

The VIP Hosted Buyer Program and the extensive Business Development Platform Events, where current information on construction and architecture and high-tech building products that the industry needs will be shared, are at Yapı – Turkeybuild Istanbul...

41st Yapı – Turkeybuild Istanbul to take place between May 8th-12th

Yapı – Turkeybuild Istanbul is going to host BUSINESS DEVELOPMENT PLATFORM events exclusive to its 41st anniversary, addressing all issues regarding the industry such as innovation, technology, architecture and design with the ‘YAPI STAGE’ and ‘YAPI ARENA’ events, the ‘YAPI UNPLUGGED’ workshop, and the ‘YAPI MASTERCLASS’. During the Business Development Platform events, which will go on for 5 days, over 70 famous architects, industrial experts and leaders will come together from Turkey and all around the world.

As the largest construction exhibition in the wide region including the Balkans, the Commonwealth of Independent States, Middle East and North Africa, as well as one of the five largest exhibitions in the world; the Building, Construction Materials and Technologies Exhibition Yapı – Turkeybuild Istanbul is set to begin on **May 8th**.

The Yapı – Turkeybuild Istanbul, which has been creating added value, providing opportunities for business and sectorial information sharing with a rich content for 40 years in the construction sector, the leading sector in Turkey; also makes an undeniable contribution into the country’s economy. The exhibition, which will take place at Tüyap Fair Convention and Congress Center between **May 8th-12th**, is going to witness events for the benefit of both the participants and the visitors at the ‘YAPI STAGE’ and the ‘YAPI ARENA’, which were created as part of the ‘Business Development Platform Event Program’.

Having hosted 850 exhibitors and 82,427 visitors from 17 countries last year, Yapı – Turkeybuild Istanbul is preparing to bring over 900 exhibitors together with 90,000 visitors in 11 halls and the outdoor area. In order to increase the number of domestic and foreign participants, Hosted Buyer programs are carried out this year too, coordinated by the Ministry of Economy and ITE Turkey – YEM Exhibitions. Within the scope of the Ministry of Economy and VIP Hosted Buyer Program, it’s expected that over 100 hosted buyers will come together with exhibitors. It’s also aimed to include hosted buyers from the leading target markets of Turkey such as Qatar, Russia, Azerbaijan, Iran, Algeria, Turkmenistan, Iraq, Lebanon, Kazakhstan, Morocco and Uzbekistan within the scope of the ITE Turkey - YEM Exhibitions VIP Hosted Buyer Program. A platform will be created for new business opportunities and collaborations by organizing bilateral meetings as part of the hosted buyer programs.

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EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. | EUF - E International Trade Fairs: Ticaret Sicil Numarası: 430499

YEM Fuarçılık A.Ş. | YEM Exhibitions: Ticaret Sicil Numarası: 758423

Platform Uluslararası Fuarçılık A.Ş. | Platform International Exhibitions Inc.: Ticaret Sicil Numarası: 745813

ITE Group Regional Director Kemal Ülgen: “The use of domestic products in construction materials is increasing; Yapi – Turkeybuild Istanbul keeps on expanding the business volume of the participants”

Emphasizing that the use of domestic products in construction materials has increased, the **ITE Group Regional Director Kemal Ülgen** also shared numeric information about the industry. Ülgen said “*The growth in the construction sector has accelerated in the third quarter and became 18.7% in the third quarter of 2017. The growth in the first and second quarters of the year have been revised as 5.6% and 5.5%. Therefore, the construction sector has grown 9.9% during the first nine months of the year. The growth in the real estate sector has been 1.5% in the third quarter of 2017. The growth in the first and second quarters of the year has been revised as 1.5% and 1.4%. Therefore, the real estate sector has grown 1.5% during the first nine months of the year.*”

Ülgen continued: “*In parallel with this growth, total construction expenses in the first nine months of 2017 have been 392.8 billion TRY. Construction expenses have increased 30.9% in the first nine months with the current prices. In addition to the mobility in the domestic market, there are also positive developments in the exports of the sector. In the first nine months of 2017, the industrial exports of construction materials have increased by 4.2%, reaching 11.82 billion dollars. The imports of construction materials, on the other hand, have decreased by 8.8% in the first nine months, going down to 6.59 billion dollars. As is evident from this data, whereas the use of domestic products increased in the domestic market; important steps are also taken in our exports and an added value is being created for out country’s economy regarding construction materials.*”

The Largest Business Development Platform Exclusive to the 41st Anniversary: YAPI STAGE and YAPI ARENA

Organized by YEM Exhibitions operating under ITE Turkey, which organized outstanding exhibitions in the leading industries of Turkey, this exhibition’s activities on the business development platform have been renewed especially for its 41st anniversary.

Aiming to be the only event that gathers all stakeholders of the industry under one roof addressing current issues and innovations regarding material, construction and architecture, where one can learn all current information required by the sector; the program will host over 70 national and international speakers at over 30 sessions throughout 5 days. Over 40 inspiring topics regarding the industry such as “innovation”, “technology”, “design”, “energy”, “material”, “real-estate”, “planning” and “economy” will be discussed by the decision-makers of the industry, representing both the public and private sector.

In addition to promoting and monitoring the latest products and services in the region, the exhibition aims to introduce its strong global network into the construction sector and create new business, partnership and acquisition opportunities; as well as supporting the sector strategy, ensuring information exchange, encouraging innovation and providing interaction between the public, private sector and academic aspects of the construction sector.

Speaking about this year’s **Business Development Platform Events**, the **ITE Group Regional Director Kemal Ülgen** said: “*Yapi – Turkeybuild Istanbul has been shining a light on our country’s construction sector as an international platform for 40 years. Our 41st anniversary is very special and important for us. Therefore, we introduced a series of innovations in our business development platform and created the **YAPI STAGE** and the **YAPI ARENA** in the exhibition area exclusively for the event program. Focused*

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on 'Innovation', the YAPI STAGE will host discussions on technologies and materials, technical trainings, and seminars with live presentations on construction information modelling, 3D and robotics. YAPI ARENA, on the other hand, will focus on architecture and business-based panels, writer interviews, partnership-oriented activities and 'inspiring' keynote speakers. In addition to these, other events that will enrich the business development platform are the **Architectural Master Classes**, which includes conversations on materials by participating in a tour of the products at the exhibition area led by the moderator and ensures information exchange with talks participated by master architects; and the **YAPI UNPLUGGED Workshop**, which aims to reuse of the waste material that is produced during the exhibition and displays designs moderated by national and international architects."

Representatives of the Industry at the 'Building Industry Agenda Forum'

At the 'Building Industry Agenda Forum', which will take place on the opening day of the 41st Yapı – Turkeybuild (**May 8th, Tuesday**) moderated by journalist/presenter Hande Demirel, the presidents of the prominent associations of the industry will come together and comment on the industry regarding the material, construction, economy and planning perspectives. The forum, which will also address the future projections, will be attended by the **Environmental Friendly Green Building Association (ÇEDBİK)** President Ö. Selçuk Özdil, the **Real Estate and Construction Cooperation Platform (GİİP)** Secretary-General Mehmet Ali Kandemir Esq., the **Center for Strategic Thinking in Real Estate (GİSP)** Vice President Mehmet Ersül, the **Istanbul Builders' Association (İNDER)** President A. Nazmi Durbakayım, the **Association of Turkish Consulting Engineers and Architects (TMMMB)** President A. Süreyya Ural, the **Turkish Association of Construction Material Producers (Turkey İMSAD)** President Ferdi Erdoğan, the **Urban Land Institute Turkey (ULI Turkey)** President Zafer Baysal; and from the **Freelance Architects' Association (SMD)**, the **TürkSMD** President Aytek İtez, the **İstanbulSMD** President Sibel Dalokay Bozer and the **İzmirSMD** President Hüseyin Egeli. The forum will focus on the local governance / state policies as well as providing a strong platform for the public and private sectors to come together and share their messages.

International figures that catch the eye with their design approach and latest projects will be at Yapı – Turkeybuild İstanbul

Yapı – Turkeybuild İstanbul aims to help the audience gain a different perspective by bringing the participants together with national and international professionals. In this context, the **Founding Director of the Stuttgart University Institute for Computational Design and Construction Achim Menges**, one of the foreign speakers at the exhibition who will attract considerable attention, will hold a conference titled '**TRANSFORMING ARCHITECTURE – COMPUTATIONAL DESIGN & CONSTRUCTION**' at Yapı Arena on **Wednesday May 9th**. Going beyond the digitalization of the established planning procedures and the automation of the current construction processes for a completely integrative calculated design and construction, Menges will talk about the ways to take advantage of all potentials of the digital technologies in the fields of architecture and construction.

The Designer /Co-Founder of WikiHouse Foundation Alastair Parvin, another international speaker to take to the stage at Yapı Arena, will be the star of one of the most interesting events of the exhibition on **Thursday May 10th**. Carrying out housing and urban transformation projects with simple, sustainable, and open-source tools; Parvin will help us transform our industry and overcome the difficulties of today's design by sharing his predictions on the potential of digital revolution during his speech '**NOTES ON THE NEXT INDUSTRIAL REVOLUTION**'. Parvin will answer questions such as 'Can we build a transparent sector by using web and automation instead of seeing technology as a threat?'

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and ‘Can we be the leader of the new industrial revolution rather than a mere follower by working in cooperation in this field?’

Known for his work in the fields of architecture, industrial design and furniture design; the award-winning architect **Asif Khan** will attend the Yapı – Turkeybuild Istanbul on **Friday May 11th** as a speaker at the “Architect Conferences”. Blending the innovative and unexpected aspects of these disciplines in his projects, Asif Khan will address the human’s relationship with design, material, nature and especially technology in his speech that is inspired by details he comes across in his daily life.

The last speakers of the “Architect Conferences” as part of the Yapı – Turkeybuild Istanbul will be **Maria Lisogorskaya** and **Louis Schulz**, the founding members of Assemble which is a multidisciplinary collective consisting of 18 people that work in architecture, design and art. At the session “**LEARNING THROUGH MAKING**”, which will take place on **Saturday May 12th**, they will talk about residence and store renovation and social outdoor area planning projects, as well as the on-going Granby Four Streets projects that helped them become to first design and architecture studio to receive the prestigious “Turner Prize” in 2015. Furthermore, they will carry out the “**YAPI UNPLUGGED**” workshop in collaboration with “Herkes için mimarlık”.

‘Golden Magnet Stand Design Awards’ will be given

The traditional awards of Yapı – Turkeybuild Istanbul, the ‘Golden Magnet Stand Design Awards’ will also be rewarded this year. At the ‘Golden Magnet Stand Design Awards’, which reward the companies that attract their visitors with their brands and products thanks to their stand designs, the independent jury consisting of the company stands in the exhibition will present the 1st place, 2nd place, 3rd place and honorable mention awards to the designers. The ITE Group Special Award will also be presented in order to encourage the improvement of the stand designs at the exhibition.

Here are the issues on the exhibition’s agenda with its innovative and rich content:

- “**Building Industry Agenda Forum**” that will include speeches by association executives, presenting projections on the future of the building industry
- “**Architect Conferences**” by national and international figures that catch the eye with their design approach and latest projects
- “**Building Sessions**” that will shed light on the sector with topics such as the relationship between material and R&D, corporatization in a digitalized world, real estate trends, energy solutions in complicated structures, and visualization technologies in architecture
- “**Award Ceremonies**” that host the prestigious awards organized by the stakeholders of the sector in their own field
- “**Yapı Masterclass: Architectural Master Classes**” that include conversations on materials by participating in a tour of the products at the exhibition area led by the moderator and ensures information exchange with talks participated by master architects
- “**Workshop: Yapı Unplugged**” that aims to reuse of the waste material that is produced during the exhibition and displays designs moderated by national and international architects.
- “**Trend Seminars**” where the developments that feed the industry will be shared; such as robotic design in architecture, data design in architecture, social and behavioral aspects of energy use, entrepreneurial business models that aim to grow, architectural project case studies.
- “**Technical Seminars**” by material manufacturers who provide innovative products and solutions

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- “Live Presentations” by material manufacturers who provide innovative products and solutions

For detailed information on the 41st Yapı – Turkeybuild, the **Business Development Platform Events** and the **VIP Hosted Buyer Program**, please go to <http://www.yapifuariistanbul.com>

About ITE Turkey

ITE Turkey is the Turkish branch of the ITE Group, the international exhibition company that organizes 240 exhibitions and conferences worldwide with 32 offices in 20 countries and a staff comprising of over 1,000 experienced employees. Organizing leading exhibitions for the leading industries of Turkey, ITE Turkey consists of the companies **YEM Exhibitions**, **EUF - E Uluslararası Fuar Tanıtım Hizmetleri** and **Platform Uluslararası Fuarçılık**.

Organizing the leading exhibitions of Turkey in industries such as **building, tourism, cosmetics, foods, rail systems and logistics**; ITE Turkey draws its strength from the global network of the ITE Group as well as its experience in Turkey and the region. By sharing its strong global network in the exhibition industry with other industries it operates in, ITE Turkey creates new opportunities for business, collaboration and purchasing, and makes contributions into the development of the industry.

www.ite-turkey.com

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