



Press Release

February 19, 2020

**Yapı – Turkeybuild İstanbul 2020, where the trends of the construction industry will be under the spotlight and the latest building technologies and construction products will be showcased, is to be held at TÜYAP between April 18-22. In addition to providing opportunities for showcasing and keeping up with the latest building industry products and services in the region Yapı - Turkeybuild İstanbul is also supported by activities that create a bridge between creative and investor minds.**

Hyve Group, which brings together thousands of foreign investors and domestic business partners by organizing exhibitions in the locomotive industries of the Turkish economy each year, will hold the 43rd **Yapı – Turkeybuild İstanbul** between April 18 –22. Yapı – Turkeybuild İstanbul aims to create new business, partnership, and purchasing opportunities by transferring its strong global network to the construction industry. With this goal, Turkeybuild İstanbul 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.

### **A REVOLUTION IN CONSTRUCTION INDUSTRY: AGILE TRANSFORMATION**

This year, Agile Transformation will be discussed at the YAPI STAGE with companies that dare to transform and change to gain competitive advantage globally.

Agile management approaches based on adaptation to variable conditions and sustainable success are becoming increasingly widespread worldwide including the construction industry and transforming companies for competitive advantage. We bring the agile management approaches, which have successful examples produced by designers and practitioners in the construction industry in our country as well, to the YAPI EXHIBITION in the panel titled “**CONSTRUCTION INDUSTRY IS TALKING ABOUT THE AGILE TRANSFORMATION: THE SECRET TO THE SUSTAINABLE SUCCESS.**”

Organized in cooperation with Değişim Mimarı Yönetim Danışmanlığı, this gathering will set an example in the Building Industry in order to release and realize the business potential by adopting the new generation management approaches adapted to the business needs. Multidisciplinary architecture and engineering solutions, and stakeholders in construction & real estate projects, and materials meet at the same table with the aim of addressing the agile transformation in the industry from different perspectives.

The panel will be moderated by Demet Demirer, the Founder of Değişim Mimarı İnovatif Yönetim Danışmanlığı (the Architect of Change - Innovative Management Consultancy) and speakers will include Tolga Erpınar, Construction Projects Manager at Petkim, and İlhan Ergüney, Sigma Engineering Design Department Manage.

**Hyve Group**

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