

# The Digital Future of the Building Industry is Brought to the Present Time by Yapı – TurkeyBuild Istanbul 2019

Topics including new investment areas, architectural approaches, and innovation in the building industry will be covered at the Yapı - Turkeybuild Istanbul, taking place in Tüyap Fair, Convention, and Congress Center between June 18-22. The use of robot technology in the building industry will be one of the important items on the exhibition agenda. **Robot “Orange”** will be one of the most interesting guests of the exhibition.

Yapı - Turkeybuild Istanbul, the largest international summit of the Turkish building industry for 42 years, will be held in Tüyap Fair, Convention, and Congress Center between June 18-22. The exhibition, which hosts content-rich business programs in order to support industry professionals and contribute to the industry, will bring together building industry representatives from Turkey, the Balkans, North Africa, the Middle East, Russia, and CIS. This year, future scenarios of the building industry will make a mark at the exhibition.

Yapı – Turkeybuild Istanbul enables the promotion of new ideas by supporting the building industry strategy, providing an exchange of information, encouraging innovation, and by enabling interaction among the public sector, private sector, and academic dimensions of the building industry. In the exhibition, which will bring the Turkish building industry and different contents together, a number of events will take place this year as well. Yapı - Turkeybuild Istanbul 2019, which will host over 30 events with more than 90 domestic and international expert speakers, is expected to receive more than 11,000 international visitors.

## Go Robot Orange!

Visitors will have the opportunity to observe robotic production with Robot Orange and attend talks focusing on the robot technology in the building industry in **Yapı Robot Zone**, which will be held with the slogan of “Design, Develop, and Build with Robots!” Robot Orange will create its own space by laying wooden/brick blocks. Yapı Robot Zone is hosted by Fabb.

## Our home in Mars is designed

The study, which will have us experience our dream spaces and living on Mars with **VR Home**, will be carried out in cooperation with Garage Atlas. The visitors will have the chance to go

inside the Yapı VR Home, the center of the VR+ studies carried out on architectural and multi-dimensional experience design, with Garage Atlas team.

### **The exhibition will host events in 5 different themes for 5 days**

The exhibition, which will present a fruitful platform providing the hints of the future for business development, will host agenda meetings in 5 different themes for 5 days. The events include:

**Yapı Arena** will host architecture and business-oriented panels, partnership sessions, talks on innovative design and technologies, and guest speakers. Yapı Arena will also host live presentations and seminars for the new products and technologies of 2019 with the innovation-focused Yapı Innovation. In the Yapı Arena, visitors will be introduced to next-generation tools and concepts such as “digital transformation” in design & production processes, IoT & Digital Twin, BIM and VR integration.

On Saturday, June 22, the last day of the exhibition, the modules produced by **Yapı Unplugged 02 Workshop** which provides the young professionals, new graduates, and students with on-site experience by introducing the material and promoting social responsibility through architecture, innovative thinking, and design during the exhibition will be introduced.

Moderated architectural masterclasses, designed for 4 days and serving as an intersection point between the interests and working areas of different visitor groups, will be held as part of Yapı Masterclass. Interviews will be held with professionals such as master architects and their project partners including interior architects, mechanical engineers, and civil engineers after paying a visit to the booths.

### **2019-2020 agenda of the building industry will be discussed during the Presidents' Forum.**

In this session, an “Agenda Meeting” including sectoral union leaders and public sector representatives is planned. In the meeting which is expected to become a traditional event thanks to the platform presented by the Yapı - Turkeybuild Istanbul every year, the targeted topics of the agenda will include the assessment of the previous year for the industry from material, construction, economy, and planning perspectives, discussion of future projections, conveying of messages on the first day of the exhibition, and local government and government policies.

### **The Topic of the Investment Focus Forum: “Tourism & Construction”**

In the meeting which is expected to become a traditional event thanks to the platform presented by the Yapı - Turkeybuild Istanbul every year, the targeted topics of the agenda will include the assessment of the previous year for the industry from material, construction, economy, and planning perspectives, discussion of future projections, conveying of messages on the first day of the exhibition, and local government and government policies.

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### **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 Fuarçılık, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, and Platform Uluslararası Fuarçılık.**

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.

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### **About EUF - E Uluslararası Fuar Tanıtım Hizmetleri**

EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş., which is subsidiary of ITE Turkey, has organized exhibitions in energy, construction machinery, food, furniture, stationery, promotion, water and wastewater treatment, tourism, rail systems, and logistics industries since 1999. EUF A.Ş takes global event organizer ITE Group's global knowledge, know-how techniques, and cooperations and organizes the following events: EMITT (East Mediterranean International Travel and Tourism Exhibition), EURASIA RAIL (International Rolling Stocks, Infrastructure & Logistics Exhibition), and WORLDFOOD ISTANBUL (International Food Products and Technologies Exhibition).

### **For detailed information:**

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