

Press Release

June 27, 2019

42nd Yapı - Turkeybuild İstanbul hosted 68,738 visitors in total with an increase of 32% in international visitors.

Yapı - Turkeybuild İstanbul, which is the largest Building, Construction Materials, and Technologies Exhibition in the region covering the Balkans, CIS countries, the Middle East, and North Africa, and ranked among the top 5 exhibitions related to the industry, hosted 68,738 visitors this year.

In the exhibition, the Association of Turkish Construction Material Producers, Turkish Tourism Investors Association, and ITE Turkey cooperated in the Investment Focus Forum. As part of this new cooperation, members of Turkey's IMSAD come together with TTYD (Turkish Tourism Investors Association) members representing the tourism investors and addressed the innovation needs of the industry in order to ensure the use of safe, healthy, environmentally friendly, and energy efficient products in tourism facilities.

42nd Yapı – Turkeybuild İstanbul, which is organized by YEM Fuarçılık operating under ITE Turkey, the organizer of premier exhibition organizations in leading industries of Turkey, hosted **553** exhibitors from **12** countries this year. In the exhibition which hosted over **30** events with more than **90** domestic and international expert speakers, agenda topics including innovative construction technologies, worker robots, contemporary building materials, innovative ways of doing business, and new urban transformation opportunities were addressed and the pulse of the industry was tracked.

Many innovative products were showcased in the exhibition. Digital solutions in the building industry and innovative materials attracted great interest. 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 attended the exhibition.

Stating that Yapı - Turkeybuild mirrors the building and construction materials industry in our country as an international platform for 42 years, **ITE EMEA Regional Director Kemal Ülgen** shared his opinions: "Export seems to be an important way-out for building industry in the year 2019. Export volume of construction materials is expected to increase by 7-8% and reach around 23 billion dollars. Market conditions are expected to improve in export markets for all

sub-sector groups. Unlike other years, two developments are expected in the domestic market. One of them is the comeback of the renewal market with 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. As Yapı - Turkeybuild Istanbul, we will continue to support the ever-increasing value of the building and construction industries with each passing day.”

MORE THAN 240 BUYERS COME TOGETHER IN VIP HOSTED BUYER PROGRAMS

As in the previous years, the exhibition hosted more than **240** hosted buyers from the countries such as **Algeria, Azerbaijan, Georgia, Germany, Iraq, Morocco, Palestine, Saudi Arabia, Tunisia, Uganda, United Arab Emirates, Nigeria, and India**. With the ITE Connect Matching Program (Matchmaking System), all the exhibitors and buyers held more than 1,200 meetings and had the chance to start new partnerships by networking effectively and quickly for free through smartphones and web application this year as well.

IMPORTANT COOPERATION FOR RENEWAL MARKET REGARDING TOURISM AND CONSTRUCTION INDUSTRIES

In the "Tourism and Construction" session held on the first day of the exhibition, the previous year of the industry was addressed and analyzed from material, construction, economy, and planning perspectives with the participation of the Association of Turkish Construction Material Producers President Ferdi Erdoğan, Secretary General of Turkish Tourism Investors Association Fatih Tokatlı, General Manager of Türkiye Emlak Katılım Bankası Deniz Aksoy, and Turk Eximbank Head of Marketing Department Gülpervin Curaoğlu. In addition, an important cooperation announcement regarding the tourism industry was shared with the audience in the session. As part of the cooperation, members of Turkey's IMSAD came together with TTYD (Turkish Tourism Investors Association) members representing the tourism investors and addressed the innovation needs of the industry in order to ensure the use of safe, healthy, environmentally friendly, and energy efficient products in tourism facilities.

The exhibition offered information and entertainment together for 5 days with various sessions and seminar programs. Organization's stand-out speakers **MX3D CEO Gijs Van Der Velden** and **Founder of NLE, Architect, Designer and Urban Researcher Kunle Adeyemi** come together in the talk titled as **"Kalebodur Talks With Architects."**

Underlining that innovation-based system will become the future of the design, **Gijs Van Der Velden** stated; "New developments must be tracked all the time. 'Digital design' has a very important place in today's world. We use this technology as a tool on buildings as intermediary agents. Prior to the design, we collect all materials together, perform tests, and continue our activities in the works that we get positive results. Roboticization continues to develop in

design as well as in all other fields. We come together and work with many professionals in this field to obtain better results.”

Highlighting that urbanization should be planned, **Kunle Adeyemi** shared his views as; “Humanity's relationship with the environment is growing in parallel in mega-cities and large communities. Urbanization, climate changes, and varying major urban challenges need to be addressed. Digital technologies play an important role in architectural processes and production to the extent that they add value and support solutions.”

Many brands have already booked for the 43rd Yapı – Turkeybuild Istanbul, which is the international meeting point of the building industry, that will be held between 18-20 April in 2020.

About ITE Turkey

ITE Turkey is the Turkey office of ITE Group, the international exhibition company which organizes more than 130 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 Fuarcılık**, **EUf – E Uluslararası Fuar Tanıtım Hizmetleri**, and **Platform Uluslararası Fuarcılık**.

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

For detailed information:

Bersay Communications Consultancy

Ayben Cumalı / +90 554 844 68 05 / ayben.cumali@bersay.com.tr

Erdi Gürel / +90 535 508 23 65 / erdi.gurel@bersay.com.tr