



May 15, 2017

**The international summit of the building industry  
40th YAPI – TURKEYBUILD ISTANBUL  
On May, 23-27**

## **The economy and business opportunities of the building sector are evaluated in 40th YAPI – Turkeybuild Istanbul exhibition.**

*During the exhibition to be held between May 23-27, 2017, many famous names will take part as speakers on subjects like architecture, real estate, new products, new business opportunities, the future of building products, sustainability, job security, design, marketing and career. In the panel moderated by the journalist Ahu Özyurt, which is titled **Opportunities for New Expansions in Building Sector**, the distinguished economist Mahfi Eğilmez and industry leaders will evaluate the economy and business opportunities of the building sector.*

**“Opportunities for New Openings in the Building Sector”** panel hosts all the professionals of the sector as speakers such as investors, contractors, real estate consultants, professional chambers, associations and architects. Moderator of the panel will be TV programmer and journalist Ahu Özyurt. Together with distinguished *economist Mahfi Eğilmez*, **Suzan Usta, Director of Eximbank International Project Credits Department, Turgay Tanes, General Manager of İş Real Estate Investment Trust, Murat Tabanlıoğlu, Tabanlıoğlu Architecture Partner and Ferdi Erdoğan, Chairman of the Board of Directors of Türkiye İMSAD**, will evaluate new developments in the sector.

In the event organized by YEM Exhibitions and The Building Information Center (YEM), issues such as the public, economics, investment and funding which constitute the building blocks of the industry will be on the agenda in order to discuss the possibilities of the market, opportunities for the future and possible new developments. The event will take place on May 24, Wednesday, 11.00-13.00 at the exhibition area.

Organized by YEM Exhibitions and Turkey's first specialized fair, YAPI - Turkeybuild Istanbul celebrates its 40th anniversary this year. One of the world's five major building exhibitions and the largest building materials exhibition in the Balkans, the Commonwealth of Independent States (CIS) countries, the Middle East and North Africa, **YAPI – Turkeybuild Istanbul**, will bring 18,640 products from 1,250 participating companies together with 111,000 local and foreign visitors from 105 countries on a 100.000 m<sup>2</sup> indoor and outdoor area this year.



### **“North Africa - Turkey Construction Forum and B2B Meetings” to create new business opportunities.**

As part of the “Business Development Platform” activities, **YAPI - Turkeybuild Istanbul** welcomes the North African Region countries, which have an accelerating economic growth this year.

The North Africa - Turkey Construction Forum and Bilateral Business Talks, which aim to contribute to the effectiveness of Turkish contractors and material producers in all construction works, especially in the growing public investments in North Africa, which is one of the important markets of Turkish construction sector abroad and to establish platforms to create new business opportunities and incentives for investors in this framework, will be on Tuesday, May 23, 2017 from 14: 30-18: 00. After the forum, bilateral talks with the procurement committee from North Africa will take place

In the event to be held within the scope of the Guest Region North Africa Project, Consul General of Morocco and Consul General of Tunisia, officials from Morocco, Tunisia and Algeria Contractors’ Union, officials from Morocco, Tunisia and Algeria Business people association, Head of the Contractors’ Association, Chairman of Türkiye İMSAD, authorities from the Eximbank Loans Department and senior officials from DEİK will take part as speakers.

### **The important building stone of the building sector: REAL ESTATE For Whom?**

“bi\_Özet real estate newspaper” columnists will be evaluating the real estate industry in the event where there will be columnists and speakers selected from experts in the “bi\_özet real estate” newspaper.

**Engin Başaran, TÜDER Honorary President; CPA Ersun Bayraktaroğlu, PwC Turkey Real Estate Sector Leader; Umut Saçan, US Brainworks Real Estate Branding Agency Brand Consultant; Halil İmamoğlu, IAU Lecturer, E. İş Chief Inspector and Class A OSH Specialist; Ayşe Hasol Erktin, President of Urban Land Institute (ULI) and partner of HAS Architecture; Makbule Yönel Maya, General Manager of TSKB Real Estate Appraisal Co.,** will be discussing the sector at the meeting moderated by **Master Architect Banu Binat.**

The event, co-organized by YEM Fuarçılık - Binat İletişim, will take place on 26 May, Friday, 14.00-16.00 at the exhibition area...

### **During the exhibition, Participating Companies and NGOs will be providing sector information flow...**

In addition to these activities, participating companies and NGOs dominating the sector, will be holding panels, conventions, forums, conferences and demonstrations. The current and detailed program is available at [www.yapifuari.com.tr](http://www.yapifuari.com.tr).

### **Domestic/International Hosted Buyers Delegation...**

In the context of the domestic/foreign procurement committee activities, procurement committees from Turkey and abroad will make negotiations during the exhibition. With “International Hosted Buyers Delegation Program” which is among the activities to held during the exhibition, it is aimed that all the stakeholders of the sector all over the country can communicate effectively with each other, be aware of all the innovations in the sector and follow them and increase the commercial activities in this area.



### **Highlights of the exhibition:**

- **The world renowned, Indian award-winning architect Anupama Kundoo at Turkeybuild with her Hand Made Architecture Conference!**
- **North Africa to be hosted in the Guest Region Project...**
- **Ward Massa, co-founder of Stone Cycling, to join the show for the “Waste: The Most Exciting New Building Material of the Future” conference!**
- **PAB Architecture, which is frequently mentioned with its educational structures, shares their work in the conference titled “Material of Alphabet”.**
- **Murat Şanal to give a speech at YAPI - Turkeybuild on Industrial Innovation, Materials and Architecture.**

Detailed information about the events to be held within the 40th YAPI - Turkeybuild Istanbul can be found at <http://www.yapifuari.com.tr>.

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

### **About ITE Turkey**

*ITE Turkey is the Turkey office of ITE Group, the international exhibition company. ITE Turkey, who organizes leading exhibition organizations in leading sectors of Turkey, consists of YEM Exhibitions, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, Platform Uluslararası Fuarçılık 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.*

[www.ite-turkey.com](http://www.ite-turkey.com)



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