



**YAPI**  
TURKEYBUILD  
İSTANBUL



**Turkish  
Building  
Industry's and  
Region's  
Leading  
Gathering**



# 42<sup>nd</sup> Yapi - Turkeybuild Istanbul

**18 - 22 June 2019**

TUYAP Fair and Congress Center  
Istanbul, Turkey

[www.yapifuari.com.tr](http://www.yapifuari.com.tr)

NEW  
DATES



Organiser





# Yapı - Turkeybuild Istanbul 2018 in numbers



EXHIBITORS

**794**

exhibitors

**17**

countries represented

**64,115** m<sup>2</sup>

covering 12 halls and outdoor area



VISITORS

**85,923**

visitors

**89%**

of visitors attended to source products, services and information

**101**

countries

**81**

cities of Turkey



EVENTS

**30**

events

**93**

expert speakers

**30+**

industry topics

**2,001**

attendees



# Exhibitors

## 794 exhibitors from 17 countries

- Construction Machinery, Hardware & Tools, Constructional Steel, Prefabricated Structures, Building Systems
- Finishing, Wall and Floor Coverings, Bathroom - Kitchen Equipment, Doors and Accessories, Electricity, Lighting, Automation
- Insulation, Building Chemicals, Paint, Roof
- Joinery (Doors - Windows), Façade, Automatic Door - Gates, Sun Protection
- Structural Systems, Installation, Elevators, Landscaping, Software

## COUNTRIES REPRESENTED



Austria



Italy



South Korea



China



Northern Cyprus



Taiwan



Czech Republic



Poland



Turkey



Germany



Portugal



UAE



India



Russia



Ukraine



Iran



Saudi Arabia



# Visitors

**85,923** professionals from **101** countries  
and **81** cities of Turkey

## VISITOR PROFILE



**49%** Construction  
**10%** Architectural Design  
**9%** Interior Design and  
Decoration  
**8%** Wholesale  
**3%** Retail  
**2%** Finishing Works  
**1%** Property Management  
**1%** Media  
**17%** Other

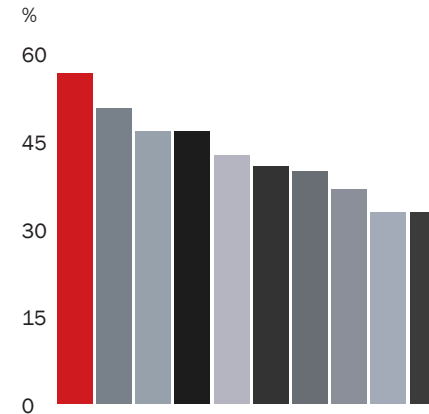
## INTERNATIONAL VISITORS



**11%** Iran  
**9%** Iraq  
**6%** Azerbaijan  
**5%** Kosovo  
**5%** Libya  
**5%** Northern Cyprus  
**5%** Georgia  
**5%** Jordan  
**4%** Bulgaria  
**4%** Palestine  
**4%** Algeria  
**4%** Saudi Arabia  
**4%** Lebanon  
**3%** Germany  
**3%** Ukraine  
**3%** Israel  
**3%** Russia  
**3%** Qatar  
**2%** Romania  
**2%** UAE  
**2%** China  
**2%** Macedonia  
**2%** Morocco  
**2%** United Kingdom  
**2%** Uzbekistan

**26%** year-on-year increase in  
international visitors

## PRODUCTS OF INTEREST



**57%** Building Materials,  
Structures & Elements  
**51%** Facades & Roofing  
**47%** Bathroom, Kitchen, Pool & Spa  
**47%** Building Chemicals,  
Mixtures & Insulation  
**43%** Ceramics & Stone  
**41%** Interior Design & Decor  
**40%** Flooring  
**37%** Wall Coverings  
**33%** Lighting & Electrics  
**33%** Windows & Profile Systems

## B2B MEETINGS

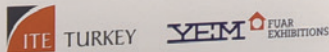
total of 727 meetings





# Turkish Building Industry's and Region's Leading Exhibition

# 41. YAPI



Yapi – Turkeybuild Istanbul is an exhibition where you can meet all industry stakeholders, including architects, engineers, consultants, contractors, industry professionals, students, tradespeople and consumers. You can also find all the latest products in this exhibition. This is obviously an important platform for both the domestic and international arena. It's an international platform for hosting international exhibitors and is the best exhibition in this region.

**Ferdi Erdoğan**  
**Turkey IMSAD Chairman of the Board**

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# yapifuari

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# What our exhibitors said:

“

The Yapi exhibition is an important platform that we've attended for many years and brings together all the companies in the sector. I'd like to point out that we had a productive and dynamic exhibition this year.

We're here to introduce our new products, particularly to potential domestic and export customers, and to expand our customer network. There's been a considerable increase in the number of visitors coming from abroad, especially from Africa and the Middle East, compared to previous years.

**Serpil ONAN, Sales Manager**  
ADOPEN PLASTİK ve İNŞAAT SAN. A.Ş.

As one of Turkey's most established lighting companies, our customers include key retail chains and respected architecture and construction companies.

The Yapi exhibition is the best platform to reach potential customers of such scale. We've therefore attended the exhibition for many years. We're satisfied with the number of visitors and qualified customers. The exhibition makes a great contribution to our sales and marketing activities, which is why it's the only exhibition we attend in Turkey.

**Serhan ACAR, Group Sales Manager**  
LAMP 83 AYDINLATMA SAN. ve TİC. A.Ş.

We've participated in this exhibition for 25 years. It's the most important construction industry for the region and one of the top 5 in Europe so we see visitors from many different countries here. Over the years, the visitors are returning as our customers. Yapi - Turkeybuild Istanbul has always contributed to our exports and brand awareness on the market.

**Serdar URFALILAR**  
**Chairman of the Board of Directors**  
URTİM KALIP VE İSKELE SİSTEMLERİ  
SAN. VE TİC. A.Ş.

Yapi - Turkeybuild has proved itself. It's recognised across many countries worldwide and is extremely impactful in terms of visitor profile: the show attracts visitors from a wide range of countries. In my opinion, this exhibition has earned its place.

**Dinç Z. OYLUM, Turkey General Manager**  
DORMAKABA KAPI VE GÜVENLİK  
SİSTEMLERİ A.Ş.

We've been participating in this building exhibition for many years. It's where we come together with our customers, stakeholders and other industry professionals. It's invaluable to us. It's an important medium to showcase the strength of Turkey's construction sector to the world.

**Gamze DOĞAN, Marketing Manager**  
MAPEİ YAPI KİMYASALLARI A.Ş.

We've been participating in Yapi - Turkeybuild for over 20 years as it's the best place to introduce our new products to customers and get their feedback. It's one of the most important exhibitions in Turkey and continues to make steps to become a global brand.

**Özge EROL, Marketing Manager**  
KNAUF İNŞAAT VE YAPI ELEMANLARI  
SAN VE TİC. A.Ş.

Yapi - Turkeybuild, which has provided a significant contribution to the Turkish building industry since 1978 and grows year by year, is a hugely important event. In Turkey, the building industry has great potential and I believe that Yapi - Turkeybuild Istanbul is very effective and has contributed greatly to the country's economy.

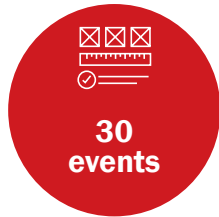
**Sibel BOZEL,**  
**Chairman of Istanbul Association of**  
**Architects in Private Practice**  
İSTANBUL ASSOCIATION OF ARCHITECTS IN  
PRIVATE PRACTICE

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# A bigger and better 5 day programme of business events

Industry experts share their insight and essential information on current issues facing the industry and new technologies and innovations in building materials, construction, and architecture.



## Sessions included:

### Architect Conferences

Well-known national and international architects share their design approaches and latest projects.

### Building Sessions

Analytical, educational and inspirational sessions on materials, real-estate, construction and energy for building professionals.

### Trend Seminars

An overview of the latest industry trends covering data, BIM, energy, and design.

### Technical Seminars

Exhibitors share information on their latest developments in technology and building materials.

### Live Demos

Exhibitors share information on their latest developments in technology and building materials.

## New events:

### Yapi Forum

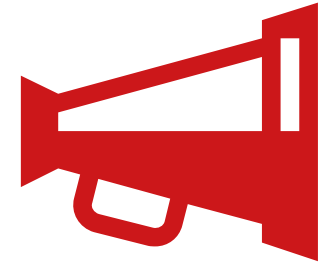
The Building Industry Agenda Forum bringing together key figures and representatives of industry associations to assess the year's results and share projections for future materials, construction, the economy and planning.

### Yapi Masterclass

Interactive masterclasses on new products presented at the exhibition, moderated by a guest speaker and with a panel of architects and exhibitors.

### Yapi Unplugged

A reuse workshop putting to use waste materials from the exhibition installation to produce innovative and functional designs displayed at the exhibition.



## Keynote speakers included:

### Achim Menges

Founding Director of the Institute for Computational Design and Construction

### Alastair Parvin

Designer /Co-Founder of WikiHouse Foundation

### Asif Khan

Founder of Asif Khan Architecture

### Louis Schulz

Founding Member of Assemble

### Maria Lisogorskaya

Founding Member of Assemble

### Dr. Doğan Hasol

Engineer Msc / Architect

### Ferdi Erdoğan

President of IMSAD Turkey (Association of Turkish Construction Material Producers)

### Melda Yücealp

NTV Economy Program Producer and Broadcaster

### Nazmi Durbakayım

President of İNDER (Istanbul Constructors Association)

### Sibel Dalokay Bozer

President of IstanbulSMD (Istanbul Association of Architects in Private Practice)

# Yapı - Turkeybuild Istanbul Annual Awards 2018

Yapı - Turkeybuild Istanbul is honoured to present the sector's leading independent industry awards as well as its own building award.

## Golden Magnet Stand Design Awards

Yapı - Turkeybuild Istanbul's very own award showcases the power of design to bring the sector together. The Golden Magnet is award to companies that turn their brands and products into points of interest for visitors through their stand design.

The winners are chosen by an expert independent jury.

## Insulation Industry Achievement Awards (B2B Medya)

The Insulation Industry Achievement Awards, organised by B2B Medya Yayın Grubu's Yalitim Magazine, is the most prestigious and exciting event for the insulation sector.

The winners are chosen by Yalitim Magazine's readers and an expert jury in the categories: Investment of the Year, Thermal Insulation Project of the Year, Waterproofing Product of the Year, Soundproofing Product of the Year, and Fire Insulation Product of the Year.

## Investment in the Future Awards (IMSAD Turkey)

The Investment in the Future Awards honour IMSAD Turkey members' sustainable solid applications.

First held in 2017, the awards are presented to 27 different projects at Yapı - Turkeybuild Istanbul.





# Partners and official support

## Government Affiliation



## Official Support



## Media Partners



## Event Partners



# Save the date



## 18 - 22 June 2019

TUYAP Fair and Congress Center,  
Istanbul / Turkey



### About the organiser:

ITE Group is one of the world's foremost events companies. For more than two decades, we have been connecting building and construction businesses to some of the most significant markets across the globe.





# Be a part of



**YAPI**  
TURKEYBUILD  
İSTANBUL



## Exhibit

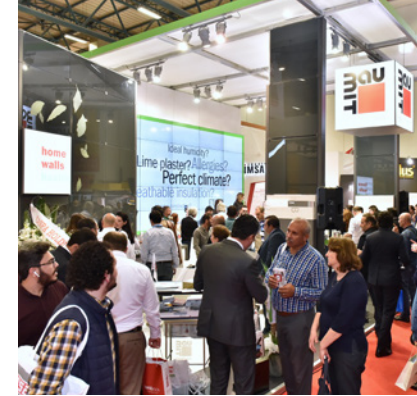
Reach Turkey's enormous building and construction sector at Yapi - Turkeybuild Istanbul. For over 40 years, we've connected brands to buyers and increased their export potential - let us do the same for you.

## Visit

Yapi - Turkeybuild Istanbul is the country's leading and longest-running building exhibition. Meet thousands of suppliers and manufacturers from across Turkey and beyond.

## Sponsor

Yapi - Turkeybuild Istanbul offers unparalleled opportunities to build brand awareness in the global building industry.



Visit [www.yapifuari.com.tr](http://www.yapifuari.com.tr) to find out more