



**YAPI – Turkeybuild Istanbul celebrates its 40th anniversary with 40 different events**

## **40th YAPI – Turkeybuild Istanbul continues...**

### **North Africa - Turkey Construction Forum and B2B Meetings were held at the exhibition.**

#### **Best Stand “Golden Magnet” Awards were gifted to their owners**

*40th YAPI - Turkeybuild Istanbul exhibition, the biggest exhibition of the building sector which opened its doors on May 23, is continuing with full of activities.*

*On the first day after the opening, “North Africa - Turkey Construction Forum” was held within the scope of “Guest Region North Africa”. After the forum, the production companies came together in the B2B Meeting with the hosted buyers delegation coming from the region.*

*There are 40 different events within the scope of the exhibition this year. Meetings, conferences, seminars and demonstrations that took place in the first two days of the exhibition attracted great attention.*

*Following the celebration ceremony for the 40th anniversary of the exhibition, “Golden Magnet Awards”, the traditional best stand design awards, were gifted to their owners.*

YAPI – Turkeybuild Istanbul, which is organized by **YEM Exhibitions**, celebrates its 40th anniversary with 40 different events

#### **Morocco, Tunisia and Algeria Markets were evaluated in Guest Region North Africa Project ...**

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.

On the first day of the exhibition, North Africa - Turkey Construction Forum and B2B Meetings were held, aiming to develop platforms to create new business opportunities and incentives for investors in North Africa, one of the important markets of Turkish construction sector abroad. In the event, 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, Deputy Chairman of Türkiye İMSAD, authorities from the Eximbank Loans Department and senior officials from DEİK took part as speakers.

#### **Different aspects of the material were discovered with the world famous designer Ward Massa...**

“Waste: The Most Exciting New Building Material of the Future” conference, held by Ward Massa, co-founder of Stone Cycling, attracted great attention! Having pioneered a major global movement by creating a cyclical

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economy with StoneCycling which she is founder of, Ward Massa has talked about the different aspects of the material, the ways to make it stronger and reused, as resources are increasingly consumed today.

### **Gold Magnet Stand Design Awards were gifted to their owners**

YAPI - Turkeybuild's Traditional Best Stand Design Awards "The Golden Magnets" were gifted to their owners at the ceremony held at the end of the second day of the exhibition. **First prize** was given to the stand of Gentaş Group-Genmar A.Ş., which was realized by Redpin Design architect Ozan Önal. **Second prize** was given to Turkish Ytong San. A.Ş. stand, designed by İdil Banu Özcan from İdil Banu Space Solutions while **third prize** was given to Ege Seramik San. ve Tic. A.Ş stand, designed by architect Zafer Han. Akgün Seramik San. ve Tic. A.Ş. stand by Interior Architect Çağrı Özalp was awarded the honorable mention. YEM Exhibitions Special Prize was given to Stoq Elektronik ve Dış Ticaret A.Ş stand, designed by Şeref Özer from Feltouch Yapı Tasarım San. Tic. A.Ş.

### ***Other notable events to be held on following days of the exhibition:***

- The world renowned, Indian award-winning architect Anupama Kundoo at Turkeybuild with her Hand Made Architecture Conference on Friday, May 26! Anupama Kundoo, who is known for her researches and experiments on materials, will present a speech titled "Handmade Architecture: Sustainable Buildings with Simple Materials".
- PAB Architecture, which is frequently mentioned with its educational structures, will be sharing their work in the conference titled "Material of Alphabet". The conversation, which focuses on the interior and exterior material choices that children and young people spend most of their time during the day, the effects of these choices on the experience of the space, and the architecture that they created, will be on Thursday, May 25 at Turkeybuild Istanbul!
- A panel titled "The important building stone of the building sector: REAL ESTATE For Whom?" will be held on Friday, May 26. 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, a medium where experts in their field share their knowledge and know-how.
- Murat Şanal to give a speech at YAPI - Turkeybuild on Industrial Innovation, Materials and Architecture on Saturday, May 27. In the conversation, the projects of SANALARC, which organizes the architectural studio as a research environment in construction methods, material preferences and design approaches, will be discussed on the axis of industrial innovation, materials and architecture.

YAPI - Turkeybuild Istanbul, one of the five major building exhibitions of the world and "The biggest building material exhibition of the region, which includes Turkey, the Balkans, CIS countries, the



Middle East and North Africa”, continues to provide information flow to the sector professionals while bringing new business and cooperation opportunities to the sector on its 40th anniversary. Being held in 100,000 m<sup>2</sup> indoor and outdoor areas, the exhibition, which brings 18,640 products exhibited by 1,250 exhibitors together with 100,000 local and foreign visitors from 105 countries will keep its doors open until May 27th.

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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