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Guest Country and Target Market Projects of Yapı – Turkeybuild Istanbul, which is celebrating its 40th anniversary, have been revealed...

YAPI – TURKEYBUILD ISTANBUL IS HOSTING THE “NORTH AFRICA REGION” AND “QATAR”!

Within the scope of Yapı – Turkeybuild Istanbul’s “Business Development Platform” events, the “Guest Region Project” is hosting North African countries, which have ever-increasing economic growth, and the “Target Market Project” is hosting Qatar, which carries great potential with its 2030 National Vision Program Projects and will host the 2022 World Cup.

ITE Turkey Board Memeber and YEM Exhibitions General Manager Burcu Başer shared her views on Turkish building sector upon the light of the latest data and the events and innovations that will take place at Yapı – Turkeybuild Istanbul that celebrates its 40th anniversary.

Yapı – Turkeybuild Istanbul, which is organized by **YEM Exhibitions** as Turkey’s first special exhibition, is celebrating its 40th anniversary. **Yapı – Turkeybuild Istanbul**, one of the world’s five biggest building exhibitions and the biggest building material exhibition of the region that covers the Balkans, CIS countries, the Middle East and North Africa, will gather 18.640 products exhibited by 1.250 companies on 100.000 m2 of closed and open ground with 110.000 national and international visitors from 105 countries. This year’s exhibition will take place on May 23-27, 2017.

At the meeting, **ITE Turkey Board Memeber and YEM Exhibitions General Manager Burcu Başer announced that they will be hosting North Africa in the Guest Region Project and Qatar in the Target Market Project this year.** Başer also shared evaluations regarding the previous year for Turkish building sector and predictions for 2017.

Burcu Başer mentioned that the *North African countries* that will be hosted in this year’s “*Guest Region Project*” within the scope of the **40th Yapı – Turkeybuild Istanbul** are showing a steady growth. Başer also pointed out that the ever-increasing investments related to the regions infrastructure, transportation, logistics, health and tourism will continue. She said that they expect a growth by 9.0% in “Target Market” Qatar’s construction sector in 2017-18 and Qatar has important projects in the fields of sports, tourism, health and education for the 2030 National Vision Program and especially for the 2022 World Cup. Başer also added that the projects and positive economic developments in these countries provide new business and partnership opportunities for Turkish building sector.

“North Africa is once again the center of attention for Turkish building sector...”

Burcu Başer pointed out that after the decrease of the Arab Spring effects and the start of a fast economic recovery, North Africa is once again at the center of attention for Turkish building sector. Başer continued as



follows: *“Algeria and Morocco markets are among the 20 markets to which Turkey exports the most amount of construction material. Algeria is among the first 10 countries in which Turkish contracting companies undertake projects. Morocco declared a program, which will actualize an infrastructure project worth 100 billion dollars within 10 years. Within the scope of the project, tourism capacity will be increased in order to heal the housing stock, energy resources will be diversified and transportation investments will be made in order to make the transition to a regional transport hub. Public investments in the fields of transportation, logistics, education and health in another country in the region, Tunisia, continue to increase. The public also actualized 50.000 social housing projects for 2016 – 2020. When we take the investment projects and construction expenditure in the region into consideration, we can see that it is a hot market for Turkish construction material producers and contracting companies.”*

Within the scope of the project events that will be organized during the exhibition, senior officials from Turkey and North Africa will be present as speakers at the *“North Africa – Turkey Construction Forum”*. The *“B2B Meetings”*, which will take place after the meeting where Turkish building sector’s investment, partnership and export potential in the region will be evaluated, will gather exhibitors and buyers delegation for new business and partnership opportunities.

Target Market: Qatar draws attention with its 2030 National Vision Program and 2022 World Cup projects...

In this year’s *“Target Market Project”*, which is organized within the scope of the exhibition’s Business Development Platform, Qatar will be evaluated in the light of its strong potential for Turkish building sector. Qatar, which draws attention with its 299.7 billion dollar worth 2030 National Vision Program and many projects in the fields of sports, tourism, health and education aimed towards the 2022 World Cup, carries great potential for Turkish building sector.

At the *“Qatar – Turkey Construction Forum”* which will take place during the exhibition within the scope of the project, senior officials from Qatar will share the business and investment opportunities that the region possesses for the construction sector with Turkish building sector professionals. At the *“B2B Meetings”*, which will take place after the forum, buyers delegation from Qatar will be gathered with Turkish building sector professionals.

Yapı –Turkeybuild Istanbul is 40 years old!

Burcu Başer pointed out that this is the 40th anniversary for Yapı – Turkeybuild Istanbul, which took place for the first time in 1978 and is the first special exhibition of Turkey, and mentioned that the exhibition has grown in parallel with the sector and become one of the world’s 5 biggest building exhibitions. Başer highlighted that they organized many events which supported Turkish building sector as YEM Exhibitions within the scope of Yapı – Turkeybuild and continued: *“Yapı – Turkeybuild Istanbul, which has been the biggest summit of Turkish building sector for 40 years, has taken the mission of providing new markets and information flow to the sector. In this context, within the scope of the exhibition’s “Business Development Platform”, we have been organizing **Guest Country/Region Projects** for 7 years. In the last two years, we have also added the **Target Market Project** to these events. In addition to all of this, we will once again be organizing the **“Architecture and Architecture Culture Events”** with which we are aiming to provide information flow to the sector and the **“Seminar and Demo Area Events”** which we provided to NGO’s and our exhibitors in order to have them actualize their events.*



Also this year, the exhibition will host a meeting where we will evaluate the 40-year progress of the building material sector, which our exhibition witnessed, supported and grew together, with experts of the subject.”

YEM Exhibitions

YAPI – TURKEYBUILD Biggest Gatherings of the Turkish Construction Sector and the Region for 40 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 40 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 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:

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About ITE Turkey

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