

Ministry of Commerce provides 50% support for the costs of promotional activities of the exhibitors this year also

Yapı – Turkeybuild Istanbul, which is the largest exhibition in the region and fifth largest exhibition of its kind in the world, will open its doors for the 42nd time this year between June 18-22.

The Building, Construction Materials and Technologies Exhibition Yapı – Turkeybuild Istanbul, the only building exhibition benefits from the government incentives in the last 3 years, got 50% support for its exhibitors' promotional activities during the exhibition.

The exhibition, which has witnessed many firsts in years, continues to contribute significantly both to the industry and the national economy. The largest in the Balkans, CIS countries, the Middle East, and North Africa and among the world's top five building, construction materials, and technologies exhibition, Yapı - TurkeyBuild Istanbul will welcome its visitors at the Tüyap Fair, Convention and Congress Center.

Yapı - TurkeyBuild Istanbul, which creates added-value to the construction industry, which is the leading industry of Turkey, offers new employment opportunities, enables information sharing with its rich contents each year, and broadens the horizons of the exhibitors, continues to provide plus value for the national economy. This year, the agendas of the Construction and materials industry will be covered with respect to "Export, Renovation, and Technology" triangle during the sessions which will be held for 5 days. In the meeting which is expected to become traditional thanks to the platform presented by the Yapı - Turkeybuild Istanbul each year, the targets will include the evaluation of the industry for the previous year from the perspectives of materials, construction, economy, and planning, discussion of future projections, spread of messages from the very first day of the exhibition, and examination of topics addressing the local authorities and government policies.

Last year, there was a 26% increase in the number of international visitors from 101 countries that attended the Yapı - TurkeyBuild Istanbul 2018 which included 30 events and 93 expert speakers. The exhibition, which hosted more than 7,000 international visitors, is expected to host over 11,000 international visitors this year.

The exhibition, which aims the recovery from the recession experienced in the domestic market with professional buyers from abroad and to be the right address for the exports of the industry, will organize the Hosted Buyer Programme as in previous years. This year, within the scope of the hosted buyer programmes which will be organized in cooperation with the Ministry of Commerce, Trade Chambers, and Associations, over 500 international buyers from Germany, Iran, USA, Iraq, UK, Israel, Algeria, Georgia, Turkmenistan, Saudi Arabia, Qatar, Russia, TRNC, Switzerland, Bulgaria, Azerbaijan, Spain, Kazakhstan, South Africa, Norway, Morocco, Austria, Macedonia, Pakistan, Albania, Serbia, Italy, UAE, France, Romania, Belgium, the Netherlands will come together with over 200 domestic buyers from Turkey.

About ITE Turkey

ITE Turkey is the Turkish branch of the ITE Group, the international exhibition company that organizes more than 150 exhibitions and conferences worldwide with 32 offices in 20 countries and a staff comprising of over 1,000 experienced employees. Organizing leading exhibitions for the leading industries of Turkey, ITE Turkey consists of the companies **YEM Fuarçılık**, **EUF - E Uluslararası Fuar Tanıtım Hizmetleri** and **Platform Uluslararası Fuarçılık**.

Organizing the leading exhibitions of Turkey in industries such as **construction, tourism, cosmetics, foods, rail systems and logistics**; ITE Turkey draws its strength from the global network of the ITE Group as well as its experience in Turkey and the region. By sharing its strong global network in the exhibition industry with other industries it operates in, ITE Turkey creates new opportunities for business, collaboration and purchasing, and makes contributions into the development of the industry.

www.ite-turkey.com