



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.**

## **YAPI & DEĞİŞİM MİMARİ PRESENTS: YAPI TECH GARAGE**

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.

### **With YAPI TECH GARAGE, We are Radically Changing the Way of Doing Business in the Industry!**

In the last 15-20 years, entrepreneurial perspective and big data-based studies have radically changed the way of doing business in many industries. Construction is one of the industries that has benefited the least from these developments, so the way of doing business in the industry is still largely based on traditional principles and holds great potential for innovation. Similarly, although entrepreneurs create outputs that will create a great transformation for companies, they have difficulty in coming together with the industry members and explain themselves. As Yapı, through the project that we developed in cooperation with Demet Demirer, Founder of Değişim Mimarı İnovatif Yönetim Danışmanlığı (Architect of Change Innovative Management Consultancy), we bring together the STARTUPS (techno-enterprises) together with the construction industry members by establishing YAPI TECH GARAGE to fill this gap in the industry.

In this area, STARTUPS will introduce the technologies that offer different advantages to the architects, engineers, project managers, manufacturers, contractors, developers, marketing specialists and users from design process to building delivery phase on the topics of **smart construction materials, BIM, virtual reality, augmented reality, management tools, building mobile applications, 3D production, robotics production, and internet of things.**

## **Hyve Group**

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

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In the experience area of YAPI TECH GARAGE, where startups such as **Architicket**, **Indoora**, **InSuppliers**, and **Funsef** will be present and people will have the opportunity to experience the presentations and product demos of the enterprises at first hand.

### Open Call For Entrepreneurs

In this period, when the startup point of view changes the dynamics of the industries by offering groundbreaking solutions, Yapı Exhibition, which is preparing to bring the entrepreneurs who make bold moves in the construction and real estate industry together with the industry, calls on entrepreneurs who say "the industry will gain momentum with my product" and develop industry-specific technological and scalable products.

We invite all relevant startups that want to initiate a change in the industry by taking part in the exhibition to contact with our solution partner, Demet Demirer, Founder of **Değişim Mimari** İnovatif Yönetim Danışmanlığı (Architect of Change Innovative Management Consultancy) by sending their company introduction letters to the address of [dem@degisimmimari.com](mailto:dem@degisimmimari.com).



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