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**Great attention for the “Business and Information Platform” of the building sector:
Yapı – Turkeybuild Istanbul!**

39th Yapı – Turkeybuild Istanbul hosted 110.430 domestic and foreign visitors!

39th Yapı – Turkeybuild Istanbul, which is one of the five biggest exhibitions in the world and the biggest gathering of Turkish building sector and the region, has once again received great attention and gathered the newest products, technologies and services of 1.250 companies with 110.430 visitors in 14 halls equaling 100.000 m² and on open ground.

The “Guest Region Africa” and “Target Market Iran” Projects, which were organized by the “Business Development Platform” of the exhibition with the goal of creating “new markets for the sector”, received great attention from the sector. The “Architecture and Architecture Culture” Events, which is also a new event that received great attention, provided information flow to the representatives of the building sector.

At the exhibition, which once again became the summit of the sector with its product range of latest trends and technologies, events that benefit the sector and new business opportunities, the “Golden Magnet Awards” were presented to the best designed stands of the exhibition.

Yapı – Turkeybuild Istanbul, which is organized by YEM Exhibitions and has been the international summit of the building sector for 39 years, took place on May 10 – 14 2016 at Tüyap Fair Convention and Congress Center. With its international activities and new business opportunities, Yapı – Turkeybuild Istanbul was once again the center of attention. At the exhibition that keeps increasing its contributions to the sector, thousands of new products, technologies and services were exhibited. **The exhibition, which hosted 18.640 products and services of 1.250 companies from 105 countries in 14 halls equaling 100.000 m² and on open ground, was visited by 110.430 people.**

YEM Exhibitions General Manager Burcu Başer highlighted that the heart of the sector was beating at Yapı – Turkeybuild Istanbul thanks to the products, exhibitors and visitors of the exhibition that lasted five days. Başer continued with the following: *“We thank all sector professionals, exhibitors and visitors for their attention to our exhibition that has once again been the biggest event of the region with 110.430 domestic and foreign visitors.*

The building material sector, which we support with our exhibitions in terms of business volume, is a sector that has proven itself with its goals of exportation. Increasing our contributions to the ever-important building sector for the national economy is among the top priorities of YEM Exhibitions. In this regard, we are aiming to increase our contributions to the sector by enriching the content of this year’s “Business Development Platform Activities”. We organized our “Guest Country Project” which has been successfully organized for 5 years under the title of “Guest Region Africa Project”. The project, as a part of which we hosted senior officials and procurement committees together with Kenya, Nigeria and Mozambique who have been drawing

attention with their fast growth in the construction sector, geographical locations within the continent and the business opportunities they present to the development of the Turkish building sector, has created a major buzz within the sector. Also, our first-ever “**Target Market Iran**” project which we organized as a part of the “**Business Development Platform Activities**” with support from Kalekim received great interest.

The “**Architecture and Architecture Culture**” Activities, which is among our new events and organized together by us, exhibiting companies and sector CSO’s, received great attention from all visitors; the attendance to the events that took place during the exhibition was very high.

With these activities, we have created important platforms for the development of our sector, providing of information flow, increasing of exportation and new business and cooperation opportunities. We will continue with our works and investments in order to improve our exhibitions and naturally, our sector.”

Guest Region Africa Project received great attention

For the first time this year, instead of a single country, the Guest Country Project that has been successfully organized for 5 years as one of the exhibition’s “**Business Development Platform**” events hosted **the Region of Africa** that is among the target markets of the Turkish building sector. At the “**Africa – Turkey Construction Forum and B2B Sessions Meeting**” that took place on the second day of the exhibition under the title of “**Guest Region Africa Project**”, **Kenya, Nigeria and Mozambique** were evaluated as potential growth areas for the Turkish building sector that is in search of new markets. The opening of the event was made by Republic of Kenya Ministry of Land, Housing & Urban Development Cabinet Secretary **Prof. Jacob Kaimenyi**, Mozambique Ambassador of Turkey **Aylin Taşhan**, and ITE Turkey and YEM Exhibitions General Manager **Burcu Başer**. At the “**Turkey – Africa Construction Forum**” that took place as a part of the project, Republic of Turkey Nigeria Honorary Consul **Ömer Cürebal**, Republic of Turkey Mozambique Embassy Commercial Attache **Ahmet Mahir Yener**, Chairman of Mozambique Confederation of Business Associations (CTA) **Rogério Manuel**, Mozambique Investment Center Vice President **Godinho Alves**, DEİK President of Turkish – Nigerian Business Council **Hakan Özel**, President of Turkish Contractors Association **Mithat Yenigün**, Chairman of the Board of Türkiye İMSAD (Association of Turkish Construction Material Producers) **F. Fethi Hinginar** and Economist **Dr. Can Fuat Gürlesel** were present as spokespersons. The building sector growth of these countries in the last five years surpassing their national economies and their construction expenditure of 35 billion dollars were among the highlighted subjects of the exhibition. Following the forum, procurement committees from these three countries and the most important markets of the region gathered with the exhibitors at the “**B2B Sessions Meeting**”.

The potential at Target Market Iran...

This year, one of the innovations that gathered the Turkish building sector with different activities was the “**Target Country Project**” which took place with support from Kalekim. As a part of the project, the market of Iran was evaluated within the frame of the opportunities it contains for the Turkish building sector since it has become a land of opportunity after the disembargo. At the “**Iran – Turkey Construction Forum and B2B Sessions Meeting**” that was organized as a part of the project, Islamic Republic of Iran Istanbul Consul General Commercial Attache Consultant **Keyvan Zadeh**, Iran Association of Construction Chairman **Dr. Esfandiar Soltani**, Turkey Representative of Bonyad Mostazafan **Ahmad Haddad Moghaddam**, DEİK President of Turkish – Iranian Business Council **Bilgin Aygül**, Kalekim Iran Distributor **Ali Ziaee** and Economist **Dr. Can Fuat Gürlesel** were present as spokespersons. Following the forum that the business opportunities in the target market of Iran were shared with the Turkish building sector professionals, the procurement committees from the country were gathered with the Turkish construction material manufacturers at the “**B2B Sessions Meeting**”.



“Architecture and Architecture Culture” Activities have lit the way for building professionals

The “Architecture and Architecture Culture” Events, which is among this year’s new events, provided information flow in the field of architecture. In addition to the events organized by YEM Exhibitions, the events organized by exhibiting companies and sector CSO’s also took place at the exhibition.

Organized by YEM Exhibitions; the “Sustainability in Turkey and Turkish Contractors Association Experience” seminar by architect Selçuk Avcı, the “City of the Future: The Synergy of Man, Technology and Nature in the Urban Environment” lecture by the world-renowned and RIBA-awarded architect Chris Bosse who is characterized as a “rising star designer of Asia”, the “New Materials for the Architect” event that hosted architect Hasan Cenk Dereli as the moderator and architect Ahmet Alataş and architect Sinan Logie as spokespersons and “A Career in Architecture” event that was moderated by Neslihan Şık and provided a platform for MSc. Architect Burcu Başer, MSc. Architect Cemal Emden, MSc. Architect Pınar Gökbayrak, Architect Emre Gündoğdu, Architect Banu Uçak and MSc. Architect Burçin Yıldırım who graduated from Faculty of Architecture and mastered in different fields of the building sector to share their experiences with the professionals of the future.

The Golden Magnet Stand Design Awards have met their winners!

The Golden Magnet Stand Design Awards, which is a tradition of Yapı – Turkeybuild Istanbul, were also presented with a ceremony organized as part of the exhibition. **First Prize;** was given to the Lineadecor – Dekor Ahşap Ürünleri A.Ş stand designed by product development manager Timur Erbil from Lineadecor Design Team. **Second Prize;** was given to the Hekim Yapı Endüstrisi San. ve Tic. A.Ş stand designed by architect Sıla Uzundurukan from SU Mimarlık Dekorasyon and the Prefabrik Yapı A.Ş – Hekim Profil and Steelin stand designed by architect Yeliz Uzunyurt from Prefabrik Yapı A.Ş Design Team. **Third Prize;** was given to the DYO Boya Fabrikaları San. ve Tic. A.Ş stand designed by architect Kadir Yurdakul from HUNN İç Mimarlık. The Ersa Mobilya A.Ş stand, which was designed by architect Ayşin Sevgi from AS Mimarlık, was presented with the **Honorable Mention Prize**. **YEM Exhibitions Special Prize** was presented to the Aktav Akustik Malzemesi San. ve Tic. A.Ş stand designed by architect Atıl Beçin from BÇN Mimarlık.

For detailed information about the 39th Yapı – Turkeybuild Istanbul, the event schedule and online invitations, you can visit www.yapifuari.com.tr.

YEM Exhibitions

YAPI – TURKEYBUILD Biggest Gatherings of the Turkish Construction Sector and the Region for 39 Years

YEM Exhibitions, as the Turkish enterprise of ITE Group PLC., is responsible for the organization of YAPI - TURKEYBUILD Istanbul, YAPI - TURKEYBUILD Ankara, and YAPI - TURKEYBUILD Izmir. ITE Group PLC. has a global network and annually organizes 240 exhibitions and conferences in 20 countries and have 32 offices worldwide. YEM Exhibitions, together with 39 years of experience and ITE Group PLC, combine strong global network under one roof and contribute creating new business opportunities for exhibitors and sector. Held at three major cities standing at the heart of Turkish economy, Istanbul, Ankara, and Izmir, YAPI – TURKEYBUILD Exhibitions constitute the leading exhibitions of Turkey and peripheral region. A reliable brand in domestic and international markets, the ever growing exhibitions successfully enhance the contributions they make to the sector. YAPI – TURKEYBUILD Exhibitions open new doors for the sector’s exporting performance, and creates opportunities for new alliances and acquisitions. Also responsible for the representation of the Turkish construction sector in the international arena, YAPI – TURKEYBUILD Exhibitions brings approximately 180.000 domestic and international visitors together throughout the year. Being, in this context, the biggest construction

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gathering in the country, YAPI - TURKEYBUILD Istanbul “is also the biggest construction materials exhibition in the region covering the Balkans, CIS countries, the Middle East and North Africa”. YEM Exhibitions is a member of Turkey IMSAD - Association of Turkish Construction Material Producers.

For more information, please visit: www.yapifuari.com.tr

About ITE Turkey

ITE Turkey is the Turkey office of ITE Group, the English exhibition giant. ITE Turkey, who organizes leading exhibition organizations in leading sectors of Turkey, consists of YEM Exhibitions, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Fuar and TF Fuarçılık companies.

ITE Turkey, who organizes the leading exhibitions of Turkey in sectors of construction, tourism, cosmetics, food, fashion, energy, packaging, construction machinery, rail systems and logistics, takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Group Plc. organizes more than 240 exhibitions and conferences per year worldwide with 32 offices in 20 countries and more than 1.000 experienced personnel. ITE Group Plc.'s Turkey office, ITE Turkey, creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the construction sector to each and every sector it is included in and supports the development of these sectors.

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