

As in the previous years, Yapi – Turkeybuild Istanbul 2020, where the trends of the construction sector will be under the spotlight and the latest building technologies and construction products will be showcased, draws attention with topics that will dominate the agenda of the sector this year. Agile transformation and sustainable growth concepts in the sector are among the most important topics of the Exhibition.

BUILDING SECTOR IS ON ITS WAY TO ACHIEVING SUSTAINABLE GROWTH

Hyve Group, which brings together thousands of investors and domestic business partners by organizing exhibitions in the locomotive industries of Turkish economy each year, will hold the 43rd Yapi-Turkeybuild Istanbul in İstanbul between August 24 - 28, 2020 at TÜYAP Fair, Convention, and Congress Center. Yapi – Turkeybuild Istanbul, which is the largest of its kind in the vast region including the Balkans, CIS countries, Middle East, and North Africa, and ranked among the top 5 exhibitions worldwide, will host its visitors from all over the world for 5 days. As in every year, the Exhibition, which will be organized by Hyve Group with the support of the Ministry of Trade of Republic of Turkey, aims to create new business, partnership, and purchasing opportunities by channeling its strong global network into the building sector. Yapi – Turkeybuild Istanbul proves to be an efficient platform full of opportunities for supporting the strategies in the sector, exchanging information, promoting innovation, and developing business in order to introduce new ideas through enabling interactions between the academic sphere, public and private industries within the building sector.

In 2019, 68.738 people from 135 countries visited the Exhibition, and representatives of 555 companies from 12 different countries were present as exhibitors. In 2020, these figures are expected to increase in parallel with the dynamics of the domestic and foreign markets.

Support for the Goal of Achieving Sustainable and Healthy Growth in the Construction and Building Industries

Banu Keskin, Yapi – Turkeybuild Istanbul Event Director at Hyve Group, stated that Turkeybuild İstanbul serves as a mirror of the construction sector in our country as an international platform for 43 years. Keskin continued her words as follows: "Building and construction sector, which has undergone a period of immense growth a while ago, may not achieve the same success in the near future due to the current economic conjuncture. However, continuous, sustainable, and healthy growth is still possible. This is the ultimate goal (mission) of Turkeybuild Istanbul, the meeting point of the sector. We will continue to support our sector by addressing the necessary steps that should be taken in order to review new approaches & opportunities for business development, make the Turkish construction sector a global brand, and present innovative ways of doing business.

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Hyve Fuarçılık A.Ş. | Tic.Sic.No: 430499 | Mersis No: 0323013694600018
Hyve Build Fuarçılık A.Ş. | Tic.Sic.No: 758423 | Mersis No: 0947046442400015
Hyve Beauty Fuarçılık A.Ş. | Tic.Sic.No: 745813 | Mersis No: 0730035673300018

19 Mayıs Caddesi | No:3 Golden Plaza Kat:7 | Şişli 34360 | İstanbul / Türkiye | Tel +90 212 291 83 10 | Fax +90 212 240 43 81 | turkey.hyve.group

5 special themes for 5 days at Yapi Stage

Yapi STAGE, which will be created as part of the Yapi – Turkeybuild Istanbul this year, will host architecture and business-focused panels, sessions intended for new partnerships, conversations on exporting, foreign markets, and the newest design and technological tools, as well as inspiring conferences. While the agile management approaches, which are based on adaptation to changing conditions and sustainable success, shape the agenda of the construction sector globally, the topic will be discussed in detail in the panel titled: **THE CONSTRUCTION SECTOR IS TALKING THE “AGILE TRANSFORMATION”: THE SECRET TO SUSTAINABLE GROWTH,”** organized in collaboration with Demet Demirer, **the founder of “the Architect of Change Innovative Management Consultancy”**, this gathering will set an example in the Building Industry in order to release and realize the potential in the business by adopting the new generation management approaches according to the business needs.

With 5 special themes for 5 days, expert speakers, pioneering figures in the sector, decision-makers, and exhibitor companies will come together in a common platform for thinking and contribute to the sectoral information flow. 24 August Monday On **YAPI BUSINESS** day, building financing, exporting, and new markets and development models will be examined closely. The economists will discuss the building sector and added value created by the re-functioning of structures as a new field in the sector will be addressed. 25 August Tuesday on **YAPI ENVIRONMENT** day, the concepts of earthquake-resistant buildings, ecological buildings, climate change, and renewable energy will be discussed further.

Wednesday, August 26 is the **YAPI SECTOR day**. The topics that will be discussed on this day include processes and new approaches that ensure sustainable growth and the profitable transformation in the sector. High-priority topics are marketing approaches, facility management, the purchasing dynamics of the generation Z, agile transformation and innovative business models. 27 August Thursday on **YAPI DESIGN** day, architects will question the new ways of “building”. The sessions focused on smart cities where initiatives of global design come to the fore and the value gained by the brands through design will be held.

28 August Friday will be the **YAPI TECH** day and Yapi – Turkeybuild Istanbul, which prepares to bring together the Start-Ups and the companies operating in the building and real estate sector, will welcome young entrepreneurs saying, “the sector will pick up great momentum with my product”, who develop products that are scalable and specific to the sector.

This year, **the Presidents Forum**, which now became traditional, evolved into a series of meetings spread over 4 days and categorized under different themes. “The Current State of Affairs and the Future in Construction Exporting”, “The Innovations in the Sector Against Natural Disasters”, “Construction Business Models”, and “The New Ways of Building” are the main topics that will be discussed by presidents of various associations who are leading figures and represent different stakeholders of the sector.

Yapi Masterclass continues to be the center of attention for visitors, as this year it will be organized for the third time. Yapi – Turkeybuild Istanbul prepared a special program that includes visits to the stands of

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a Hyve event

companies that supply materials and conversations with master architects and engineers for 3 days. The event, which will be organized in collaboration with Nobon, is planned specifically under the themes “**Environment, Business, and Design**” for 3 days to take place on 25-26-27 August, provides the opportunity for exchanging information at the stands in the exhibition area with conversations focused on issues regarding construction materials and concentrated within a thematic framework, and offers an interactive exhibition experience to the exhibitors with on-site material applications.

A first in the History of Yapı - Turkeybuild İstanbul: YAPI TECH GARAGE

In the last 15-20 years, the entrepreneurial perspective and works based on big data have changed the way business is done in many sectors fundamentally. The building sector is one of the sectors which benefited less from these innovations, that is why the way business is conducted in the sector is based on traditional methods and it leaves a great potential for innovation. In the same way, despite the fact that they are able to create outcomes which would transform the companies greatly, the entrepreneurs are having a difficult time coming together with the sector and explaining themselves. One of our efforts to achieve our mission of achieving sustainable sectoral growth as Yapı Exhibition is the YAPI TECH GARAGE project, developed in collaboration with "The Architect of Change Innovation Management Consultancy."

Within this project which will form a bridge between entrepreneurs and building sector, the STARTUPS will introduce their technologies related to subjects such as BIM, smart construction materials, virtual reality, enhanced reality, management systems, mobile building applications, 3D construction on this platform 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.

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 120 events worldwide with 17 global offices in 14 countries with more than 1,000 experienced personnel. Hyve Group is a next-generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape sector innovation. Hyve Group plc was announced as the new brand name of ITE Group plc in September 2019, following its significant transformation under the Transformation and Growth (TAG) program. Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers. In Turkey, Hyve Group organizes the leading exhibitions of Turkey in the industries of construction (**Yapı – Turkeybuild İstanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood İstanbul**), rail systems and logistics (**Eurasia Rail**), by drawing its strength from global network in the region.

For detailed information:

Bersay Communications Consultancy

Ayben Cumalı / +90 554 844 68 05 / ayben.cumali@bersay.com.tr

Kağan Konçak / +90 506 994 19 73 / kagan.koncak@bersay.com.tr

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