



The most prominent international meeting point of the building industry of Turkey and its region, Yapı – Turkeybuild Istanbul will be held at the Tüyap Fair Convention and Congress Center on March 23-26, 2022.

## **44th Yapı - Turkeybuild Istanbul, Hosting ZeroBuild Forum, will Welcome Its Visitors on 23-26 March 2022 at TUYAP**

Hyve Group, which organizes exhibitions for the important sectors of the Turkish economy, brings together thousands of foreign investors and domestic business partners every year. The brands will gather at 44th Yapı - Turkeybuild on 23 - 26 March 2022 for the building industry, one of the most important sectors Turkey exports service. The exhibition, which will be held at the TUYAP Fair Convention and Congress Center, is the largest in the vast region covering the Balkans, the Commonwealth of Independent States (CIS) countries, the Middle East and North Africa, and is among the top 5 largest exhibitions of the industry in the world. This year, the Yapı Exhibition will host the Turkish section of the ZeroBuild Zero Energy Buildings Forum while welcoming exhibitors and visitors from all over the world for four days.

### **The Turkish Section of the ZeroBuild International Zero Energy Buildings Forum Will Be Held at Yapı - Turkeybuild Istanbul**

The Turkey section of the forum to be held on the new generation “Zero Energy Buildings”, buildings that require very little energy for heating, cooling, lighting and other purposes and supplies this need entirely from renewable resources, will be held at the 44th Turkeybuild Istanbul.

In the forum where many leaders and innovators from all over the world come together to talk about the transformation to Zero Energy Buildings; technology sessions, networking opportunities and focused presentations will help discuss how to develop and transform the Zero Energy Building sector. Building owners, industry professionals and policy makers will share with forum participants how they use Zero Energy Buildings, how they improve outcomes, how they minimize uncertainty and risk, how they gain more control, and how these buildings enhance performance and well-being.



## **Yapı - Turkeybuild Istanbul Held in 2021 Reached a Turnover of 1 Billion Euros**

Last year, the Yapı - Turkeybuild Istanbul, which hosted more than 250 exhibiting companies from 9 countries, reached a turnover of 1 billion euros between domestic exhibitors and foreign buyers. The exhibition, where the number of visitors per participant increased by 54 percent compared to the previous year, welcomed 16,899 visitors, 17 percent of whom were foreigners. As every year, 218 purchasing professionals from a total of 11 countries such as Morocco, Tunisia, Algeria, Cameroon, Georgia, Uganda, Nigeria, Pakistan, Lebanon, Sudan, Oman, Jordan, Azerbaijan, Kosovo were hosted at the exhibition as part of the VIP Foreign Purchasing Delegation programs held last year.

In addition to trade volume, the opinion leaders of the industry will discuss the development areas of the building, construction and real estate sectors will be determined, and what can be done to improve these areas. In Yapı - Turkeybuild Istanbul, participating companies will discuss points that reflect innovative, modern technology use in the industry, sustainable and environmentally friendly approaches with its visitors.

## **The Construction and Real Estate Sectors Continue To Grow**

Looking at the economic figures and data obtained, the negative effects of the COVID-19 pandemic on all markets and sectors on a global scale have gradually started to weaken. According to information obtained from TURKSTAT reports, the construction sector, which contracted by 5.3 percent in the first half of 2020 due to the impact of the COVID-19 pandemic, grew by 3.2 percent in the first half of 2021. The real estate sector experienced stable growth in the second quarter of 2021, achieving a growth of 3.75%. On the other hand, construction expenditures increased by 35.1 percent in the first half of 2021 compared to the first half of last year at current prices and totaled 373 billion TL. In the first half of the year, the house sales to foreigners increased by 43.7% to 20,488.

## **The Building Industry Will Continue to Grow Thanks to the Export of Construction Materials**

In the first half of 2021, construction materials industry exports increased by 49.9 percent to \$14.12 billion. On the other hand, construction materials imports increased by 34.4 percent in the first half of 2021 and reached \$4.26 billion. Industrial production of building materials grew by 32.1 percent in the first half of 2021.

**“Many of our exhibitors had already booked their places for this year's exhibition even before the exhibition ended last year.”**

Hyve Group's Regional Director Kemal Ülgen: “Now that the effects of the pandemic have started to weaken, we expect great activity and a high momentum in both the foreign and domestic markets at the 44th Yapı -Turkeybuild Istanbul, which we will organize in the field



of construction, one of the most competitive sectors in Turkey. Many of our exhibitors had already booked their places for this year's exhibition even before the exhibition ended last year." The new normal causes people all over the world to spend more time at home. People are trying to make their living space more comfortable. There is a similar situation in our country as well. However, besides this, the re-activation of the urban transformation due to earthquake risk in Turkey will also lead to remarkable growing of the construction sector."

Expressing that the exhibitions play an essential role in overcoming the economic recession in the world due to the pandemic, Ülgen stated that even if the effects of the pandemic have weakened, they will still host their guests by taking every necessary health precaution, and that they will be able to have much larger participation rates compared to previous years thanks to online participation options.

#### **About Hyve Group**

Hyve Group is an international exhibition company that organizes more than 120 events worldwide, with 17 global offices in 14 countries and more than 1,000 experienced employees. Hyve Group is a new generation exhibition company whose purpose is to hold must-see events where customers from all over the world share extraordinary moments and shape industry innovation. Following the Transformation and Growth (TAG) program, Hyve Group plc was announced as the new name of ITE Group plc in September 2019. Our vision is to provide our customers with an excellent experience and return on investment by creating the world's leading portfolio of content-specific and must-see events. In Turkey, by having its power from the global network in the region, Hyve Group organizes Turkey's leading exhibitions in the fields of construction (Building Exhibition– Turkeybuild Istanbul), tourism (EMITT), cosmetics (BeautyEurasia), food (WorldFood Istanbul), rail systems and logistics (Eurasia Rail).

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