



44th YAPI - TURKEYBUILD İSTANBUL, BRINGS 383 INVESTORS AND HOSTED BUYERS FROM 58 COUNTRIES TOGETHER IN ISTANBUL

Yapı - Turkeybuild Istanbul, which is the cooperation platform of local and foreign representatives in building and construction industry, one of the leading sectors of the Turkish economy, will be held for the 44th time between 23 - 26 March 2022. Yapı - Turkeybuild Istanbul, one of the world's top 5 exhibitions in construction and building industry, is preparing to bring investors and hosted buyers from 58 countries together with local business partners.

Yapı – Turkeybuild Istanbul, which creates added value in the construction industry, offers new business opportunities in the industry, supports the development of the industry, and enables exchange of industry-specific information thanks to its rich content every year, will be held at TÜYAP Fair and Congress Center for the 44th time between 23-26 March.

Yapı - Turkeybuild Istanbul, 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, continues its preparations to welcome its visitors from all over the world during 4 days. The 44th Yapı - Turkeybuild Istanbul, which will be held by Hyve Group with the support of the Ministry of Commerce, aims to create new business, partnership and purchasing opportunities by meeting its strong global network with the construction and building materials industry.

The exhibition, which reached a business volume of €1 billion last year, is preparing to bring together local manufacturers and professional hosted buyers from all over the world with hybrid approaches in Istanbul. While 218 invited hosted buyers from 11 countries took part in the previous exhibition both in the physical platform and through online Hyve Connect platform, 383 investors and hosted buyers from 58 countries, including Canada, Chile, Denmark, France, Germany, Ireland, Spain, Switzerland, Qatar, the UK and Greece, are meeting in Istanbul for new investment and cooperation opportunities this year.

More than 30 foreign exhibitors from 16 countries at the Yapı - Turkeybuild Istanbul

Pointing out that the exhibition has made an undeniable contribution to the country's economy, the **Director of Yapı - TurkeyBuild Istanbul, Banu Keskin**, said, "The hinterland of our exhibition spreads through the Balkans and the Commonwealth of Independent States in the west and east, and through the Middle East and North Africa in the south. With this area of influence, Yapı - Turkeybuild Istanbul, which is one of the world's top 5 exhibitions in its sector, is among the exhibitions that have a significant share in the export."

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Pointing out that the strongest countries in the industry in the world have participated in the exhibition, Keskin said, "This year, more than 30 foreign exhibitors from 16 countries, including Germany, Russia, Austria, China, Romania, Italy, Denmark, Czech Republic and Poland, will participate in the exhibitio. In other words, we will welcome 300 local and foreign exhibitors from 16 countries in 4 halls. We expect this number to increase positively when the exhibition day is approaching."

Keskin added that visitors, as well as exhibitors, investors and hosted buyers, are showing great interest in the exhibition and that more than 25,000 visitors from a total of 123 countries have received online invitations so far.

In the exhibition having a rich product categories this year, as well, in addition to the main product groups consisting of Prefabricated Buildings, Environmental Planning, Landscaping, Lighting and Electrical Products, Rough Construction, Door-Window-Exterior, Insulation-Building Chemicals and Interior Construction, the other groups such as Scaffolding, Formwork and Elevator, Construction Machinery and Hand Tools will be exhibited.

The Pulse of The Construction Industry Will Beat at The Yapı - Turkeybuild Istanbul!

Yapı - Turkeybuild Istanbul, which sets the agenda in the building and construction industry with its comprehensive event program, and where alternative building trends and key point about sustainable materials and innovative building applications will be discussed, will draw the roadmap for the next period in the construction and building industry.

ZeroBuild Summit'22, the most important event of the year in the field of Zero-Energy Buildings, where many professionals and entrepreneurs having innovative ideas from around the world come together in pursuit of the transformation to Zero-Energy Buildings, will be held physically for the first time by the 44th Yapı-TurkeyBuild, at the TÜYAP Fair and Congress Center with the motto "Change Starts Here" between March 23 and 26, 2022. The exhibition which will host nearly 100 local and foreign spokespersons in 16 sessions, will focus on energy, environment and sustainability.

Believing in the power of design while continuing to bring all industry players together around current issues and innovations for 44 years, Construction Fair - Turkeybuild Istanbul will reward its participants with the "Stand Design Awards" gold magnet, which has transformed its brands and products into a point of attraction for visitors through its "sustainable products" and "innovative" in its stand design.

In addition to offering an opportunity to introduce and track the latest products and technologies in the region, the exhibition is supported by activities that create a bridge between creative minds and investors through its content. YAPI TECH GARAGE, which hosted entrepreneurs operating in the construction industry by breaking new ground in 2021, is preparing to speed up the sector with the products and services of 13 new entrepreneurs this year.

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Within the scope of Building Talks, key items always on the agenda of the industry, such as innovation in building systems, innovative technologies in R&D investments, and new generation construction and building materials, will be discussed with leading professionals having real-life experiences in the field.

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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