



**Yapı-Turkeybuild İstanbul, which will be held for the 43th time, continues the preparations to meet its exhibitors and visitors on its new date scheduled for August 24-25, 2020.**

## The New Date for Yapı-Turkeybuild has been Set

The date of the 43rd Yapı-Turkeybuild İstanbul 2020, where the trends in the construction industry will be addressed and the latest building technologies and building products will be showcased, which was set as April 18-22, 2020, has been changed due to the COVID-19 which occupies the global agenda. After the assessment conducted following the decision of the Ministry of Trade regarding the postponement of the exhibitions, which are expected to be held until the end of April 2020, the new date has been set as August 24-28, 2020. The Exhibition, which will be held at TÜYAP Fair, Convention, and Congress Center, will be held on its new date as planned.

General Manager Turkey at Hyve Group, a global exhibition company holding Yapı exhibition, Kemal Ülgen said in his statement that they think that the decision taken by the Ministry of Trade was right. Ülgen continued his words as follows: “the rapid spread of disease caused by the COVID-19 virus, which has been experienced globally during the recent period, and the identification of the disease as a pandemic by the World Health Organization required the business world to take some serious measures. The health and well-being of our employees, exhibitors, and visitors are always our top priorities. We do no doubt that all our stakeholders will understand our decision to hold our exhibition in the field of building & construction, which serves as one of the key industries of Turkey, which was planned to be held earlier, between August 24-28, 2020. We will keep our exhibitors and the public informed of any updates.”

The Exhibition, which is the largest trade event in the vast region including the Balkans, CIS countries, the Middle East, and North Africa, and ranked in the top 5 worldwide, continues its preparations to host its visitors from all over the world for 4 days. The Exhibition, which will be organized by Hyve Group with the support of the Ministry of Trade, aims to create new business, partnership, and purchasing opportunities by transferring its strong global network to the construction industry. Turkeybuild İstanbul offers an efficient platform filled with activities tailored for business development to support industry strategy, provide an exchange of information, encourage innovation, and promote new ideas by enabling interaction among the public & private sectors and academic dimensions of the building industry. In 2019, the Exhibition hosted a total of 68,738 visitors from 135 countries with 555 exhibitor companies from 12 different countries. These figures are expected to increase in 2020 due to the boom in the domestic and international market dynamics.

**About Hyve Group** Hyve Group is an international exhibition company that organizes more than 120 events worldwide with 17 global offices in 14 countries with more than 1,000 experienced personnel. Hyve Group is a next-generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape industry innovation. Hyve Group plc was announced as the new brand name of ITE Group plc in September 2019, following its significant transformation under the Transformation and Growth (TAG) program. Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers. In Turkey, Hyve Group organizes the leading exhibitions of Turkey in the industries of construction (**Yapı – Turkeybuild İstanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood İstanbul**), rail systems and logistics (**Eurasia Rail**), by drawing its strength from global network in the region.

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