



START-UPS WILL SHOW UP IN THE YAPI EXHIBITION AS THE PILLAR OF STRENGTH AND GUIDE OF THE SECTOR!

Building, Construction Materials and Technologies Exhibition, **Yapı -Turkeybuild Istanbul**, the largest one in the region and the most important platform of the building industry is preparing to bring professional buyers from different countries and domestic manufacturers together on **23 - 26 March 2022** at the TUYAP Center. "**YAPI TECH GARAGE**", which hosted entrepreneurs of the building industry and blazed the trail in 2021, is also preparing to launch new initiatives this year.

It's held for the 44th time this year.

Organized by Hyve Group in Turkey, Yapı -Turkeybuild Istanbul, which is among one of the exhibitions of the five leading sectors, will be held for the 44th time this year. Yapı – Turkeybuild Istanbul, the cooperation platform where the members of building industry gather, is the meeting point for foreign buyers and domestic participants and manufacturers of our industry, who provide foreign currency inflow into the country and have a significant share in the export item.

We are looking for start-ups to guide the sector.

"YAPI TECH GARAGE", which hosted entrepreneurs of the building industry last year, will also allow new entrepreneurs to exhibit the services they have developed in an innovative and solution-oriented way this year. Technology entrepreneurs, which attract a great deal of attention of the exhibitors and visitors, will meet with the professionals in industry in this area exclusively reserved for outstanding entrepreneurs of the building and architecture industries introducing their newest products and technologies. They will be able to introduce the solutions they have developed and create new job opportunities in this period when innovation and creative ideas are needed the most. In our era when the perspective of start-ups is changing the dynamics of industries with their groundbreaking solutions, Yapı, which is preparing to bring industry professionals and entrepreneurs taking brave steps in the building and real estate industries together, calls on entrepreneurs developing technological and scalable, industry - specific products and acting with the idea "The industry gains momentum with my product".

The industry will renew itself with Yapı Tech Garage.

Banu Keskin, Director of the Yapı – Turkeybuild within **Hyve Group**, stated *"The pandemic has shown us once again that it is crucial to keep up with technology and integrate innovative developments into the organization. The chip shortage around the globe stands out as the best example of this. And again, we witnessed that new software became indispensable in our lives during the time we were in lockdown at*

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our homes. The active use of information and communication technologies in all areas is becoming widespread all over the world at an incredible pace. Entrepreneurial perspectives and innovative approaches in many industries, from health to energy, automotive, textile, etc., are radically changing the business models."

Keskin continued as follows; *"In the building industry, which is one of the industries that make use of technological developments at least, the business models are still largely based on traditional methods. Insisting on following traditional methods in the construction processes of multimillion lira projects results in delays, budget exceeding, and workplace safety problems. According to the studies, the building industry is operating with highly low productivity and time loss all over the world. This industry, accounting for 17% of the global economy, has great potential for innovation despite all of its shortcomings. In recent years, the whole world has been exploring these potentials and turning towards start-ups to solve unproductivity in the building industry. The whole world is in search of radically changing the design and construction processes. Investments in building technologies are increasing every year. As Hyve Exhibition, we have been taking joint action with and within the sector since 1978 and contributing to the development of the construction industry in Turkey. With the **YAPI TECH GARAGE** we founded under the body of Yapı last year, we aim to be a platform that supports the entrepreneurial perspective in the industry, makes way for innovation, and brings start-ups and the building industry together."*

The theme of this year is "Sustainability in Yapı"

As part of the sustainability theme at the Yapı Exhibition, it also hosts Zero Build 2022. **At ZeroBuild Summit 2022**, the focus will be generally on how to develop 'Zero Energy Buildings' and to achieve this transformation through the technology sessions, networking opportunities and specific presentations. The exhibition, which will be held simultaneously, will also feature many industry-leading brands with their new products and technologies about zero energy buildings. Visitors will have the opportunity to examine the solutions offered to operate their buildings more productively and minimize their impact on the environment at the stands that will be located in the special area reserved for the "ZeroBuild Network Zone". **Dr. Gamze Karanfil, Director of ZeroBuild Summit'22, stated that** *"In order to put the transformation to Zero Energy Buildings on the agenda of Turkey, we are excited to physically hold ZeroBuild Turkey, that we held online for the last two years, as International Zero Energy Buildings Summit-ZeroBuild Summit'22 under the auspices of the 44th Yapı - Turkey Build İstanbul on March 23-26, 2022. At ZeroBuild Summit'22, which will professionally address all aspects of Zero Energy Buildings, we aim to create a fruitful platform full of business development activities to introduce new ideas by interacting between the public, private sector, and academia.*

As ZeroBuild Summit'22, we believe that it is important to support entrepreneurship and create new platforms that can encourage start-ups by enabling them to implement their new ideas in the recent periods when the ecosystem of Turkey's entrepreneurship has achieved significant success. In this regard, we call on all start-ups, that support the transformation into Zero Energy Buildings, adopt Zero Energy/Zero Emission/ Zero Waste goals, and maintain their fields of activity in line with these goals, to

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participate in the YAPI TECH GARAGE Start-Up Showground Project, which will be organized for the second time this year by Yapı - Turkeybuild Istanbul."

Visitors will witness many innovations in Yapı Tech Garage.

Visitors, who want to follow the trends, will have the opportunity to meet new products offering different range of opportunities from the design process of the building to the delivery process thanks to new technologies such as intelligent construction materials, BIM, virtual and augmented reality, mobile applications for buildings, artificial intelligence, internet of things (IoT), robotics, and three-dimensional production. With the products developed by start-ups for the building industry, visitors will experience services such as automating the building design processes with artificial intelligence applications, learning facilitating applications such as 3D modeling, imaging designs as close to reality with VR technology, finding the most suitable business partners with applications that offer different networking opportunities, simplifying complex processes such as data management, revision and reporting in the projects, and understanding the codes of sustainable material production. The visitors of the Yapı and industry professionals who want to meet Yapı Tech Garage will also have the opportunity to examine the productivity and profit models developed in accordance with the "zero energy building" principle as well as the techniques like "passive building design" and "design techniques with sustainable building and material".

Open Call to Entrepreneurs: The Deadline for Application is February 18th!

Yapı, which offers not only opportunities for projects but also opportunities to develop business networks to the start-ups that guides the industry, invites entrepreneurs who claim that they have developed a product that can change the production processes in the building industry and that will make valuable contributions to the industry, to apply to **YAPI TECH GARAGE**.

If you claim that we have developed a product that can change production processes in the building industry and that will make valuable contributions to the industry, then you can also take part in this exhibition!

The application deadline is February 18, 2022.

For application and detailed information; you can visit the web page <https://yapifuari.com.tr/Sayfa/yapi-tech-garage-2022>.

About Hyve Group

Hyve Group is an international exhibition company that organizes 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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