



43rd YAPI EXHIBITION GENERATED A BUSINESS VOLUME OF €1 BILLION

Yapı–Turkeybuild Istanbul, 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 16,899 visitors in total representing 17% of the overall number. Opportunities, particularly related to the building sector, were evaluated in the light of changing needs and living conditions that came with the pandemic.

Standing out as the organizer of the trade shows in the main sectors of activity in Turkey, Hyve Group boosted morale in the sector by organizing the 43rd Yapı – Turkeybuild Istanbul. The exhibition welcomed more than 250 exhibitor companies from 9 countries and created a business volume of €1 billion between domestic exhibitors and international hosted buyers.

A total of 16,899 people visited the exhibition, 17% of those were international visitors. Meaning that the Yapı Exhibition had the largest international participation in this event to date. Moreover, the rate of visitors per participant increased by 54%.

In addition to creating trade volume, the exhibition enabled the exhibitors that are the key opinion leaders in the sector, to identify the improvement areas for the industry and discuss what could be done to improve these key areas in detail. At Yapı Tech Garage event, where initiatives that are expected to contribute to the sustainable and environmentally friendly approaches through innovative approaches and introduce the industry with technology were also present, 9techno-startup had the opportunity to introduce its products and services to the stakeholders of the sector during the exhibition.

Opportunities for Growth in the Construction Materials Sector Under the New Normal

Reminding that they organized their second exhibition during the pandemic period with the "Safe Trade, 365-Day Fair Exhibition" strategy, Hyve Group Regional Director Kemal Ülgen stated that the exhibition induced high morale and demonstrated motivation for everyone in line with the feedback received from the exhibitors. Ülgen continued his words as follows:

“As Hyve Group, we organized the WorldFood Istanbul last year in November 2020, after the pandemic first emerged and uncertainties coming with the outbreak became manageable. This year, at our 43rd Yapı Exhibition, we brought together domestic and international stakeholders in the sector following the guidelines of the World Health Organization and the Ministry of Health, and Safe & Secure standards that we have developed in light of our international experiences. Our goal is to increase the export figure that has stood at US \$ 21 billion for about 3 years, to US \$ 23 billion together. The possible ways to reach this target are discussed in detail in the sessions held during our Exhibition where the key opinion leaders in the sector evaluated and identified opportunity areas to achieve those numbers.”



Reminding the people felt the need to transform living spaces into more comfortable and spacious areas due to the changing lifestyles and increased time spent at home after the pandemic, Ülgen emphasized that this transformation also drove more economic activity in the sector and added that this dynamism may further stimulate the sector in the coming days. Ülgen added that the exhibitors were pleased with the high participation rate of both visitors and international hosted buyers.

Domestic Producers got together with 218 International Hosted Buyers

As part of the VIP International Hosted Buyer Programs, which are implemented this year as in the previous years, the exhibition hosted 218 professional hosted buyers from 11 countries including Morocco, Tunisia, Algeria, Cameroon, Georgia, Uganda, Nigeria, Pakistan, Lebanon, Sudan, Oman, Jordan, Azerbaijan, Kosovo.

Thanks to the virtual trade platform Hyve Connect (Matchmaking System) that we have been using since 2018, all exhibitors got into contact with international buyers quickly and effectively via single platform that is free of charge and found the opportunity to initiate new partnerships.

The Future of the Sector Depends on Sustainable Approaches That Can Meet Changing Needs

Turkish IMSAD Vice-Chairman Çetin Tecdelioğlu, Vice Chairman of GYODER, Mehmet Kalyoncu, President of Turkish Association for Seismic Isolation, Mehmet Emre Özcanlı, and Vice Chairman of ÇEDBIK (Eco-Friendly Green Buildings) Süleyman Akım talked about exports across the construction sector and sustainable innovation opportunities 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. It is stated that Turkey's map of housing projects will include especially low-rise sustainable building projects with fewer floors that enable people to get more in touch with outdoors with growing interest in the use of seismic isolation in line with the changing needs due to population growth. Additionally, it was said that as people spend more time at their houses due to the pandemic, they will give more attention to their living spaces and revitalize the industry, which offers a great opportunity.

In the session "Key to Healthy Housing: Design and Management of Water" which was held under the sponsorship of GF Piping Systems (GF Hakan Plastik) and in collaboration with Yapı Media Communication, the ways to prevent water waste in order to achieve a sustainable water management were discussed in detail. GF Piping Systems Director of Product & Marketing, Hüseyin Ünlüyol, Head of İSKİ Strategy Development Branch Prof. Tuğba Ölmez Hancı Ph.D, and the founder of Akım Engineering, Süleyman Akım addressed the topic in the session moderated by Event Content Director of Yapı Media Communication Ezgi Tezcan.

On the second day of the exhibition, the visitors and exhibitors come together and had interactive thematic discussions during the "Yapı Masterclass: Gathering, Meeting Others, and Special Exhibition Tour – Climate, Environment and Digital Production" event held in

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cooperation with Nobon in the Exhibition Area and tested materials on site. The exhibitors had the opportunity to establish directly contact with master architects & engineers and awarded certificates. Founding Partner of PIN, Salih Küçüktuna, Master Civil Engineer Ümit Özkan, and Founding Partner of degostudio, Volkan Taşkın discussed the relationship between environment and architecture, next-generation design and production practices again in the session held as part of this event and moderated by Hasan Cenk Dereli Ph.D, the Founder of NOBON.

Organized in cooperation with the Değişim Mimarı Yönetim Danışmanlığı, the session “Agile Transformation: the Secret to Sustainable Growth” addressed the ways of adapting agile transformation and next-generation management approaches to the needs of the businesses. In the session moderated by Demet Demirer, the founder of Değişim Mimarı Yönetim Danışmanlığı, İlhan Ergüney, Sigma Engineering Design Department Manager, Civil Chief Engineer of SOCAR Turkey, Kadir Tolga Erpınar, and the Founder of Melike Altinisik Architects | MAA were among the speakers.

On the third day of the exhibition, following the booth visits of the architecture masterclass participants, Deniz Aslan, Nergiz Arifoğlu, and Samim Magriso discussed the question of how to construct resilient public spaces through functionalization and material support after the pandemic period, which has taught us the importance of staying in open spaces and distant gatherings in the session titled as "Pandemics and Resilient Public Spaces" moderated by the founder of Nobon, Hasan Cenk Dereli Ph.D.

On the third day, the last event of the exhibition, which is the second leg of the Presidents’ Forum, was held. In the session titled "Discussion with Opinion Leaders: Innovative Production and Investment Models,” the Chairman of Izmir SMD (The Association of Architects in Private Practice of Izmir) Hüseyin Egeli, Secretary General of Real Estate & Construction Cooperation Platform (GiİP) Mehmet Ali Kandemir, The Center for Strategic Thinking in Real Estate (GiSP) Board Member Mehmet Ersül, the Chairman of Turkish Association of Architects in Private Practice (TSMD) Önder Kaya, and the Chair of ULI Kr. Urban Land Institute Turkey, Zafer Baysal shared their experiences and predictions.

Tech Initiatives Meet Industry at Yapı Tech Garage

Yapı Tech Garage area, which is developed in collaboration with the Architect of Change Innovative Management Consulting based on the idea that entrepreneurs should come together with the sector stakeholders more frequently, welcomed entrepreneurs who made a mark in the sector for 4 days, and also hosted “Marathon Presentations” on the last day of the exhibition. 9 different tech entrepreneurs informed the sector stakeholders about new business and product models through “Yapı Tech Garage Marathon Presentations”. In this special area where innovative products and technologies are introduced, initiatives working on the subjects such as virtual reality, augmented reality, building information modeling, up-conversion, artificial intelligence, construction site management tools, mobile apps for construction, 3B production, online marketplace, cloud software, and internet of things introduced their technologies from the stage of design to the point where the building is completed and handed over, which provide numerous opportunities for the architects, engineers, project managers, manufacturers, contractors, developers, marketers, and users.

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43rd Golden Magnet Awards Found Their Owners

The Golden Magnet Stand Design Awards, which have been presented since the first year of the exhibition, are awarded to the companies that have transformed their brands and products and attracted a lot of visitors. In the competition, where experienced & independent jury members including the most influential designers, interior architects, engineers and professionals of the sector used different evaluation criteria as a basis, evaluate their ability to build a meaningful connection with the product, how they emphasize the desired qualities of the product in the best way, product arrangement as a 3D object design, the use of aesthetics in visual materials, the modularity in the design of the booth and design's usability in different spaces. MG Demir Çelik San. ve Ticaret Ltd. Şti. won the first prize in Golden Magnets Stand Design Awards and Tantımbur - Tanwood Orman Ürünleri San. Tic. A.Ş. was awarded the second prize, Arfen Alüminyum San. ve Tic. A.Ş. took the third place, and San Deco won Honorable Mention prize while Hyve Group Incentive Award was given to the Portland Çelik Kapı İnşaat San. Tic. Ltd. Şti.

Many brands have already booked their place for the 44th Yapı - Turkeybuild, which is the international meeting point of the building industry that will be held between 24-27 March in 2022.

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