

Press Release

March 19<sup>th</sup>, 2018

***On its 41<sup>st</sup> anniversary, Yapı– Turkeybuild İstanbul is going to put every important issue regarding the sector on its agenda with ‘YAPI SAHNE’ and ‘YAPI ARENA’; including innovation, technology, architecture and design...***

***Yapı– Turkeybuild İstanbul prepares once again to feel the pulse of the sector on its 41<sup>st</sup> anniversary between May 8<sup>th</sup> -12<sup>th</sup>***

As the largest construction exhibition in the 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 İstanbul is set to begin on **May 8<sup>th</sup>**. Yapı – Turkeybuild İstanbul, which has been creating added value, providing opportunities for business and sectorial information sharing with a rich content for 40 years in the locomotive construction sector, the leading sector in Turkey; also makes an undeniable contribution into the country’s economy. Yapı – Turkeybuild İstanbul will take place at Tüyap Fair Convention and Congress Center between **May 8<sup>th</sup>-12<sup>th</sup>**.

Having hosted 850 participants and 82,427 visitors from 17 countries last year, Yapı – Turkeybuild İstanbul is preparing to bring over 900 participants 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 Fuarçılık. 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 participants. 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 Fuarçılık 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.

***ITE Group Regional Director Kemal Ülgen: “The use of domestic products in construction materials is increasing; Yapı – Turkeybuild İstanbul 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 has 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.

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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 our country’s economy regarding construction materials.”

#### 41. The Largest Business Development Platform exclusive to this year: YAPI SAHNE and YAPI ARENA

Organized by YEM Fuarçılık 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 41<sup>st</sup> anniversary. 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. For this purpose, an efficient platform is going to be provided for the participants and the visitors with **YAPI SAHNE** and **YAPI ARENA**, which were designed as the largest platforms for business development in order to promote new ideas.

Speaking about this year’s activities, **ITE Group Regional Director Kemal Ülgen** said: “Yapı – Turkeybuild Istanbul has been shining a light on our country’s construction sector as an international platform for 40 years. Our 41<sup>st</sup> anniversary is very special and important for us. Therefore, we introduced an innovation in our business development platform and created **YAPI SAHNE** and **YAPI ARENA**. Focused on ‘Innovation’, YAPI SAHNE 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.” Stating that they already began working for the year 2019, Ülgen said: “We’re now working with a more professional team. In line with our efficiency policy, we already began working for the year 2019. Our stand sales will begin for the year 2019 even before the start of the 2018 exhibition. Thus, we’re going to spend the rest of our time focusing on developing content that will provide maximum benefit for our participants and visitors”

On the first day of the exhibition, following the opening ceremony which will be attended by Turkey İMSAD Chairman Ferdi Erdoğan and **ITE Group Regional Director Kemal Ülgen**, there will be technical seminars and live presentations at YAPI SAHNE by the material manufacturers who provide innovative products and solutions.

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On the second day, the 'Insulation Sector Achievement Awards' and 'Golden Magnet Stand Design Awards' will be presented to the winners, in addition to other activities at YAPI SAHNE such as 'Design, Derive, Produce with Robots!', 'Designing, Producing and Doing with Data: Data Mining in the Construction Sector'. On the same day, YAPI ARENA will host panels and interviews such as 'The Role of Material and R&D in Architecture', 'Transforming Architecture – Calculating Design and Construction', 'The Role of Institutionalization in Architecture', 'Master Class and Material Talks'.

The panels and seminars on the third day of the exhibition are as follows: 'Social-Behavioral Aspects of Energy Use', 'Other Aspects of Construction', 'Real Estate-Oriented Investors Panel', 'Open Call: Notes on the New Industrial Revolution', 'Advance Energy Solutions in Complex Structures', 'Master Class and Material Talks' and 'Workshop with Assemble'.

On the fourth day, the seminar 'How to Expand Your Business?' will broaden the horizons of the entrepreneurs; whereas Dr. Doğan Hasol, Certified Engineer and Architect, will comment on the current environment of architecture in our country at his interview '20<sup>th</sup> Century Architecture in Turkey and Today'.

Last day of the exhibition will witness the announcement of the 2023 goals of the World Construction Floor Industry at the 'Watch the Floor' panel. Closing speeches at YAPI ARENA will be given by Jenny Sabin, the founder of the Jenny Sabin Studio and Cornell Architecture, Art and Planning Sabin Design Laboratory; and Prof. Dr. Philippe Block, the Founding Director of the Block Research Group.

### **'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 1<sup>st</sup> place, 2<sup>nd</sup> place, 3<sup>rd</sup> place and mansion prizes 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.

### **Yapı - Turkeybuild Istanbul's Agenda:**

- Speeches by foreign architects who grab attention with their design approaches and latest projects,
- Speeches by association executives who will provide projections regarding the future of the construction industry,
- Investor-oriented Energy Efficiency,
- The relationship of real estate with planning and economy,
- Data Design in Architecture,
- Robotic Design in Architecture,
- Material and R&D,

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- Growth-oriented business models with an entrepreneurial spirit,
- Master classes
- Live presentations by material manufacturers who provide innovative products and solutions

### **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 Fuarçılık**, **EUF - E Uluslararası Fuar Tanıtım Hizmetleri** and **Platform Uluslararası Fuarçılık**.

Organizing the leading exhibitions of Turkey in industries such as **construction, tourism, cosmetics, foods, railroad technologies, 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](http://www.ite-turkey.com)

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