



Yapı – Turkeybuild Istanbul will Lead the Industry with Sustainable and Environmental Activities!

Yapı – Turkeybuild Istanbul, the largest international meeting point in its region, will open its doors to guests for the 44th time this year.

Taking place in TÜYAP Fair Convention and Congress Center, Yapı – Turkeybuild Istanbul will welcome the representatives of the industry to engage in powerful and leading activities, especially including new products and services of initiative ecosystem.

Organizing exhibitions for leading industries of Turkish economy, Hyve Group brings together thousands of foreign investors and local business partners every year. Various brands prepare to come together in the Yapı – Turkeybuild Istanbul for building and construction industries in which Turkey exports services abroad.

Being the largest in the broad region covering the Balkans, Commonwealth of Independent States, Middle East, and Northern Africa, and listed in top 5 in the world, the Yapı – Turkeybuild Istanbul determines the areas of development in the industry not only by its contribution to and impact on the economy, but also with various activities carried out throughout the exhibition.

Opening its doors for the 44th time on March 23rd in TÜYAP Fair and Congress Center, Yapı – Turkeybuild Istanbul serves as an ideal platform for the professionals of the industry to exchange the latest trending information in addition to providing unique export opportunities to participants.

Yapı – Turkeybuild Istanbul 2022 Activity Program Focuses on Sustainability, Efficiency, Technology, and Inspiration!

Being the most efficient and the most long-lasting platform for building & construction, architecture, construction and building materials, and technologies in the region, Yapı – Turkeybuild Istanbul invites you to create the roadmap for the next period together.

In its 44th year, agenda items of the industry, alternative building trends, and key points about innovative building applications using sustainable materials will be discussed within the scope of the comprehensive activity program of Yapı – Turkeybuild Istanbul.

In this new period, in which various factors such as technology, climate concerns, and pandemic lead to fundamental changes and keeping up with change and transformation are the key to sustainability, the guests will be provided with a program full of activities on business development to support industrial strategies, exchange information, promote innovation, and ensure introduction of new concepts in the building sector.

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International Zero Energy Buildings Summit, ZeroBuild Summit'22, will also take place in the Yapı – Turkeybuild Istanbul for 4 Days!

Maintaining its leadership mission in its region and in Türkiye this year even stronger than ever before, the **Yapı – Turkeybuild Istanbul** prepares to host an international event on energy consumption, which constitutes one of the key concerns of the industry, for the third time this year.

The most important agenda item of the exhibition is perhaps the next generation “Zero Energy Buildings,” which consume minimal amount of energy for heating, cooling, lighting, and other requirements while supplying this need from fully renewable energy sources. **International Zero Energy Buildings Summit - ZeroBuild Summit'22** will host about 100 local and foreign spokespersons in 16 sessions for 4 days. The effects of the Paris Agreement on Turkey’s roadmap to zero emissions and the role of buildings in 2053 Net Zero Emission goal will be discussed in detail. In the summit to take place with the motto, “**Change Starts Here!**”, both local and foreign experts will discuss how ‘Zero Energy Buildings’ will be developed and how transformation will be ensured.

After having been organized online for the last 2 years with an aim to put the transformation to ‘Zero Energy Buildings,’ which are among the most efficient and sustainable solutions for the environment, on the national agenda, ZeroBuild Türkiye will be held in a physical environment with participants for the first time this year.

To access the detailed program of International Zero Energy Buildings Summit - ZeroBuild Summit'22, please visit the website: www.summit.zerobuild.org/tr/ .

World-renowned and award-Winning Architect Bram Aerts attends Yapı – Turkeybuild Istanbul!

Bram Aerts, the co-founder of TRANS architectuur | stedenbouw, one of the leading architecture studio in Belgium, comes to Istanbul to deliver a lecture in the conference in the 44th Yapı – Turkeybuild Istanbul. Within a short period, TRANS has gained a strong reputation among the most renowned Netherlandish architecture offices with concepts well ahead of its generation. The architecture studio currently works on a series of leading-edge transformation projects for sustainable development of various cities. Transformation and redesigning of built environment are increasingly becoming more important as a valid alternative to demolition, open space occupation, and dominance of the construction sector. Bram Aerts, the co-founder of TRANS, will talk about the strategy proposed by his architecture studio to radically transform buildings during the conference to be held in the Summit Stage in the fairgrounds on March 24th, 2022 on Thursday.

Start-Ups Empowering and Leading the Industry Put in an Appearance in the Yapı – Turkeybuild Istanbul!

Leading the way by having hosted entrepreneurs carrying out activities in the building and construction sector in 2021, Yapı Tech Garage welcomes new entrepreneurs once more this year.

In this space specially reserved for building and architecture entrepreneurs drawing attention with the latest products and technologies, tech entrepreneurs receiving a great deal of attention from participating companies and visitors alike will meet the professionals of the industry to introduce solutions developed by them and be able to create new business opportunities in such a period where we need innovation and creative ideas the most.

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Organized for the second time this year, Yapı Tech Garage will host 13 initiatives inspiring the building sector with their approaches and technologies such as smart building materials, BIM, virtual and augmented reality, building mobile applications, artificial intelligence (AI), Internet of Things (IoT), robotics and 3D production, upcycling, and energy-efficient design to try out their products for 4 days in Yapı Tech Garage while entrepreneurs will be present in the Summit Stage with their presentations on the final day of the exhibition.

Please visit yapifuari.com.tr/Sayfa/yapi-tech-garage-2022 for more detailed information on Yapı Tech Garage event.

The Best Stand Designs Awards!

Believing in the power of design while continuing to gather all stakeholders of the industry around trends and innovation for a period of 44 years, Yapı – Turkeybuild Istanbul gives **Golden Magnet “Stand Design Awards”** to its participants who transform their brands and products into an attraction point for the visitors by using sustainable and innovative products in their stand designs.

The winners of the competition to be organized among the companies as materials manufacturers participating in the exhibition with their stands will be announced on the final day of the exhibition. Golden Magnet "Stand Design Awards" will be granted in 6 different categories.

In the awards program in which the awards categories have been revised, first, second, and third place awards, Honorable Mention, Hyve Group Incentive Awards as well as special awards are given.

The winners of the categories, “The Best Visitor Interaction in the Stand”, “Company Offering the Best Technology Solutions in the Stand”, “Company Offering the Most Creative Identity Design in the Stand”, and “Company Displaying its Sustainable Product with Sustainable Criteria in the Stand” will receive awards during the awards ceremony on March 24th, on Thursday, 5.00 p.m. local time following evaluations by an independent panel of judges.

For more detailed information on Golden Magnet Awards, please visit the web page: yapifuari.com.tr/Sayfa/altin-miknatis-stant-tasarim-odulleri-2022.

Special ExhibitionTours with Expert Architects and Material Specialists!

Prioritizing interaction and thus being distinguished from other exhibitions, Yapı – Turkeybuild Istanbul, has another spectacular event: Yapı Master Class – Architecture Master Classes. Within the scope of this event, the participants accompanied by architects renowned for their distinguished works in the industry will be able to visit exhibition stands to learn by on-site application of the products while they chat about sustainable architecture, energy-efficient building materials, environmental-conscious projects as well as innovative design and technology trends.

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Yapı Master Class – Architecture Master Classes in its 4th year will be organized with the themes “Environmental Consciousness and Architectural Design” and “Parametric Design Between Scales.” During the event to take place in the fairgrounds from March 24th through March 25th by a participant quota to be determined with online applications, the master architects Durmuş Dilekci, Şule Ertürk, Buşra Al, Volkan Taşkın, and Dr. Cenk Dereli will accompany participants in the tour.

For information on which product group stands will be visited under whose leadership as professionals and as well as detailed information on application, please visit the web page: yapifuari.com.tr/Sayfa/yapi-master-classes-2022.

Building Materials and Architecture Talks

In our exhibition with lots of activities, participants will be informed on everyday key items on the agenda of the industry with the real-life experiences of professionals highly experienced in the field, the facts of the field will be confirmed, and innovative solutions will be shared with the participants.

Product applications will be implemented throughout the exhibition with thematic conversations about new products and technologies of companies participating in the exhibition as well as on various subjects such as the latest trends, sustainability, R&D investments, new business partnerships, commercial agreements differentiated by competition, business development models, branding in building sector, and customer experience models.

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 75 events in 12 countries around the world, with more than 800 experienced employees in 10 countries. 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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