



YAPI
TURKEYBUILD
İSTANBUL



**Building, Construction Materials
and Technologies Exhibition**

Interiors

a Hyve event

EXPAND YOUR BUSINESS INTO NEW MARKETS

Yapı - Turkeybuild Istanbul is the most effective way to explore new opportunities and expand your business into other markets.

\$ 3,40 Bn Total import volume of building materials in 2019 H1

\$ 10,4 Bn Total export volume of building materials in 2019 H1

Visitors to the Interiors sector include:

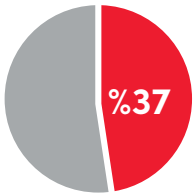


INTERIORS VISITOR OVERVIEW

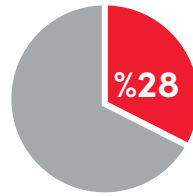
40,000+ Visitors interested in Bathroom, Kitchen, Pool & Spa products (**42%** of total visitors)

31,000+ Visitors interested in Wall Coverings (**31%** of total visitors)

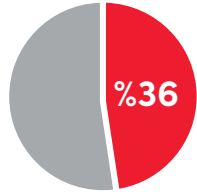
36,000+ Visitors interested in Ceramics & Stone (**38%** of total visitors)



37% of total visitors were interested in Interior Design & Decor products



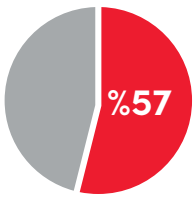
28% of visitors interested in Lightning & Electrics products



36% of total visitors were interested in Flooring products

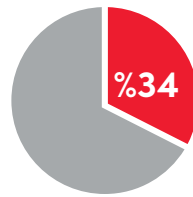
8,000+ Architects attended Yapı - Turkeybuild Istanbul 2019

6,500+ Contractors and Civil Engineers attended Yapı - Turkeybuild Istanbul 2019



7% of total visitors were Interior Architects

57% YoY increase in Interior Architects



34% of total visitors were Building Materials Resellers



43rd
TURKEYBUILD
YAPI FUARI İSTANBUL

1 - 4 April 2021
TUYAP - Istanbul

Increase your export volumes by exhibiting at
Yapı - Turkeybuild Istanbul 2020

info@yapifuari.com.tr

www.yapifuari.com.tr

