ÇEDBIK (Eco-Friendly Green Buildings) Ebru Ünver Karaer, President of Turkish Association for Seismic Isolation, Mehmet Emre Özcanlı and Vice Chairman of GYODER, Mehmet Kalyoncu will mention the opportunities with respect to the building materials exports and innovation in the Presidents' Forum moderated by economist and strategist Can Fuat Gürlesel Ph.D. The sector's opinion leaders will address their predictions regarding which opportunities should be seized by Turkey's building & construction sector for 2021 and beyond.

In the events that will take place throughout the exhibition the entrepreneurs will share the key success factors for healthy housing construction and how they can be implemented, how sustainable growth can be achieved in the building sector, approaches related to the resilient public spaces that can be created during the pandemic and the post-pandemic period, as well as innovative production and investment models that will bring opinion leaders together in detail. On the last day of the exhibition, entrepreneurs will explain in detail how they can transform the building sector, and the innovative approaches they implement with the business and application models they have developed at the Yapı Tech Garage Marathon presentations.

Hyve Safe & Secure Standards for Safe Trade

Underlining that the health and safety of all exhibition stakeholders is a top priority for them, as well as new partnership opportunities to be created with the participation of buyers in the exhibition, Keskin reminded that as Hyve Group, they have developed Safe & Secure standards based on health and safety as the number one priority. Keskin continued her words as follows: "The Safe & Secure Standards, which we have been implemented through cooperation with sectoral organizations such as AEO (Association of Event Organizers), UFI (The Global Association of the Exhibition Industry), leading event venues, and national health institutions, are an improved version of the measures we have already put in place for all our events. Safe & Secure Standards are an improved edition of our pioneering health and safety measures in our market, which now includes the new industry standards developed by taking COVID-19 pandemic into consideration. Our Safe & Secure measures include Social Distancing, Protection and Detection, Cleaning and Hygiene, and Notification of cases. We also designed a Safe & Secure logo to show where the new measures are being implemented."

Hyve Group

Hyve Fuarçılık A.Ş. | Tic.Sic.No: 430499 | Mersis No: 0323013694600018
Hyve Build Fuarçılık A.Ş. | Tic.Sic.No: 758423 | Mersis No: 0947046442400015
Hyve Beauty Fuarçılık A.Ş. | Tic.Sic.No: 745813 | Mersis No: 0730035673300018

19 Mayıs Caddesi | No:3 Golden Plaza Kat:7 | Şişli 34360 | İstanbul / Türkiye | Tel +90 212 291 83 10 | Fax +90 212 240 43 81 | turkey.hyve.group



Please use the link below to find all the details of Safe & Secure practices applying all stakeholders, especially the exhibitors and visitors. **Hyve Safe & Secure Standards** <https://yapifuari.com.tr/Sayfa/hyve-safe-secure-standartlari>

Following the link below you will find the details regarding the events that will take place during the exhibition, which will offer new collaboration opportunities and include important tips for the progress of the sector: **Yapı Arena Events:** <https://yapifuari.com.tr/Etkinlik-Program%C4%B1>

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:

Bersay Communications Consultancy:

Kağan Konçak, +90 506 994 19 73 , kagan.koncak@bersay.com.tr

Gamze Özbek Baltacı, +90 553 317 04 34, gamze.ozbek@bersay.com.tr

Hyve Group

Hyve Fuarçılık A.Ş. | Tic.Sic.No: 430499 | Mersis No: 0323013694600018

Hyve Build Fuarçılık A.Ş. | Tic.Sic.No: 758423 | Mersis No: 0947046442400015

Hyve Beauty Fuarçılık A.Ş. | Tic.Sic.No: 745813 | Mersis No: 0730035673300018

19 Mayıs Caddesi | No:3 Golden Plaza Kat:7 | Şişli 34360 | İstanbul / Türkiye | Tel +90 212 291 83 10 | Fax +90 212 240 43 81 | turkey.hyve.group