



**YAPI**  
TURKEYBUILD  
İSTANBUL



**Turkish  
Building  
Industry's and  
Region's  
Leading  
Gathering**



# 42<sup>nd</sup> Yapi - Turkeybuild Istanbul

**18 - 22 April 2020**

TUYAP Fair and Congress Center  
Istanbul, Turkey

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

NEW  
DATES



**Organiser:**



# Yapı - Turkeybuild Istanbul 2019 in numbers



EXHIBITORS

**555**

exhibitors

**12**

countries represented

**23,349** m<sup>2</sup>

covering 8 halls and outdoor area



VISITORS

**68,738**

visitors

**9,307**

international visitors

**43%**

of visitors attended to source products, services and information

**135**

countries

**81**

cities of Turkey



EVENTS

**30+**

events

**90**

expert speakers

**40+**

industry topics

**5,000+**

attendees



# Exhibitors

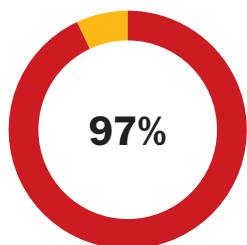
## 555 EXHIBITORS FROM 12 COUNTRIES

- Construction Machinery, Hardware & Tools, Constructional Steel, Prefabricated Structures, Building Systems
- Finishing, Wall and Floor Coverings, Bathroom - Kitchen Equipment, Doors and Accessories, Electricity, Lighting, Automation
- Insulation, Building Chemicals, Paint, Roof
- Joinery (Doors - Windows), Façade, Automatic Door - Gates, Sun Protection
- Structural Systems, Installation, Elevators, Landscaping, Software

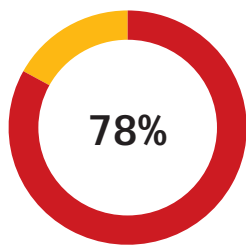
### COUNTRIES REPRESENTED

|              |             |
|--------------|-------------|
| China        | Qatar       |
| India        | Poland      |
| Italy        | Russia      |
| Kosovo       | South Korea |
| Lebanon      | Taiwan      |
| North Cyprus | Turkey      |

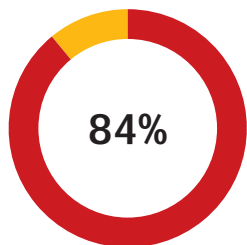
## EXHIBITOR SURVEY RESULTS



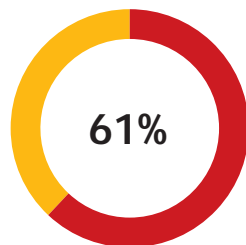
*97% of the exhibitors consider the show important for their business.*



*78% of the exhibitors were generally satisfied with the exhibition.*



*84% of the exhibitors are likely to exhibit next year.*



*61% of the exhibitors expect to get a satisfactory ROI from the event.*



# Visitors

68,738 professionals from 135 countries and 81 cities of Turkey

International visitors 9,307  
32% year-on-year increase

## VISITOR PROFILE



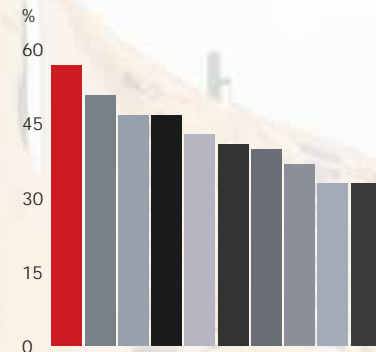
|     |                                |
|-----|--------------------------------|
| 43% | Construction                   |
| 11% | Architectural Design           |
| 11% | Wholesale                      |
| 10% | Interior Design and Decoration |
| 4%  | Retail                         |
| 3%  | Finishing Works                |
| 1%  | Property Management            |
| 1%  | Media                          |
| 16% | Other                          |

## INTERNATIONAL VISITORS



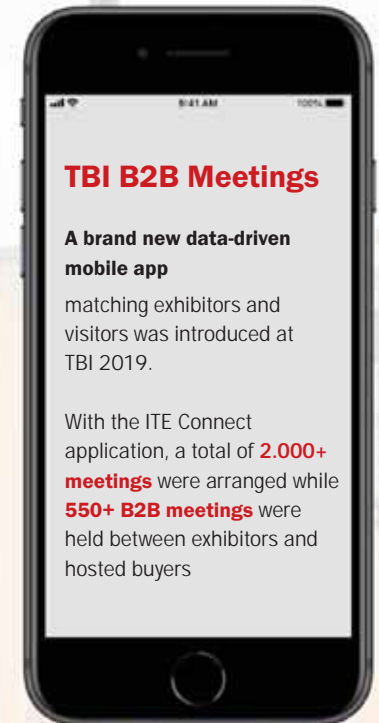
|              |    |                 |    |
|--------------|----|-----------------|----|
| Iraq         | %8 | Algeria         | %2 |
| Iran         | %7 | Germany         | %2 |
| Libya        | %6 | India           | %2 |
| Bulgaria     | %5 | Jordan          | %2 |
| Azerbaijan   | %4 | China           | %2 |
| Palestine    | %3 | Northern Cyprus | %2 |
| Georgia      | %3 | Macedonia       | %2 |
| Kosovo       | %3 | Russia          | %2 |
| Saudi Arabia | %3 | UAE             | %2 |
| Israel       | %2 | Uzbekistan      | %2 |
| Morocco      | %2 | Egypt           | %2 |

## PRODUCTS OF INTEREST

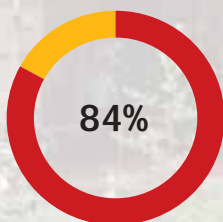


|     |   |
|-----|---|
| 54% | Building Materials, Structures & Elements |
| 44% | Facades & Roofing                         |
| 43% | Building Chemicals, Mixtures & Insulation |
| 42% | Bathroom, Kitchen, Pool & Spa             |
| 38% | Ceramics & Stone                          |
| 37% | Interior Design & Decor                   |
| 36% | Flooring                                  |
| 31% | Wall Coverings                            |
| 30% | Doors and Accessories                     |
| 28% | Lighting & Electrics                      |

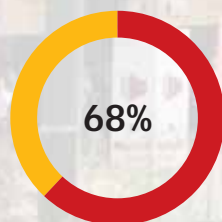
B2B MEETINGS  
total of 2.000+ meetings



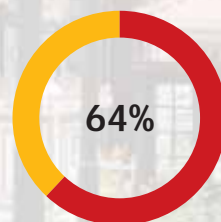
## VISITOR SURVEY RESULTS



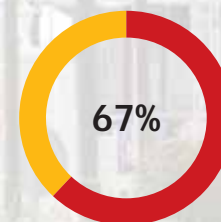
84% of the visitors are likely to attend next year.



68% of the visitors were generally satisfied with the exhibition.



64% of the visitors sourced new suppliers and business partners



67% of the visitors saw new products and innovation.





# Turkish Building Industry's and Region's Leading Exhibition

“

The building exhibition holds a very important feature. The exhibition is a significant place, and a platform of great importance, since the new materials and the new methods for modelling future cities, smart cities, and green buildings are displayed here and introduced to the audiences for the first time; and also, for it sets the standards of the competition all around the world. As a part of the Yapi Arena Conference Program, we came up with a new route to rejuvenate the stagnant construction sector all together with the real estate agents, contractors, suppliers, and the financing companies, resulting in a solution model on which the parties reached a consensus.

**Ferdi Erdoğan**  
**Chairman of the Association of Turkish**  
**Construction Material Producers (Turkey IMSAD)**

”



# What our exhibitors said:

“

80% of the visitors to our stand were from abroad. This number has increased a lot compared to last year. 90% of our customers were from the Middle East; Qatar, Dubai and Saudi Arabia and from European Union and Turkic Republics. There are more customers here than last year. Turkeybuild İstanbul is a must-attend event for us.

*Mümtaz Bezirgan, Foreign Trade Specialist*  
İSTON İSTANBUL BETON ELEMANLARI VE HAZIR  
BETON FABRİKALARI SAN. VE TİC. A.Ş.

We have been exhibiting at Turkeybuild İstanbul for 2 years. First and second days were very busy in terms of foreign customers. I think the quality and number of foreign customers are very good.

*Süleyman Emre Tan, Field Manager*  
YILDIZ ENTEGRE

Turkeybuild İstanbul is the most important exhibition for us. It is the only one we participate in Turkey. It is very important for Turkey and the surrounding region. The visitors at our stand were too good to be compared to last year's visitors.

*Ergun Baştan, Marketing and Business Development Manager*  
URTİM KALIP VE İSKELE SİSTEMLERİ  
SAN. VE TİC. A.Ş.

Turkeybuild İstanbul is the heart of construction sector. It is the only place where everybody in the sector meets.

*Yasin Çetin, Sales Executive*  
TÜMAS

Turkeybuild İstanbul is a must-attend exhibition in terms of the competition, seeing the changing dynamics of the sector and prestige. I think Turkeybuild İstanbul was much better for finding potential foreign customers this year.

*Nilhan Gürtuna, Marketing Communications Manager*  
HANNA HOME

Yurtbay Şirketler Grubu is here to promote new products and our brand, build network, find the right contacts and meet the right distributors. Turkeybuild İstanbul is the heart of Turkey's construction sector.

*Merve Yunusoğlu, Corporate Communications Specialist*  
YURT BAY SERAMİK

”



# Business Development Platform

An efficient platform to support the sector's strategy in Istanbul, to exchange information, encourage innovation, and to promote new ideas by bringing the private sector and the academic side together was built in 42<sup>nd</sup> YAPI FUARI - Turkeybuild with its events that aimed to create business opportunities.



**5.000+  
Attendees**



**90  
Expert  
Speakers**



**30+  
Events  
and Award  
Ceremonies**



**40+  
Different  
Topics**



**26  
Collaborations**

Yapi Arena incorporated a wide variety of events as a platform for networking and inspiration and became the center of attention for the visitors.



## Yapi Arena

Yapi Arena hosted panels on architecture and business, partnership sessions, the interactions between the new elements of design & technology, and the “inspiring” keynote speaker conferences as part of its content containing events with 5 different themes for 5 days.



## Yapi Innovation Stage

In Yapi Innovation Stage, the section focusing on “innovation”, the exhibiting companies held seminars and presentations where they introduced and demonstrated their new products and technologies.



## Yapi Robot Zone

Various installations were made in “Design/Develop, Build with Robot!” project as a part of Yapi Robot Zone, and the Robotic production of real time architectural space was completed. In addition, conversations were made with the guest architects on robotic production.



## Yapi VR Home

The visitors had a chance to experience the VR+ technology in person and follow up on the developments that came up as a result of the digital transformation at Yapi VR Home, where design, architecture, and virtual reality were brought together. Visitors designed virtual reality houses on Earth and Mars using different building materials.



## Yapi Masterclass

At Yapi Masterclass; which was planned in accordance with different product groups as interiors insulation and building materials joinery and facade systems worksite; the attendees visited the exhibitors' stands in the halls and panels that included conversations with master architects which were held later in the day.



## Yapi Unplugged 02 Atölye (Workshop)

The summer school workshop, which introduced materials to the young professionals, the new graduates, and the students allowed them to gain experience on the field with the waste from the installation of the exhibition area to recycle into units ranging from bookshelves to desks so that it would meet the needs of a classroom. The units were given to a Ketenci Village Elementary School in Erzurum, district of Hınıs.

The conference sessions that took place at Yapi Arena Stage were planned according to the fields of interest of the different visitor groups with 5 special themes for each 5 days



18 June

*Future Roadmap & Export*



19 June

*Be The Global Player*



20 June

*Smart Technologies & Differentiation*



21 June

*World Sun Day & Efficiency*



22 June

*What's Next*

## Award Ceremonies

### Golden Magnet Stand Design Awards

The traditional award given by YAPI FUARI - Turkeybuild, which believes in the power of design, The Golden Magnet "Stand Design Awards" were given to the companies that turned their brand and products into a center of attraction for the visitors with the design of their stands by an independent jury.



### 2<sup>nd</sup> National Roofing Awards

The "2<sup>nd</sup> National Roofing Contest", intended for the appliers and the masters providing service in the roofing sector, took place with venue sponsorship of YAPI FUARI - Turkeybuild on the last day at the exhibition, which was also enriched by the ÇATIDER Roof Assembly Days throughout the exhibition.





# Yapi Arena Sessions



**PRESIDENTS' FORUM "THE AGENDA OF CONSTRUCTION SECTOR IN 2019-2020"**



**INVESTMENT FOCUS FORUM "TOURISM AND CONSTRUCTION"**



**OPEN BOUNDARY**



**ARCHITECTURE BEYOND BORDERS**



**THE ALPHABET OF DIFFERENTIATION IN FACADE DESIGN**



**DIGITAL TRANSFORMATION, BIM, AND VR+ IN THE DESIGN AND PRODUCTION PROCESS**



**ROBOTIC DESIGN - END OF THE DIGITAL DESIGN LOOP**



**GREEN-COLLAR WOMEN**



**INNOVATION IN CONSTRUCTION AND MANUFACTURING IN THE RENEWAL INDUSTRY**



**WATER CITIES**



**REUSE - REPAIR - RESILIENCE**



## Keynote speakers included:

### **DR. AHMET ÇITIPİTİOĞLU**

BUILDINGSMART TURKEY,  
TAV ENGINEERING AND DESIGN DIRECTOR

### **AYÇA KADIOĞLU**

AYÇA KADIOĞLU ARCHITECTURE,  
FOUNDING ARCHITECT

### **DURMUŞ DİLEKÇİ**

ISTANBUL ASSOCIATION OF ARCHITECTS IN  
PRIVATE PRACTICE (ISMD),  
VICE PRESIDENT

### **GIJS VAN DER VELDEN**

MX3D  
CEO

### **KUNLÉ ADEYEMI**

NLÉ ARCHITECT  
DESIGNER AND URBAN RESEARCHER

### **NAZMİ DURBAKAYIM**

ISTANBUL CONSTRUCTORS ASSOCIATION,  
PRESIDENT

### **ALPER DERİNBOĞAZ**

SALON MASTER ARCHITECT,  
FOUNDER

### **DENİZ AKSU**

TÜRKİYE EMLAK KATILIM BANK,  
CEO

### **FERDİ ERDOĞAN**

THE ASSOCIATION OF TURKISH CONSTRUCTION  
MATERIAL PRODUCERS (TURKEY IMSAD),  
PRESIDENT

### **GÜLPERVİN CURAOĞLU**

TURK EXIMBANK,  
HEAD OF MARKETING DEPARTMENT

### **MEHMET KÜTÜKÇÜOĞLU**

TEGET ARCHITECTURAL OFFICE,  
FOUNDING PARTNER

### **RENDİ HELİN ÇİLALİOĞLU ÇİZER**

RENDİ HELİN DESIGN & INTERIORS,  
MASTER INTERIOR ARCHITECT AND THE FOUNDER



# Yapi Innovation Stage Technical Seminars



**STAR FIBER OPTIC AND LED  
LIGHTING**



**PENTA TECHNOLOGY – AUTODESK**



**OMNIS KOMPOZIT**



**KALISDER**



**TIS ENGINEERING  
TECHNOLOGICAL SYSTEMS**



**URTIM**

## Other Events



**YAPI ROBOT ZONE**



**YAPI VR HOME**



**YAPI MASTERCLASS**



**YAPI UNPLUGGED 02**



# Quotes From Our Speakers:



The importance of YAPI FUARI – Turkeybuild for the sector is unquestionable. It seems to me this year's organization is also a success. I believe the feedbacks will all be very positive. And we also talked about innovation in renovation with speakers from various sectors. It was a very pleasing and effective session. Thank you.

**Ayça Kadioğlu**  
FOUNDING ARCHITECT OF AYÇA KADIOĞLU  
ARCHITECTURE



The meetings held every year in Yapi Exhibition are very helpful. The construction process and marketing in our sector, the re-development of the foreign market, the problems about zoning were among the topics that were discussed. The fact that the participants from different places discussed their own local problems as well as the general issues in the country and offered solutions was really important. The meeting, which was held in a similar way last year, was indeed helpful. In the sense of economy, we are living in a difficult time right now. I sincerely hope that we will be living in a better time when we hold the next meeting, where we can notice some positive differences and improvements on the issues we criticize or offer solutions about. So, I'd like to congratulate those who organized the events, and say thank you on the behalf of my sector.

**Nazmi Durbakayım**  
PRESIDENT OF THE ISTANBUL ASSOCIATION OF  
CONSTRUCTORS (INDER)



I am founder of NLÉ works, based in Lagos, Nigeria. I just presented a lecture talk on building water cities. And I think it is an incredible experience to be here and to visit the fair. I always thought it is very important to discover new construction methods and materials, particularly in Turkey, which has a thriving industry of construction and developments.

**Kunlé Adeyemi**  
NLÉ FOUNDING ARCHITECT



YAPI FUARI - Turkeybuild is one of the most important organizational bodies which help certain developments in construction sector. I, for sure, think this is quite an interdisciplinary organization, which means it includes a wide variety of disciplines and therefore should be appealing to everyone, not only the architects. So, I intend to follow the developments.

**Mehmet Kütükçüoğlu**  
FOUNDING PARTNER OF TEGET ARCHITECTURAL OFFICE



I am so happy to be here today at this Turkey Build event because I think it is important to share what we do so that more and more people understand the possibilities of robotic manufacturing and what they will need to change in their process to be able to adopt this new technology in the future. Thank you very much.

**Gijs van der Velden**  
MX3D CEO



I think YAPI FUARI – Turkeybuild is an extremely important exhibition for the construction sector. It has been organized for years. We are trying to take part as much as possible as the architects and the interior architects. As the jury members for the Golden Magnet Stand Design Awards, this year we tried to appreciate the stands which adopted creative ideas. The stands that were integrated into the products and the brands drew our attention and therefore, were a priority for us. This has been a great year, again. And again, there were a lot of creative stands and products. I wish to congratulate the companies that turned their brands and products into a center of attraction for the visitors and YAPI FUARI – Turkeybuild for providing the platform that created this opportunity.

**Renda Helin Çilalioğlu Çizer**  
MASTER INTERIOR ARCHITECT & FOUNDER OF RENDA  
HELIN DESIGN & INTERIORS

# Business Development Platform Events Collaborations

**ARK|TERA**  
MİMARLIK MERKEZİ  
ARCHITECTURE CENTER

**CEPHEDER**  
Cephe Sanayici ve İş İnsanları Derneği

**Cedbik**  
ÇEVRE DOSTU YEŞİL BİNALAR DERNEĞİ  
TURKISH GREEN BUILDING COUNCIL

**EmlakBank**



**Fatbb**

**GARAGE ATLAS**

**giip**  
GAYRİMENKUL VE İNŞAAT  
İŞ BİRLİĞİ PLATFORMU

**GİSP**  
GAYRİMENKUL İÇİN  
STRATEJİ PLATFORMU

**GYODER**  
Gayrimenkul ve Gayrimenkul Yatırım Ortaklığı Derneği

**HERKES  
İÇİN  
MİMARLIK**



**İNDER**  
İSTANBUL İNŞAATÇILAR DERNEĞİ

**İSTANBUL SMD**

**İZMİR SMD**



**nobon**



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Mimarlar Birliği**

**TTYD**  
TÜRKİYE TURİZM YATIRIMCILARI DERNEĞİ  
TURKISH TOURISM INVESTORS ASSOCIATION

**TÜRK  
EXIMBANK**

**TÜRK SMD**  
TÜRK SERBEST MİMARLAR DERNEĞİ

**TÜRKİYE  
İMSAD**  
İNŞAAT MALZEMESİ SANAYİCİLERİ DERNEĞİ  
ASSOCIATION OF TURKISH CONSTRUCTION MATERIAL PRODUCERS

**ULI**  
Urban Land  
Institute  
Turkey

**yapı**  
MİMARLIK TASARIM KÜLTÜR SANAT DERGİSİ

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# Save the date



**YAPI**  
TURKEYBUILD  
İSTANBUL

**18 - 22 April 2020**

TUYAP Fair and Congress Center  
Istanbul, Turkey



## About the organiser:

ITE Group is one of the world's foremost events companies. For more than two decades, we have been connecting building and construction businesses to some of the most significant markets across the globe.



# Be a part of



**YAPI**  
TURKEYBUILD  
İSTANBUL



## Exhibit

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Reach Turkey's enormous building and construction sector at Yapı - Turkeybuild Istanbul. For over 40 years, we've connected brands to buyers and increased their export potential - let us do the same for you.

## Visit

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Yapı - Turkeybuild Istanbul is the country's leading and longest-running building exhibition. Meet thousands of suppliers and manufacturers from across Turkey and beyond.

## Sponsor

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Yapı - Turkeybuild Istanbul offers unparalleled opportunities to build brand awareness in the global building industry.



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