



The summit of the Turkish building sector, 39th Yapı –Turkeybuild Istanbul, is taking place on May 10-14!

Guest Region Africa Project: Kenya, Nigeria, Mozambique...

Target Market: Iran...

Don't miss the Business Development Platform and Architecture Activities of the Exhibition!

THE COUNTDOWN FOR THE 39TH YAPI – TURKEYBUILD ISTANBUL IS ON!

39th Yapı – Turkeybuild Istanbul, which is one of the five biggest exhibitions of the world and has been the biggest exhibition of the Turkish building sector & the region for 39 years, is gathering the building sector with 110.000 visitors on May 10-14 2016.

This year, the exhibition's "Business Development Platform" will support the search of the sector for new markets with "Guest Region Africa Project – Kenya, Nigeria and Mozambique" and "Target Market Iran Project". Also the "Architecture and Architecture Culture" activities will provide information flow to the building professionals. At the exhibition, the latest innovations, products and services of 1.250 exhibitor companies will be exhibited.

Yapı – Turkeybuild Istanbul, which is the biggest building material exhibition of the region that includes Turkey and covers the Balkans, CIS countries, Middle East and North Africa, is organized by **YEM Exhibitions** and has been the international gathering point of the building world for 39 years. The exhibition, which will be organized **on May 10-14 2016 at Tüyap Fair Convention and Congress Center**, will gather thousands of products, technologies and services from 1.250 producing companies with **110.000** visitors in 14 halls equaling 100.000 m² and on open ground.

With its enriched "**Business Development Platform**" activities, the 39th Yapı – Turkeybuild Istanbul will support national economy by providing benefits in terms of bringing in new markets for the sector. The "**Architecture and Architecture Culture**" activities that will be actualized for the duration of the exhibition will provide information flow to the sector.

Guest Region Africa Project: Kenya, Nigeria and Mozambique

For the first time this year, instead of a single country, the Guest Country Project that has been successfully organized for 5 years as one of the exhibition's **"Business Development Platform"** events is hosting **the Region of Africa** that is among the target markets of the Turkish building sector. In the events that will be organized under the title of **"Guest Region Africa Project"**, **Kenya, Nigeria and Mozambique** will be evaluated as potential growth areas for the Turkish building sector that is in search of new markets. Following the **"Turkey – Africa Construction Forum"** that will be organized during the exhibition as a part of this project, procurement committees from these three countries and important markets of the continent will be gathered at the **"B2B Sessions Meeting"**. The goal is to have Kenya, Nigeria and Mozambique who import 35 billion dollars of construction material each year support the construction material exportation of Turkey with their growing construction expenditure.

Target Market Project: Iran

This year, one of the innovations that will gather the Turkish building sector with different activities will be the **"Target Country Project"** which will be organized with the support of **Kalekim**. As a part of the project, the market of Iran will be evaluated within the frame of the opportunities it contains for the Turkish building sector since it has become a land of opportunity after the disembargo. At the **"Iran – Turkey Construction Forum and B2B Sessions Meeting"** that will be organized as a part of the project, the business opportunities in the target market of Iran will be shared with the Turkish building sector professionals and the procurement committees from the country will be gathered with the Turkish construction material manufacturers.

Activities of Architecture and Architecture Culture

In addition to the "Business Development Platform" events, one of the innovations this year will be the **"Activities of Architecture and Architecture Culture"** which will provide information flow to the sector. Four activities will be organized under this title. Among these activities, there will be the world-renowned and RIBA-awarded architect **Chris Bosse's** lecture titled **"City of the Future: The Synergy of Man, Technology and Nature in the Urban Environment"**. Chris Bosse is characterized as a "rising star designer of Asia" and will be coming to Turkey for the first time ever. Architect Selçuk Avcı's **"Sustainability in Turkey and Turkish Contractors Association Experience"** seminar, **"New Materials for the Architect"** event that will highlight the importance of material in the design process and **"A Career in Architecture"** event that will gather the experts of the building sector with students of architecture are also among the activities that will light the way for a lot of people.

Foreign Procurement Committees – Organizations and B2B Sessions

The **"Foreign Procurement Committees B2B Sessions"**, which is one of the activities of the Business Development Platform of the exhibition and is organized with the Central Anatolian Exporters Union (OAİB) and within the coordinatorship of Turkish Ministry of Economy, will this year take place **with the attendance of 40 countries**. Company executives attending from Algeria, Austria, Azerbaijan, Bangladesh, Brazil, Bulgaria, Canada, Egypt, England, Georgia, Germany, Greece, Iran, Iraq, Italy, Jordan, Kazakhstan, Kenya, Kosovo, Kyrgyzstan, Lebanon, Macedonia,



Malaysia, Morocco, Poland, Romania, Saudi Arabia, Serbia, Spain, Sudan, Switzerland, Tanzania, Tunisia, Turkmenistan, Ukraine, United Arab Emirates (UAE), Uzbekistan, Venezuela, Vietnam and Zambia will be gathered with the Turkish construction sector material producers at B2B Sessions.

In addition to ministerial committees, **a procurement committee that consists of 40 people** from *Lebanon, Jordan, Iraq, Oman, Saudi Arabia and United Arab Emirates* and **senior committees** from *Azerbaijan, Kazakhstan, Uzbekistan, Ukraine and Iran* will meet with the exhibitors as a part of the international works carried out by YEM Exhibitions within the year.

For detailed information about the 39th Yapı – Turkeybuild Istanbul, the event schedule and online invitations, you can visit www.yapifuari.com.tr.

The schedule of the 39th Yapı – Turkeybuild Istanbul:

- **“Sustainability in Turkey and Turkish Contractors Association Experience” Seminar** by Architect Selçuk Avcı, AVCIARCHITECTS, May 10 2016, Tuesday
- **“City of the Future: The Synergy of Man, Technology and Nature in the Urban Environment”** conference to be given by the world-renowned and RIBA awarded architect Chris Bosse, May 11 2016, Wednesday
- **Africa – Turkey Construction Forum and B2B Sessions** May 11 2016, Wednesday
- **“New Materials of the Architect” Seminar**, May 12 2016, Thursday
- **Iran – Turkey Construction Forum and B2B Sessions**, May 12 2016, Thursday *with support from Kalekim
- **”A Career in Architecture” Event**, May 13 2016, Friday
- **Seminar and Demo Ground Activities**, for the duration of the exhibition, between May 10 - 14

YEM Exhibitions

YAPI – TURKEYBUILD Biggest Gatherings of the Turkish Construction Sector and the Region for 39 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 39 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.

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About ITE Turkey

ITE Turkey is the Turkey office of ITE Group, the English exhibition giant. ITE Turkey, who organizes leading exhibition organizations in leading sectors of Turkey, consists of YEM Exhibitions, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Fuar and TF Fuarcılık 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.

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